

REPRESENTATIVE E. E. COX RESIGNS AS CHAIRMAN OF THE SELECT COMMITTEE

(Text of Congressman Cox's resignation speech given September 30 on the House floor is contained in the special legislative bulletin enclosed.)

Representative E. E. Cox, of Georgia, chairman of the Select Committee of the House of Representatives, 78th Congress, to Investigate the Federal Communications Commission, has resigned his chairmanship.

In a speech before the House September 30, Congressman Cox said he was taking this step because of the controversy over his chairmanship which had arisen.

Placing the "best interests of the House" before personal justice to himself, Congressman Cox submitted his resignation both out of a "deep desire" to live up to the sacred obligations of the House and because he was "fortified" in his action by friends and colleagues in whose "friendship and judgment I have the utmost confidence."

The action followed closely a lengthy open letter in the *Washington Post* of September 27 from *Post* Publisher Eugene Meyer to Speaker Sam Rayburn asking that the Speaker take immediate action on FCC Commissioner C. J. Durr's petition to disqualify Congressman Cox as a member of the Select Committee. Commissioner Durr had written Speaker Rayburn on September 24 asking action on his petition, which had been filed with the Speaker on May 13, 1943. The petition was referred to the House Judiciary Committee, which disclaimed jurisdiction to act and referred it back to the House.

CONGRESSMAN KENNEDY OF N. Y. SUBMITS 'FREEDOM OF SPEECH' RESOLUTION

(Text of statement and resolution enclosed in special legislative bulletin.)

Representative Martin J. Kennedy submitted a joint resolution to the House September 30, which stated simply: "Congress shall make no law abridging the freedom of speech by radio or wire communication."

The resolution was preceded by a statement issued from Representative Kennedy's office explaining the reasoning behind the resolution which consisted of only two one-sentence sections.

Broadcast Advertising

RETAIL PROMOTION PREMIERE PLANS BEING COMPLETED

Plans for the World Premiere showing of the Retail Promotion Plan presentation October 12 at the Statler hotel in Washington, D. C., were being completed this week by a special committee of Washington broadcasters headed by Carleton Smith, WRC manager.

Approximately 800 government, retailing, broadcasting and other industry leaders will be invited to see the showing.

Preliminary showings of the presentation "Air Force and the Retailer" held in New York City for retailing and broadcasting industry leaders who have been assisting in planning the show have engendered considerable enthusiasm among these men, who predict a high degree of success for the film.

The 16 masters of ceremonies who will tour 126 cities with the 16 units of the presentation will also attend the Washington showing as a "baptismal" experience, Paul W. Morency, WTIC, Retail Promotion Committee chairman, has announced.

Other members of the Washington committee are: Carl Burkland, WTOP; Ben Baylor, jr., WMAL; Henry Seay, WOL, and G. Bennett Larson, WWDC.

DU PONT RADIO AWARDS PERPETUATED BY TRUST

Three annual awards, each including payment of \$1,000, have been established by Mrs. Jessie Ball du Pont, wife of the late Alfred I. du Pont, Jacksonville, Florida.

(Continued on page 400)

The Petrillo-Decca Contract

Full text of the contract, which has been signed by Decca and World with the A. F. of M. together with a statement concerning the contract, will be found in the special A. F. of M. bulletin enclosed.



NATIONAL ASSOCIATION OF BROADCASTERS

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WASHINGTON

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DU PONT RADIO AWARDS PERPETUATED BY TRUST

(Continued from page 399)

A trust agreement has been entered into with The Florida National Bank of Jacksonville, which, according to a communication to NAB from Mrs. du Pont, "establishes, and I hope guarantees for all time, the Alfred I. du Pont Radio Awards." Facsimiles of the trust agreement were mailed to all radio stations and commentators for their permanent reference and information.

Two Radio Station Awards shall be conferred in each calendar year to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively. One award shall go to a large radio station, as defined from the standpoint of power and range of coverage, the other to a small radio station, similarly defined in the trust agreement. Both awards shall be of equal size, dignity and merit, the agreement sets forth.

The Radio Commentator Award shall be conferred in each calendar year to one individual, who shall be a citizen of the United States, in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio, according to the language of the agreement, which also provides for a Committee of Awards to determine the winners.

Awards will be made during March for the preceding calendar year.

A.F.A. DISTRICT URGES CLARIFIED RADIO LEGISLATION

The 10th (Southwest) District of the Advertising Federation of America, meeting in Dallas, Texas, September 13-14, passed the following resolution:

Be it resolved that, in view of the recent interpretation of the Communications Act of 1934 by the Supreme Court of the United States, holding that the Federal Communications Commission is empowered to supervise, not only the traffic, but also the content of radio broadcasting, the 10th District, A.F.A., hereby petitions the Congress of the United States to so amend the said Communications Act as to rigidly define the authority, powers and duties of the Federal Communications Commission. We do not believe that the Congress intended to confer upon any bureau or bureaucrat the un-American power of censorship of the spoken word, and we urge the Congress to so clarify this legislation as to insure freedom of speech and communications against any possibility of capricious legislation.

EGOLF APPOINTED CHAIRMAN OF A.F.A. WAR ACTIVITIES

Willard Egolf, assistant to the president of NAB and vice-president of the Advertising Federation of America, was appointed chairman of the A.F.A. War Activities Committee at a meeting of the officers and board of directors in New York, Sept. 28.

Remainder of the Committee, consisting of prominent figures in advertising, are being notified by Joe Dawson, president of Tracy-Locke-Dawson advertising agency, New York, also president of A.F.A.

Mr. Egolf succeeds Allan T. Preyer, executive vice-president of Vick Chemical Company, last year's chairman of the committee which correlates and promotes the use of advertising in the war throughout the United States, principally assisting local advertising clubs in outlining and expediting campaigns for the home front.

OWI RECOGNIZES WRVA FOR "EXTRA" CONTRIBUTION

Signal recognition of Station WRVA, Richmond, Virginia, and Irvin Abeloff, program director, for his ingenious method of inserting OWI messages in Army and Navy shows, was accorded by John Hymes, chief of the OWI station relations division, in his bulletin to regional chiefs September 17. Text of the bulletin follows:

For quite some time Station WRVA, Richmond, Virginia, has been devoting a large portion of its public service features to the armed services in the way of special programs emanating from Army and Navy camps within the station's coverage area. Mr. Irving Abeloff, War Program Manager of WRVA, has adopted the policy for his station for granting time for such broadcasts only on the condition that they provide more than entertainment and service themes. Before WRVA grants time to an armed service for a program they must agree to devote some portion of their broadcast time to a message that would aid the over-all war objectives; in other words, an OWI message. This, of course, is an extraordinary situation, but it is an attitude which presents a national idea to us.

Mr. Abeloff, WRVA, and our regional chief in Richmond, Walter Huffington, have accordingly been very successful in incorporating OWI messages into these armed service programs, and because of their success we are passing an adaptation of their plan along to you with the suggestion that you work out similar schedules with the stations in your region. Some of you are already doing this on a spasmodic basis, and it is our hope that these allocations will be done nationally on a regular basis.

Because we believe this plan has great possibilities for more effective placement of OWI messages, we are suggesting that you attempt to set up an armed service program-OWI Allocation Plan on the stations in your region, and offer you the following procedure for a plan of operations in putting this into effect:

1. Contact all War Program Managers in your region and obtain from them a list of the local programs they carry which are either produced by an armed service personnel or by the stations for any armed service. This list should include all sustaining shows emanating either from military posts or from station studios.
2. Together with this list of shows, have the War Program Manager give you the military office and the personnel which the station contacts for production on each of these shows.
3. Write to this military contact and ask him if he would be willing to incorporate or include an OWI message in his armed service program. For your "sales story," suggest to them that in doing so they would be contributing largely towards the home front war effort, and that the spot coming from a military post would be extremely effective. In addition, you might state that it is certainly to the armed services' benefit that OWI messages

be given as wide and as effective coverage as possible. In contacting the Army it was suggested that you request them to "schedule an OWI message in addition to your Army theme."

4. When you receive acceptances, then contact the War Program Manager of the station over which the show is being broadcast. Advise the War Program Manager to submit accordingly one of his OWI messages each week to the production man on the particular show for routing into the program. This message can be on any one of the OWI campaigns which the station is currently carrying, the selection being dependent on importance, appropriateness or military acceptance. The station can submit the live copy to the program production chief for use either as a straight announcement or for a re-write into the script. In the case of a studio show, if desired, a transcribed announcement could be used.

In some cases you may run into armed service programs which would like to give particular OWI messages a complete or a more thorough treatment. On WRVA, for example, camp writers have effectively worked the messages into the script either in a comedy or a dramatic vein, or in one way or another. In such instances, furnish the program writers with fact sheets or background material on the subject. I think these cases, however, will be the exception rather than the rule, and I would say that we should be satisfied with straight messages.

We are grateful, and hereby express our appreciation to Mr. Abeloff, Station WRVA, and Mr. Huffington for suggesting this plan to us, and for helping us in working it out.

Bill Spire, our government liaison chief, has checked and cleared this plan with the Navy and War Departments, Commander Reichner representing the Navy and Major Pellegrin representing the War Department. Incidentally, they both suggested that it would be more effective if the requests came from stations rather than from OWI. I do not feel, however, that the average War Program Manager would be sufficiently interested or could devote the time to doing this and believe it should be our job to make the solicitation. If you find individual cases to the contrary, you are at liberty to take advantage of such a situation.

Radio Councils

GREATER BOSTON RADIO COUNCIL ORGANIZED

Dean Howard M. Le Sourd, of Boston University, has been named president of the newly-organized Radio Council of Greater Boston.

Other officers are: Mrs. Benjamin F. Kraus, Federated Women's Club; Dr. Carl Friedrich, Harvard University, and Adelaide Fitzgerald, vice-presidents; Carolyn La Vers, recording secretary; Elizabeth Boudreau, Boston Public Library, and Charles G. Bernard, Kiwanis Club, treasurer.

The executive board includes representatives of seven Boston radio stations, chairman of standing committees and the six members-at-large.

N. J. COUNCIL EDUCATION COMMITTEE HOLDS MEETING; PLANS ACTIVE RADIO WORK

First meeting of the education committee of the Radio Council of New Jersey was held September 22 in Elizabeth, with members agreeing that:

1. The committee should endeavor to impress upon New Jersey educators the really tremendous and rapidly growing importance of American radio as a factor in modern

life and that they should more thoroughly and effectively realize this in planning educational activities.

2. There should be a radio division in the New Jersey State Department of Public Instruction or some person should be given the specific responsibility of encouraging and promoting the use of radio and sound equipment.

3. There should be in each school building radio and other sound equipment adequate for the needs of the entire student body.

4. There should be an extension of opportunities for teachers, librarians, and others to learn about radio and sound equipment and how they can be used as educational aids, both in and out of school.

5. Encouragement should be given to libraries as well as to other educational institutions to establish script libraries, make collections of recordings, and also to further the study of radio in their communities.

6. Radio stations should be encouraged to continue to expand the production of programs which have educational significance and thereby develop closer cooperation between educators and broadcasters.

The first and most important task of the committee will be to survey the public, private and parochial schools to determine to what extent the radio is a factor in education today. This questionnaire will ascertain what receiving and broadcasting equipment is available including stationary and portable radios, microphones, recording devices, loud speakers, amplifying systems, and recordings. An effort will be made to learn to what extent schools participate in broadcasts, how radio techniques are utilized in regular classes, and the use of the radio and sound equipment both in and out of school.

The committee discussed at some length the possibilities of using radio and sound equipment as a supplement to the usual teaching techniques and procedures. Its significance as an educational factor was presented from many angles. The committee recognized that teachers need to be trained in the use of the radio and sound equipment and that educational administrators must be sold on the growing importance of audio aides in teaching-learning situations. Several educational institutions in the state are to be urged to make application for FM radio stations. The attention of educators will be called to the fact that the use of radio and sound equipment means more than listening to programs in school and out and in visiting local stations. The appreciation by youth of the better type of programs is one of the major responsibilities of educators.

Those present included: Charles W. Hamilton, assistant in secondary education of the State Department of Public Instruction, chairman; Anne Hoppock, assistant in elementary education, and Lloyd H. Jacobs, supervisor of distributive education, also of the State Department; Max J. Herzberg, principal of Weequahic High School of Newark and president of the National Council of Teachers of English; Mrs. Marjorie Merritt Quinn, associate extension editor of the N. J. College of Agriculture; Miss Hannah Severns, librarian of Moorestown; Prof. Paul S. Nickerson, Montclair State Teachers College; Robert B. Macdougall, Trenton State Teachers College; Mrs. Robert W. Cornelison of Somerville, chairman of the department of education of the New Jersey State Federation of Women's Clubs and president of the Radio Council of New Jersey; Mrs. Carl Bannwart of Newark, chairman of the radio committee of the N. J. State Federation of Women's Clubs; Leon C. Hood, teacher of English in Clifford J. Scott High School of East Orange; Dr. Frederick L. Hipp, editor of the N. J. Educational Review and Director of Democratic Discussions, and Rt. Rev. Msgr. William F. Lawlor, superintendent of schools of the Archdiocese of Newark. Guests were Mrs. Dorothy Lewis, coordinator of listener activity of NAB and Miss Dorothy Rowden, assistant to the director of education of the Columbia Broadcasting System.

DES MOINES COUNCIL GETS BOOST FROM NEWSPAPER

(The following editorial is reprinted from the Des Moines *Tribune* of September 10 and is self-explanatory.)

Radio Council

The Federal Communications Commission has power to yank the broadcasting licenses of radio stations if the commission doesn't think they operate "in the public interest, convenience, and necessity."

But in addition to this, the stations themselves regard it as their chief duty to entertain the listeners and to sell time to advertisers, so they keep constant check on what the advertisers and listeners get for their money through various "listener surveys."

Every little while there is a wave of public indignation or hysteria over something to add to their worries, like the Mae West wisecracks of a few years back, the Orson Welles "invasion from Mars," or parental concern over the quantity and quality of children's programs.

Each of these waves of excitement has left permanent marks on the broadcasters in the form of new "don'ts" and "do's."

In the last few years, the National Association of Broadcasters has been promoting the local "radio council" as a device for more continuous and helpful contact between broadcasters and their public. Cedar Rapids, Ia., has had one for several years; Des Moines has a new one, organized last June and expecting to be in full swing by October.

These radio councils have two chief functions—to afford a channel for constructive and representative criticism of radio programs, and to help the local radio stations make the best use of free time given to local civic organizations.

The new Des Moines radio council, formed with the co-operation of all three local stations and of the National Association of Broadcasters, has an allocation committee to divide up the time donated by the stations to local non-profit organizations, a continuity committee to give them advice about scripts, a talent and production committee to give them help in putting on their programs.

For its more generalized function of helping broadcasters keep in touch with their audience, it has a survey and program evaluation committee.

Critics in the past have sometimes chided the radio industry for seeking less to please than to avoid complaints. Existence of a live radio council should help radio executives determine which complaints are widespread and which are merely crotchety. It should also help raise the quality, variety, and representativeness of the donated-time programs.

Engineering

RTPB MEETING

The Radio Technical Planning Board met in New York City on September 29 for the purpose of electing the chairman. The voting sponsors represented at the meeting were the following:

American Radio Relay League
FM Broadcasters, Incorporated
Institute of Radio Engineers
National Association of Broadcasters
Radio Manufacturers Association

Other sponsors present, but not yet qualified to vote, were:

The American Institute of Electrical Engineers
Aeronautical Radio, Incorporated
International Association of Chiefs of Police
National Independent Broadcasters

Dr. W. R. G. Baker, General Electric vice president and RMA director of engineering, was elected chairman for the term ending October 1, 1944. Dr. Baker was the chairman of the Television Standards Committee.

The chairman is expected to call another meeting of RTPB for the election of other officers, organization of panels, budget determinations and administrative details.

Neville Miller and Howard Frazier attended for NAB.

RADIO TOWER LIGHTS

FCC has announced changes in its Rules and Regulations regarding the condition of radio tower lights and entries thereof in radio station logs. These changes, effective October 28, 1943, provide first, for visual observation and physical inspections of tower lights, to be followed by a report to the nearest Airways Communications station of the Civil Aeronautics Administration where any failure of tower lights which cannot be readily corrected is observed; and second, entries in the station log indicating not only that regular checks have been made, but also showing where failure has occurred and the nature of steps taken to remedy the condition.

W.C.T.U. GIVES RADIO BIG PLAY IN MAGAZINE

In the September 4 issue of *Union Signal*, publication of the National Women's Christian Temperance Union, radio was accorded the majority of space in the 24-page magazine.

Articles by Earl J. Glade, KSL; Dorothy Lewis, NAB; Dorothy Gordon, national director of children's radio programs for OCD and Helen Hewitt Green, national director, W.C.T.U. department of radio, featured the issue.

FEDERAL COMMUNICATIONS COMMISSION

FM BROADCASTING AND EDUCATION

(This talk was delivered by George Adair, assistant chief engineer, FCC, before the Federal Radio Education Committee executive committee in Washington, September 17, and is the talk to which FCC Chairman James Lawrence Fly referred in his speech printed in the September 24 issue of the "Reports.")

Reluctant to admit it as many of us are, the days of "Readin', Ritin' and Rithmetic, taught to the tune of the Hickory Stick" are past. The horse and buggy days of education are over. Education the hard way is no longer acceptable.

The present-day tendencies of lessening discipline in the home almost to the vanishing point and the psychology propounded by many educators as well as parents, that children should be permitted full self expression or in other words to do as they please, have made teaching increasingly difficult.

In order to make life easier for themselves and to escape responsibilities, more and more parents and teachers are only too willing to accept the theory that a child should be made happy so that if he were to die tomorrow he would have lived a happy life instead of training the child so that if he lived to be a hundred he would have had a happy and useful life.

Such conditions make the position of the conscientious teacher almost untenable leaving only three courses of action:

1. Attempt to force learning on the children which brings down the wrath of some parents and makes the teacher so unpopular that the majority of the students learn little or nothing.
2. Let the children act and do as they please so again the majority learn little or nothing, or;
3. Meet the challenge of present-day conditions and the distraction of competing interests and make the courses of study and their presentation such as to demand the interest of the students.

Obviously, the third is the only logical course to take and the only remaining problem is how to meet the challenge. Examination indicates that the competing interests largely center around such things as airplanes, mechanics, movies, sports and radio. Further investigation immediately reveals that as in many other things in life, the strategic thing to do is to make these allies instead of trying to fight them. There are, of course, many ways to do this and in some cases efforts along this line have produced highly satisfactory results; on the whole, however, the surface only has been scratched.

Modernize Education

We see and hear much about the importance of electronics, radar, airplanes and other technical developments in our post-war manufacturing, home construction, travel and other phases of life. Why not modernize our educational program?

One method of modernizing education is by intelligent and diligent use of radio in schools. Use of the commercial broadcast stations has very definite possibilities, but the installation and operation of a school's own radio system has infinitely more possibilities, not only in bringing the outside interests into the school but in taking the school interests to the outside world and into the homes of the pupils. The specific uses of such a system are too numerous to attempt to list, but a few are:

- Class room instruction.
- More coordinated instruction.
- Bringing the quality of instruction in all classrooms teaching a particular subject up to the standard of the best teachers available in the whole school system.
- Faculty instruction.
- Practical applications of the basic studies.
- Self-expression of pupils and teachers.
- Languages, history, music and the arts.
- Teaching of various phases of radio and broadcasting.
- Programs directed to parents and public.
- Home classes for confined pupils.
- Courses for adult instruction.

Educators interested in the possibilities of education by radio, particularly by the use of noncommercial educational broadcast stations, no doubt are concerned as to how this service will develop and form a part of the post-war broadcast structure. While the construction of broadcast stations has virtually stopped because of limitations in the use of critical materials and shortage of skilled personnel, research in radio transmission and reception has proceeded apace. Particularly is this true with respect to the development of high frequency equipment, so important to the prosecution of the war. Conversely, there should be no doubt but that this research will have marked effect on the progress of high frequency broadcasting when facilities may be directed to this end. Since it is probable that the post-war period will bring rapid expansion in high frequency (FM) broadcasting, it is appropriate that plans be started now by educational agencies to take advantage of the broadcast facilities that have been allocated for their particular use.

The development of frequency modulation broadcasting (FM in common parlance) is of considerable importance to those interested in the use of noncommercial educational broadcast facilities. Just why is this so and what advantage does FM bring?

After extensive tests of FM, and following a hearing in March, 1940, on the subject of high frequency broadcasting, the Federal Communications Commission announced that FM was ready to move forward on a broad scale. Rules and standards were adopted, providing 35 channels for commercial stations between 43 and 50 megacycles for use by FM stations. The band set aside for educational stations was changed from the 41 to 42 megacycle band to the 42 to 43 megacycle band. This provides five educational channels. The allocation of the educational band adjacent to that of commercial FM broadcast stations places the educational stations on an entirely independent basis, yet gives them the benefits of developments in the service rendered by commercial stations. Since regular FM receivers provide for the reception of both services, noncommercial educational broadcast stations may transmit educational and entertainment programs to the general public as well as to special school receivers. Thus, there is established a sound basis for the parallel growth of non-commercial educational and commercial broadcasting with this new and superior form of transmission at these frequencies.

Approximately seventy FM stations had been authorized when the war required the restriction of construction, and at this time, some forty-five FM stations are in operation and providing a high-quality noise-free broadcast service. Since the use of an FM channel generally may be repeated at intervals of 100 to 150 miles, the total number of educational stations which may be established is very large although the maximum number erected in any one locality is relatively small. It is anticipated, however, that there will be at least one educational FM channel available for every community that wants one.

There are five educational agencies which are actually taking advantage of the opportunities of FM by the operation of such stations at this time. These are as follows:¹

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc)</i>	<i>Power</i>
Board of Education, City of Chicago, Chicago, Illinois	WBEZ	42,500	1kw
Board of Education, City of New York, Brooklyn, New York	WNYE	42,100	1kw
Board of Education of the San Francisco Unified School District, San Francisco, California	KALW	42,100	1kw
Cleveland City Board of Education (Charles H. Lake, Superintendent), Cleveland, Ohio	WBOE	42,500	1kw
University of Illinois, Urbana, Illinois	WIUC	42,900	250w

¹ There is one other noncommercial educational broadcast station which has not as yet converted from amplitude modulation (AM) to frequency modulation (FM).

The foremost advantage of frequency modulation over amplitude modulation (used in standard broadcasting and most other radio services) is its ability to reduce or eliminate noise received with the signal. Atmospheric and man-made electrical noise, which consists primarily of amplitude variations, may be eliminated in FM since the amplitude of the radio signal is maintained constant and amplitude disturbances may be overcome. Further, FM

signals have the ability to discriminate against other signals of lesser intensity, providing freedom from such interference. The characteristics of FM provide an excellent means for the transmission and reception of high fidelity programs.

"Educational" Station Defined

By definition the term "noncommercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public. A license for such a station will be issued only to such an agency and upon a showing that the station will be used for the advancement of the agency's educational program, particularly with regard to use in an educational system consisting of several units. Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system, and may also transmit educational and entertainment programs to the general public.

Since noncommercial educational broadcast stations are intended primarily for use by school systems where a coordinated educational program service is carried on, it is expected the use of such stations will be largely in city and county school systems for the transmission of program material directed to the schools in the system, and, for the transmission of program material to the general public.

The transmission characteristics of stations operating on these high frequencies are such that at the powers usually employed adequate service is provided to the schools in the system as well as to the public within the area, but normally do not furnish a service to regions beyond. Because of the limited transmission range, these stations are not suitable for widespread coverage, such as, for example, over more than the smallest states. However, state colleges and universities may desire to employ stations for use with schools within transmission range. Although no networks or combinations of educational broadcast stations have as yet been developed, such operation on a statewide or even perhaps a nationwide basis would appear to offer definite and interesting possibilities.

To those unacquainted with the equipment necessary in a typical educational broadcast system, a few words regarding this topic may be of interest. In addition to the transmitter and antenna, a number of components are required to complete a noncommercial educational broadcast station and to permit the transmission of a high quality dependable program service. There would be required the usual microphones, a studio amplifier, transcription equipment, monitors for determining adherence to the assigned frequency and for determining percentage of modulation, and such power supply equipment and miscellaneous apparatus as may be necessary in any particular installation. In addition, it may sometimes be desirable to install studios in several buildings, thus requiring supplementary equipment at each studio. All principal studios should be acoustically treated to permit the transmission of program material with as much fidelity as possible.

Servicing Schools

Schools equipped with public address systems would, of course, need only one receiver to provide every classroom with the material being broadcast. While a number of loud speakers may be employed with a single receiver of proper design without the use of additional amplifying equipment, it is believed desirable to use some form of amplifier in schools where a considerable number of loud speakers are needed in order not to sacrifice high fidelity and adequate volume. A system of this type would be

much more inexpensive than one where separate receiving sets are used in the individual rooms. This arrangement would have the added advantage of enabling such schools to have, by the simple addition of a microphone, a public address system for communications to the individual rooms. However, in schools where additional wiring proved burdensome, either by reason of cost or decorative standpoint, individual classroom receivers may be used.

It has been estimated that an average school station may be installed at the price of one classroom and that the personnel required would consist only of a radio engineer and a program director, both of whom could be obtained from the regular school staff. While the cost of an installation varies widely with individual requirements, a few approximations will be given to indicate the general minimum cost of equipment.

An FM transmitter of standard manufacture and of 250 watts rating can be obtained for approximately \$4,500. This power should be sufficient for the coverage needed by many school systems, particularly where an antenna site is available which is high with respect to the surrounding terrain. Should a 1000-watt transmitter be needed, these can be purchased for approximately \$9,000. While it is possible that such equipment can be assembled by a competent radio engineer at a cost below these figures, it is suggested that such an expedient be carefully studied before attempting to effect economics along this line.

Other Costs and Equipment

The cost of the antenna will depend largely on the transmitter site, for if a tall building or other point of high elevation is available a comparatively simple antenna structure can be used, the cost of which should not exceed a few hundred dollars. The propagation of high frequency radio signals is dependent to a large extent upon the height of the transmitting antenna above the surrounding terrain, and thus it is important that a suitable location be obtained. While this is not as important for service to limited areas, such as the confines of a city, it would be necessary to insure coverage of the schools in a large county, but in any case better service with less installed power may be obtained by a good antenna at a good location.

Other equipment, such as microphone, amplifiers, transcription equipment, etc., may run into several thousand dollars, again depending upon each individual installation. Thus, a complete FM radio transmitter with necessary appurtenances may cost a probable minimum of about \$6,000 to \$7,000 for 250 watts and \$11,000 to \$12,000 for 1000 watts. Added to this will be the cost of the receivers at the various schools, any amplifiers and loud speakers used in these installations, building requirements, studio treatment and furniture.

Major Edwin H. Armstrong, whose research and developmental work in frequency modulation demonstrated its possibilities, has given impetus to and reduced the cost of the establishment of noncommercial broadcast stations by not requiring from educational agencies the payment of royalties on his frequency modulation patents, except for the nominal royalty of one dollar.

Depreciation Figures

Depreciation of most low powered broadcast equipment is considered to be approximately 10% to 15% per annum; equipment used in noncommercial educational broadcasting will, however, probably be used less per year and over a longer time, permitting a smaller figure to be used for depreciation. Ten percent should be a safe value. Depreciation of any required building construction can probably be considered at approximately 3 to 5% per annum.

Maintenance costs of equipment used in noncommercial

educational broadcasting, probably in use only a limited number of hours per day, should be very low and should not exceed the depreciation figures. The tubes and other components of the low powered transmitters used in this service are relatively inexpensive and long lived. FM transmitters, operating at constant efficiencies and not subject to higher voltages during modulation peaks, should be less subject to breakdown and tube troubles. Maintenance of studio and transmitting equipment should not exceed \$500 to \$1,000 per year at the average station.

The operating costs will also vary over wide limits depending on personnel employed, local salary scales, time operated, power and telephone rates, elaborateness of programs, etc. Operating costs should be far less than for a commercial station however, since the rules of the Commission permit operation of noncommercial educational station by the holder of a second class radiotelephone operator's permit; since personnel such as time salesmen are not required; and since in many cases the personnel may be at least partially drawn from the faculty or student body.

It is believed that the present operators of noncommercial educational stations will be glad to give the benefit of their experience relative to costs of establishing and operating such stations. For information regarding maintenance and operating costs of standard broadcast stations, which are comparable in many respects, it is suggested that reference be made to the Federal Communications Commission release 65515 "Financial and Employee Data Respecting Networks and 817 Standard Broadcast Stations, 1941."

Educators May Plan Now

Educators who are considering the use of radio for the advancement of their educational program may well plan now and take such steps as are possible toward the establishment of an educational station. Upon determining the number of schools to be served and the nature of service to be provided, a determination should be made as to the most desirable location for the transmitter, which should generally be centrally located and have an elevation as high as possible above the surrounding terrain, particularly if rural coverage is to be obtained. It must be kept in mind that radio frequencies employed in this service are subject to some shadow effect, caused by hills and other obstructions, and thus it is important that the transmitting antenna be as high and as clear of obstructions as possible. Schools can be equipped with public address systems, consisting of an amplifier and classroom loud speakers, for future use with the broadcast service. Miscellaneous equipment, such as transcription equipment, amplifiers, control desks, and FM receivers may possibly be built by students under the supervision of members of the faculty, or can be purchased as funds are available. Plans for obtaining the requisite funds which in many cases will be a major problem may well be begun at this time so that there will be a minimum delay when equipment is available.

All planning should be with the advice and council of persons fully qualified in the particular field even though it is necessary to go outside the school staff. Any reasonable expenditures for such services will be more than justified by the economies effected and the assurance of a system that will meet the requirements. A system that is too elaborate or more powerful than the job requires is not only unnecessarily expensive but may prove cumbersome and also may cause unnecessary interference to other stations. On the other hand, a system that is inadequate is unsatisfactory and will prove much more expensive to expand to accomplish the desired service than if it were originally properly designed and constructed.

Filing Procedure

When it is desired to file an application for construction permit, application forms should be requested from the Federal Communications Commission, Washington 25, D. C., or from one of their field offices. These forms are required to be submitted in duplicate and should include a complete statement as to the plans for transmission of programs to the schools within the system. Upon the filing of the application and the granting of the construction permit by the Federal Communications Commission, a permit is issued which specifies required dates of commencement and completion of construction, normally two and eight months, respectively, after the date of grant. Upon the completion of construction, certain tests are permitted before the station license is issued, as indicated by Sections 2.42 and 2.43 of the Commission's Rules. The license application must be filed with the Commission before the completion date specified by the construction permit. Applicants should obtain copies of pertinent portions of the Commission's Rules which describe application procedure and the rules under which educational stations operate. It is therefore suggested that the following portions of the Rules be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., which are available at the prices indicated:

Part 1, Rules of Practice and Procedure	10¢
Part 2, General Rules and Regulations	10¢
Part 4, Rules Governing Broadcast Services Other than Standard Broadcast	10¢
Part 13, Rules Governing Commercial Radio Operators	5¢

In conclusion, a word of caution may not be out of place. When the station is an accomplished fact and is actually in operation, the work is just begun. Radio is a powerful yet delicate tool which must be properly used in order to obtain the desired results. The degree of success attained will depend almost entirely on the skill with which it is used. In many cases the tool will be handed to educators skilled in their own fields but unskilled as to this type of education and who, if they are to be successful, must revise and adapt many of their previous conceptions of instruction. The results first obtained may be discouraging, but with experience and intelligent and diligent use radio in the school has been found to be invaluable. It cannot be too strongly emphasized that the responsibility for the station's operation, both technical and program, should be placed in the hands of persons who are eminently qualified and who give it their primary consideration. Otherwise, it may prove to be of little aid or an actual detriment, like any other tool improperly used.

FREEDOM TO LISTEN A UNIVERSAL PRINCIPLE

(Speech delivered by FCC Chairman James Lawrence Fly before the Advertising Club of Boston, September 28, 1943.)

It is with real pleasure that I meet with you here in Boston today. For some time past I have been concerned with the freedom to listen. It is a propitious circumstance that enables me to speak of it in Boston—cradle of freedoms.

For the moment, let's pretend. In recent years a good deal of new radio legislation has been proposed, but I do *not* think the proposal I have in mind has been broached heretofore in this country. Permit me to introduce the following bill for your consideration.

Be it enacted by the Senate and House of Representatives of the United States of America, that on and after the effective date of this Act it shall be illegal

- a. to possess a radio receiver or receiving device capable of hearing any radio transmitter not

programmed by the United States Government;

- b. to listen to any radio program not originated by the United States Government;
- c. to manufacture or sell any radio receiver capable of hearing programs not originated by the United States Government.

And suppose our bill might provide further that it shall be illegal

. . . to manufacture, sell, possess or listen by means of a radio receiver which does not have affixed to it a government approval stamp. Such government approval stamps will be placed upon radio receivers only if they meet the following specifications:

- a. They must be capable of receiving the programs of two stations which broadcast the Government's programs;
- b. They must not be capable of receiving any stations other than those listed in section (a) above.

The appropriate government agency shall "jam" by means of artificial static devices all programs not originated by the Government.

Listening after 10:00 p. m. is forbidden. Listening in groups of more than three is forbidden, except for specific programs to which listening is compulsory.

Free reception at public receivers will be provided for all programs to which listening is compulsory.

Violations of this Act shall be punished by fine and imprisonment, except violation of the provisions relating to reception of prohibited stations. The punishment for listening to such stations shall be death.

Is such a statute unthinkable? Weird? Fantastic? No, let me assure you. The counterpart of almost every one of those provisions, or equally onerous restraints, can be found in one part of the world or another now under Axis domination. Such edicts as the above are not vain imaginings applicable only to existence on another planet. They are in force in our own contemporary world.

Consider the practices in Germany. The State controls the manufacture of radio receivers so that it is impossible to obtain a set capable of receiving a short-wave signal. Furthermore, the standard broadcast range is limited to the German propaganda centers. Not willing to give the German people a sporting chance to sneak a listen to the ideas of the rest of the world, Goebbels makes doubly sure and jams any *verbatim* utterances as they occur.

The will to listen dies hard and the mechanical precautions have had to be strengthened with legal sanctions. An inhuman German statute provides the death penalty for persistent "black listening." Those people guilty of one act of "black listening" are merely thrown into a concentration camp. A wife with guilty knowledge of her husband's "black listening" goes to the concentration camp too. The Japanese militarists go a step further than their German colleagues; they kill and torture Japanese people for what they call "dangerous thoughts." Such fear and tyranny stagger our imagination so that we can hardly imagine that we would be taking our lives in our hands for *thinking* of turning on our radios.

Such moral darkness is a breeding ground for suspicion. There can be no understanding when people are shrouded by the ideas only of the Fuehrer, no matter who he may be. The end product for these benighted people is a pathological conviction that war against their fellow-man is a noble thing.

In the fact of this world (or half-world) chaos, can we safely say that our imaginative bill is wholly outside the realm of imagination?

Freedom to listen, at least so far as radio in the United States is concerned, is so elementary a concept that it sometimes escapes attention altogether. In this hemisphere, as well as this nation, people are encouraged to listen to the voices of all their neighbors; many of us listen to our enemies; we are confident that free men can appraise the wheat and the chaff and that the dictators will

be unable to alienate citizens of these democracies from the governments they themselves control. We take it for granted when we sit in our own homes, throw the radio switch, and turn the dial, that in this gesture at least we, as listeners, are completely free. We take all of this as a matter of course and all too seldom articulate our underlying confidence that democratic government depends ultimately on a truly informed citizenry.

I would suppose that the first reaction to my fanciful bill would be that our constitution protects us. Whether this bill violates due process or "due substance" or even the commerce clause, I leave to the Harvard Law School professors. I leave to the Harvard Law professors, too, a further constitutional problem that would appear, at least at first blush, to bear on this statute. This is the guarantee of the right to assemble. Millions each night assemble on the various wavelengths; without freedom to listen those assembled are as effectively deprived of their constitutional rights as if, assembled in Boston Common, they were ridden down by the police and clubbed into dispersion. For my own part, I want to orient my thinking on the subject in terms of free speech. To most of us, in a deep emotional sense, freedom of speech is a basic right. I venture to suggest that the freedom to listen is an essential counterpart of freedom of speech.

In the days when Sam Adams was able to rally the people of a colony by forming "committees of correspondence" for the writing of letters, and when James Otis was able to stir even the illiterate by his fiery addresses in the Boston town meeting, freedom of speech was fairly effective. Today, for all we know, a hundred Sam Adams and a hundred James Otis may be writing letters or addressing small corner gatherings with little or no effect upon the vast force of public opinion. All too often today, free speech supplies by itself only a mental catharsis for the speaker. It must be borne in mind that however much the individual has personally enjoyed his freedom of speech there were always serious limitations. How many people could he reach by speech—how many by leaflets—over what distances—through what machinery—and at whose expense? Whatever therapeutic aid to his nervous system he may have enjoyed, there were various limitations in the means of achieving his own purposes as an individual. But there has always been the important need of the democratic nations to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented.

The chief interest of the Founding Fathers, I suggest, was not freedom of speech merely for its own sake or for the sake of the speaker. They, too, had a concern for freedom to listen—for Whitman's "ears willing to hear the tongues." Their philosophy of free speech and press was based in large part upon the beneficial impact upon the people at the receiving end. True democratic government, they wisely felt, rests upon the capacity for self government which, in turn, is founded upon the unstinting diffusion of knowledge. Thus Jefferson said: "Enlighten the people generally, and tyranny and oppressions of body and mind will vanish like spirits at the dawn of day." James Madison, the Father of the Constitution, stated it even more bluntly. He said, "A popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy."

Such is the overtone of a recent Supreme Court opinion, which states:

The authors of the First Amendment knew that novel and unconventional ideas might disturb the complacent, but they chose to encourage a freedom which they believed essential if vigorous enlightenment was ever to triumph over slothful ignorance. This freedom embraces the right to distribute literature, and necessarily protects the right to receive it.

Our history is rich with battles looking toward a sound basis for democracy, in effect for the informed electorate, and in practical effect for the freedom to listen. What was significant at the beginning of this democracy is emphasized in the modern world. Listening has become one of the vital functions of our modern civilization. A vast amount of public information, public enlightenment, public news and even public education—not to speak of enter-

tainment—now reaches our people via the air waves. Radio has provided the mechanical means for attaining the Founding Fathers' ideal; a great responsibility lies upon those in control.

Do you remember how Woodrow Wilson described the "radio revolution?" Although radio was still in its infancy then—this was September 1919—President Wilson prophetically foresaw its immense global potentialities. He said:

Do you not know that the world is all now one single whispering gallery? Those antennae of the wireless telegraph are the symbols of our age. All the impulses of mankind are thrown out upon the air and reach to the ends of the earth.

What Wilson foresaw is coming to pass in greater measure. The listening people demanded and got only entertainment from radio in its formative stage; today and for some time past they have demanded, and demanded successfully, that in addition to amusement radio shall carry a full budget of news and discussion. Despite modern transport, our millions of people, widely dispersed or metropolitanly congested, cannot be reached through town meetings. National and world problems today completely overshadow town and colony problems. In this environment the old soap box methods lack any real persuasive force.

It is a fortuitous circumstance that modern science has provided the means for the first adequate realization of free speech. With the advent of radio audiences have become nationwide and even worldwide; their interests national and international. With innumerable listeners, the duty of the speaker to subordinate his interests becomes clear. Few may speak, all may listen. From the very limited nature of the facility it is at once apparent that the paramount interest is not in the single speaker—but in the millions of listeners. Therefore, those who control this mechanism of free speech must treat free speech not as a right but as a duty. They must hold this mechanism of free speech in trust for the people—the listeners.

We have a culture developed in part by radio. It is a common source of information and ideas. This wide country with its divergent groups is becoming aware of itself through radio. Sectionalism is fast disappearing; the unity, the harmony, and the understanding—all these things must rest upon a proper use of this medium of knowledge.

Over four decades ago, Dicey came from England to Harvard Law School to tell its students that "Freedom of discussion and the disintegration of beliefs are so closely interconnected that they may well be considered as two sides or aspects of one phenomenon." Dicey stated the interrelation well. And, in the radio network world today—a day of mass communications—180 million people provide an excellent sounding board to test the validity of beliefs.

Radio appears to have come all the way but in reality it has only approached the crossroads. Radio is a living thing; it must grow and expand as people grow and expand. Despite its achievements we dare not be too smug about it. Restriction, constriction and exclusion must give way to a broader and more democratic approach as to the persons the listening public may hear. Likewise, complete freedom to listen demands that divergent views must be aired. In the market place of ideas diversity of opinion enables us intelligently to sift the sound from the unsound.

The warnings from abroad that prompted me to offer you a mythical statute have been drastic. There are significant, though certainly far less aggressive, restrictions on the freedom to listen on the home front. Simply by careful selection of what is broadcast the freedom of the listener can be tightly restricted. The listener's freedom is thus inextricably bound up with freedom of speech over the air. There is no need for restriction; our own Professor Chafee has well said:

. . . unremitting regard for the First Amendment benefits the nation even more than it protects the individuals who are prosecuted. The real value of freedom of speech is not to the minority that wants to talk but to the majority that does not want to listen.

There should be no rule of thumb set up to hide behind whenever *any* group requests time on the air. The free

radio can become a powerful instrument for the protection of freedom of opinions. A democracy is in many ways like a kettle of boiling water; there must be an open spout for the outlet of steam. Men must be guaranteed their right to express their opinions and ideas. As Justice Holmes once told a friend, "With effervescing opinions as with not yet forgotten champagnes, the quickest way to let them get flat is to let them get exposed to the air." The radio is a perfect outlet for such exposure to the air.

In the post-war world, international broadcasting will stand on the threshold much as our domestic radio stood in the days when Woodrow Wilson foresaw its great possibilities. As the domestic radio has played a large part in welding one nation, so international broadcasting should provide the free flow of information, and generate the tolerance for beliefs, and an appreciation of cultures and thought patterns. Radio is that necessary catalyst upon which we shall rely to bring about a more sympathetic understanding among peoples. It would be harmful beyond prediction to have world radio restricted either by hiding behind a restrictive world policy or by allowing any individual national to go further and adopt restrictions of a more mechanical kind. I cannot but feel that the future peace and security of the peoples of the world must rest in large measure upon enlightenment. If we are to have an enlightened world it must function on the basis of enlightened principles. The thoughts of men must be expressed freely and openly or thinking dries up. Any substitute for the free communication of ideas that may then rush into this vacuum is bound to be dangerous. Witness what we are fighting today.

We are primarily engaged in a struggle for freedom. From the idea of complete freedom itself have sprung many phases of more particularity. My own particular interest is, of course, in communications; and truly transmission is nothing without reception. But I suggest to you a development of this point along broader and deeper lines. All of us must be deeply concerned with bringing this freedom to those we are seeking to liberate and to further expand it for ourselves. I suggest that the principle is fundamental and must be guaranteed in the post-war world. The growth of international broadcasting and the prospective development of international television demand it. It is inevitable that for good or evil closer relations will exist among nations, races and religious groups. We must strive to make it for the good.

It is also true that no relaxation in the pursuit of the freedom to listen can be allowed to take place when the war is over. Eternal vigilance and undeviating regard for this and comparable principles must be observed if we are to have a lasting peace. Let me remind you again that freedom to listen encompasses more than the ability to spin the dial without fear. With only general policy safeguards the transmitters of all nations must foster a free and complete exchange of thought and the optimum diffusion of knowledge. The right to hear new ideas is part of the freedom to listen and is as much a burden of my theme as is the inadequacy of free speech in the absence of effective mechanisms, and in the absence of ears to listen.

I, therefore, leave with you this fundamental conclusion: that there must be universally accepted the freedom of all peoples to listen without fear and without restraint.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, October 4th. It is subject to change.

Wednesday, October 6

Oral Argument Before the Commission

REPORT NO. B-176:

NEW—Beauford H. Jester, et al., Waco, Texas.—C. P. 1230 kc.,
250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

- KVOS**—KVOS, Inc., Bellingham, Wash.—Granted modification (B5-MP-1723) of construction permit (B5-P-3237, as modified) for decrease in power from 1 KW to 250 watts, using presently licensed equipment and antenna at site specified in existing license, and extension of commencement and completion dates to 30 days after grant and 60 days thereafter respectively. Dismissed application (B5-MP-1701) for modification of construction permit to extend completion date. Also dismissed application (B5-SSA-69) for Special Service Authorization to operate on **790 kc.** with 250 watts power for the period ending February 1, 1945.
- Mutual Broadcasting System, Inc., Chicago, Ill.—Granted authority to transmit programs to Mexican stations known as Radio Mil's Network (B4-FP-117).
- KXYZ**—Harris County Broadcast Co., Houston, Texas.—Granted Special Service Authorization (B3-SSA-82), for period of 90 days, to operate with power of 5 KW day and 2½ KW night, employing temporary non-directional antenna; and authority to determine operating power by direct measurement of antenna power (B3-Z-1543).
- KPRC**—Houston Printing Corp., Houston, Texas.—Granted Special Service Authorization (B3-SSA-83) for period of 90 days, to operate with power of 2½ KW night, 5 KW LS. with temporary non-directional antenna; also authority to determine operating power by direct measurement of antenna power (B3-Z-1544).
- KOB**—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Granted extension of Special Service Authorization using equipment authorized under construction permit as modified, for the period ending April 1, 1944 (B5-SSA-81).

LICENSE RENEWALS

The following stations were granted renewal of licenses for the period ending October 1, 1945:

KABC, San Antonio, Tex.; KGIW, Alamosa, Colo.; KMYC, Marysville, Calif.; KNET, Palestine, Texas; WACO, Waco, Texas; WGNC, Gastonia, N. C.; WJPA, Washington, Pa.; WSLI, Jackson, Miss.; WSPB, Sarasota, Fla.; KGLU, Safford, Ariz.; KLBM, La Grande, Ore.; WAGM, Presque Isle, Maine; WCRS, Greenwood, S. C.; WEED, Rocky Mount, N. C.; WFNC, Fayetteville, N. C.; WFPG, Atlantic City, N. J.; WLAY, Muscle Shoals City, Ala.; WNOE, New Orleans, La.

The following stations were granted renewals for the period ending August 1, 1945:

KORN, Fremont, Neb.; WJHO, Opelika, Ala.; WMSL, Decatur, Ala.

Licenses for the following stations were further extended upon a temporary basis only, pending determination upon application for renewal of license, for the period ending December 1, 1943:

KGGF, Coffeyville, Kans.; KVG B, Great Bend, Kans.; KWFC, Hot Springs, Ark.; BABI, Bangor, Maine; WATL, Atlanta, Ga.; WBLK, Clarksburg, W. Va.; WELL, Battle Creek, Mich.; WING, Dayton, Ohio; WNBZ, Saranac Lake, N. Y.; WTEL, Philadelphia, Pa.

Licenses for the following stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending December 1, 1943:

KBPS, Portland, Ore.; KSAN, San Francisco, Calif.; KWAL, Wallace, Idaho; WAOV, Vincennes, Ind.; WAZL, Hazleton, Pa.; WGPC, Albany, Ga.; WIBM, Jackson, Mich.; WILM, Wilmington, Del.; WKEU, Griffin, Ga.; WMAS, Springfield, Mass.; WPAU, Paducah, Ky.; WPAR, Parkersburg, W. Va.

The following stations were granted renewal of license for the regular period:

KSJB, Jamestown, N. Dak.; WCOV, Montgomery, Ala.; KATE, Albert Lea, Minn.; WCBS, Springfield, Ill.; WHFC, Cicero, Ill.

- WWDC and synchronous amplifier.—Capital Broadcasting Co., Washington, D. C.—Granted renewal of license on a temporary basis for period of 60 days.
- KSUB**—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted renewal of license for the period ending June 1, 1945.
- WSYB**—Philip Weiss, tr/as Philip Weiss Music Co., Rutland, Vt.—Granted renewal of license for the period ending December 1, 1944.
- WJW**—WJW, Inc., Akron, Ohio.—Present license further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending November 1, 1943.
- W9XLA**—KLZ Broadcasting Co., Denver, Colo.—Granted renewal of experimental high frequency broadcast station license for the period ending April 1, 1944.
- W5XAU**—WKY Radiophone Co., Oklahoma City, Okla.—Granted renewal of experimental high frequency broadcast station license for the period ending April 1, 1944.
- W8XWI**—Guy S. Cornish, area of Cincinnati, Ohio.—Granted renewal of public address relay station (Class II experimental) license for the period ending October 1, 1944.
- W2XWE**—WOKO, Inc., Albany, N. Y.—Present license for facsimile broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending December 1, 1943.

MISCELLANEOUS

- WJWA**—Birney Imes (Portable-Mobile), area of Columbus, Miss.—Granted voluntary assignment of relay broadcast station license from Birney Imes to Birney Imes, Jr. (B3-ALRY-20).
- KTRH** Broadcasting Co. (Portable-Mobile), area of Houston, Texas.—Granted construction permit (B3-PRY-291) for a new relay broadcast station to be used with applicant's standard station KTRH; frequencies **1606, 2074, 2102, 2758 kc.**, 50 watts.
- KOIN**—KOIN, Inc., Portland, Ore.—Denied special service authorization to operate with 10 KW power, using directional antenna at night and make changes in transmitting equipment (B5-SSA-80).
- KEVR**—Evergreen Broadcasting Corp., Seattle, Wash.—Denied special service authorization to install new transmitter, increase power from 250 watts to 1 KW and authority to conduct point-to-point communication (B5-SSA-77).

APPLICATIONS FILED AT FCC

560 Kilocycles

- WQAM**—Miami Broadcasting Co., Miami, Fla.—Modification of license to use present licensed RCA 1 KW transmitter during night hours of operation. (Contingent upon granting of license to cover construction permit) (B3-MP-1543).

590 Kilocycles

- WKZO**—WKZO, Inc., Kalamazoo, Mich.—Voluntary assignment of license to John E. Fetzer and Rhea Y. Fetzer, doing business as Fetzer Broadcasting Company.

620 Kilocycles

- WLBZ**—Maine Broadcasting Co., Inc., Bangor, Maine.—License to cover construction permit (B1-P-2868 as modified), which authorized increase in power, installation of new equipment and directional antenna.
- WLBZ**—Maine Broadcasting Co., Inc., Bangor, Maine.—Authority to determine operating power by direct measurement of antenna power.
- WHJB**—Pittsburgh Radio Supply House, Greensburg, Penna.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

- KROY**—Royal Miller, Sacramento, Calif.—Construction permit to install new transmitter and increase power from 100 watts to 250 watts. Amended: to change name of applicant to Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney and Will Thompson, Jr., a partnership, d. b. as Royal Miller Radio.

KGY—KGY, Inc., Olympia, Wash.—Construction permit to increase power from 100 watts to 250 watts. Amended: to make changes in transmitting equipment.

1270 Kilocycles

WPDQ—Jacksonville Broadcasting Corp., Jacksonville, Fla.—Transfer of control of licensee corporation from Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis to L. D. Baggs (18 shares, 60 per cent).

1490 Kilocycles

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit to mount FM antenna atop present antenna.

MISCELLANEOUS APPLICATIONS

W8XCT—The Crosley Corp., Cincinnati, Ohio.—Modification of construction permit (B2-PVB-23 as modified, which authorized construction of a new experimental television station) for extension of completion date from 10-28-43 to 4-28-44.

WRUX—World Wide Broadcasting Corp., Scituate (Boston), Mass.—License for a new international broadcast station to be operated on 6040 and 7805 kc., 7 KW power and unlimited hours of operation, A1, A3 and A4 emission.

NEW—Blue Network Co., Inc., New York, N. Y.—Authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States.

NEW—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit for a new high frequency (FM) broadcast station, to be operated on 45700 kc., with service area of 2,290 square miles.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Burton Brothers & Co., Inc., 267 Fifth Ave., New York, is charged in a complaint with misrepresentation in connection with the sale of a textile product it designates "Burton's Irish Poplin." (5053)

Kay Laboratories, Inc.—A complaint has been issued charging Kay Laboratories, Inc., 150 Niagara St., Providence, R. I., and its president, Joseph P. Kayatta, with misrepresentation in the sale of a medicinal preparation designated "Kaytonik," advertised as a remedy for colds and other ailments. (5054)

Montgomery Ward & Co., Inc., Chicago, is charged in a complaint with disseminating false advertisements concerning two laxative preparations it sells under the names "Dr. Pierce's Purgative Pellets" and "Ward's Bile Salts Compound and Cascara Tablets." (5052)

Al Rosenfeld, Inc., 9 East 38th St., New York, and its officers, Al Rosenfeld and S. Theodore Lande, are charged in a complaint with misrepresentation in the sale of perfumes and toilet preparations. (5051)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Balbo Oil Co., 4425 First Ave., Brooklyn, engaged in the sale of a cooking or edible oil designated "Balbo Oil," stipulated that in advertising the product they will discontinue representing that 20 percent of its content is olive oil, unless such is a fact, or making any representation which tends to convey the belief that its olive oil content is greater than what it actually is. (3728)

Estelle Cobb Brown, East Lynn, Mass., has entered into a stipulation to cease and desist from representing, in connection with the sale of Dr. Carolus M. Cobb's Nasal Spray for Sinus Relief, that the preparation will relieve sinus trouble or the pain or headaches associated therewith, or that it will open sinus passages. (03148)

Cliveden Yarn Co., 711 Arch St., Philadelphia, entered into a stipulation to cease and desist from misrepresenting the fiber content and place of origin of the knitting yarns they sell in interstate commerce. (3727)

Damman Brothers, 228 West 26th St., New York, stipulated that they will discontinue use of the words "Seal" or "Sealine," or other terms of like meaning, to describe furs made from rabbit or any peltries other than seal; and will stop using the word "Beaver" or other words of like import to designate furs made from rabbit or any peltries other than beaver. The stipulation provides for discontinuing the use of such words unless they are compounded with the word "dyed" and immediately followed in equally conspicuous type by the true name of the fur. (3729)

Exterminator Manufacturing Co., Baltimore, stipulated that in the sale of a preparation designated "Ratfinish" he will cease and desist from representing that it is completely without danger to humans, animals and poultry; that it is an effective poison for mice; that rats dying from eating it leave no odor, and that it will drive poisoned rats out-of-doors to die. (03146)

Flock Co., Fourth and Cambria Sts., Philadelphia, stipulated that in the sale of knitting yarns they will cease and desist from the use of the word "Saxony" or other words connoting any foreign geographical origin as a designation for a product which is not imported or made of materials imported from the country or locality indicated by the use of such geographical designations. (3426)

Hopkinsville Milling Co., Hopkinsville, Ky., has stipulated to cease and desist from representing that a flour it sells under the name "Enriched Sunflour" furnishes one with his entire daily minimum requirement of Vitamin B₁ or niacin, gives one "health assurance," or contains all the necessary vitamins or double the minimum standard of calcium. (03145)

Modern Printing and Calendar Publishers, Inc., 82 West Washington St., Chicago, stipulated that in the sale of printed material it will discontinue using the words "printing" or "publishers" in its corporate or trade name, or representing that it is engaged in the publishing business or prints any material sold by it until it actually owns and operates or absolutely controls a printing establishment. (3724)

Neal Advertising Agency, trading as Illinois Merchandise Mart, 500 North Dearborn St., Chicago, engaged in the sale of bill-folds and other merchandise, entered into a stipulation to cease and desist from use of the words "genuine leather" to describe a product not composed wholly of top grain leather; from use of the word "calfskin" as descriptive of a product not composed wholly of calfskin; and from use of the words "leather," "calf-

skin" or other words of like meaning to convey the belief that the product so designated is made of top grain leather. (3725)

Standard Manufacturing Co. and Standard Container Co., 413 Lafayette St., New York, stipulated that in the sale of corrugated and cardboard containers they will cease and desist from the use of the words "Manufacturers," "Manufacturing" or "Factory," or the abbreviation "Mfg." in their trade name, advertisements, trade literature, or on delivery trucks so as to imply that they are manufacturers of containers or any other product not made by them, or that they actually own and operate or absolutely control an establishment in which such merchandise is manufactured. (3730)

Vanco Co., Brady, Nebr., entered into a stipulation to cease and desist from representing that the preparation they sell under the name "Vanco Ointment" prevents, cures or penetrates to the source of a cold; that it draws out congestion or pain or has any effect upon congestion or pain in excess of acting as a counterirritant, or that it is a remedy or cure for a sinus condition aggravated by a cold or for pneumonia or influenza. (03147)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Globe Inheritance Bureau, 401 Land Title Bldg., Philadelphia, has been ordered to cease and desist from misrepresentation in the sale of form letters and envelopes designed to be used by creditors and collection agencies in obtaining information concerning delinquent debtors. (5012)

Nature Seed Co., 175 E. Broadway, New York, selling and distributing a medicinal preparation designated "Nature Seed" has been ordered to cease and desist from false advertising and misrepresentation of the preparation. (4926)

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Fly Speech

Chairman Fly's speech on "Free Speech", given before the Radio Executives Club of New York, October 7, is reprinted in full in this issue of the "REPORTS" under the FCC section heading.

REP. CLARENCE LEA OF CALIFORNIA IS NAMED SELECT COMMITTEE HEAD

Representative Clarence Lea, California Democrat and chairman of the House Interstate and Foreign Commerce Committee, has been named chairman of the Select Committee investigating the FCC to succeed Eugene E. Cox of Georgia, who resigned last week.

A native of California, Congressman Lea attended Stanford and Denver universities and was admitted to the bar in 1898. After a career as an attorney in private and public life, Congressman Lea entered Congress in 1917 and has been there since.

Following is the statement of Speaker Sam Rayburn issued at the time of Congressman's Lea's appointment:

"I have appointed as Chairman of the Special Committee to investigate the Federal Communications Commission the Honorable Clarence Lea of California. I have served in the House with Mr. Lea for 27 years, many of these years as a colleague on the Committee on Interstate and Foreign Commerce.

"Mr. Lea is a man of splendid courage, unimpeachable integrity, and great ability. He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

The following statement was made by Congressman Lea when he was appointed:

"The Federal Communications Commission is an agency of Congress. It was created by authority of that provision of the Constitution which makes it the duty of the Congress to regulate interstate commerce.

"It is selected to perform a congressional function.

"The duties of this Commission, like many other functions committed to Congress by the Constitution, must be performed by administrative personnel appointed by the Executive Department. Congress is nevertheless responsible, but cannot perform the detailed administrative functions of such agencies. The responsibility of this agency, however, is primarily to the Congress.

"Congress is entirely within its rights in investigating the manner in which this or any other of its agencies performs its functions.

"The resolution adopted by Congress providing for the

investigation of the Federal Communications Commission directed this Committee to conduct a study and investigation of three phases of this Commission in particular. This resolution made it the duty of this Committee to go into the question of the organization of the Commission, its personnel, and its activities, with a view of determining whether or not the Commission, in its organization, in the selection of its personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and in the public interest.

"I will expect that, with a concurrence of the other members of this Committee, we will give the answers which Congress has thus made our responsibility. I trust that the investigation will not rest on a plane of personal controversy, but rather on the *important* question as to whether or *not*, this agency and its personnel have been and are now properly performing their duties, their public duties, to the country.

"We should measure all of the activities of the Commission, and its personnel, from the standpoint of their duty to the nation as measured by the law by which their duties are defined. In other words, a broad public interest is involved in this Commission and its activities, and the work of the Commission must be measured from that standpoint.

"The Interstate and Foreign Commerce, of which I am Chairman, has jurisdiction over legislation affecting this Commission. I trust that the investigation may provide constructive information to aid the work of our Committee.

"I have not followed the details of the investigation so far conducted. So I must first bring myself up to date as to what has been done in the investigation and then, in cooperation with the Committee, proceed to its completion."

REPORT ON A. F. OF M. TRANSCRIPTION NEGOTIATIONS

The hearings before the War Labor Board panel in connection with the A. F. of M. transcription contract have been temporarily suspended and mediation is now being carried on in the attempt to clear up some of the ambiguities of the contract recently signed by Decca, World Broadcasting System, Empire Broadcasting Corp. and WOR Recording Studios.

It is believed that this phase of the proceedings will be concluded shortly, but if the mediation is not successful, the hearings will be immediately resumed and pushed to a conclusion within the next two or three weeks. The industry will be kept fully advised of developments.

TUBE AND BATTERY CONFERENCES BEGIN

The civilian tube and battery situation received extended consideration by top-flight Washington officials on Monday, October 4.

The series of conferences began with A. D. Whiteside, WPB vice chairman for Civilian Requirements. NAB was

(Continued on page 412)



1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

TUBE AND BATTERY CONFERENCES BEGIN

(Continued from page 411)

represented by Neville Miller, Howard Frazier, Robert Bartley and Arthur Stringer.

Mr. Whiteside was positive in his statement that there had been no change in the government policy on maintaining domestic radio throughout the emergency. He asserted that ways and means will be found to secure the required tubes to maintain civilian radio.

Our government's policy is identical with that of Great Britain. The English, however, are unable to produce all of their requirements for maintaining 9,000,000 receivers and secure approximately 35% of their civilian receiver tubes from this country.

OWI RADIO ADVISORY COMMITTEE MEETS; ISSUES STATEMENT

The OWI Radio Advisory Committee met Tuesday afternoon, October 5, in the office of Palmer Hoyt, director of Domestic Branch of OWI. The committee was welcomed by Elmer Davis who expressed his appreciation to the committee members for their willingness to serve.

The committee discussed with the staff past operations and there was a general discussion looking toward a closer and more effective cooperation between the government, the broadcasting industry and the OWI. The committee issued the following statement:

"In its initial meeting with the Office of War Information, this afternoon, the Radio Advisory Committee carefully reviewed the past operations of the Radio Bureau of the Domestic Branch and considered suggestions pointing toward a closer and more effective cooperation between the government, the broadcasting industry and the OWI. The Advisory Committee commended the Radio Bureau for the efficient functional cooperation rendered to the industry by coordinating the needs and requests of the various governmental agencies and budgeting these requests in a form that could best be handled by the industry, with due evaluation of the needs of the government. The Radio Advisory Committee requested that all future requirements of governmental agencies for radio facilities in their various drives and campaigns, be cleared exclusively through the OWI so that full advantage could be taken of the coordinating functions provided by the OWI.

"The Radio Advisory Committee also commended the OWI for the recent improvement and expansion of its activities in facilitating the release of war news and recommended a continuation and expansion of such material because the broadcasters are acutely aware of the desire of the listeners of America for all of the war news, whether it is good or bad, that it be released to them factually at the earliest possible moment that the exigencies of military and naval strategy will permit."

The following were present: Martin Campbell, WFAA; Leo Fitzpatrick, WJR; Neville Miller, NAB; Frank Mullen,

representing Niles Trammell, NBC; William Paley, CBS; Herbert Pettey, WHN; Lewis Allen Weiss, Don Lee; Mark Woods, Blue. Miller McClintock, Mutual was unable to be present.

PEABODY AWARDS STATION CLASSIFICATION OUTLINED

For purposes of the 1943 George Foster Peabody Radio Awards, regional stations will include both medium and large stations—all those of 1,000 watts or above. Local stations will signify those of less than 1,000 watts.

This announcement was made today by John F. Drewry, dean of the Henry W. Grady School of Journalism, which administers these awards.

All types of radio stations are both eligible and invited to participate in this year's awards, Dean Drewry emphasized, explaining that "regional" was used in a general sense and was not meant to exclude clear channel stations from the awards.

Awards will be made in the following categories:

1. That program or series of programs inaugurated and broadcast during 1943 by a regional station (any station of 1,000 watts power or above) which made an outstanding contribution to the welfare of the community the station serves.
2. That program or series of programs inaugurated and broadcast during 1943 by a local station (any station of less than 1,000 watts) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program (adult or child).
7. Outstanding children's program.

Any radio station or network is eligible to receive the award for news reporting, drama, music, or education. Only local and regional stations are eligible to receive the community welfare programs.

Entries may be submitted by individual stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program or programs. The Board in its selections will not necessarily be restricted to entries, but will consider the reports of its own listening-post committees, and may on its own initiative select a program or a station for an award. The Board also reserves the right to make more or less than seven awards, depending upon the entries and the circumstances at the time of the awards.

December 10 is the closing date for the 1943 entries or recommendations, which should be sent to the Dean, Henry W. Grady School of Journalism, The University of Georgia, Athens. Forms if desired may be secured from that address. Each may be accompanied by one transcription. If more are necessary to give the board members a fair understanding, special arrangements can be made.

Listener Activity

MRS. DOROTHY LEWIS IS ON ANNUAL FALL TOUR

The annual fall tour taken by Mrs. Dorothy Lewis, NAB coordinator of listener activity, is underway with Mrs. Lewis covering 23 cities in the west, middle west and northwest on the first "section."

Purpose of the tour is to stress radio's strategic war services, to study women's organization programs and work, to study children's programs and radio education projects, and to develop by conference and through scheduled talks a better understanding of American radio.

Due to war conditions no major conferences are scheduled in some cities, but small round table meetings have been arranged. Times of planned arrivals and departures by train are stated, but allowance must be made for late arrivals on long runs.

To date, Mrs. Lewis has covered Chicago and Rockford, Ill., and Minneapolis, Minn., having left New York October 4.

Balance of Mrs. Lewis' itinerary is as follows:

Mon. 11—Ar. Des Moines, 8:00 AM (RI), Fort Des Moines Hotel, Des Moines Radio Council, Station Headquarters KSO % Mr. Craig Lawrence, Leader: Mrs. Hazel Hillis, 1625 6th Ave., Des Moines, Iowa.

Tue. 12—AM to Iowa City, Lv. 7:15 AM, Ar. 9:15 AM (RI) Iowa University, Station Headquarters WSNO % Mr. Carl Menzer, Leader: Mrs. Pearl Bennet Broxam, University of Iowa.

PM to Cedar Rapids by Electric, Station Headquarters WMT % Mr. William Quarton, Leader: Mrs. Margaret Stoddard, 2212 Country Club Parkway, Cedar Rapids.

Wed. 13—Cedar Rapids, Cedar Rapids Radio Council Conference, Address Dinner Iowa State PTA Convention at Hotel Roosevelt, Lv. Cedar Rapids PM to Iowa City by Electric, Sleeper to Omaha 1:35 AM October 14th.

Th. 14—AM Ar. Omaha 8:25 AM (RI), Fontanelle Hotel, Conferences, Station Headquarters WOW % Mr. John J. Gillin, Jr., Leader: Mrs. W. F. Ottmann, 2425 Mary Street, Omaha.

Fri. 15—Lv. Omaha 8:15 AM, PM En route to Salt Lake City.

Sat. 16—AM En route, PM Ar. Salt Lake City 7:20 PM (UP), Hotel Utah, Station Headquarters KSL % Mr. Earl J. Glade, Sr., Leader: Mrs. Irma Bitner, 173 S. 12th East, Salt Lake City.

Sun. 17—Rest, Address Salt Lake Tabernacle Choir.

Mon. 18—Salt Lake City, Conferences, Lv. Salt Lake City 8:00 PM (UP).

Tue. 19—En route to Missoula, Butte, Luncheon, PM Lv. Butte 12:49 PM (Milwaukee RR), Ar. Missoula 3:39 PM (Milwaukee RR), Hotel Florence, Station Headquarters KGVO % Mr. Art Moseby, Leader: Mrs. D. J. Reed, President PTA Council, Missoula.

Wed. 20—Missoula, Florence Hotel, Radio Conference, Lv. to Spokane 11:15 PM (Mil).

Thu. 21—Ar. Spokane 8:00 AM (Mil.), Hotel Davenport, Station Headquarters KQA % Mr. Harvey Wixson, Conferences, Leader: Mrs. A. V. Overman, 1007 W. 19th, Spokane, Lv. to Seattle 10:45 PM (Mil.).

Fri. 22—Ar. Seattle 8:00 AM (Mil.), Olympic Hotel, Conferences, Washington Education Association, Station Headquarters KJR % Mr. Bert Fisher, Leader: Mrs. Dale Marble, 8316 Dayton Avenue, Seattle.

Sat. 23—Seattle, Olympic Hotel, Radio Conferences, Lv. to Portland 11:30 PM (Gr. No.).

Sun. 24—Ar. Portland 8:00 AM (Gr. No.), New Heathman Hotel, Station Headquarters KEX % Mr. Arden Pangborn, Leader: Mrs. B. C. Taylor, 2793 S. W. Roswell Avenue, Portland, PM Evening Conferences Civic Theatre.

Mon. 25—Portland, New Heathman Hotel, Radio Council Conferences.

Tue. 26—Portland New Heathman Hotel, Radio Conferences, Lv. to Sacramento 7:00 PM (SP.).

Wed. 27—AM, En Route, Ar. Sacramento 6:00 P. M. (SP.), Hotel Senator, Station Headquarters KROY % Mrs. Royal Miller, Leader: Mrs. George M. Struve, Courtland (near Sacramento).

Thu. 28—Sacramento, Hotel Senator.

Fri. 29—Radio Conferences.

Sat. 30—Lv. to Oakland 7:35 AM (SP.), Lv. to Fresno 11:30 P. M. (Sp.).

Sun. 31—Ar. Fresno 5:40 AM, Hotel Fresno, Rest.

November:

Mon. 1—Fresno Hotel, Radio Conferences, Station Headquarters KMJ % Mr. Keith Collins, Leader: Mrs. J. Ross

Bowler, 4475 Inyo St., Fresno, Lv. to Los Angeles 12:15 AM (Nov. 2nd) (SP.).

Tue. 2—Ar. Los Angeles 9:30 AM (SP.), Address: % Mr. William Lee Woollett, Franklin Avenue, Hollywood, or % Mr. Don Gilman, V.P. Blue Network, Sunset & Vine, Hollywood, Leader: Mrs. R. H. Marvin, 211 E. Illinois St., Anaheim.

Wed. 3—Radio Conferences, Wilshire Ebell Club.

Thu. 4—West Coast Regional Conference, New England Women.

Sun. 7—Tea, All Patriotic Societies.

Thu. 11—Lv. Los Angeles 8:30 PM (SP) to Phoenix.

Fri. 12—Ar. Phoenix 9:50 AM (SP), Westward Ho Hotel, Radio Conference, Station Headquarters KOY % Mr. H. A. Safford.

Sat. 13—Phoenix, Westward Ho Hotel, Lv. Phoenix 4:00 PM (SF) to Albuquerque.

Sun. 14—Ar. Albuquerque 8:50 AM (SF), Francescan Hotel, Rest, Station Headquarters KOB % Mr. Frank Quinn, Leader: Mrs. G. D. Ruoff, 318 Grand Avenue, Albuquerque.

Mon. 15—Albuquerque, Francescan Hotel, Radio Conference, Lv. Albuquerque 8:10 PM to Denver.

Tue. 16—Ar. Denver 12:30 PM (SF), Albany Hotel, Radio Conference, Station Headquarters KOA % Mr. J. R. McPherson, Leader: Mr. Robert Hudson, Rocky Mountain Radio Council, 509 17th St., Denver.

Wed. 17—Denver, Albany Hotel, Lv. to Wichita 3:30 PM (SF).

Thu. 18—Ar. Wichita 1:10 PM (SF), Lassen Hotel, Station Headquarters KFBI % Mr. Roy Linton, Leader: Dr. Forrest Whan, University of Wichita, Lv. to Kansas City, Mo. 11:59 PM (SF).

Fri. 19—Ar. Kansas City 6:30 AM (SF), Mail: % Mrs. George P. Truitt, 6124 Walnut Street, Kansas City, Mo., Conference, Station Headquarters KCKN % Mr. Ellis Atteberry, Leader: Mrs. R. O. Baker, 820 E. 43rd Street, Kansas City.

Sat. 20—Lv. Kansas City 8:45 AM (Wabash) to Columbia, Ar. 11:55 AM Centralia (to Columbia by car), Daniel Boone Hotel, Conference, Stephens College, Leader: Dr. Sherman Lawton, Radio Director.

Sun. 21—AM Columbia, Stephens College, Lv. Columbia 6:45 PM, Ar. Centralia 7:30 PM, Lv. Centralia 7:47 PM, Ar. St. Louis 10:25 PM.

Mon. 22—Lv. St. Louis 9:25 AM for New York.

Tue. 23—Ar. New York 9:00 AM.

BMI REACHES ALL-TIME HIGH OF 831 STATIONS

Carl Haverlin, vice president of BMI in charge of Station Relations, has announced additional stations have joined BMI, bringing the total to the all time high of 831 stations, leaving only 73 stations which do not have a BMI license. This shows a remarkable industry-wide support of BMI.

GMC EXECUTIVE PRAISES WAR ADVERTISING COUNCIL

The following letter was sent to Chester J. LaRoche, chairman, War Advertising Council, from Don U. Bathrick, of the New York office of General Motors Corp.:

"Just want to drop you a line to tell you that from many sources I hear of the fine work being done by the War Advertising Council. It is apparently very much appreciated down here by many different departments of the government, and I think that you, the Board of Directors and all members of the Council should be told that your efforts are bearing fruit. The swell work you are doing is not being overlooked and, in my opinion, it is a great compliment to advertising and will do much to quiet the element down here who feel that all advertising is unnecessary."

BARTLEY ON DECK

Robert T. Bartley, new NAB War Director, is installed in Washington headquarters and is pitching into headquarters' activities with the rest of the staff. He already has made many contacts with government bureaus and departments and is taking over some of the duties relinquished by Russell Place, former NAB counsel now with OSS.

WHO; HERB PLAMBECK AND THE 336TH CORN BELT HOUR

Woody Woods, war program director of WHO, has sent NAB headquarters a couple of letters recently on the activities of Herb Plambeck, WHO farm editor who just returned from an overseas trip to war fronts, and a report on the WHO 336th Corn Belt Farm Hour and the Third War Loan Drive. We give you Woody's reports as is:

"Herb Plambeck, WHO farm editor and U. S. war correspondent, returned last week from a two months' tour of the British Isles, arranged by the British Broadcasting Corporation.

"He was a guest of the Ministry of Information at the invitation of the British Embassy to observe the agricultural war efforts of farm families in England, Scotland, Wales and Ireland. Appointed as a U. S. war correspondent for WHO by Headquarters, U. S. European Theatre of War, Mr. Plambeck visited many of the American army camps.

"Each Saturday noon, he broadcast a quarter-hour report of his impressions and observations by short-wave from the BBC studios in London through GSP on 15.31 megacycles which was rebroadcast simultaneously by WHO whose signal in turn was picked up and rebroadcast by other Iowa stations. To insure reception in Iowa, the same program was broadcast by other English short-wave stations on 9.58 and 11.68 megacycles during evening hours, transcribed by WHO and rebroadcast at 10 P. M. each Saturday night.

"On August 14th, the regular Corn Belt Hour (a half-hour musical and interview farm program) was originated in the BBC studios with English farm men and women as talent, broadcast by short-wave from GSP and rebroadcast with remarkable clarity by WHO, WOC, KICD, KBUR, KBIZ, and WOI. One of the Saturday programs on August 7th was arranged through NBC by short-wave to New York and by line to Des Moines.

"An additional series of programs specially arranged for WHO through BBC short-wave from London is being planned. Mr. Plambeck will continue his series of talks from WHO as a regular feature.

"The 336th Corn Belt Farm Hour was on the air Saturday, September 25 for the Third War Loan Drive in 100% cooperation with the Iowa War Finance Committee. It has been broadcast 336 consecutive Saturdays over WHO. From time to time, other radio stations have carried the broadcasts as special events justified; but last Saturday broke all records when 14 Iowa stations and one South Dakota station carried Plambeck's special farm program. They were WOC, KSO, KMA, WNAX, WMT, WOI, KBUR, KICD, KTRI, KSCJ, KROS, WSUI, KGLO, KFJB and the originating station, WHO. Program content consisted of talks and interviews by county chairman of Greene County, first Iowa county to reach its quota in the Third War Loan drive; state president of state 4-H Club girls, a seven-year-old schoolboy from Polk City, Iowa, and the superintendent of his school; a member of the Iowa AAA, a farmer veteran of World War I, a farm woman (a widow who operates and personally manages a four hundred acre farm), a U. S. Navy Petty Officer

with 24 years of service who said among other things, that the personnel of the Navy Recruiting Station in Des Moines was allocating 22% of the payroll to War Bond purchases; and the executive manager of the Iowa War Finance Committee. The broadcast was produced and directed by Mr. Plambeck."

RADIO NEWS CURRICULA WILL BE DISCUSSED

(Released by NAB News Bureau)

Standards of radio news writing and radio news broadcasting curricula in schools and colleges will be discussed Friday, October 15, by a sub-committee of the Radio News Committee of the National Association of Broadcasters in New York City.

Paul White, director of news broadcasts at CBS, and Bill Brooks, NBC director of special events, are working with Walt Dennis, news committee secretary, as the sub-committee.

Lyman Bryson, director of education for CBS, and Dr. James R. Angell and William Burke Miller of NBC's public service division will meet with the news committee sub-committee as advisors and counsellors.

It is proposed to set up curricula standards for radio news writing and radio news broadcasting courses, modeled after those now in effect at such universities as Northwestern, Columbia and Minnesota. Principal end in view is to help alleviate the serious manpower shortage in broadcasting newsrooms.

Engineering

PRIORITY REVISIONS

Preference rating order P-133 has been revised by WPB to make it the exclusive controlling order for obtaining maintenance, repair and operating supplies for radio broadcasting and communication. CMP regulations 5 and 5A, governing expenditures up to \$500 for capital equipment under the MRO rating, do not apply to these industries.

The amended order continues the AA-2 rating and the MRO symbol to broadcast stations for obtaining maintenance repair and operating supplies.

For operating supplies the rating of AA-5 with the MRO symbol is specifically assigned for the businesses of sound recording for commercial, educational and industrial purposes and in the operation and maintenance of public address, intercommunication, plant sound and similar electronic systems, including systems for the controlled distribution of musical programs.

Recording blanks to be used exclusively for broadcast purposes may be purchased by broadcast stations under the preference rating AA-2. Blank discs to be used for purposes other than broadcasting are assigned the preference rating AA-5 by the modified order.

Other changes in order P-133 include a clarification of tube inventory restrictions. Use of ratings and allotment symbol to buy or repair a tube is prohibited unless a person has in stock less than one new and one rebuilt tube, or two rebuilt spare tubes per active socket. However, no important change in the average radio station stock is likely to result from this restriction. Another added restriction bars use of the ratings to obtain supplies for War Emergency Radio Service, the amateur operators group under the Office of Civilian Defense.

Service repair shops doing maintenance and repair work for persons engaged in radio communication may use the rating and symbol of the customer to do such work, and the restriction on use of ratings apply as to the customer.

Tin and Fat Salvage

In an attempt to make salvage broadcasts more efficient, NAB asked all stations on September 29 how fat and tin collections were going. The idea was to discover any cities where fats were being destroyed after collection or not being collected; and cities where tin cans were not being properly cared for.

Helpful replies are acknowledged from stations listed below. Several observations in the incoming letters bear repeating because they point to situations that need correcting.

Tin Cans in Virginia, Minn.

"The tin cans are piling up on the grocery stores so that grocers no longer have room for additional cans and many are refusing to accept them," says Greg Rouleau, manager, WHLB, Virginia, Minn.

Dick Redmond, WHP, Has Point

"To the best of our knowledge, the stuff isn't being thrown into the river, but we do have plenty of reason to know that all is not well in the scrap pile. Reason being that we are frequently subjected to calls from listeners who wish to register a vast variety of complaints over the situation. Most of these complaints can be classed as being 'petty' but the one which is the most constant source of trouble is that 'the butcher on the corner refused to take our waste fats.'

"Trouble is, the complaint doesn't stop there. The listener is usually extremely resentful and demands an explanation as to 'whether the scrap drive is on the level,' and some tell us in no uncertain terms that they are 'beginning to doubt everything they hear over the air.' The latter remark is of course a spur of the moment impulse, (at least we hope it is), but it's an indication of something that can become extremely unhealthy.

"In an attempt to smooth things out, in cases where we can get the listener's name, we call the scrap drive authorities and report the matter. They in turn call the butcher. Then the butcher gets sore at us for butting in and before it's all over, everybody is annoyed with everybody and we're in the middle of the scrap . . . (and I don't mean the kind you can salvage).

"I do want to say in closing, that the authorities are also extremely cooperative and only too anxious to smooth the thing out, but it is our feeling that a thing of this kind can't be corrected once it has started. It's bound to find its way into the more serious phases of the war.

"That's how it is in Harrisburg and vicinity, and here's wishing you success in any steps you may take to correct the situation."

The above is from Dick Redmond, WHP, Harrisburg, Pa. Mr. Redmond attached a typical letter from a listener which follows.

Typical Listener Complaint

"So many of your broadcasts are to housewives to save fates. It would be wise to broadcast to the stores and butchers to accept the fats. I find, after saving it, the worst job is to get rid of it. Last Saturday my daughter took some to two different butchers. The last one, at 6th and Boas, even used profane language and was not going to take it. She told him she was going to let it sit, then he took it. There are also butchers in the Broad street market who will not take it."

Junior Commandos Collect Fat

The success of fat collection in Roanoke, Va., according to Jack Weldon, program director, WDBJ, is due in a large

NOTE TO MANAGERS

Since fat and tin collections are important to the war effort, stations can make a further contribution by being sure that these products are collected and handled properly. Dick Redmond, in letter below, clearly points out what happens to radio unless the entire operation is clean cut.

Paul Morgan, government man, said that he will make every attempt to clean up bad situations which are reported by stations to NAB. We will appreciate your help.

Sincerely yours,

ARTHUR STRINGER

part to the activities of the Junior Commandos.

They call on housewives every Saturday and deliver the collected fat salvaged to the schools. There it is picked up by a local renderer.

Campfire Girls Collect Fat

LeRoy Stahl, program director, KFBB, Great Falls, Mont., is sure that every pound of fat collected locally gets into the proper channels.

"The campaign locally," he said, "is under the sponsorship of the Campfire Girls. They collect it twice a month on regular routes, or individual donations can be made at any time at their headquarters. The girls pay the housewives in War Stamps although many housewives donate the fats without other consideration. All proceeds from the sale of the fat by the Campfire Girls go into the funds of the various Campfire Groups.

"Personally, we think this is superior to having the butcher do it. It's a big proposition for the girls, one they really work at, while for the butchers it's only an added pain in the neck."

Fats Thrown in River

The letter which caused this investigation came from Harper M. Phillips, general manager, KYUM, Yuma, Arizona, and is as follows:

"It has been revealed that due to the lack of proper collection, the waste fats from the vicinity of Yuma are being dumped into the Colorado River!

"Because so much stress has been placed on this particular drive by the OWI Allocation Plan, we at KYUM feel that this condition reflects on the part radio is playing in the war effort.

"But what I would like to know is whether or not similar situations exist in other parts of the country? And if so, isn't there something more that we as an industry can do in this regard?

"We use the OWI announcements for the waste fats drive, and get results. But should our job stop at that point? Should we continue our efforts even further and see that these fats are packed and shipped to the proper agency?"

Paragraph from newspaper clipping relating to dumping fats into river:

"Mayor Ingall asked Supt. of Streets Haupt how the tin can drive was getting along. Haupt replied that only about 50 pounds of the cans had been collected and that the reason for the lack of response apparently was that the people were

disgusted with the way previous drives had ended, notably the scrap iron campaign, most of the iron still standing on the Madison Ave. lot more than a year after the drive. *Also the waste fat drive, with the butcher shops full of jars of waste fats which had not been collected as promised. Consequently the butchers will accept no more waste fats and the street department has to dump the waste fat into the river.*"

Thanks to the Following

WCOV, Montgomery; WFOY, St. Augustine; WHO, Des Moines; WAVE, Louisville; WFBR, Baltimore; WHLB, Virginia; KMBC, Kansas City; KFBB, Great Falls; WSNY, Schenectady; WHP, Harrisburg; WMBS, Uniontown; WJHL, Johnson City; WRNL, Richmond; WRVA, Richmond; WDBJ, Roanoke.

FEDERAL COMMUNICATIONS COMMISSION

NOBLE'S STATEMENT TO FCC ON BROADCAST POLICY

FCC Chairman James Lawrence Fly has announced receipt of a statement from Edward J. Noble, who recently purchased, subject to Commission approval, the stock of The Blue Network, Inc., from the Radio Corporation of America, outlining the policies he plans to follow in allocating time on the air.

The statement was requested by the Commission in a public hearing on the proposed transfer on September 20. The statement has been placed in the public record of that proceeding and will be considered by the Commission in its decision on the transfer.

Mr. Noble's statement follows:

"Federal Communications Commission,
Washington, D. C.

DEAR SIRs:

At the adjourned hearing on September 20, 1943 regarding the proposed transfer of the ownership of The Blue Network, Inc. to American Broadcasting System, Inc., of which I am the sole stockholder, I was requested to submit to your Commission for inclusion in the record a written statement of general policy with respect to the sale of broadcasting time for other than the advertisement of commercial goods and services which would be put into effect in event of approval by the Commission and consummation of such transfer.

After careful consideration of the matter and with realization, which I am sure the Commission shares, of the difficulties and perplexities involved in actual practice and administration, I am prepared to say that my policy, stated in general terms, will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discriminations. More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network.

With regard to the sale of time in addition to the sustaining time already provided for the discussion of con-

troversial issues, consideration will be given to the use of a limited amount of time for this purpose insofar as consonant with the maintenance of listener audience and interest and thereby of the usefulness of the Network as a medium of public discussion.

At the above hearing I was also asked to advise regarding instances in which station WMCA has sold time to organizations other than business organizations, and in that connection wish to advise that time has been sold by that station to the following non-business organizations:

- *Gospel Broadcasting Ass'n, Los Angeles, Calif.
- *Young Peoples' Church of the Air, Phila., Pa.
- *Lutheran Laymen's League, St. Louis, Mo.
- First Baptist Church, New York City
- Sunday Morning Meditations, New York City
- St. Christopher's Inn, Gramoor, N. Y.
- Society of Jewish Science, New York City
- Unity School of Christianity, Kansas City
- Political parties during campaigns.

(* Fed to WMCA by Mutual Broadcasting)

In this connection I may add that station WMCA under my direction has recently accepted from the Greater New York Industrial Union Council of the C.I.O. one minute "spot announcements" under its sponsorship urging voters to register for the Fall elections.

Very truly yours,

/s/ EDWARD J. NOBLE."

FREE SPEECH

An Exploration of The Broadcaster's Duty

(Address by Chairman James Lawrence Fly, FCC, before the Radio Executives Club, New York City, October 7, 1943.)

Two weeks ago in Boston, and again Tuesday night over the Columbia Broadcasting System, I outlined what seems to me one of the important goals to be achieved in the post-war settlements—freedom to listen. As you know, the Axis-dominated portions of the world have no such freedom today. Nazi radio receivers are limited in range and frequency so that only the outpourings of domestic propaganda transmitters are audible. Broadcast signals from outside the Axis sphere of influence are on occasion jammed. And listening to such broadcasts is made a criminal offense, punishable in some instances even by the death penalty.

Such conditions, it seems to me, are intolerable anywhere on the face of the earth if we are to build a sound and peaceful post-war world. For freedom to listen is in some respects as important as the other freedoms for which we fight, and must be similarly guaranteed. In the modern world, freedom of speech is not enough if it is not complemented by freedom to listen—which can be defined broadly as access for the general public to what is said by means of the mass medium for the dissemination of ideas and opinion—the radio.

Here in the United States, we today have freedom to listen in an almost absolute degree. Our radio receivers have free-turning dials and band-switches, and there is no law which hinders listeners from tuning in the program of their choice—or from turning off the radio altogether.

The listeners, however, are shackled by a few outmoded conventions which in reality the industry should never have inflicted on its audiences. Radio is the greatest medium thus far created for the dissemination of information. Those entrusted with the facilities of radio cannot impair the freedom to listen by restrictions imposed at the transmitter end.

One such restriction is the ban imposed by some stations

and networks on the sale of time to groups and organizations and the discrimination against such groups or organizations imposed by others. Thus cooperatives, small business men's associations, labor organizations, and all sorts of other groups find it either difficult or impossible to buy time on the air.

This restriction on free speech arises from the fact that radio has been tremendously successful in promoting the sale of merchandise and services. Because of this success, some elements in the industry argue that time should be sold *exclusively* to vendors of merchandise and services.

Narrow and Confining

To my way of thinking, that sort of talk is altogether too narrow and confining for a free people, proud in its freedom and prepared to fight to the death to maintain its liberty. Of course, the sale of merchandise is an essential ingredient in our way of life, and one to be defended. But to say that America means nothing more than that, to forget our glorious heritage of *ideas* as well as worldly goods, is to betray a considerable portion of all that has made our nation great. By all means let American radio continue to be the greatest medium for the advertising of goods and services that the mind of man has yet devised. But to restrict broadcasting to this single function—or to any other single function—is to betray the very foundations of a free radio.

This is a democracy. Radio can function truly as an effective mechanism of free speech only if it serves the people as a whole. In our entire social and economic structure there are many important segments of people. In one such segment are the big industrial concerns with commodities for sale. But by what logic can we conclude that only this one segment can adequately reflect the viewpoint of all the other important facets of our society? Can broadcasting, while restrained to carry the voice of the one group and only the one group lay claim to being an effective instrument of democracy? Programs should not be banned because they are intended to convey messages. Nor should they be banned because of the identity of certain groups that request the necessary time for projecting their programs on the airwaves. There is no danger in allowing all responsible groups in a democracy to be heard.

A second restriction on free speech over the radio is the new but widespread ban against permitting the solicitation of memberships over the air. Listeners can be urged by radio to enjoy romance through sparkling teeth or to correct faulty elimination, but they cannot be urged to join a cooperative, a labor union, a business men's association, Kiwanis, the Knights of Columbus, or even the Society of Conservative Philosophers. There is a sheer arbitrary nature about the ban against soliciting memberships over the air. Time can be bought for the sale of shoes and soap and sealing wax, cigarettes, beer, institutional goodwill, and cathartics. But time can't be bought or received gratis for the solicitation of memberships—except, of course, by mutual insurance companies. The very nature of the exception emphasizes the censorious quality of the rule.

Not long ago I asked a witness before the Commission substantially this question

Here in Washington, D. C., we suffer from taxation without representation. Would you sell time to the District of Columbia Association against Taxation without Representation for the purpose of getting members for that organization?

The answer was, "No."

I next asked

Suppose the year were 1776. Would you then have sold time to the Massachusetts Bay Colony

Association against Taxation without Representation for the solicitation of memberships?

I got no answer.

What Would Sam Adams Say?

I sometimes wonder what Samuel Adams and Tom Paine would have said, what scorching phrases their pens would have devised, to describe a restraint on free speech which would have prevented them from soliciting members for their libertarian organizations before the American Revolution. I wonder what Margaret Fuller and Susan B. Anthony would have said to a ban preventing them from using radio to advocate their cause or even procure members for their women's suffrage leagues.

Yet this is the very ban which the Samuel Adamses, the Tom Paines, the Margaret Fullers and the Susan B. Anthonys of our own generation must suffer on the radio.

A democracy is not only a group of merchants with products to sell. This democracy is rich above all others in the variety of its groups. We need never be bored by a lack of diversity in points of view. Since the sum total of these points of view is democracy, radio, a force in this democracy, should reflect an adequate cross-section.

This is a democracy—in every crisis which has faced us as a nation, we have relied again and again on free debate for decisions upon which our salvation has depended. Perhaps the prime barrier to free speech on the air is the ban imposed by many stations and networks on the sale of time for the discussion of controversial issues. (And what is a "controversial issue" if not merely a current issue?) No matter how worthy the cause, no matter how important the issue, and no matter how eager a wide listening public may be to hear such discussion, a rule followed by many stations and networks prevents the purchase of time. This ban as well as the restriction against the sale of time to certain groups or persons is so wholly out of keeping with American traditions of free speech which we have maintained for more than a century and a half, that arguments in its favor must be examined with the greatest care.

One argument urged in favor of banning the sale of time for discussing controversial issues is that the radio is not merely a vehicle for free speech; it is also a means of amusement and entertainment, an advertising medium, a musical instrument, and many things besides. If time is sold for controversial discussions, it is asked, how can radio continue to fulfill these other functions?

The answer, of course, is that selling time for the discussion of controversial issues does not mean selling all the time on the air for such discussion, or selling time for more discussion than the public wants to hear. If there is one principle more firmly established than any other in American radio, it is the principle of a well-balanced program structure. If radio were overloaded with *any* particular kind of program—opera, dance bands, soap operas, or symphony music—it would quickly lose its universal popularity. Station managements are perfectly familiar with this fact, and adhere to the principle of a well-balanced program structure with a fair degree of success. And this principle would continue unimpaired even if a reasonable amount of time were sold for the discussion of controversial issues.

A second argument frequently raised against such sale of time is that the best financed groups would buy the most time, and hence that radio would become an instrument serving only one side of each issue—the side with the most money. In the early days I joined in the expression of such apprehension of the devastating effect of sheer economic power. However, economic power has well nigh taken over under the present system and we are left with no alternative but to insist that management perform its

duty to the public. I know we can, and indeed we must, rely upon the basic principle of fair and well-rounded discussion which I am sure radio is attempting to accomplish. Selling time for the discussion of controversial issues does *not* mean making of radio a common carrier, willing to sell every prospective purchaser as much time as he will buy. The station licensees, in whose hands control of programming properly and necessarily belongs, must inevitably exercise discretion, in order to ensure that radio shall become the tool of no special group or interest. Indeed, there is no denying that radio management today does *not* sell time for the selling of products to all who request it. Likewise the same management, whose judgment comes at high prices, ought to be able to exercise it in this field. The Federal Communications Commission summed up this aspect of radio in its Mayflower opinion, when it stated

Licensee Assumes Obligation

Freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation to the public of all sides of public issues. Indeed, as one licensed to operate in a public domain the licensee has assumed the obligation of presenting all sides of important public questions, fairly, objectively and without bias. The public interest—not the private—is paramount. These requirements are inherent in the conception of public interest set up by the Communications Act as the criterion of regulation . . .

This statement by the Commission is frequently misunderstood. The frame of reference is the licensee and not the independent commentator or the particular kind of program the licensee permits on the air. The licensee's duty is evenhanded treatment of all sides of an issue and should be firmly imbedded in our system of radio. It should continue to govern even when time is sold for controversial discussion. In the future as in the past well-financed groups will be prevented from securing more than their share of radio time by the proper exercise of the licensee's discretion. Although the licensee himself must not abuse the facilities with which he is entrusted, still he must not set up easy rules so that he need not face squarely the problem of delivering to the public a full public service.

A third point frequently made is that we are opening the door for a re-establishment of the continuing harangues of so-and-so. That is simply not true. We are interested in free speech on current lively issues. The long continued sale of time to an extremist with an axe to grind is in itself an effective way to bar the door to those who would present discussions of current issues, and thus would be a restraint on the speech mechanism in terms of its over-all duty to the public.

A fourth and final argument against the sale of time for controversial discussion is that such time is now freely given. It is true that radio has given vast quantities of time for this purpose, and has thereby gained the esteem of millions of listeners. I know of no one who would want to end unsponsored discussions. But if the American radio is to remain dedicated to the fundamental principles of free speech, mere handouts of time are not enough for a variety of reasons.

A purchaser of time has many advantages over a mere recipient. First of all, he can choose his hour—subject of course to the station's or network's prior commitments. The recipient, on the other hand, must take whatever hour the donor chooses to hand out—and I need not tell this audience what a tremendous difference there is between one hour and another.

Also, with respect to network programs, a purchaser of time can procure the broadcasting of his programs over specified stations, while the recipient of time cannot find out even after the show is over which stations have carried his program. Unlike purchasers of time, their network may consist of 15 stations instead of 150. And that, I venture to suggest, is not the kind of restraint on free speech which the Founding Fathers, were they alive today, would view with any complacency.

Revenue Enters In

Finally, the ban against selling time for controversial discussion serves to limit the time available for such discussion. When station managements—and advertisers—determine how much classical music and how much jazz, how much news and how much comedy to weave into their balanced program structure, building up a wide listening audience is their sole concern. But when they must determine how much time shall be *donated* for free discussion, another element necessarily enters in—the need of revenues. Advertising revenue is the rock upon which the American system of broadcasting is built. Revenues must be broad enough and firm enough to support the entire broadcast system. The maintenance of broad, firm revenues necessarily limits the time which can be donated free of charge to discussion or to anything else; it especially limits the choice hours which can be donated. Thus, if discussion is to be permitted only during donated time, it will necessarily be hemmed in by considerations of revenue. Clearly the best way to eliminate this restraint on free discussion is to remove the ban on time sales. This need not mean, of course, that free time is to be refused for controversial discussions. This type of program is desirable and lack of broadcast income should not be a reason for denying listeners.

At present the problem is especially pressing because, as you know, some networks and stations are either approaching or have reached that happy haven of the radio industry—"standing room only" during the evening hours. The year 1943 is by a considerable margin the most profitable year in radio history; during some hours and over some stations and networks there is in fact an acute shortage of available time. Under such circumstances it is especially unfortunate, and especially irksome, to limit controversial issue broadcasts to the scarce and less desirable periods which remain unsold.

The cuffing about that certain of the best forum or roundtable programs are now taking is clear evidence of the shortage of time for commercial users. I cannot conceive American listeners turning away from the forum or roundtable type of programs; their popularity is too firmly rooted in the hopes and aspirations of the people. There are other dangers to these programs which should be discussed quite freely.

One danger lies in the suggestion that the hour-long forums be reduced in time to 30 minutes. An obvious difficulty with this suggestion is that it would reduce by half the amount of time devoted to each discussion, and thus halve the program's effectiveness. But the true objection, it seems to me, lies deeper than that. A half-hour forum program, in which each disputant squeezes in his edge-wise word to beat the threatening time signal, would be killed as effectively as the babe in Solomon's court. After all, history does not record that the great historic town meetings at Concord and Lexington and in Faneuil Hall in Boston were stopped in half an hour by the sounding of a gong.

Somewhat subtler than the proposal to cut the town-meeting-type programs in half is the proposal to change their times to less desirable hours or to book them temporarily and to be shuffled again. Those of you who are advertisers know what that means. When effort has been

invested and audiences built up over the years for a particular program at a particular time, certainly no advertiser engaged in selling his wares would take a change of hour without protest. In the case of the forum programs, there is no advertiser to complain about the "bump," but there are listeners. Public debate during the hours when housewives listen with one ear would be as inappropriate as a farm and home hour after midnight.

A third proposal—and this one was publicly confirmed before the Commission two weeks ago—is the plan to sell one or more of the programs of this type to a sponsoring advertiser. However, it is somewhat ironical that not poverty but the greatest prosperity in radio history is the source of this plan to sell what has never been bartered since 1776—the town meeting and the free round-table discussion.

Who Does Selecting?

If there be a sponsor, one may wonder who is to be permitted to select the subject and the speakers? I think it is to the credit of at least one network that they contemplate no sale, at least for the present, of this type of program. One warning that is present is that selling the forum may well add to the burden of the broadcasters own prejudices, the further burden of at least considering the prejudices of the sponsor.

In addition to the obvious danger I perceive in the treatment forum programs are likely to receive, there is an additional danger in the hand-outs of free time. The poor relation who gets the free time cannot hope to attract the attention that the time buyer builds up—with his day-by-day bombardment. Furthermore, admitted to this inner sanctum because he has a product to sell, the buyer of time has in some cases injected his own philosophy into his program. At times it is subtly done; at other times it is quite obvious; at all times such propaganda should be properly labelled. We, as Americans, believe that to judge the validity of anyone's arguments we have the right to know for whom he speaks. A symphony program with fifteen minutes of sponsored philosophy is objectionable to a good many listeners who have tuned in for the symphony. So clumsy an attempt at indoctrination, undesirable as it is, does not equal the more insidious tactics of injecting the sponsor's ideas into a news broadcast as "news." The stealth with which some so-called commentators can move from the field of legitimate news into an appeal to the great virtues of the company and its principles and its ideas leaves all but the critically-minded unaware of what has overtaken them. It is arguable that the time buyer who has managed to get on the air with a product to sell perhaps ought to be allowed his bit of philosophizing. The newspaper, however, labels advertisements as such. And radio can and ought to do the same thing. For example, note the confidential manner in which Gabriel Heatter moves from his news comments and calls you over to the side to tell you how awful your hair looks today. The essential thing, however, is that he be identified and the philosophy identified at the moment in order that it can be properly evaluated in the light of its source. One of the most certain methods of destroying the poison of false propaganda is frankly to expose it to the sun and air of informed criticism. If one of the ills to which a democracy is heir is that all may speak, then the cure is more democracy.

David Lawrence explored some of the foregoing principles the other day in his column, he said: "It so happens that Mr. Fly is absolutely right in his criticism and he takes the sound position this correspondent took." Naturally, as a wholly objective commentator I will not take up all the various irrelevancies in the remainder of Mr. Lawrence's article. But he did go on to say I might make a speech to this effect. So who can say that left is left and right is right and ne'er twain shall meet?

Now I want to move in and further stir up the current healthy ferment regarding commentators. Still another question in regard to free speech is raised by the recent discussion of the policies of one network regulating the expression of the views and opinions of its news analysts. Personal opinions should not, of course, be aired in the guise of news; but, assuming competency, if the statements are properly labelled as opinion, I can hardly see the reason why they should not be aired.

The arguments for restricting news analysis to factual presentations are no secret; no doubt you have seen them competently set forth in full-page advertisements. Also, and here we have an example of American radio at its best and freest—they have been debated on the air, over the very network which takes the restrictive view. Certainly, it is a matter to which radio can point with pride, that a network is willing to afford equal time for discussion to the most outspoken opponents of its own position.

I, myself, find several difficulties, however, with limitations on commentators. The first is our old friend, free speech. It is a little strange to reach the conclusion that all Americans are to enjoy free speech except radio commentators, the very men who have presumably been chosen for their outstanding competence in this field. Facts, construction or analysis of words dealing with facts, and opinions tend to blend one into one another indistinguishably.

The censorship of news commentators is in fact a two-way process, if some materials be selected out, other materials are selected in. What tremendous power is wielded by the single man who exercises this breadth of discretion for a great broadcasting system. In lodging that power over the whole output of news analysis and opinion, are we not well nigh setting up both a censorship and the very Company editorial policy which some have sought to avoid by curbing independent commentators? And with such a scheme if one man falls, all must fall. And who, after all, in the field of opinion can be wholly objective? I am not, and sometimes I even suspect you are not.

The ban on free comment by news analysts places them, and the radio industry, at a serious disadvantage vis-a-vis the newspapers and other media. Let me give an actual example taken from the script of a commentator whose network limits him to factual statements. This commentator could not state his own views, but he could, of course, announce as a fact that so-and-so held such-and-such a view. So radio listeners the other night heard the following from one of our most competent commentators.

As Drew Middleton, the very able correspondent of the New York Times in London reported today. . . . And this isn't just Mr. Middleton's view. He says it's the view of Allied military observers in London. . . . But Mr. Middleton points out. . . . And his military sources in London conclude. . . . and Mr. Middleton indicates the military men in London are thinking. . . . According to the Washington correspondents. . . . In the New York Times of August 29 there was an article. . . . which stated flatly that. . . . The Atlantic Monthly says. . . . An AP correspondent reports tonight. . . . All the Washington correspondents agree. . . .

and so on, all those phrases taken from a single 15-minute script.

Let Public Be Given Opinions

I venture to suggest that listeners want to know what radio analysts themselves think. The listeners can get AP and UP opinion from the newspapers, the Atlantic

Monthly's opinion from the Atlantic Monthly. But where, under the new dispensation, can they get the opinions of Bill Shirer and Ed Murrow? For my money, I will take Bill Shirer and Ed Murrow and give them serious thought. The London newspaper correspondents whose opinions are quoted in the text above are certainly outstanding men whose views are worth hearing; but are they so very much superior to radio's own correspondents? And if they are, why doesn't radio employ them and give them as much freedom to comment as a crack newspaper man has under his own by-line?

The fact is, of course, that radio does have some of the most competent commentators and analysts on earth; and it would be a pity if the rules of the very medium which brings their *voices* to the people prevents their *opinions* from reaching the people. Any policy that requires these men to mouth second-hand opinions serves no purpose. The public is looking to these men at that moment. I wonder if it is not the best method to select the most competent men and give them their rein, bearing in mind, of course, there should be an over-all general balance?

The job of proper labelling of news comment and analysis should not present insurmountable difficulties. A noteworthy statement of the principles which properly govern news commentators was contained in an editorial in the St. Louis Post Dispatch for September 24, 1943, from which I quote:

First of all, the public has a right to be told the facts, . . . with nothing important withheld, nothing added. This is *news* . . . It is . . . an image still to be brought into sharp focus, . . . News is not opinion, but it is a basis of fact upon which opinion is formed.

. . . Second . . . the public has a right to know the meaning of the facts in the opinion of specialists who are in a particularly favorable position to see the facts and to form accurate opinions concerning them. This is *editorializing*. . .

. . . Of recent years, there has been found to be a place for analytical opinion in news accounts, through the medium of signed articles; . . .

The public needs all three of these services; . . . Radio should have a place for all three, and should keep them sharply distinguishable.

In *Broadcasting Magazine* for October 4, 1943, the same thought was driven home; they properly pointed out that:

There lies the solution—news must be so labeled, clearly and plainly. Analysis and comment should be slugged as such and by-lined. . . .

It is important to remember that radio is a news medium. It publishes by means of the electrical printing press—the microphone. As a medium more intimate and more sensitive than the printed page, it must sharply delineate and define its services. The intelligence and the know-how of radio, evidenced in its two decades of meteoric growth, are available. The issue, now that it has been provoked, must be met head-on; not avoided.

Broadcasting Magazine is right. The industry has these things right out in the open and it must deal with them. You can no longer sweep them under the bed. But remember CBS and the other nets have much on the asset side of the ledger. Here we have the most intelligent news service and the most capable people in the business. Press and motion pictures are far behind. We can, if we will, capitalize on this great reservoir of talent, radio's own great power and its broad tolerant management.

Under the present restrictions on types of programs, groups who may be heard, and radio's own commentators,

the industry is frozen to a policy that does not allow healthy growth and expansion in the field of free speech. This great young and progressive industry must not be frozen at any status quo.

John Milton said:

Though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do ingloriously, by licensing and prohibiting, to misdoubt her strength. Let her and Falsehood grapple; who ever knew Truth put to the worse in a free and open encounter?

Now Milton may be a bit off on his statistics. John Kieran will undoubtedly know more precisely. And I own that at least in a seeming free competition truth may lose an occasional battle. But her seasonal average is tops. And hers is the system to which a democracy must pin its faith.

Industry Is Responsible

There are some no doubt who will urge that a democratic control of radio will bring a great many problems to management; that the discretion of management will be heavily taxed. There is no question that management will be harassed considerably—isn't this why management talent comes high? They are the ones who must undertake this responsibility if we are to have a free radio. The transmitters and mechanics of radio are efficient. This is a democracy and just as it will not work itself without the efforts of its people so, too, in the broadcasting industry transmitters will not operate themselves in the public interest. Licensees must have discretion and they must use discretion. Licensees must become aware that starting right now management should take stock of itself and re-explore the whole significance of free speech applied to radio. We can no longer operate under dodge clauses. No precedents ought to be allowed that will make this industry automatically stagnate. Any dodges similar to those intricate clauses employed in a corporate indenture to enable a trustee to duck his responsibility must be weeded out fast. Management has a public trust, and it cannot be dodged.

One point should be clear—these are not government problems in the first instance. They are primarily problems for the industry itself to face and to solve in the best traditions of American free speech. There must be intelligent re-exploration and there should follow appropriate industrial self-regulation. It is the industry on whom responsibility lies, and it is the industry which must answer for having maintained or having subverted our fundamental principles of freedom.

It is to you especially, therefore, that I say: in the world of darkness American radio shines forth. In this world of movement let us see to it that American broadcasting continues to move as a living thing, a vital thing in the onward march of democracy, emitting meanwhile no radiation reminiscent of the dead mackerel in the moonlight.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, October 11th. They are subject to change.

Monday, October 11

Broadcast
Consolidated Hearing

To Be Held in the Federal Court Room, Federal Building,
Miami, Florida

Ralph A. Horton (Assignor), The Fort Industry Company (Assignee), Fort Lauderdale, Fla.—Voluntary assignment of C. P., and license of WFTL; and licenses of relay stations WAAD and WRET; **1400 kc.**, 250 watts, unlimited. Under C. P.: **710 kc.**, 10 KW, unlimited, DA night.

Ralph A. Horton, Fort Lauderdale, Florida.—License to cover C. P., and authority to determine operating power by direct measurement; **1400 kc.**, 250 watts, unlimited. Under C. P.: **710 kc.**, 10 KW, unlimited, DA night.

The Fort Industry Company, Fort Lauderdale, Florida.—Modification of license to move main studio from Fort Lauderdale, Florida. (Contingent upon granting of B3-APL-15). **1400 kc.**, 250 watts, unlimited. Under C. P.: **710 kc.**, 10 KW, unlimited, DA night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WTMC—Ocala Broadcasting Co., Inc., Ocala, Fla.—Granted construction permit (B3-P-3535) for authority to increase power from 100 to 250 watts, necessitating changes in the transmitter.

KWFT—Wichita Broadcasting Co. (a corporation), Assignor; Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee; P. K. Smith, Mrs. Claude M. Simpson, Jr., Assignee; Wichita Falls, Texas.—Granted consent to assignment of license of station KWFT, from Wichita Broadcasting Company (a corporation) to a newly formed partnership consisting of the stockholders of the present licensee (B3-AL-381).

WSAV—E. E. Murray, Sr. (Transferor), Harban Daniel and Catherine Murray Daniel (Transferees), Savannah, Ga.—Granted consent to transfer of control of WSAV, Inc., licensee of station WSAV, from E. E. Murray, Sr., to Harban Daniel and Catherine Murray Daniel. No monetary consideration involved (B3-TC-332).

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted construction permit (B1-P-3538) to install equipment to replace equipment destroyed by fire on April 28, 1943, subject to whatever action may be taken upon application for renewal of license.

WINS—Hearst Radio, Inc., New York City.—Granted modification of construction permit (B1-P-3026 as modified) to change frequency from **1000** to **1010 kc.**, all other terms of construction permit to remain the same, and make changes in directional antenna system (B1-MP-1720).

The Ohio State University, Columbus, Ohio.—Granted position for reconsideration of application for new relay broadcast station, and granted same in conformity with relaxation policy of August 28, 1943 (B2-PRY-286).

Houston Printing Corp., Houston, Texas.—Granted petition for reconsideration of application for new relay broadcast station, and granted same in conformity with relaxation policy of August 28, 1943 (B3-PRY-274).

WHEC, Inc., Rochester, N. Y.—Granted petition for reconsideration of application for new relay broadcast station, and granted same in conformity with relaxation policy of August 28, 1943 (B1-PRE-427).

DESIGNATED FOR HEARING

KQW—Pacific Agricultural Foundation, San Jose, Calif., Ltd.—Designated for hearing application for modification of license to move main studio to San Francisco (B5-ML-1172).

FCC AUTHORIZES CONSTRUCTION OF RELAY BROADCAST STATIONS

The Commission announced adoption of a Decision and Order (B-191), granting the application of Larus and Brother Company, Inc., licensee of station WRVA, Richmond, Va., for construction permits to establish two new relay broadcast stations. Both of the low-powered transmitters needed for the stations were acquired by WRVA in April, 1942. When set up, the two relay stations will be used for emergency purposes only, upon failure of the normal wire lines connecting the transmitter and studios of Station WRVA.

In granting the applications, the Commission noted that any obstacle in the granting of WRVA's petition because of the Commission's Memorandum Opinion of April 27, 1942, with respect to the use of critical materials, had been removed by the FCC's later statement of policy made August 28, 1943, authorizing the construction of new relay broadcast stations under certain conditions.

PROPOSED FINDINGS ADOPTED

At the same time the Commission adopted Proposed Findings of Fact and Conclusions (B-192), proposing to deny application of the Black Hills Broadcast Company (KOBH), Rapid City, So. Dakota, for construction permit to install new transmitting equipment, change transmitter location, install a directional antenna system for both day and night use and change operating assignment from **1400** to **610 kc.**, increase power from 250 watts to 5 KW, unlimited time.

The change in operation sought by station KOBH, the Commission held, would be inconsistent with the terms of the North American Regional Broadcasting Agreement (NARBA), as it would cause interference to Canadian station CJAT, and Mexican station XEBX.

MISCELLANEOUS

Stephen A. Vetter, Miami, Fla.—Denied petition to intervene in the hearing on applications of WFTL for assignment of license, license to cover construction permit and modification of license; exceptions noted by counsel for petitioner.

KWOC—Radio Station KWOC, Poplar Bluff, Mo.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1550).

WSLS—Roanoke Broadcasting Corp., Roanoke, Va.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1548).

KGBK—Helen Townsley, area of Great Bend, Kans.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending December 1, 1943.

WAEA—WAPO Broadcasting System, area of Chattanooga, Tenn.—Present license for relay broadcast station further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending December 1, 1943.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Continued hearing now set for October 4 to November 4, in re application for modification of license to increase power to 5 KW, unlimited time.

Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—Denied petition requesting reinstatement of petitioner's application for new station to operate on **1050 kc.**, 1 KW power, daytime only (B2-P-3307, Docket No. 6231).

Rock Island Broadcasting Co., Rock Island, Ill.—Placed in the pending files without action at this time, pursuant to the policy adopted on February 23, 1943, application (B4-PH-138), for new high frequency (FM) broadcast station to operate on **44500 kc.**

WCLE—United Broadcasting Co., Cleveland, Ohio.—Granted motion to dismiss without prejudice application for modification of license to operate on **640 kc.**, 500 watts, limited time.

WHKC—United Broadcasting Co., Columbus, Ohio.—Granted motion to dismiss without prejudice application for construction permit to operate on **610 kc.**, 1 KW, DA-night, unlimited time.

APPLICATIONS FILED AT FCC

1450 Kilocycles

KVAK—S. H. Patterson, Atchison, Kans.—Construction permit to make changes in transmitting equipment and increase power from 100 watts to 250 watts.

1460 Kilocycles

KGNF—Great Plains Broadcasting Co. (a corporation), North Platte, Nebr.—Voluntary assignment of license to radio station WOW, Inc.

1490 Kilocycles

KNOW—Frontier Broadcasting Co., Austin, Texas.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WWPG—Lake Worth Broadcasting Corp., Palm Beach, Fla.—Modification of license to change corporate name of licensee to Palm Beach Broadcasting Corporation.

WEIM—Ruben E. Aronheim, Fitchburg, Mass.—Voluntary assignment of license to Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, d/b as radio station WEIM.

1370 Kilocycles

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change of frequency, increase in power, installation of directional antenna for day and night use, and new transmitter and move, for extension of completion date from 11-1-43 to 2-1-44.

1390 Kilocycles

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—Voluntary assignment of license to Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, doing business as radio station WGES.

1230 Kilocycles

KVEC—Christina M. Jacobson, trading as The Valley Electric Co., San Luis Obispo, Calif.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

KGNF—Radio Station WOW, Inc., North Platte, Nebr.—Construction permit to make changes in transmitting equipment, change frequency from 1460 to 1240 kc., change power from 1 KW to 250 watts and hours of operation from daytime to unlimited.

MISCELLANEOUS APPLICATIONS

NEW—Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church, Detroit, Mich., to radio station CKLW, Windsor, Ontario, Canada.

NEW—WFAM, Inc., area of Lafayette, Ind.—Construction permit for a new relay broadcast station to be operated on 30820, 33740, 35820, 37980 kc., 15 watts power and A3 emission.

NEW—Matheson Radio Company, Boston, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc., with coverage of 3,600 square miles.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Ancestral Survey and as Professional Collection Association, 333 State Street, Detroit, engaged in the collection of delinquent accounts, is charged in a complaint issued with unfair and deceptive acts and practices in commerce. (5056)

Continental Forwarding System, and as Southern Michigan Collection Service, 404 Dwight Bldg., Jackson, Mich., engaged in the collection of delinquent accounts, is charged in a complaint with unfair and deceptive acts and practices in commerce within the meaning of the Federal Trade Commission Act. (5058)

Dip Net Smelt Fishermen's Association, its committee, V. G. Davis, Kris Pedersen and C. W. Fisher and members, Walter Dixon, A. A. Fisher, Philip Plebuch and Lloyd Dixon; Columbia River Smelt Corporation; Cowlitz Smelt Co., and Olie Soleim, trading as Central Smelt Co, all of Kelso, Washington, are charged in a complaint with unfair methods of competition and monopolistic practices and policies having a tendency to increase the cost of food. (5055)

Irving's, 10th and E Sts., N. W., Washington, D. C., engaged in the sale of women's apparel and furnishings, is charged in complaint with misrepresentation. (5057)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Andrew J. Lytle and Richard Carl Lytle, 221 Everett Bldg., Akron, Ohio, and William Edgar Spicer, 302 Bond Bldg., Washington, D. C., have been ordered to cease and desist from falsely representing that, in the operation of a business designed solely to locate delinquent debtors, they are connected with the United States Government or any of its agencies. (4829)

Milwaukee Importing Co., 2039 North 34th St., Milwaukee, Wis., selling and distributing Malt Cereal, a coffee substitute, has been ordered to cease and desist from falsely representing that he has been unable to fill orders or ship merchandise due to war conditions, shortage of labor, or raw materials, or to any other causes which do not exist. (4980)

Montgomery Ward & Company, Inc., Chicago, has been ordered to cease and desist from certain misrepresentations in the sale of fabric garments. (4638)



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 42, October 15, 1943

PHILIP COHEN NAMED TO HEAD OWI RADIO BUREAU

As this issue of the REPORTS went to press, Palmer "Ep" Hoyt announced that Philip Cohen had been appointed chief of the radio bureau, domestic branch, OWI, to succeed Don Stauffer, who is resigning to return to the advertising agency business.

KESTEN ANSWERS FLY

At the conclusion of a prepared address given by FCC Chairman James Lawrence Fly before the Radio Executives Club of New York at the Hotel Shelton, October 7, the club extended an invitation to CBS to reply to Mr. Fly at an early meeting. In accepting this invitation for CBS, Paul W. Kesten, executive vice president, replied briefly as follows:

Text of Mr. Fly's speech was printed in the NAB REPORTS of October 8.

Mr. Kesten's Statement

"CBS is just as vigorous a champion of free speech as is Mr. Fly. We believe, however, that freedom of speech does not mean freedom for a privileged few. We do not believe that such freedom is achieved by giving a small group of men, broadcasting in regular news periods, any encouragement to use this time to advance their personal prejudices or to pulpit for their own point of view. The real essence of our news policies is to keep our news broadcasting and news analysis as objective as humanly possible, rather than to let it degenerate into partisan propaganda. There is plenty of space on the air for special pleading. We merely say that news broadcasts are not the place for it."

Mr. Kesten gave two examples of news copy to illustrate the point. Both dealt with a journalist's impressions on a two-week visit to the troops in North Africa. In the one, the hypothetical journalist did careful reporting and factual analysis. In the other, he used the facts only as a sounding board for his personal bias. They are, in order:

Eye-Witness

1.

I've just returned from two weeks with the troops in a quiet sector of the front and I've eaten with them, slept with them, dived into fox-holes with them when Stukas came over—and I've talked with them. Mostly the talk—American soldier talk—was about home and girls and the usual grousing about Army life. But one thing struck me as strange. Unless I brought up the subject, there was never any talk about what we Americans are fighting for, never anything said about the conflict in political ideas behind this war. Whenever I asked a soldier, "Are you

NAB DIRECTORS' MEETING

The next meeting of the NAB Board of Directors has tentatively been set for either November 10-11 or November 17-18. Definite dates will be announced shortly.

fighting Fascism?", he'd blink as though this were some original thought. Remember that I'm talking about hundreds of conversations, not just a few. I'd ask these soldiers what they thought of Darlan and Badoglio and they hadn't much to say. The consensus seemed to be that we should treat with anyone we could in order to get the war over in a hurry so that everybody could call it a day and go home. It seemed to me there was a world of difference in the political education of the American soldiers and the British soldiers whom I visited last month. The British Command has prepared a complete course of instruction for its troops in regard to the differences between democratic and Fascist ideas. I couldn't help wondering whether our own high command is making adequate plans to train the minds, as well as the bodies, of our fighting men.

Eye-Witness

2.

American soldiers in this theatre of war don't have the slightest idea of why they are fighting. I've just come from the front where I talked with them and I know. They don't realize that they are on a holy crusade to stamp out Fascism and that the only way you can do that is to exterminate Japs and Germans. They don't know or care how our government has betrayed them by dealing with a Darlan and a Badoglio. They don't realize that this is a people's war, that what is happening is a world revolution and that the only way we can preserve the four freedoms is to crush our enemies completely and that the only way we can save our democratic integrity is to treat solely with democratic elements in the countries we liberate. Well, our soldiers just don't know those things. And the High Command is to blame. They should educate the troops. Last month I visited British soldiers and found out that they were getting thorough political education. We're supposed to be quick and bright and the British dull and slow-witted. Well, the British are a lot quicker and brighter than we are in this kind of training. Our soldiers shouldn't spend their spare time sitting around grousing and talking about girls and what they will do when they get home. No, they should be taught the meaning of the conflict in terms of ideology—they must be made to see that Fascism must be stamped out in every root and branch and that they are fighting for the world's little people. Otherwise, they may win victories on the field of battle, but they will lose the peace.



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAional 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

REP. LEA REOPENS FCC INVESTIGATION

Representative Clarence Lea held a hearing on Thursday in connection with the FCC investigation at which time testimony of four witnesses taken in New York City recently was introduced into the record. Following this, Representative Lea said that these hearings will now be resumed from time to time to take specific evidence.

Thursday's hearing was adjourned subject to the call of the chair.

In reopening the hearings, Chairman Lea said:

"The hearings of the Committee now contain a large volume of information. The object of this meeting this morning is to place in the record additional information which has been assembled in order that the hearings up to date may be placed in permanent form for more convenient study and analysis.

"It is expected that further progress of the investigation will result in much information yet to be furnished and assembled. The evidence so far presented embraces a large number of accusations against the conduct of the commission and its personnel which are within the scope of the investigation as directed by the House of Representatives.

"The ultimate performance of the duties of the Committee requires the determination of the facts as to each substantial accusation. It is assumed that the report finally made to the House by the Committee will include its findings as to those accusations together with such recommendations as may be found appropriate.

"In order to aid the Committee to assume their responsibilities after the hearings are completed it has been arranged to obtain a study and analysis of all the information presented so that the facts for and against each accusation may be conveniently assembled for the use of the Committee members. That work will begin immediately with a view of bringing such an analysis of the testimony up to date and hereafter continuing it concurrently until the hearings are completed.

"Further hearings will proceed as promptly as the work of the Committee will permit and the plans of the Committee will be announced as the occasion may seem to require."

CENSORSHIP RELAXES CODE WEATHER CLAUSE

Following is a letter received at NAB headquarters from the Office of Censorship:

NOTE TO BROADCASTERS:

On October 11th, Director Byron Price of the Office of Censorship announced that effective at 12:01 A. M., Eastern War Time, October 12th the weather clause of the Code of War Time Practices for American broadcasters would be relaxed.

This relaxation permits the broadcast of official forecasts issued by the Weather Bureau; reports of current and past weather, as long as wind directions and barometric pressure are deleted.

This is formal notification to radio station managers that the Code of War Time Practices for American Broadcaster's Weather Clause should be amended immediately, as follows:

On pages 1 and 2, strike out all of Section 1 (a) and substitute the following:

"Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities.

(Signed) J. H. RYAN,
*Assistant Director of Censorship in
Charge of the Broadcast Division.*

PALEY ACCEPTS OWI CALL; KESTEN GETS PROMOTION

William S. Paley, president of CBS, has accepted a special assignment for a limited period from the Office of War Information, Elmer Davis has announced.

Mr. Paley will join C. D. Jackson, director of all OWI operations in Italy, North Africa, and the Middle East. He will operate with the Army's Psychological Warfare Branch at General Eisenhower's headquarters.

"Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area," Mr. Davis said. "As president of the Columbia Broadcasting System since its organization, Mr. Paley is one of the outstanding men in American radio. We are gratified to have a man of his experience and ability in our Overseas operations."

CBS directors have granted Mr. Paley a leave of absence to accept the war area assignment.

Paul W. Kesten has been named executive vice-president of the network.

TEXT OF SENATOR WHEELER'S INTERNATIONAL COMMON CARRIERS RESOLUTION

We print the following verbatim text of Senate Resolution No. 187, submitted by Senator Wheeler (for himself, Senator White and Senator McFarland) in the Senate on October 12, for your information: (The resolution was referred to the Committee on Interstate Commerce, which Thursday ordered a favorable report.)

RESOLUTION

Whereas efficient communication by wire and radio between the United States and foreign countries is important to the diplomatic, military, and commercial interests of the United States; and

Whereas such international communications by wire and radio and the facilities and personnel employed therein are in substantial measure subject to the jurisdiction, control, and influence of foreign governments and foreign nationals; and

Whereas it is necessary in the interests of the United States that a national and an international policy of the United States with respect to international communications should be determined and declared, and that the highest practical standards of operations and of service should be made effective at fair and just rates: Now, therefore, be it

Resolved, That the Interstate Commerce Committee of the Senate or a subcommittee thereof appointed by the chairman be, and it hereby is, authorized and directed to make a thorough study and investigation of international communications by wire and radio, and in particular of

such communications from and to the United States; to receive and hear evidence as to (1) the ownership, control, the services rendered, the rates charged therefor, and the methods of operation, of United States carriers engaged in such communications; (2) the extent and nature of the control and influence, direct or indirect, of foreign governments over communication carriers authorized by them, the extent to which foreign governments own and operate such foreign communication services, whether such operation by government is direct or otherwise, the character and extent of the competition between foreign companies, whether owned by governments or privately, in communications to and from the United States, and in particular the nature and degree of competition of such foreign companies with American companies in such communication services; (3) the character and adequacy of services furnished by American companies now engaged in international communications to the people and the diplomatic, military, and commercial interests of the United States; (4) the developments and improvements in the art of communication by wire or radio affecting, or which may be expected to affect, such international communications; (5) whether there should be competitive services between American companies in particular areas or circuits in international communications; (6) desirable forms and standards of organization of American communication companies, and in particular whether such companies should be permitted or required to merge or consolidate and the general terms, conditions, and obligations which should be imposed in the event of such permitted or required merger or consolidation; (7) the form and authority of the regulatory body of the United States to be charged with carrying out the policies in international communications declared by the Congress; and (8) generally to consider and to make recommendations to the Congress as to all other matters and things necessary in its judgment in meeting the purposes of the studies herein specifically set forth.

WIP LAUNCHES NEW PUBLIC FORUM PROGRAMS

Beginning Sunday, October 17th, at 2:30 to 3:00 EWT, WIP, in co-operation with the University of Pennsylvania, will present the first of a new series of public discussion programs featuring members of the University faculty, together with specially invited guests who are expert authorities in their particular fields.

The series is titled: "The Forum of Public Opinion" and is to be broadcast from WIP studios.

First topic is "Juvenile Delinquency". Moderator for this broadcast will be Dr. E. Scully Bradley, professor of English at the University.

Participating will be Dr. J. S. Shalloe, assistant professor of Sociology at the University, Robert C. Taber, director of Pupil Personnel and Counseling, of the School District of Philadelphia; Thomas A. Merryweather, executive director, Crime Prevention Association of Philadelphia; James D. Paige, of the Committee on Merit System, Municipal Court; Dr. Tanner G. Duckrey, principal of the Paul Lawrence Dunbar Public School, and Captain Gibbons, officer assigned to Crime Prevention Division.

The Radio Committee of the University of Pennsylvania co-operating with Station WIP, plans to invite important persons brought to the city by conventions and for other reasons to appear on these programs of "The Forum of Public Opinion."

NAB APPROVES ARBITRATION ASSOCIATION

The NAB recommends that selection of arbiters in labor contracts be left to the American Arbitration Association.

The work of this association has been endorsed not only by leading business organizations, but also by most of the principal labor unions. It has offices throughout the country; has standardized rules for arbitration, and has an excellent panel of arbiters.

The American Arbitration Association recommends the following arbitration clause for labor contracts:

Any dispute, claim, grievance or difference arising out of or relating to this agreement shall be submitted to arbitration, upon notice of either party to the other party, under the Voluntary Labor Arbitration Rules, then obtaining, of the American Arbitration Association and the parties agree to abide by the award, subject to such rules and regulations as any Federal agency having jurisdiction may impose. The parties further agree that there shall be no suspension of work when such dispute arises and while it is in process of arbitration.

This may be modified, of course, to suit individual circumstances.

Further information can be obtained at the NAB or at any of the AAA's branch offices listed below.

ALBANY 7
Standard Building
ATLANTA 3
Mortgage Guarantee Building
BOSTON 10
Chamber of Commerce Building
BUFFALO 2
Chamber of Commerce Building
CHARLOTTE 2
Liberty Life Building
CHICAGO 4
The Rookery
CINCINNATI 2
Chamber of Commerce Building
CLEVELAND 13
Standard Building
DALLAS 2
Texas Bank Building
DENVER 2
Chamber of Commerce Building
DES MOINES 9
Walnut Building
DETROIT 26
Penobscot Building
INDIANAPOLIS 4
Underwriters Building
KANSAS CITY 6 (MO.)
Waltower Building
LOS ANGELES 14
Van Nuys Building
MEMPHIS 3
Shrine Building
MILWAUKEE 3
Plankinton Building
MINNEAPOLIS 1
McKnight Building
NEW HAVEN 10
Second National Bank Building
NEW ORLEANS 12
Barrone Building
OKLAHOMA CITY 2
Commerce Exchange Building
OMAHA 2
Woodmen of the World Building
PHILADELPHIA 2
1420 Walnut Street
PITTSBURGH 22
Investment Building
PORTLAND 5
Pittock Block

ST. LOUIS 2
Cotton Belt Building
SALT LAKE CITY 1
207 South Main Street
SAN FRANCISCO 4
Chamber of Commerce Building
SEATTLE 4
Marine Building
WASHINGTON 5, D. C.
Denrike Building

NATIONAL EDITORIAL ASSOCIATION RESOLVES ON RADIO LEGISLATION

(The following resolution was passed by the Advisory Council of the National Editorial Association at a meeting in Chicago on October 10, 1943:)

WHEREAS, There are now pending in the United States Senate a Bill introduced by Mr. White and Mr. Wheeler on March 2, 1934 (S. 814) and in the House of Representatives a Bill introduced by Mr. Holmes on July 2, 1943 (H. R. 3109), both of which propose the amendment of the Communications Act of 1934, As Amended, and

WHEREAS, It now appears that, among other things, the question of freedom of speech over the air waves and the extent to which it is to be limited by governmental regulation through an administrative agency is properly before the Congress of the United States and should receive the immediate and complete consideration of the Congress,

NOW THEREFORE BE IT RESOLVED:

That the officers and directors of the National Editorial Association urge the Congress and the proper committees thereof to give immediate and careful consideration to this legislation so as to insure the fundamental right of freedom of speech.

WORKING PLAN OF PUBLIC RELATIONS SENT COMMITTEE AND DISTRICT CHAIRMEN

Personal copies of the Working Plan of Public Relations for the National Association of Broadcasters are now in the mails to members of the Public Relations Committee and District Public Relations Chairmen. The Plan will serve as a permanent guide and reference.

The completed roster of District Public Relations chairmen is published here with apologies to Irvin G. Abeloff, WRVA, chairman District 4, whose name was omitted from the list in NAB REPORTS of September 24.

DISTRICT 1—Edward E. Hill, director, Radio Station WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass.

DISTRICT 2—Michael R. Hanna, manager, Radio Station WHCU, Cornell University, Ithaca, New York.

DISTRICT 3—George D. Coleman, general manager, Radio Station WGBI, Scranton Broadcasters Inc., Scranton, Pennsylvania.

DISTRICT 4—Irvin G. Abeloff, program director, Radio Station WRVA, Larus Brother & Company, Inc., Richmond, Virginia.

DISTRICT 5—W. Walter Tison, general manager, Radio Station WFLA, The Tribune Company, Tampa, Florida.

DISTRICT 6—W. H. Summerville, manager, Radio Station WWL, Loyola University, New Orleans, Louisiana.

DISTRICT 7—Vernon H. Pribble, manager, Radio Station WTAM, 815 Superior Avenue, Cleveland, Ohio.

DISTRICT 8—Clarence Leich, manager, Radio Stations WGBF-WEOA, Evansville on the Air, Inc., Evansville, Indiana.

DISTRICT 9—Edward E. Lindsay, manager, Radio Station WSOY, Commodore Broadcasting Inc., Decatur, Illinois.

DISTRICT 10—Merle Jones, general manager, Radio Station KMOX, Columbia Broadcasting System, St. Louis, Missouri.

DISTRICT 11—Clarence T. Hagman, vice-president and general manager, Radio Station WTCN, Minnesota Broadcasting Corp., 115 East Grant Street, Minneapolis, Minnesota.

DISTRICT 12—Robert D. Enoch, general manager, Radio Station KTOK, Oklahoma Broadcasting Company, Inc., Oklahoma City, Oklahoma.

DISTRICT 13—Karl O. Wyler, manager, Radio Station KTSM, Tri-State Broadcasting Company, Inc., El Paso, Texas.

DISTRICT 14—Mrs. C. G. Phillips, manager, Radio Station KIDO, Boise Broadcast Station, Boise, Idaho.

DISTRICT 15—John W. Elwood, general manager, Radio Station KPO, National Broadcasting Company, San Francisco, California.

DISTRICT 16—J. G. Paltridge, director of public relations, Earle C. Anthony, Inc., Radio Stations KFI-KECA, 141 North Vermont Avenue, Los Angeles, California.

DISTRICT 17—Harry Buckendahl, director of commercial relations, Radio Station KALE; KALE, Incorporated, Portland, Oregon.

MORE ON THE FAT CAMPAIGN

"Butcher shops in our whole coverage area complained because they bought up waste fats and then had to throw it out," so states F. E. Mayhew, supervisor, KASA, Elk City, Okla. "In other words," he said, "we find conditions out here in the remote sections of the country the same as described by Harper M. Phillips, general manager, KYUM, Yuma, Ariz., in his letter." Mr. Phillips reported that waste fat was collected and thrown in the Colorado river.

Peoria

Vernon A. Nolte, program director, WMBD, Peoria, says the waste fat salvage program is inefficient in Peoria. "There is a campaign in Peoria," he said, "to collect waste fat and grease. However, this campaign does not always operate smoothly. It depends on the Girl Scouts in the community calling at each home once each month, on one collection day. This is a big order and the girls do not get around to every home. As a matter of fact, it has been my personal experience they have not picked up the waste fat in my home for four months.

"The station has received many complaints about this situation and I have talked repeatedly to the chairman of the drive and she has promised to do what she can. I know this committee is working hard and trying to do a good job but the organization is not as good as it should be.

"I believe that the government agencies in charge of these salvage programs should make a periodic check, not only on the results, but on the system of organization because that is where we can have the most trouble. If the organization set-up is not correct the government agency should be in a position to make suggestions and to give any possible assistance in a reorganization so that the job can be done properly."

Greensboro

The research department of WBIG, Greensboro, conducted a thorough investigation in that city. Among leading merchants three stores collected no pounds of waste fat per week; one collected 1 pound; one collected 5 pounds; one collected 6 pounds; one collected between 40 and 50 pounds per week; one collected between 100 and 130 pounds; while one collected between 100 and 150 pounds per week.

Grocers say the price is too low to offer any incentive to the housewife and that the housewife makes use of many fats she might otherwise turn in because of rationing of lard and butter. Grocers in "better" neighborhoods said that most customers regard the collection of waste fat as not worth the trouble. Grocers in "poorer" neighborhoods said that most customers have so few waste fats that collection is almost useless. No difficulty in handling waste fats turned in was reported.

Public apathy to waste fat collection, it was found, results in much trouble and work for small grocers handling insignificant amounts of waste fats.

Suggested Remedy for Situation

Manager Frank, of the Carolina By-Products Company, said that since price provided no incentive for housewife to turn in collection, that the awarding of meat ration points for waste fat collection or any other plan whereby housewife would receive privilege of buying edible fats in return for collection of inedible fats would furnish incentive.

He further suggested that shortage of soap, particularly toilet soap, be explained to the public as a result of the shortage of fats with which to make soap. Public should understand that waste fats are used to make soap and that glycerine is a by-product of the soap manufacturer. Explanation, he said, should make the housewives more anxious to cooperate with the grocer, not only to increase the available supply of soap but also glycerine for war.

St. Paul, Minneapolis

Kenneth M. Hance, vice president, KSTP, surveyed the situation in the Twin Cities. The WPB regional director told him that "our trouble is not getting fats to the renderers but in not receiving enough fats from the housewives."

WCCO also checked and reported that, "complaints had been made in this territory that butchers would not accept fats. Every complaint received is followed through by WPB."

Sarasota-Bradenton

According to John B. Browning, manager, WSPB, Sarasota, "butchers are complaining about the delay in collecting fats and greases though people are turning them in to local butchers fairly satisfactorily." Because the renderer collects fats in five week periods, merchants must keep a large part of their refrigerators full of fats in containers received from housewives.

Portland, Ore.

H. J. Foster, war program manager, KGW-KEX, Portland, reported by enclosing a recent release by the Oregon State Salvage Committee. This report pointed out that housewives have been reusing their fats for cooking purposes in their own kitchens, and that there is now no such thing as "waste" fats. The Salvage Committee is now asking for "used" household fats to emphasize that these reused fats are entirely satisfactory.

Sault Ste. Marie

How additional fats are gathered in Sault Ste. Marie was reported by Stanley R. Pratt, general manager, WSOO. In this city not only does a soap company send trucks to pick up local fats, but also fats from all boats on the Great Lakes passing through the locks.

Jackson, Miss.

At one time during the past summer markets were not taking fats and housewives discontinued saving them.

When this became known to W. P. Harris, director, WJDX, Jackson, local dealers were contacted and an agreement secured from them to receive waste fats in 100 pound quantities. Widespread promotion re-established the fat saving habit and today the plan in Jackson is working out to the satisfaction of all concerned.

Other Cities

Reports of satisfactory fat collection are acknowledged from W. O. Talbot, Jr., operations & commercial, KSLM, Salem; Earl Williams, station manager, KFAB-KFOR, Lincoln; L. W. Trommlitz, manager, KORE, Eugene; Mel D. Marshall, general manager, KYOS, Merced; "Red" Cross, commercial manager, WMAZ, Macon; G. O. Shepherd, general manager, WAYS, Charlotte; H. W. Wilson, manager, KPRO, Riverside; KCMC, Texarkana, and WRAL, Raleigh.

STATION COVERAGE RECOMMENDATION

In a communication from the American Association of Advertising Agencies received Thursday, October 7th, NAB is invited to confer with AAAA Committees on methods for determining station coverage.

The NAB Membership approved a recommended station coverage method at the War Conference in Chicago last April. This was prepared by the NAB Research and Sales Managers Executive Committees in consultation with agency time buyers. The resolution approving the method incorporated an instruction to submit the recommendation to the AAAA's for review and for permission for stations to use some sort of "official stamp of approval" of that association if the method were found acceptable. The AAAA's research and time buyers' committees considered the proposals in a meeting Thursday, September 30th.

The details of the method appear on pages 194, 195 and 196 of the April 30 NAB "Reports." Progress of the conferences will be published in NAB "Reports."

Statement on the Use of the Name and Emblem of the American Red Cross in Advertising Approved by the Administrative Committee, August 11, 1943

Section 4 of the Act of Congress incorporating the American Red Cross, approved January 5, 1905, as amended June 23, 1910, and quoted completely hereinafter, prohibits the use of the name or emblem of the Red Cross "for the purpose of trade or as an advertisement to induce the sale of any article whatsoever." The only exceptions relate to cases where the name or emblem was used commercially prior to 1905.

Many advertisers have expressed a desire to assist the American Red Cross in its wartime services by calling public attention to some of its special needs, financial or otherwise, by preparing and paying for advertisements devoted to these special messages to the public, either in the form of newspaper and magazine advertisements, or commercial time over the radio. The Red Cross appreciates the generous motives which inspire these offers but advises that the acceptance of advertising, limited to the above three fields, should be restricted by the general and specific conditions set forth below:

- I. That such advertising must be in complete harmony with the humanitarian purposes of the American Red Cross and consistent with its policies and broad responsibilities to the public;
- II. That advertisements appealing for funds for the Red Cross must be restricted exclusively

to the period immediately prior to and during national campaign for funds;

- III. That other advertisements must be devoted to approved Red Cross statements or messages concerning one of its recruitment, enrollment, or service programs, except in the case of advertisements of benefits authorized under the Red Cross benefit policy.

Subject to the above *general* conditions it is permissible to accept offers of advertising space or radio time which conform to the following *specific* requirements:

- a) If the entire advertisement is exclusively devoted to the Red Cross, only the corporate name and address but not the trade-mark, product, or service of the advertiser may be printed modestly in a byline to indicate the sponsorship at the bottom of the advertisement or briefly announced at the opening and/or at the conclusion of the radio program.
- b) If only a portion of space within a particular advertisement or a part of the time on a commercial radio program is to be devoted to the Red Cross, the Red Cross message must be so placed as to make it distinctly separate and apart from the rest of the advertisement or radio program. On radio programs the Red Cross in certain instances may request the inclusion of a sentence to the effect that "the mention of the American Red Cross and/or the appearances of Red Cross personnel on this program does not constitute an endorsement of our products or services by the American Red Cross since the American Red Cross does not endorse any products or service."
- c) If the name or emblem of the Red Cross is to be used in an advertisement which is to appear in more than one city or on a radio program to be carried by more than one station, advertisers are invited to submit proofs of text and art for the advertisement and script for the radio program in advance of publication or use to the director of Publicity, American Red Cross, Washington, D. C., for helpful review. This is unnecessary where the material used has been reviewed or issued previously by the American National Red Cross.
- d) In cases of advertising of purely local character in one city where the name or emblem of the Red Cross is to be used, the advertising copy or radio script may be submitted to the local chapter for review and will be approved only if it conforms to the conditions listed above.
- e) If an advertisement is to be illustrated by Red Cross uniformed personnel care should be exercised to see that the proper uniform is depicted.

In connection with advertising it should be noted that the American Red Cross neither adopts nor endorses any article of merchandise as an "official" item of its equipment. Where particular commercial articles are purchased by the national organization or its chapters, it is a violation of the law for the manufacturers of such articles to advertise the fact that they are furnishing them to the American Red Cross.

Section 4 of the Act of Congress, mentioned earlier reads as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section four of the Act entitled 'An Act to incorporate the American National Red Cross,' approved January fifth, nineteen hundred and five, is hereby amended to read as follows:

'Sec. 4. That from and after the passage of this Act it shall be unlawful for any person within the jurisdiction of the United States to falsely or

fraudulently hold himself out as or represent or pretend himself to be, a member of or an agent for the American National Red Cross for the purpose of soliciting, collecting, or receiving money or material or for any person to wear or display the sign of the Red Cross or any insignia colored in imitation thereof for the fraudulent purpose of inducing the belief that he is a member of or an agent for The American National Red Cross. It shall be unlawful for any person, corporation, or association other than The American National Red Cross and its duly authorized employees and agents and the Army and Navy sanitary and hospital authorities of the United States for the purpose of trade or as an advertisement to induce the sale of any article whatsoever or for any business or charitable purpose to use within the territory of the United States of America and its exterior possessions the emblem of the Greek Red Cross on a white ground, or any sign or insignia made or colored in imitation thereof, or of the words "Red Cross" or "Geneva Cross," or any combination of these words; *Provided, however,* That no person, corporation, or association that actually used or whose assignor actually used the said emblem, sign, insignia, or words for any lawful purpose prior to January fifth, nineteen hundred and five, shall be deemed forbidden by this Act to continue the use thereof for the same purpose and for the same class of goods. If any person violates the provision of this section he shall be deemed guilty of a misdemeanor, and upon conviction in any federal court shall be liable to a fine of not less than one or more than five hundred dollars, or imprisonment for a term not exceeding one year, or both, for each and every offense.'"

TELEVISION AIDS POLICE

This month, for the first time, television was used to broadcast photographs of missing persons in the New York area by the New York police department. The broadcast ran 10 minutes and was beamed over Station W2Z WV, covering a 50-mile radius. Seven likenesses were transmitted.

FEDERAL COMMUNICATIONS COMMISSION

BLUE NETWORK TRANSFER IS APPROVED BY FCC

Before the
FEDERAL COMMUNICATIONS
COMMISSION
Washington, D. C.

In the Matter of
RADIO CORPORATION OF AMERICA, *Transferor*
and
AMERICAN BROADCASTING SYSTEM, INC., *Transferee*.
Docket No. 6536

DECISION AND ORDER

This is an application pursuant to Section 310(b) of the Communications Act for the Commission's consent to the transfer of 100% of the stock of the Blue Network, Inc., from Radio Corporation of America to American Broadcasting System, Inc. The Blue Network, Inc., is the licen-

see of Stations KGO, San Francisco, WENR, Chicago, WJZ, New York, and 48 relay stations. In addition, it operates a nation-wide network consisting of 163 affiliated stations besides the three stations it owns. The consideration for the transfer is \$8,000,000 cash.

Radio Corporation of America, the transferor, besides owning 100% of the stock of the Blue Network, Inc., also owns 100% of the stock of the National Broadcasting Company which is the licensee of five standard broadcast stations and likewise operates a nation-wide network.

American Broadcasting System, the transferee, is wholly owned by Edward J. Noble who has diverse business interests including the ownership of Station WMCA in New York. Accompanying the application is an affidavit of Mr. Noble that he intends to dispose of WMCA upon approval by the Commission of the Blue Network transfer, and at the hearing he testified that he has executed a contract for the sale of the station, contingent upon Commission approval.

There are at present four nation-wide network organizations, two of them wholly owned by Radio Corporation of America. Our investigation into chain broadcasting (Docket 5060) established that the ownership of two networks by a single organization operated as a restraint on competition, handicapped the Blue Network, gave RCA a competitive advantage, and resulted in an undue concentration of control in a field where because of physical limitations on the number of available radio facilities the public interest imperatively demanded the elimination of restraints on competition and as wide a dispersion of control as possible. As a result we promulgated Regulation 3.107 directed against multiple ownership of networks serving substantially the same area. The regulation was suspended indefinitely,¹ after RCA had freely conceded desirability of disposing of one network and had indicated its intention of selling the Blue at an early date, in order to make possible the orderly disposition of the network without a time deadline which would unduly depress the price. The transfer of the Blue Network will result in four independent nation-wide networks. This will mean a much fuller measure of competition between the networks for stations and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech. The mechanism of free speech can operate freely only when the controls of public access to the means for the dissemination of news and issues are in as many responsible ownerships as possible and each exercises its own independent judgment. The approval of the transfer will promote such diversification.

Our investigation into chain broadcasting similarly concluded that the control of two stations in any area by one network organization is not in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and thus in that respect effectuate the policy of Regulation 3.106.

We find that the American Broadcasting System, Inc., and Mr. Noble, the owner of its entire stock, are legally, financially and technically qualified to operate the stations being transferred. All the stockholders and officers of the transferee are citizens of the United States. The transferee has sufficient funds to effect the purchase and it is apparent from the balance sheet of the Blue Network that its finances after the transfer will be such as to permit continued operation. Mr. Noble testified that he saw the need of raising additional capital for expansion of the public service of the Blue Network, and he stated that this capital could be secured either from his own resources or from sale of stock to interested persons.

Mr. Noble also testified that he intended to continue to employ the operating personnel of the Blue Network and those present officers and directors of the Blue Network who are not employees of RCA. Hence, the transferee will be technically qualified to operate the stations being transferred.

At the hearing Mr. Noble was requested to submit a writ-

¹ Simultaneously with this order, we are making Regulation 3.107 effective six months hence.

ten statement as to the policies with respect to the allocation of time on the air which would guide him in the exercise of his discretion as a licensee. This statement has now been submitted. In it Mr. Noble declares in part:

"I am prepared to say that my policy, stated in general terms, will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discriminations. More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network."

At the hearing it appeared that under present practice, which is quite general in the industry, requests for the sale or furnishing of time tend to be disposed of on the basis of rules-of-thumb and fixed formulae. Mr. Noble's commitment to consider each request with an open mind on the basis of the merits of each request and without any arbitrary discrimination is, in our view, the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible.

In view of the entire record it is our opinion that the transfer of the Blue Network is in the public interest.

It is, therefore, ordered, this 12th day of October, 1943, that the transfer of control of the Blue Network, Inc., from Radio Corporation of America to American Broadcasting System, Inc., be and the same is hereby, approved.

BY THE COMMISSION.

T. J. SLOWIE,
Secretary.

FLY SAYS NETWORK RULES ARE WORKING ALL RIGHT

The industry has not yet had enough experience with the new network regulations for FCC to know how they are working out, but up to now they have worked for the betterment of both stations and listeners FCC Chairman James Lawrence Fly said at a press-radio conference October 11.

The Commission, Mr. Fly said, must keep an open mind in connection with the regulations and modify them if it deems necessary at any time. The record on the new rules he said is pretty good insofar as reports reaching the Commission are concerned.

The Chairman has been making a number of remarks recently about listener interest and he said at the conference that this subject is up to the industry.

Mr. Fly told newsmen he has had a conference with Representative Lea of California since he has been appointed chairman of the Select Committee of the House but, Mr. Fly refused to discuss his talk with Representative Lea. Mr. Fly said that when the committee is ready to hear him it will not have to subpoena him.

Reverting to the sale of the Blue network and the new network regulations the Chairman said that on the whole the regulatory rules have aided network broadcasting generally. He said that since January, 1942, the Blue has added some 50 stations to its network. In January, 1942, he said the Blue had 116 stations while it now has 166. He said that this is partially due to the reduced line

charges made possible through FCC action, which has undoubtedly resulted, he said, in bringing more stations to the networks.

Answering questions about news commentators, Mr. Fly said that he is not yet sure whether the Commission has the right under the law to regulate them and he suggested that for the time being this is a matter up to the industry. He indicated that he had not looked up the law on this point.

FCC ASKS COMPLETION AND RETURN OF EMPLOYEE FORM

Prompt Action Requested

The FCC on October 9th sent a letter and forms to networks and licensees of standard, international and television stations to obtain information on employees and compensation for broadcast stations and networks. The information is to be furnished for the week beginning October 17th.

It will be recalled that NAB last year asked the commission that since the employee data required in the annual report was to be given for a week in October that the information be collected in October and tabulated as soon as possible. In former years the information has been required by the FCC as one schedule of the Annual Financial and Employee Data Report filed in the spring. Tabulations from these reports have not been available until the fall or early winter following the date of filing. Thus the employee data gathered had been at least a year old before it was available for use.

The employee data derived through these reports is of paramount importance to the industry in labor negotiation and for that reason the proposal was made to the FCC to collect the information early, to tabulate it quickly, and to make the information available to the industry at the earliest possible moment.

FCC cooperated in the matter last year and has given every indication it will do so this year. The procedure last year was not altogether satisfactory because some stations were slow in returning the forms. Please see that your form is returned at the earliest possible time.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, October 18th. It is subject to change.

Monday, October 18

KWSC—State College of Washington, Pullman, Wash.—Modification of license, 1030 kc., 1 KW night, 5 KW day, unlimited. Request facilities of KOB.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WCSH—Adeline B. Rines, Executrix of the Estate of Henry P. Rines, Deceased (Transferor), Adeline B. Rines, William H. Rines, Mary R. Thompson, Trustee (Transferees), Port-

land, Maine.—Granted consent to transfer of control of Congress Square Hotel, licensee of station WCSH, from Adeline B. Rines, Executrix of the Estate of Henry P. Rines, Deceased, to Adeline B. Rines, William H. Rines, and Mary R. Thompson. No monetary consideration involved (B1-TC-329).

KFJI—John A. Kincaid, Deceased (Transferor), George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased (Transferee), KFJI Broadcasters, Inc. (Licensee), Klamath Falls, Ore.—Granted involuntary transfer of control of KFJI Broadcasters, Inc., from John A. Kincaid, Deceased, to George Kincaid, Executor (B5-TC-334).

WMVA—Martinsville Broadcasting Co., Inc., Martinsville, Va.—Granted modification of license to change location of main studio from Church and Bridge Streets, Martinsville, to 1.3 miles north of city (B2-ML-1173).

Burns Avenue Baptist Church, Detroit, Mich.—Granted extension of authority to transmit programs to station CKLW, Ontario, Canada, from Detroit, Mich.

KFI—Earle C. Anthony, Inc., Los Angeles, Calif.—Granted motion for leave to take depositions in connection with hearing set for October 26, on application of Iowa State College of Agriculture and Mechanical Arts, licensee of station WOI, Ames, Iowa, for special service authorization to operate on 640 kc. from 6 a. m. to local sunrise, CST, with 1 KW power.

MISCELLANEOUS

WSAY—Brown Radio Service & Lab. (Gordon P. Brown, Owner), Rochester, N. Y.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1540).

WHJB—Pittsburgh Radio Supply House, Greensburg, Pa.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1551).

W9XBK—Balaban & Katz Corp., Chicago, Ill.—Granted license (B4-LVB-42) to cover construction permit for new experimental television broadcast station; frequencies 6000-6600 kc., 2 KW aural and 4 KW visual power.

W49D—John Lord Booth, Detroit, Mich.—Granted extension of special temporary authority to operate an RCA 10 KW transmitter on 44900 kc., using a temporary antenna, for the period October 9 to December 7, 1943, pending action on application for license to cover construction permit in part.

The Commission has adopted an order affirming the action of the motions Commissioner denying the petition of Stephen A. Vetter for leave to intervene in the hearing on the applications of Ralph A. Horton (assignor) and The Fort Industry Company (assignee) for voluntary assignment of construction permit as modified, of license of station WFTL and relay stations WAAD and WRET; Ralph A. Horton (WFTL) for license to cover construction permit and authority to determine operating power by direct measurement; and The Fort Industry Company (WFTL) for modification of license to move main studio from Ft. Lauderdale, Fla., to Miami, Fla. (Dockets 6542, 6543, 6544, respectively.)

KTRH—KTRH Broadcasting Company, Houston, Texas.—Dismissed application for special service authorization to operate on 740 kc., with 50 KW day and 25 KW night, employing temporary DA night, for period ending February 1, 1944, and authority to determine operating power by direct measurement (B3-SSA-85 and B3-Z-1547).

Sikeston Community Broadcasting Co., Sikeston, Mo.—Denied petition for reinstatement of application for construction permit for new station to operate on 1300 kc., as the Commission's policy of August 11, 1943, limits reinstatement of applications to those involving authorizations for local channels, whereas applicant requests a regional channel assignment.

KWSC—State College of Washington, Pullman, Wash.—Granted petition to dismiss without prejudice application for modification of license to operate on 1030 kc., 1 KW night, 5 KW day, unlimited time.

WJBW—Charles C. Carlson, New Orleans, La.—Granted petition to continue hearing on application for renewal of license from October 25 to November 8.

Head of the Lakes Broadcasting Co., Superior, Wis.—Granted motion to accept amendment to application for new FM station to specify equipment now used at W9XYH, and application removed from hearing docket.

The Commission announced adoption of Proposed Findings of Fact and Conclusions (B-194), proposing to deny the application of The Voice of the Orange Empire, Inc., Ltd., licensee of station KVOE, Santa Ana, Calif., for construction permit to change operation assignment from 1490 kc., with 250 watts, unlimited time, to 1480 kc. with 1 KW power, unlimited time.

This action is in conformity with the policy announced by the Commission in its Memorandum Opinion of April 27, 1942, with respect to the use of critical materials during the war period.

At the same time the Commission adopted Orders making final the Proposed Findings of Fact and Conclusions denying without prejudice the following cases:

Intermountain Broadcasting Corp., Station KDYL, Salt Lake City, Utah, for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 KW, make changes in directional antenna system for both daytime and nighttime use, and change the transmitter. (B-171)

Beauford H. Jester, et al., Waco, Texas, for construction permit to establish a new station to operate on 1230 kc., 250 watts power, unlimited hours of operation (B-176), and

Eastern Broadcasting Co., Inc., Long Island, New York, for construction permit to establish a new station to operate on 1520 kc., with 1 KW power limited to station WKBW, Buffalo, N. Y. (B-181)

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate on 560 kc., 500 watts night, 1 KW day, unlimited time, using transmitter authorized by B5-P-3150 as modified for the period ending 2-1-44.

WQAM—Miami Broadcasting Co., Miami, Fla.—License to cover construction permit (B3-P-2597 as modified), which authorized installation of new transmitter and increase in power.

WQAM—Miami Broadcasting Co., Miami, Fla.—Authority to determine operating power by direct measurement of antenna power.

570 Kilocycles

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—License to cover construction permit (B4-P-3288 as modified), which authorized increase in power and installation of directional antenna for night use.

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—Authority to determine operating power by direct measurement of antenna power.

710 Kilocycles

KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Modification of license to change location of the main studio from 9631 Wilshire Blvd., Beverly Hills, Calif., to 5939 Sunset Blvd., Los Angeles, Calif.

850 Kilocycles

WRUF—University of Florida, Gainesville, Fla.—Special service authorization to operate unlimited time, with power of 100 watts after sunset at Denver, Colo., and 5 KW prior to sunset at Denver, Colo., for the period ending 2-1-44.

930 Kilocycles

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Construction permit to change frequency from 910 kc. to 930 kc., and power and hours of operation from 500 watts daytime to 250 watts night, 500 watts daytime, unlimited hours of operation.

1040 Kilocycles

WHO—Central Broadcasting Co., Des Moines, Iowa.—Voluntary transfer of control of licensee corporation from Daniel David Palmer to B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon, Trustees.

1240 Kilocycles

WGOU—Twin City Broadcasting Co., Inc., Lewiston, Maine.—Involuntary transfer of control of licensee corporation from Jean B. Couture, Deceased, by Clara Couture, Executrix to Faust O. Couture, 350 shares of common stock.

1290 Kilocycles

WKNE—WKNE Corporation, Keene, N. H.—Acquisition of control of licensee corporation by M. S. Wilder and H. C. Wilder through issuance of preferred stock.

1330 Kilocycles

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit to move transmitter from 8581 West 18th St., Los Angeles, Calif., to intersection of Rodeo Road and Santa Barbara Ave., Los Angeles, Calif., and install a new antenna.

1490 Kilocycles

KBKR—Baker Broadcasting Co., Baker, Oregon.—Transfer of control of licensee corporation from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, 170 shares.

MISCELLANEOUS APPLICATIONS

W6XIA—Television Productions, Inc., Los Angeles, Calif.—Modification of construction permit (B5-PVB-87 as modified, which authorized new television relay broadcast station to be used with W6XYZ) for extension of completion date from 11-1-43 to 2-1-44.

NEW—Voice of Longview, area of Longview, Texas.—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, and 2790 kc., 20 watts power and A3 emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

James G. Exum—A complaint has been issued charging James G. Exum, Snow Hill, N. C., with misrepresentation in connection with the sale of a preparation known as "Happy Jack Mange Lotion," advertised as a remedy for mange and other skin diseases of dogs and other animals. The preparation also is sold under the names "Happy Jack Sarcoptic Mange Medicine" and "Happy Jack." (5060)

Hutchings Brokerage Company—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint issued against Norman Webb Hutchings, trading as Hutchings Brokerage Co., 120 North Water St., Mobile, Ala. (5059)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

Superior Humus & Peat Moss Corp., 137-165 Queens Blvd., Jamaica, Long Island, N. Y., selling a commercial peat to wholesalers and retailers for resale; and direct to nurserymen, florists, farmers, poultrymen, and others in agricultural industry, has been ordered to cease and desist from misrepresentation of its product. (4654)

RETAIL PROMOTION PLAN

A full account of the showings of the Retail Promotion Plan is given in Retail Promotion Committee bulletin No. 8, accompanying this issue of the NAB REPORTS.

NAB BOARD TO MEET

President Neville Miller has called a meeting of the NAB Board of Directors to be held at the Hotel Statler, Washington, D. C., Wednesday and Thursday, November 17 and 18. The agenda will cover the many problems now confronting the industry.

BMI STOCKHOLDERS HOLD ANNUAL MEETING IN NYC

Annual meeting of the stockholders of BMI was held on Tuesday, October 19th at the BMI offices in New York. In a report, as president of BMI, Neville Miller called attention to the steady progress made by the company. The number of BMI licensees is at the all time high of 800 commercial amplitude modulation stations, 33 FM and short wave stations, and 15 national and regional networks in the United States, as well as all the broadcasting stations and networks of Canada. BMI licensees represent in excess of 99% of the dollar volume of the broadcasting industry in the United States. The publishers affiliated with BMI have similarly increased and are now 480 in number.

During the year license fees were reduced by more than 26% thus effecting a reduction which has benefited broadcasters to the extent of more than \$400,000. This reduction to licensees was made while at the same time the rate of payment to publishers and composers was increased. Mr. Miller called especial attention to new activities of the company, such as the meetings of program managers, the increased personnel in the program relations department, the new BMI index and the activity of the program script department. All officers and directors were reelected for the ensuing year.

They are: directors: Walter Damm, WTMJ; John Elmer, WCBM; William Hedges, NBC; Leonard Kapner, WCAE; Neville Miller, NAB; Paul W. Morency, WTIC, and Frank White, CBS. Officers: Neville Miller, president; Sydney Kaye, first vice president; Merritt Tompkins, second vice president; Carl Haverlin, vice president in charge of station relations; Charles Lawrence, treasurer, and Claud Boydston, comptroller.

Labor

AFL CONVENTION CALLS FOR RADIO LEGISLATION

The recent American Federation of Labor convention in Boston unanimously adopted a resolution calling for amendment of the Federal Communications Act to "assure preservation of Freedom of Speech on the airways."

The text of the resolution:

Resolution #102—Delegate Richard J. Gray—Building and Construction Trades Dept.

WHEREAS, in its 1942 report the Building and Construction Trades Dept. pointed out in detail the vast potential possibilities of post war building trades employment in the indicated development of the Television, Frequency Modulation and electronic industries, and

WHEREAS, the expansion of radio broadcasting, television Frequency Modulation facsimile and allied electronic services can best be furthered through the broadest possible application of the traditional American free enterprise principle, and

WHEREAS, the U. S. Supreme Court in its decision of May 1943 has so interpreted the present Federal Communications Act as to empower the commission to take practically any action it chooses with reference to radio program material and the business relationships of broadcasters with a resulting serious threat of Governmental domination of Broadcasting content.

THEREFORE BE IT RESOLVED that the American Federation of Labor urge that the Congress of the United States should at the earliest possible date assure the preservation of Freedom of Speech on the airways by enacting changes in the present Communications Act prescribing the limits of Government supervision of the radio and allied industries and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content. By such reconsideration of the Act we believe a secure foundation would be laid for the post war expansion of the radio, television and other new electronic industries upon a free and constructive competitive basis.

SAFEGUARDING MANPOWER; SEE ENCLOSED PAMPHLET

"Safeguarding Essential Manpower" is the title of an official War Department publication, a copy of which is enclosed with this issue of NAB REPORTS. Selective Service procedure and policy are outlined in a general way, and the patriotic necessity for securing deferment of key employees in essential industries who cannot be replaced is stressed.

Additional copies are available upon request from NAB if it is desired to use this publication as an exhibit attached to applications for occupational deferment.

Neville Miller, *President*C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

EMPLOYER RIGHT TO GIVE UNION ELECTION VIEWS UPHELD

The Supreme Court this week upheld the right of an employer to voice his views on the advisability of his employees voting for a union in an NLRB election (NLRB v. American Tube Bending Co.).

The Court refused to review a decision written by Judge Learned Hand in the Second Court of Appeals (New York) in which Judge Hand said the employer had that right under the First Amendment provided it was unaccompanied by actual coercion banned by the Wagner Act. This question has often been raised in connection with proposed NLRB election campaign speeches on the air.

INTERNATIONAL COMMUNICATIONS RESOLUTION PASSES SENATE

The Senate last Tuesday (19) passed with no opposition S. Res. 187 dealing with international communications by wire and radio. The Senate Committee on Interstate Commerce, in favorably reporting the resolution this week, had the following to say:

"The Committee on Interstate Commerce, to whom was referred the resolution (S. Res. 187) authorizing and directing a study of international communications by wire and radio, having considered the same, report thereon with the recommendation that it do pass.

"The study and investigation proposed by Senate Resolution 187 is the direct and logical outgrowth of the consideration and enactment of the so-called Domestic Merger Act (Public Law 4, 78th Cong.).

"During consideration of the latter act, which authorized the merger of domestic telegraph carriers, serious consideration was given in both the Senate Committee on Interstate Commerce and the House Committee on Interstate and Foreign Commerce to the complex problems affecting United States carriers engaged in international communications by wire and radio. In fact, in one of the early drafts of the domestic merger bill (S. 2445, 77th Cong.) a provision was included to permit merger of United States Communication carriers operating in the international field; and such a provision was included in a merger bill reported in the House of Representatives in the Seventy-seventh Congress.

"A number of factors made inadvisable any final congressional consideration of the international communication problem at the time of the enactment of the Domestic Merger Act.

"One important objection was that the congressional committees considering the problem required far more information on the subject than was then available to them. Questions of ownership, foreign controls, control of subsidiary manufacturing entities, agreements with foreign governments, corporations, and nationals, rates, services, and many others were necessary to be answered before correct legislative action could be taken.

"Of equal importance to the committee was the view-

point on communication problems expressed at that time by military agencies in a formal report.

"The Navy, in formal testimony by Rear Admiral Hooper who was authorized to express the official Navy viewpoint, opposed legislation which would have permitted merger of United States carriers engaged in international communications. Thereafter several members of the Committee on Interstate Commerce conferred with Secretary of the Navy Knox on the question. It may be noted here that the Navy has a long and continuing interest in the problem of United States international communications. The Navy was not only better informed than other Government agencies on the background and immediate problems, but presented cogent and convincing reasons against final legislative action which would have permitted merger of international communication carriers at that time and on the same terms which had been proposed for domestic carriers. The Navy Department explained that studies on the subject then under way were proceeding rapidly; that it was desirable, even vital, that any final Navy viewpoint be implemented by the wartime conditions and experiences which were even then being observed and correlated. Incidentally, these studies and findings, the committee believe, will assist greatly in the fact-finding investigation which the committee believe should now be undertaken by the Congress itself.

"The Committee on Interstate Commerce, when apprised of these facts, eliminated the international merger provisions from the Domestic Merger Act. During the sessions of the conference committee of the two Houses on the Domestic Merger Act, the international question was discussed and there was informal agreement among conferees that the Congress should not long delay in conducting a comprehensive study of international communication problems.

"Continuing developments and recent observations make it imperative that such a study, looking toward legislative recommendations, not be further delayed.

"Deserving particular consideration are recent confidential reports on international communication matters made to the Senate by some of its members who have completed an extensive survey of the war fronts. These reports, while admittedly fragmentary, buttress certain important facts well known to cognizant military leaders concerning the restrictions under which United States communication carriers in the international field operate; their inadequacy in serving United States interests; their inability under present organization to break into powerful cartel-dominated communication empires.

"A further consideration is the fact that there can be no comprehensive and clear-cut international post-war planning without the fullest consideration of the communication problem.

"Still another factor of present and immediate concern to the Congress is the problem of regulation of international communication carriers. Admittedly, existing law is inadequate to cope with the communication problems that will face this country in the post-war world. The inadequacies of the law are further complicated by frequent and growing criticism of the administrative agency and its personnel—criticism which no longer can be ignored by Congress. That administrative agency is an arm of the Congress, and, as such, is responsible to it. It is the duty of the Congress to ascertain in advance whether its creature is competent and experienced enough to undertake duties which inevitably must be thrust upon it; or whether a different method of selecting administrators for technical duties must be advocated.

"For these reasons, the Committee on Interstate Commerce recommend that Senate Resolution 187 be adopted."

NATIONAL HOUSING APPLIES 'PRESSURE'; NAB PROTESTS

The following example of pressure methods is presented below so that all stations will recognize the various techniques that may be employed.

NAB protested to OWI, and its government liaison man is investigating with the idea of eliminating repetition of such incidents.

Here Is the Story

This is how the matter was reported by a California member, affiliated with MBS:

"Today, October 4, Mr. Blanford, head of the National Housing, spoke over Mutual from 6:16 to 6:30 Pacific War time with the broadcast originating from station WOL. In connection with this speech, all National Housing center managers received a directive concerning it.

"Inasmuch as we happen to be working with such matters locally as an individual citizen, the contents of said directive came to our attention. Because the wording is rather interesting, we herewith pass it along to you.

"'Contact your local radio station to be sure that this address is broadcast. If the time has been sold by the station, see that there is a change in program or that the speech is recorded and broadcast at another time. This is imperative. It is not necessary to clear such arrangements with OWI. We want maximum coverage and an immediate report from you as to what stations will carry the talk and which will record it and broadcast it later.' That was signed by the National Housing Agency, Region X. It was sent 'To all War Housing Center managers from Donald B. Kerby' under date of September 20, 1943.

"The local manager of the agency answered said directive but due to time delay in the mail the answer did not reach Kerby as soon as he wanted it to and he immediately dispatched a wire again requesting said report."

A RADIO FIRST; SHOWS GET SCHOOL CREDIT

For the first time in the history of broadcasting, the Board of Education of New York City has approved for full credit two courses for teachers based on radio programs, it has been announced by James Rowland Angell, NBC public service counsellor.

The programs are "Lands of the Free" and "Music of the New World," both presentations of the NBC Inter-American University of the Air.

Recognition for these programs follows a six-month experimental period during which both courses were accredited as approved In-Service courses for teachers but without credit. Under today's approval, teachers satisfactorily completing these courses will get full credit toward annual salary increments.

"Lands of the Free" is a historical series dealing with the growth and development of the American nations and is broadcast over NBC Sundays at 4:30 p.m., EWT. "Music of the New World" is a series dealing with the growth of music in the Americas, featuring an orchestra under the direction of H. Leopold Spitalny, and is broadcast Thursdays at 11:30 p.m., EWT.

The NBC Inter-American University of the Air programs will be supplemented by the teachers by visits to NBC's Radio City studios and lectures. The courses are the only ones which can be attended, in part, at the teacher's home.

Simultaneously with the announcement of the New York City Board of Education action came word from Belmont Farley, director of public relations for the National Education Association, of plans for an extension of this type of in-service training of teachers by radio on a nationwide basis.

Dr. Farley announced the formation of a Committee on Use of Radio in Supervision to study the plan. Those invited to serve on the committee are: Jacob Greenberg, associate superintendent of schools, New York, N. Y.,

THE BEAM

Third issue of THE BEAM, publication of the Association of Women Directors of NAB, is enclosed with this issue of the REPORTS.

chairman; John K. Norton, professor of education, Columbia University; Ruth Cunningham, secretary, department of supervision and curriculum development, NEA; Hilda Maehling, secretary, department of classroom teachers, NEA; Roscoe L. West, president, New Jersey State Teachers College, Trenton, N. J., and president of the American Association of Teachers Colleges; George D. Stoddard, commissioner of education of the State of New York; Alexander J. Stoddard, superintendent of schools, Philadelphia, Pa.; Ruth Henderson, State Department of Education, Richmond, Va.; Herold Hunt, Superintendent of Schools, Kansas City, Mo., and Dr. Farley.

CHURCH CANVASS DATES SET

Dates for the forthcoming nation-wide campaign, the United Church Canvass, are November 21 to December 12. This campaign will call the attention of the country to the importance of institutions of religion in these war days.

Major faiths are joining, as last year, in its sponsorship. All churches, Jewish, Catholic and Protestant, are invited to participate in the campaign locally. In some cases the churches use the period to raise their annual budget; in others the purpose is to call the work of the churches to the attention of the public.

It is anticipated that many stations will assist in the campaign. Network broadcasts are now being scheduled.

President Roosevelt has endorsed the campaign and leading businessmen are joining in it as sponsors. Charles E. Wilson, former president of General Electric, is national chairman of the sponsors. Others on the committee include: John Stewart Bryan, Richmond, Va.; William H. Danforth, St. Louis; William Green, president, American Federation of Labor; Herbert Hoover; James L. Kraft, Chicago; Former Governor Herbert H. Lehman, New York; Philip C. Nash, Toledo; Stanley Resor, New York; Justice Owen J. Roberts, Washington; Governor L. V. Saltonstall, Massachusetts; Governor Charles A. Sprague, Oregon; Former Governor Harold E. Stassen, Minnesota; Edgar T. Welch, Westfield, N. Y.; William Allen White, Emporia; Judge Curtis B. Wilbur, San Francisco, and Wendell L. Willkie, New York.

FURTHER NOTES ON THE SALVAGE SITUATION

Reports on the efficiency of fat collection technique were received from a widely separated area since last issue of NAB REPORTS. Only one more area reports refusal of butchers to handle fats collected by housewives. Elsewhere, the principal disturbing factor was a falling off in receipts. The situation in reporting areas at a glance are indicated below.

Boise

"I know, however, that small outlying and remote towns of Idaho often do not have fat and tin can collection service and that merchants will no longer receive salvage material," reports Mrs. Georgia Phillips, manager, KIDO, Boise.

This situation is in contradistinction to the excellent situation prevailing within the city of Boise, "In our par-

ticular valley fat and tin are being collected promptly, and the whole campaign well taken care of," Mrs. Phillips said.

Spokane

E. W. Jorgenson, special features editor, KFPY, surveyed the fat situation in Spokane. He found that housewives were delivering fat to butchers from whence it reached the rendering plants all OK.

His investigation did, however, locate a different waste of fat. Packing house men told him that they were forced to lose fat from the intestines and other portions of the carcass of slaughtered animals because they did not have enough manpower to handle it. Another reported loss was the use of too much fat in meat meal, also due to lack of labor, according to Mr. Jorgenson.

Shreveport

John C. McCormack, general manager, KWKH-KTBS, reports a falling off in fat collections. He said that during the month of August one large renderer collected only 12% of last April's figure. Collections rose to 21% of the April take in September.

Granted that seasonal influences are involved, it also seems apparent that other factors have become operative to decrease fat collections—the factor of re-use of fats within the home, perhaps a lack of incentive and the high point value of meats and fats.

Omaha and Nebraska

Soren Munkhof, WOW's director of news, has investigated the salvage situation in the state of Nebraska. Fats shipped for the account of Nebraska in August were 78,000 pounds. Movement to renderers is expedited to avoid spoilage.

Tin cans are collected on the first Wednesday of each month, school children taking them to school. Next day Army and WPB trucks transported them to railroad sidings and about four railroad cars are immediately dispatched to refiners.

Scrap iron moves out as rapidly as needed and no public scrap piles are left. "Whenever an order for a car load or a train load of scrap comes in it is filled immediately. 35,000 tons moved out of Nebraska in September."

Binghamton

Nina A. Fenson, WNBC, indicates that, "fat collections in this area are satisfactory,"—due to wide cooperation of civic organizations.

Greenfield

Ann Erickson, program director, WHAI, Greenfield, reports that, "fats in this locality have been collected and taken to a rendering plant," about 20 miles distant.

Yakima

C. H. Carlson, KIT, Yakima, writes, "as the result of a number of calls on local meat dealers, we find that the drive has been well supported," and satisfactorily handled.

OFFER NEW RED CROSS ETS

"Service Unlimited" is title of the new American Red Cross transcribed, 52-week series.

Programs for November 1 and 8 should be in the hands of chapters for the inspection of stations by October 25. NAB auditioned the first two shows and found them surpassing advanced billing.

MORE ABOUT PHIL COHEN

(This story supplements the brief bulletin in last week's "REPORTS.")

Philip H. Cohen, deputy chief of the Radio Bureau of the Office of War Information, has been appointed chief of that Bureau, Palmer Hoyt, director of OWI Domestic Operations, announced today. Mr. Cohen succeeds Donald Stauffer who resigned recently.

In his new position, Mr. Cohen will supervise all Government contacts with the radio industry in matters relating to the war effort. In addition to scheduling and allocating the time made available by radio stations for Government information programs, Mr. Cohen will handle all requests by Government agencies and officials for unsponsored radio time. He also will work with the War Advertising Council in presenting Government information themes on sponsored programs.

Mr. Cohen has been with the OWI Radio Bureau since its inception in 1941. In April of this year, he was appointed deputy chief of the Bureau. Following the resignation of Mr. Stauffer last month, Mr. Cohen took over as acting chief.

During six years as a producer in the radio industry, Mr. Cohen has produced more than a thousand programs on the major networks. He has lectured on radio at Northwestern, Harvard and New York Universities. A few years ago he carried out two projects for the Rockefeller Foundation, the first was a study of British Broadcasting methods, and the second a series of experimental programs produced in cooperation with the Library of Congress.

Mr. Cohen, son of Major Lee Cohen, USA, ret., was born in Fort Shafter, Hawaii. He obtained his early schooling in Hawaii, Panama, Virginia and New Jersey. He was graduated from Harvard in 1932.

DENNIS TO LEAVE NAB

Walt Dennis, NAB news bureau chief, will leave NAB November 1 to become public relations director of station WHN. Dennis came to NAB last March from KVOO.

KEITH TYLER NAMED OHIO U. RADIO CHIEF

Dr. I. Keith Tyler, director of the radio division of Ohio State University's bureau of educational research, has been appointed acting director of radio education for the university.

Howard L. Bevis, Ohio U president, announced the appointment, and said the move was made to coordinate all of the university's radio resources and activities into a more effective program.

Doctor Tyler is known widely in radio education circles and is director of the annual Institutes for Education by Radio held in Columbus each May.

YOUNG & RUBICAM AD SENT INDUSTRY BY MILLER

Proof of one of three Young & Rubicam advertisements dealing with the part American radio, newspapers and magazines are playing in the war was sent recently to all broadcasting stations in America by Neville Miller, NAB president.

The ad proof sent was the one on radio and it was entitled: "How America is using one of its greatest war weapons." Mr. Miller, in a message sent with the ad proof, suggested to station managers that: "there is much good material contained therein for a public service program, for a talk before your Rotary club or other civic

group, for a newspaper advertisement and for use in many other ways . . ."

Mr. Miller further explained that the ad tells a story which radio stations can well retell in their communities many times.

The ad was featured in the New York Times, Time, Newsweek, Fortune, Broadcasting and an appropriate group of trade papers.

WROK BOOSTS PROGRAMS

In the last several months WROK, Rockford, has been engaged in sharply increased local promotion with special emphasis on programs. Bill Traum, promotion director, has forwarded a collection of pieces which include: Mailings to dealers on "The Breakfast Club," "Breakfast at Sardi's," "What's New?," Morton Salt, Fitch "Bandwagon," Coca-Cola's "Victory Parade of Spotlight Bands," and "Four Boys and a Song" for Grove's Cold Tablets. An off-set piece headed, "Your program makes news when it's on WROK," containing reproductions of advertisements in Rockford newspapers and of news stories was given wide distribution.

KIEM FARM MERIT AWARDS HELP SPUR PRODUCTION

William B. Smullin, president, KIEM, Eureka, thinks that production of food products can be increased by recognizing individual contributions of farmers. What Mr. Smullin has in mind is an "Award of Merit," to be presented to individual farmers by broadcast stations which operate in agricultural areas. He has taken a dose of his own medicine and found it good.

At the time the Army-Navy "E" award was available for food processing plants KIEM presented an "Award of Merit" to each farmer producing milk for the Golden

State Tulare plant. Messrs. Nielson and Larson, in charge of the Golden State ice cream mix plant, whose product is going to the armed forces, felt very strongly that some type of award would assist materially in the farmer maintaining highest possible production. And they were right. Such awards as KIEM has given well might aid production elsewhere.

In this connection it should be recognized that the "A" awards, starting next November, will be limited to a relatively few counties, probably fewer than two hundred, and seasonal food processors with outstanding production records.

This agricultural achievement award was made known on September 18 by the War Food Administration. Recipients will be: (1) *counties* in which farmers have achieved exceptional production and (2) *seasonal food processors* with outstanding production records.

Nominations for the "A" award to counties will be made by State Agricultural War Boards, while regional directors and commodity branches of the Food Distribution Administration will nominate seasonal processing plants for the award, with final selection by the War Food Administration.

The "A" award flag shows a blue "A" surrounded by a white wreath composed of a head of grain and a half a gear wheel, symbolic of farm and food plant production, all on a green field symbolic of agriculture. A white star indicates the first season's award and others may be added as earned.

"Food is a decisive weapon of war," President Roosevelt said in a message designed to accompany presentation of the "A" awards. "Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes and ships. Our army of farmers and processors are fighting an important battle on the food front. Working diligently and skillfully, they are speeding this Nation and our Allies to victory."

New Priority Instructions

As first reported in NAB REPORTS (page 414, October 8, 1943), Preference Rating Order P-133 has been revised by WPB to make it the exclusive controlling order for obtaining maintenance, repair and operating supplies for radio broadcasting. The amendment continues the AA-2, MRO-P-133 symbol and preference rating to broadcast stations.

Recording blanks to be used exclusively for broadcast purposes may be purchased by broadcast stations under the preference rating AA-2, MRO-P-133. Blank discs to be used for purposes other than broadcasting are assigned the preference rating AA-5 by the revised order.

Section (e) (1) is a clarification of tube inventory restrictions. The language of this section has been interpreted to allow the use of these ratings or allotment symbol only if a similar tube has first been operated to failure and the purchaser has in stock less than one new and one rebuilt tube, or two rebuilt spare tubes per active socket. General instructions for the purchase of materials in ac-

cordance with P-133 as amended October 8, 1943, are as follows:

1. Read Preference Rating Order P-133 as amended October 8, 1943, and become familiar with the provisions of the order.

2. Operate all tubes and parts to absolute failure, before installing replacements, in order to bring inventory within the limits of the order.

3. Hold best spare tubes for last use in the equipment thus minimizing the chance of failure while procuring replacements. In order to check the condition of spare tubes and to insure their immediate availability without conditioning, use all spares not less than one day every three months and not more than one day of each month. This practice is preferable to the rotation of spare tubes on an equal use basis.

4. Immediately upon the failure of tubes which will reduce the spare inventory to less than the maximum permitted, place a purchase order with your supplier. This purchase order should bear the required certification as-

PART 3289—RADIO AND RADAR [Preference Rating Order P-133, as Amended Oct. 8, 1943]

ELECTRONIC EQUIPMENT

Section 3289.41 *Preference Rating Order P-133* is hereby amended to read as follows:

§ 3289.41 *Preference Rating Order P-133*—(a) *What this order does.* This is a complete revision of Preference Rating Order P-133. It gives preferences ratings to persons engaged in certain businesses. It also entitles some of them to use the allotment symbol "MRO". The ratings and symbol can be used only to get materials for maintenance, repair and operating supplies; and there are also certain special restrictions set forth in paragraph (e). The businesses, and the ratings and symbol assigned to persons engaged in them are:

(1) Radio communication—AA-1. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(2) Radio broadcasting—AA-2. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(3) Sound recording for commercial, educational or industrial purposes—AA-5.

(4) Operation and maintenance of public address, intercommunication, plant sound or other similar electronic systems, such as systems for the controlled distribution of musical programs—AA-5.

(b) *What is meant by maintenance, repair and operating supplies.* These terms include whatever is necessary to keep a person's business property and equipment in sound working condition, or to fix it when it has broken down or is about to break down. They also include those things which are normally used in the day-by-day operation of any of these businesses, being as a rule things which are consumed in use. On the other hand, there are some things which these terms do not include, and to which the benefits of this order do not extend. These are production materials, capitalized repairs, capital equipment, capital replacements, plant expansion, addition of facilities, and the construction and remodeling of buildings.

(c) *Relation of this order to War Production Board regulations and other orders.* This order and all things done under it are subject to the provisions of all applicable regulations and orders of the War Production Board, except that persons who are engaged in the businesses listed in this order to that extent are entitled to none of the benefits, and are subject to none of the restrictions, contained in CMP Regulations No. 5 and No. 5A. Any one using this order should read particularly Priorities Regulation No. 3, which tells how to apply and extend ratings, and which contains a list of things which blanket MRO ratings (such as those assigned by this order)

cannot be used to get (Priorities Regulation No. 3, paragraph (f) and List B).

(d) *How to use the ratings and allotment symbol.* (1) Persons entitled to use these ratings and the allotment symbol "MRO" under this order may do so by placing on their purchase orders either the form of certificate provided in Priorities Regulation No. 3, or that provided in CMP Regulation No. 7. In every case those persons entitled under this order to use the allotment symbol "MRO" must place on their purchase orders in addition to the certificate the symbol "MRO-P-133".

(2) Any purchase order for controlled materials which bears such a certificate and symbol is an authorized controlled material order, and on such orders the preference rating should not be shown. The preference rating must, of course, be shown on orders for anything but controlled materials.

(e) *Restrictions on the use of the ratings and allotment symbol.* No person shall use these ratings or allotment symbol:

(1) To buy or to repair a tube unless a similar tube has first been operated to failure, or unless he has in stock less than one new and one rebuilt, or two rebuilt spare tubes for each active tube socket. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

(2) To replace in stock any spare parts except parts which are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of operations unless they could be immediately replaced from stock.

(3) To replace in stock a new part (other than a tube) if the old part can be repaired.

(4) To replace equipment which has not been used within the ratings specified by the manufacturer of the equipment.

(5) To increase the value of a person's inventory of repair parts (not including tubes) above the value of such inventory on October 5, 1942.

(6) To increase a person's inventory of operating supplies (not including tubes) above a ninety-day requirement.

(7) To get aluminum if the use of any other material is practicable, or to get more than five hundred pounds of aluminum in any calendar quarter in any event.

(8) To get materials for the maintenance, repair or operation of equipment for the account of War Emergency Radio Service.

(f) *Persons who service these businesses.* Any person (such as a service repair shop) who does maintenance or repair work for anyone engaged in any of the businesses

described in this order may use the rating and symbol to which his customer would be entitled in order to get materials to do that work for his customer. In such a case the restrictions of paragraph (e) apply as to the customer and the customer shall be responsible if they are violated.

(g) *Special rule for international, point-to-point, radio communication carriers.* Any person engaged in international, point-to-point radio communication, as a commercial operation, may use the rating and allotment symbol given by this order to rearrange, modify or expand existing facilities and equipment (but not buildings) either to maintain his regularly established services, or to provide whatever new or modified service may be necessary to render services required by or for the account of the United States Army, the United States Navy, any agency of the United States Government, or any agency of any foreign government.

The cost of materials for any one project undertaken under this paragraph (g) must not exceed \$1,500.00, in which case the restrictions of paragraph (e) of this order, and the rules of Conservation Order L-41 shall not apply, and an authorization to begin construction shall not be necessary.

(h) *Penalties for violating this order.* Any person who wilfully violates any provision of this order or falsifies the certificate prescribed in paragraph (d), or who conceals any material information or furnishes false information to any department or agency of the United States is guilty of a crime. If convicted, he may be punished by fine or imprisonment. He may also be deprived of any or all priorities assistance. For example, he may be prohibited from getting, delivering, processing, or using anything which is subject to priority control by the War Production Board.

(i) *How to appeal from any provision of this order.* Any person may appeal for relief from any provision of this order by writing a letter which explains fully what provisions he is appealing from and why he thinks he should be relieved from those provisions so far as they relate to him or his business. He should send this letter with two signed copies to the War Production Board.

(j) *Letters and reports about this order.* Any letters about this order, or any reports which persons subject to this order may be required to file, should be addressed to the War Production Board, Radio and Radar Division, Washington 25, D. C., Ref: P-133.

Issued this 8th day of October 1943,

WAR PRODUCTION BOARD,

By J. JOSEPH WHELAN,

Recording Secretary.

signing the preference rating AA-2, MRO-P-133. When placing the purchase order request delivery prior to a definite date and ask your supplier to advise you immediately if for any reason the order cannot be filled on or before the required date. If notice is received from supplier that delivery cannot be made by the date specified, immediate inquiry should be made to all other known sources of supply concerning their ability to fill the order in accordance with your requirements. If these inquiries result in a satisfactory delivery promise from another supplier, the original order *should be cancelled* and another order placed with the new supplier (WPB Regulation 3, amended June 26, 1942, Section (b), paragraph 3. This regulation forbids duplicate orders.)

5. The following certification form should be placed on all orders:

CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

..... Name of Purchaser Address
By..... (Signature and title of duly authorized officer) Date

6. If after following the procedure outlined in paragraph 4 a satisfactory delivery promise is not obtained, an order should be placed with the supplier offering the best delivery promise. At the same time a 541 form should be filed with the War Production Board, Director of Industry Operations, Washington, D. C. Be sure to furnish all required information, including your purchase order number or the vendor's order number, on the WPB-541 (formerly PD-1A) and outline in the covering letter the substance of your correspondence under paragraph 4.

7. If capital equipment, such as turntables, microphones, amplifiers, monitors, transmitters, antennas, etc., is destroyed by fire, accident or other causes, it is suggested that the problem of obtaining proper authorizations for the replacement of the lost equipment be referred to the regional WPB office for instructions. A directory of regional WPB offices will be found in this issue of NAB REPORTS and Broadcast Engineering Bulletin No. 3.

8. If your station is actually off the air due to the failure to obtain spare tubes or parts or if the tubes or parts in use (for which no replacements are available) appear to be approaching failure communicate immediately by telephone or telegraph with the WPB Emergency Branch, Washington, D. C. The telephone number is REpublic 7500, extension 75052. This communication should refer to your 541 application, if previously filed.

To avoid confusion, it is suggested that Broadcast Engineering Bulletin No. 1 dated February 5, 1943, be removed from your files and this bulletin substituted. The complete text of the new order as amended October 8, 1943, is printed herewith.

DIRECTORY OF REGIONAL OFFICES RADIO AND RADAR DIVISION, WPB

REGION 1— Boston, Mass.	Michael Scott, Chief 17 Court Street Boston, Massachusetts Phone: Lafayette 7500
REGION 2— New York, N. Y.	Frank S. Misterly, Chief Empire State Building New York, New York Phone: Murray Hill 3-6805

Charles Eppleur
Globe Indemnity Building
Newark, New Jersey
Phone: Market 2-0700
W. T. Croysdill
1138 Rand Building
Buffalo, New York
Phone: Madison 3-160

REGION 3—
Philadelphia, Pa.

David Miller, Chief
1617 Pennsylvania Boulevard
Philadelphia, Pennsylvania
Phone: Locust 3400

REGION 4—
Atlanta, Georgia

Guy Mankin
116 Candler Building
Atlanta, Georgia
Phone: Walnut 4121

REGION 5—
Cleveland, Ohio

Howard J. Shartle, Chief
1318 Union Commerce Building
Cleveland, Ohio
Phone: Cherry 7900
M. G. Thomas
34 E. Fourth Street
Cincinnati, Ohio
Phone: Parkway 0100
Wm. H. Martin
1st National Bank Building
Pittsburgh, Pennsylvania
Phone: Grant 5370

REGION 6—
Chicago, Ill.

Raymond H. Woodford, Chief
226 W. Jackson Boulevard
Chicago, Illinois
Phone: Andover 3600

REGION 7—
Kansas City, Mo.

Fred H. Larrabee
Mutual Interstate Building
Kansas City, Missouri
Phone: Harrison 6464

REGION 8—
Dallas, Texas

R. C. Watson
1221 Mercantile Bank Building
Dallas, Texas
Phone: Riverside 5711

REGION 9—
Denver, Colorado

George Joslyn
Continental Oil Building
Denver, Colorado
Phone: Tabor 3137

REGION 10—
San Francisco, Calif.

Harold S. Ayers
1355 Market Street
San Francisco, California
Phone: Klondike 2-2300
Herman Schmieter
1031 South Broadway
Los Angeles, California
Phone: Richmond 1261

REGION 11—
Detroit, Mich.

John G. Carroll
7310 Woodward Avenue
Detroit, Michigan
Phone: Trinity 2-4900

REGION 12—
Minneapolis, Minn.

H. M. Richardson
334 Midland Bank Building
Minneapolis, Minnesota
Phone: Main 3244

REPAIRED TUBES

Many stations have been able to maintain adequate tube inventories through the use of repaired tubes. When difficulties are encountered in obtaining new tubes (250 watts or more) it may be well to investigate thoroughly the repair facilities now available. A directory of firms engaged in this work will be found in NAB REPORTS of October 2, 1942, page 580, and October 23, 1942, page 611. If additional information is desired concerning either tube repairing facilities or the dependability of repaired tubes, communicate with the NAB Engineering Department.

FEDERAL COMMUNICATIONS COMMISSION

FCC NETWORK RULE

The FCC has ordered that Regulation 3.107 relating to the ownership of more than one network serving substantially the same area by a single network organization, which had been indefinitely suspended, should become effective on April 12, 1944.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, October 25th. It is subject to change.

Tuesday, October 26

WOI—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa.—For special service authorization; 640 kc., 5 KW, 6 a. m. to local sunrise.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KRKO—The Everett Broadcasting Co., Inc., Everett, Wash.—Granted modification of license (B5-ML-1174) to increase night power from 100 to 250 watts.

KWFC—Clyde E. Wilson & Howard A. Shuman, d/b as Hot Springs Broadcasting Co., Hot Springs, Ark.—Granted renewal of license for the regular period (B3-R-1072).

KWFC—Clyde E. Wilson & Howard A. Shuman, d/b as Hot Springs Broadcasting Co. (Assignor), Clyde E. Wilson (Assignee), Hot Springs, Ark.—Granted consent to involuntary assignment of license (B3-AL-377) from Clyde E. Wilson & Howard A. Shuman, d/b as Hot Springs Broadcasting Co., licensee of Station KWFC, to Clyde E. Wilson, personally. The station was sold at public auction for a consideration of \$49,000.

WDSM—WDSM, Inc., Superior, Wisc.—Granted construction permit (B4-P-3526), to make changes in transmitting equipment and increase power from 100 to 250 watts.

The Blue Network Company, Inc.—Granted authority to transmit recorded programs to all broadcast stations under the control of the Canadian authorities that may be heard consistently in the United States (B1-FP-118).

WDSU—WDSU, Inc., New Orleans, La.—Adopted Order (B-178) granted application for renewal of license of station WDSU; also granted reinstatement of application for construction permit for increase in power, installation of new transmitter, directional antenna and change site.

WMIS—Natchez Broadcasting Co., Natchez, Miss; WGRM—P. K. Ewing, Greenwood, Miss.—Adopted Order (B-178) extending outstanding temporary licenses for a period of one month from October 21 to November 21, 1943, for stations WMIS and WGRM.

KCMC—KCMC, Inc., Texarkana, Texas.—Granted construction permit (B3-P-3413) to change frequency from 1450 to 1230 kc., and make changes in transmitting equipment.

DECISIONS GRANTED

The Commission adopted a Decision and Order (B-187) granting the application of WRDO, Inc., licensee of Radio Station WRDO, Augusta, Maine, for construction permit to relocate transmitter and antenna site, install a new transmitter, and increase power from 100 to 250 watts.

This action is consistent with the Supplemental Statement of Policy issued by the Commission on August 11, 1943, permitting increases in power in the case of local broadcast stations, under stated conditions.

DESIGNATED FOR HEARING

WNAC—The Yankee Network, Inc., Boston, Mass.—Designated for hearing application for construction permit (B1-P-3537) to move auxiliary transmitter from Dorchester Street, Quincy, Mass., to corner of Vershire St. and Harriett Ave., Quincy, Mass.

KTHS—Radio Broadcasting, Inc., Hot Springs, Ark.—Designated for hearing application for construction permit (B3-P-3525) to increase power from 5 KW day, 10 KW night, to 50 KW; change hours of operation from sharing KRLD to unlimited time; install new transmitter, new DA for night use, and move studio and transmitter to Little Rock, Ark.

MISCELLANEOUS

WWPG—Lake Worth Broadcasting Corp., Palm Beach, Fla.—Granted modification of license to change corporate name of licensee from Lake Worth Broadcasting Corp. to Palm Beach Broadcasting Corp. (B3-ML-1177).

WLBZ—Main Broadcasting Co., Inc., Bangor, Maine.—Granted license to cover construction permit as modified, for increase in power, and installation of new equipment and directional antenna for day and night use (B1-L-1773); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1552).

The Commission has adopted an Order denying petition for intervention of Ira Chase Koehne in behalf of himself and of others indicated as creditors of Blue Network Co., Inc., et al., in the matter of Radio Corp. of America (transferor) and American Broadcasting System, Inc. (transferee), (Docket No. 6536).

WJNO—WJNO, Inc., West Palm Beach, Fla.—Denied petition requesting Commission to reconsider its action of December 15, 1942, in designating for hearing application to use formerly licensed composite transmitter (250 watts) and install vertical antenna as an auxiliary unit, and grant same without hearing.

West Allis Broadcasting Co., West Allis, Wisc.—Adopted order denying petition to reinstate application (B4-P-3045, Docket 6098) for new station.

The Times Herald Company, Port Huron, Mich.—Placed in pending files pursuant to Commission Order No. 79, application for construction permit (B2-PH-141) for new FM broadcast station.

APPLICATIONS FILED AT FCC

850 Kilocycles

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Modification of license to operate with directional antenna after sunset at Gainesville, Florida, instead of after local sunset.

990 Kilocycles

WNOX—Scripps-Howard Radio, Inc., Knoxville, Tenn.—Special service authorization to make changes in transmitting equipment and operate with 500 watts power for emergency purposes only during power line failures, for the period ending 4-1-44.

1230 Kilocycles

WAYX—Jack Williams, Waycross, Ga.—Authority to determine operating power by direct measurement of antenna power.

1280 Kilocycles

WKST—WKST, Inc., New Castle, Pa.—Acquisition of control of license corporation by S. W. Townsend and Wanda E.

Townsend, through purchase of 80 shares of stock from Joseph Thomas by Wanda E. Townsend.

1480 Kilocycles

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—License to cover construction permit (B3-P-3521), which authorized move of auxiliary transmitter.

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—Authority to determine operating power by direct measurement of antenna power of auxiliary transmitter.

MISCELLANEOUS APPLICATIONS

NEW—National Broadcasting Co., Inc., area of Chicago, Ill.—Construction permit for a new relay broadcast station to be operated on 1606, 2074, 2102 and 2758 kc., 25 watts power and A1, A2 and A3 emission.

NEW—National Broadcasting Co., Inc., Hollywood, Calif.—Construction permit for a new relay broadcast station to be operated on 1606, 2074, 2102 and 2758 kc., 500 watts power and A1, A2 and A3 emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Quick Mfg. Company—Misrepresentation of the quality, merits and price of gauze and latex bandages is alleged in a complaint issued against John W. Kellogg, trading as Quick Manufacturing Co., Quick Prophylactic Co. and Sealtex Co., 2012 Wabansia Ave., Chicago. (5061)

Research Mfg. Corp.—A complaint has been issued charging Research Manufacturing Corp., Portland, Conn., and its president, Harold S. Guy, and its former president, J. L. Seat, with misrepresentation in connection with the sale of an antifreeze solution designated "Fre-Zex." (5063)

Charles W. Wolf, Inc., 22 Cortlandt St., New York, engaged in the sale of handbags, leather goods, luggage, and other merchandise, is charged in a complaint with misrepresenting the character of its business and the sales prices of its products. (5062)

R. C. Miller & Co., and Marie Leiblinger & Co., 2416 McNally St., Altadena, Calif., manufacturing and distributing a medicinal preparation designated "Nonat," is charged in a complaint with false advertising and misrepresentation. (5064)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Calhoun Poultry Farm and Hatchery, Montrose, Mo., have entered into a stipulation to cease and desist from certain mis-

representations in connection with the sale of baby chicks. The Potts-Turnbull Co., 912 Baltimore Ave., Kansas City, Mo., an advertising agency which disseminated advertisements on behalf of the Calhouns, also signed the stipulation. (03152)

Dermatological Products Corp., 110 Observer Highway, Hoboken, N. J., engaged in selling Seborol Scalp Lotion and Seborol Scalp Ointment, stipulated that it will cease representing that the mark "Seborol" is a registered trade-mark in the United States Patent Office unless it is so registered. (03151)

L. M. Kupersmith & Company, et al.—Two New York City firms engaged in the sale and distribution of furs and fur garments, L. M. Kupersmith Co., Inc., 350 Seventh Ave., and Samuel Kanik and Moe Greenberg, trading as Kanik & Greenberg, 305 Seventh Ave., stipulated that they will discontinue the use of the words "Asiatic Mink" or "Asiatic" as descriptive of coats or garments manufactured from the peltries of Japanese mink, and will cease selling, invoicing or branding any fur product in any manner which is or may be deceptive or misleading as to the geographical origin of the animal from which the peltry has been obtained. (3732-3733)

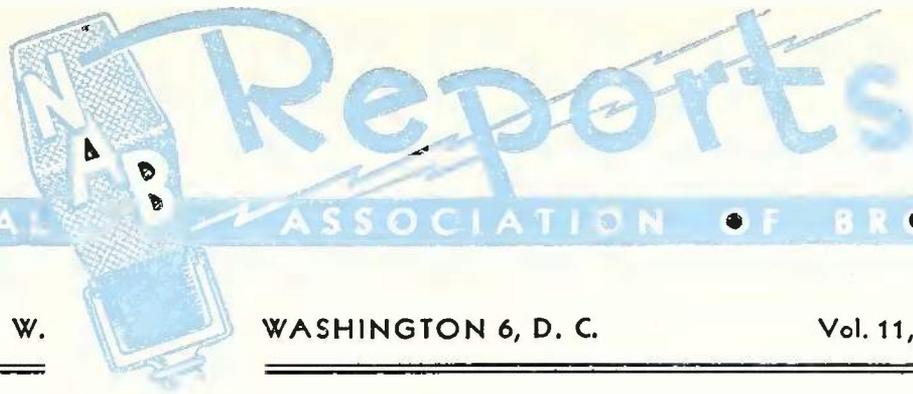
V. E. Michael, Ashtabula, Ohio, has entered into a stipulation to discontinue misrepresenting the therapeutic value of a medicinal preparation he sells under the names "Vi-Mins" and "Vita-Food." (03150)

F. H. Noble & Company—Stipulations to discontinue fictitious price marking of their merchandise have been entered into by F. H. Noble & Co., 559 West 59th St., Chicago (3735), and Presidential Silver Co., Inglewood, Calif. (3736), both engaged in the manufacture and sale of trophies, emblems and similar merchandise. They agree to cease and desist from the use of any false, fictitious or misleading price representation which purports to be the retail sales price of an article but which is actually in excess of the price for which it is customarily sold in the usual course of retail trade. (3735-3736)

Paramount Remnant Co., Lexington, N. C., entered into a stipulation to cease and desist from representing, in connection with the sale of quilting materials, that all money is refunded to dissatisfied purchasers when actually reimbursement is not made for all charges sustained by the purchasers including cost of the goods, transportation charges, and C.O.D. fees. (07149)

Pretorius Approved Products, 1115 South Glendale Ave., Glendale, Calif., entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of food products designated "Alfamint" and "Minrich," and an electric mixing device known as the "Pretorius Liquifier." (3731)

H. H. Robertson Co., Farmers Bank Bldg., Pittsburgh, manufacturer of a monolithic floor surfacing designated "Robertson Hubbellite," entered into a stipulation to cease and desist from representing that the product is inherently sanigenic or provides self-sanitizing floor surfaces without regard to conditions of use and continuously disinfects the surface; that it is capable, under conditions of ordinary use, of destroying micro-organisms generally and may be relied upon to prevent the spread of disease; or that it prevents, to any effective degree, the growth on its surface of such micro-organisms as are associated with athlete's foot, wounds and abscesses, boil, typhoid fever, paratyphoid fever, and hog cholera. (3734)



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 44, October 29, 1943

NEWLY FORMED NAB MUSIC COMMITTEE TO MEET SOON

Music in its many aspects plays a most important part in broadcasting. Not only must the industry take steps to insure an adequate supply of music as was done by the creation of BMI, not only must it protect itself against the actions of James Caesar Petrillo, but it must study the whole field of music, learn more about its possible and varied uses, anticipate the problems which the industry will face over a term of years, and adopt a constructive program.

Too long have our battles in the music field been defensive. The more the industry learns about music, and puts that knowledge to good use, the greater will be the public response and the greater will be the listening audience.

For the purpose of studying the whole field of music as it relates to broadcasting, the following Committee has been appointed:

Chairman, Campbell Arnoux, WTAR, Norfolk, Va.; James P. Begley, KYW, Philadelphia, Pa.; Arthur Church, KMBC, Kansas City, Mo.; Robert Enoch, KTOK, Oklahoma City, Okla.; C. W. Myers, KALE, Portland, Ore.; Elliott Sanger, WQXR, New York City; Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.; John Wahlstedt, WHB, Kansas City, Mo.; Warren Williamson, WKBN, Youngstown, O.; Thomas Belviso, NBC, New York City; Frank White, CBS, New York City.

ASCAP Claims To Be Studied

The ASCAP audits, and the proper interpretation of the ASCAP contracts in the light of the consent decree present an immediate problem. Many stations which have recently been audited by ASCAP have written the NAB regarding demands made by ASCAP as the result of the audits. We believe that rather than have each station argue these claims with ASCAP, a real service could be rendered both to the industry and to ASCAP by a meeting of the Music Committee with ASCAP whereby the subject could be handled on an industry-wide basis. ASCAP has indicated an interest in meeting with the Committee.

There are other problems which the Committee can well consider and in connection with which the Committee can render service to broadcasters. The work of the Committee will in no way duplicate or overlap upon the work of the Program Managers Committee or of the Advisory Committee on the Recording Ban, both of which Committees are active in related but different fields.

The first meeting of the Committee will be held on December 1st-2nd at the Hotel Roosevelt, New York City. Following the meeting, a report will be made to the industry.

\$12,000,000 CONTRIBUTION TO THIRD WAR LOAN BY STATIONS AND ADVERTISERS

"The donations to the Third War Loan of more than \$12,000,000 in time and talent, by the radio industry and its advertisers, is one of the great achievements of this campaign," writes Ted R. Gamble, national director war finance division of the Treasury Department, to Neville Miller, confirming an estimate supplied by NAB.

In the same mail, Gamble thanks the radio industry for its cooperation, as follows:

"Now that the Third War Loan Drive has come to a successful conclusion, I should like to tell you how much we in the Treasury Department have been encouraged by the generous and wholehearted response of the American people. The unprecedented results of this drive will undoubtedly strengthen our united efforts for speedy victory.

"A large part of this splendid achievement was due to the complete and patriotic cooperation of members of the radio industry. Your valuable help in contacting radio stations throughout the country and encouraging their participation in the campaign was a most important part in bringing the War Bond message home to all the American people.

"Such generous assistance is deeply appreciated by myself and my co-workers, and particularly, by our troops who depend on the contributions of the home front to bring about the victory we all desire."

Vince Callahan, director of advertising, press and radio, supplied significant statistical information:

"When the Third War Loan sales were tabulated a total of \$18,943,000 in War Bonds had been sold. I know that you share with us our pride in this achievement, for your faithful assistance in the campaign was a vital contribution to its success.

"Not only was the national quota of fifteen billion dollars exceeded by almost twenty-five per cent, but sales to individuals mounted to \$5,377,000,000, against a quota of five billion dollars. Here again we are indebted to you, for it was in this most crucial phase of the drive—the effort to reach as many people as possible with the War Bond message—that your services were an invaluable aid.

"Knowing that we can rely upon your continued support of the war financing effort, we approach the prospect of the Fourth War Loan in January with renewed assurance.

"Once again, my sincere thanks for your splendid cooperation."



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAtional 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

K. C. CHAMBER AIDS RADIO LEGISLATION

The Kansas City Chamber of Commerce is on its toes. KMBC has just reported that the Kansas City Chamber of Commerce sent the following letter signed by its President, Ward C. Gifford, to all Missouri Senators and Representatives.

"The Directors of this Chamber of Commerce recently discussed the Supreme Court's interpretation that the Communications Act not only confers upon Federal Communication Commission the power to superview the traffic of radio broadcasting, but also puts upon the commission the burden of determining the composition of that traffic.

"This interpretation would imply that the legislation goes far beyond the field of radio. The freedom of the press and in fact, the freedom of all forms of communications are apparently placed in jeopardy. Under this interpretation, all advertising media and the contents of advertisements themselves would be embraced in this line of reasoning.

"Is there any consideration being given to the amendment of the Communications Act so as to remove any and all threat against the freedom of the press and the freedom of various kinds of communications? We are strongly of the opinion that Congress did not intend to place the freedoms in jeopardy when it enacted the law and that the Court ruling to the contrary would indicate the need of some amendment."

Labor

WMAL AND WCOV LABOR ACTIVITIES

Station WMAL, Washington, and AFRA have submitted to the War Labor Board a dispute as to whether the station should pay staff announcers extra fees for all local commercials.

Station WCOV, Montgomery, Ala., and the IBEW have submitted to arbitration a dispute as to whether non-members of the union can handle studio controls. The American Arbitration Association is to name the arbiter.

TALENT EXCHANGE

The WMC has advised the NAB that the exchange of free lance talent among various stations and networks under job freezing orders is being worked out by the New York regional office since the problem centers there. The NAB had asked the commission for an exemption for free lance talent.

48-HOUR WORK WEEK ORDERED IN 31 CITIES

The War Manpower Commission has ordered a 48-hour work week by November 15 in all Group I cities where the longer work week has not yet become effective. These are:

Meriden, Conn.	Columbus, Ga.
New Bedford, Mass.	Jacksonville, Fla.
Newport, R. I.	Spartanburg, S. C.
Massena, N. Y.	Oklahoma City, Okla.
Allentown, Pa.	Pine Bluff, Ark.
Elizabeth City, N. C.	Dallas, Tex.
Petersburg, Va.	Galveston, Tex.
Spruce Pine, N. C.	Butte, Mont.
Adrian, Mich.	Brice, Utah
Muskegon, Mich.	Rock Springs, Wyo.
Anderson, Ind.	Wallace-Kellogg, Idaho
Fort Wayne, Ind.	Eureka, Calif.
Racine, Wis.	Spokane, Wash.
South Bend, Ind.	Stockton, Calif.
Indianapolis, Ind.	Sturgeon Bay, Wis.

Radio stations in these cities should immediately get in touch with their local WMC officials to explain:

- (1) What their present schedules are.
- (2) Whether an increase in any of these schedules would permit the release of any manpower.
- (3) What schedules they propose.

Remember, the purpose of the longer work week is to release manpower. If putting in a longer work week would not accomplish this purpose, the WMC will approve present schedules.

RADIO MARKET DATA HANDBOOK OFF THE PRESS

The Radio Market Data Handbook prepared by the NAB Research Department under the direction of the NAB Research Committee is today being prepared for mailing. The book is a 260-page collection of market data of value to radio stations and users of broadcast time.

One copy of the handbook will be sent without charge to each member station and each associate member organization. Also a complimentary copy will be sent to a selected list of advertisers and agencies actively interested in national spot radio advertising. The cost of the publication has necessitated our keeping the number of complimentary copies to a minimum. Therefore, the agency and advertiser lists have been confined to those placing substantial national spot business.

Member stations may desire to present copies of the handbook to local agencies and possibly advertisers. A limited number of copies will be available at NAB Headquarters at printing cost—\$1.50 per copy.

Numerous orders have been received in advance of publication for copies of the handbook. NAB members are urged to order early if additional copies are desired.

AMERICAN THEATRE WING ASKS HELP OF STATION MANAGERS; PROGRAM DIRECTORS ON MUSIC

(The following letter sent to Neville Miller by Oscar Hammerstein, 2nd, chairman of the American Theatre Wing Music War Committee is self-explanatory.)

"The American Theatre Wing Music War Committee was created to marshal the forces of music to help, as we can, in winning the war. As its chairman, I welcome this opportunity to inform the membership of the National Association of Broadcasters concerning our reasons for being and the things we are trying to do.

"The Committee is a division of the American Theatre Wing set up to coordinate the wartime efforts of the music industry. It includes the country's leading songwriters, publishers and music men, who are all working,

ENGINEERING COMMITTEE

The NAB Executive Engineering Committee met in the Hotel Roosevelt in New York on Friday, October 29. Full details of the meeting will appear in the next issue of the NAB "Reports."

without thought of profit, to make music serve our country's war effort.

"Songwriters have, from the beginning of this war, been conscientiously and industriously trying to supply the civilian population and the armed forces with songs to sing, and during this time some very good songs have been written. Each one of these had its own applicability at the time it was popular. "The Last Time I Saw Paris" was a sentimental tribute to the tragic fall of that city, but its resigned acceptance of the defeat was appropriate only to the time that the song was written, and such a song today would be out of key with our aggressive spirit and our determination not to remember Paris as it was but to restore it to its former glory.

"When the Lights Go On Again All Over the World" was a very popular song, its propaganda value, however, being extremely dubious. A great many of the Music War Committee members feel that it is a mistake to emphasize wishful thinking about the end of the war. It is better to sing about how we are fighting to end it and what we are going to do about a peace when we win it.

"This critical approach shows an important part of what the Music War Committee is trying to do. It is not enough to find a song relative to the war that has the elements of popularity; we must consider also whether that song *should* be popular, whether its popularization would tend to increase or whether it would tend to diminish the vigor and forcefulness with which an American approaches his job in winning the war.

"On the other hand, the Music War Committee tries to remember that a war song gets no virtue from its high purpose or patriotic intent alone. To justify itself it must stand on its feet as a really good *song*. A fairly good war song is of no more use to the war effort than a fairly good egg is to a breakfast.

"The American Theatre Wing Music War Committee has found its work divided into two main channels. One is the job of creating songs to help the war effort and the other is the job of getting those songs heard once we have ferreted them out. It is in this second phase of our work that we call for your help.

"The songs selected for recommendation by the Music War Committee are referred to its Catalogue Committee. If a song is published the sub-committee obtains copies from the publisher; if not, it has lead sheets or piano copies printed.

"Our catalogue as it stands at present is listed below. It includes songs of all kinds, from corn to cantata, and after careful consideration we are ready to say that each one, in its own way, can help to carry forward our war effort. We also say that this listing eliminates songs that might encourage complacency, idleness, or wishful thinking.

"We ask that station managers and program directors study this list of songs, listen to them on network broadcasts or on records, use them as much as possible on their own stations and use their influence to have them used in their communities. We urge all to write for copies to the American Theatre Wing Music War Committee, 730 Fifth Avenue, New York 19, N. Y. In doing this I believe they will get not only a group of good songs, but an opportunity to help in what we feel is an important service in wartime America.

With sincere good wishes,

OSCAR HAMMERSTEIN, 2nd, Chairman
American Theatre Wing
Music War Committee."

Songs recommended by the AMERICAN THEATRE WING MUSIC WAR COMMITTEE

October 25th, 1943

Published

- ANCHORS IN THE SKY—by John Latouche and Peter De Rose, published by Robbins.
BEST OF ALL—by Allie Wrubel, published by Irvin Berlin.
GEE ISN'T IT GREAT TO BE AN AMERICAN—by Bob and Gale Sherwood, published by Bob Miller.
I SPOKE TO JEFFERSON AT GUADALCANAL—by Hy Zaret and Lou Singer, published by Leeds.
LET'S KEEP IT THAT WAY—by Milton Berle and Ervin Drake, published by Chappell.
NEW WIND A-BLOWIN'—by Elie Seigmeister and Langston Hughes, published by Musette.
ONE DOWN AND TWO MORE TO GO—by Ray Henderson and Lew Brown, published by A B C Music.
THAT DEMOCRATIC FEELING—by Buck Ram, published by Noble.
THE FLIGHT OF THE BOMBER B-17—by Al Hoffman and Jerry Livingston, published by Southern Music.
THE MESSAGE GOT THROUGH—by Milton Drake and Fred Jay, published by Feist.
UNCONDITIONAL SURRENDER—by Redd Evans and John Jacob Loeb, published by Famous Music Corp.
TAKE 'ER DOWN—by Vic Mizzy and Irving Taylor, published by Santly-Joy.
WE ARE AMERICANS TOO—by Andy Razaf, Eubie Blake and Chas. Cooke, published by Handy Bros.
WEST OF TOMORROW (the Submarine Song)—by Bob Sour and Henry Manners, published by Feist.
YANKEE DOODLE AIN'T DOODLIN' NOW—by Pearl Fein, published by Irving Berlin, Inc.

Unpublished

- BABY WATCH FOR ME—by Harry Lenk and Evelyne Love Cooper.
DIRTY OVERALLS—by Woody Guthrie & Earl Robinson.
FREEDOM TRAIN—by Elie Seigmeister.
HAVE YOU WRITTEN HIM TODAY—by Eddie de Lange and Ruth Cleary.
HULLABALOO-BA-LAI—by Bob Russell, Hy Zaret and Charley Hathaway.
(IN BUSINESS) SINCE 1776—by Ervin Drake and Carl Kent.
IS YOUR TAIL SHOWING—by Milton Drake.
ON HILLS OF FREEDOM—by Hugo Frey and Elsie Jean.
ONE MORE MILE—by Charley Hathaway and Bob Russell.
PORTERHOUSE LUCY—Earl Robinson and Al Hayes.
SONG OF THE FREE MEN—by Earl Robinson and Millard Lampell.
SONG OF THE MEDICAL CORPS—by Captain Victor Lief and Will Schwartz.
THE FUEHRER ISN'T FEELING VERY WELL—by Milton Drake.
THE MAN OF TOMORROW—by Bernie Bierman, Jack Manus and Milton Shaw.
THE UNITED STATES SUBMARINERS—by Allie Wrubel.
THEY CAN'T DO THAT TO ME—by Milton and Ervin Drake.
VOICE OF THE UNDERGROUND—by Florence Tarr and Fay Foster.
WE'RE MELTING ALL OUR MEMORIES—by Milton Drake, Lenore Glasner and Al Kaufman.
YOU'RE A LUCKY LITTLE FELLOW—by Blanche and George Posnack.

BYRON PRICE; HAROLD RYAN PRAISE FOREIGN LANGUAGE RADIO WARTIME CONTROL

Letters from Byron Price, director, and Harold Ryan, assistant director of the Office of Censorship, to Arthur Simon, WPEN, chairman of the foreign language radio wartime control, are reproduced herewith:

"Mr. Ryan has told me of the progress that has been made by you and your fellow-representatives in tightening up the censorship procedures of foreign language broadcasting stations.

"I wish to add to Mr. Ryan's comment my own commendation. I have never felt that the broadcasting industry, or any part of it, would fail the government when called upon to help in the prosecution of war. Censorship is a wartime measure and a wartime weapon. Properly administered, it can deal direct blows against the enemy which cost him heavily. It can and does, at the same time, save the lives and conserve the materials of our own armed services. That the broadcasting industry has recognized this fact and has acted upon that recognition is a testimonial to its public spirit and patriotism.

Sincerely,

BYRON PRICE,
Director."

"I believe the time has come when you, as chairman of the Foreign Language Radio Wartime Control and special liaison officer between the Office of Censorship and our field representatives, should have a report regarding the status of voluntary censorship in the foreign language broadcasting industry.

"As you will recall, Mr. Price and I met with you and other foreign language broadcasters in Chicago during the conference of the National Association of Broadcasters. On that occasion we lamented the fact that a large percentage of foreign language broadcasters had failed to install censors and monitors in their stations, as suggested in the Censorship Code.

"Acting in behalf of the Foreign Language Radio Wartime Control, you volunteered that organization's services to attack the problem on an industry basis and to recommend men in the field who could represent this Office in correcting the situation.

"Under the impetus of this voluntary offer, 20 men in the foreign language broadcasting segment of the industry accepted the invitation of this Office to represent it in meeting personally with broadcasters in their respective areas. Those who accepted this task and performed it without compensation and at considerable sacrifice of time were: Mr. T. F. Allen, Radio Station WFCL, Pawtucket, Rhode Island; Mr. Howard W. Davis, Radio Station KMAC, San Antonio, Texas; Mr. Charles Lanphier, Radio Station WEMP, Milwaukee, Wisconsin; Mr. Milton Meyers, Radio Station WEIM, Fitchburg, Massachusetts; Mr. William T. Welch, Radio Station WSAR, Fall River, Massachusetts; Mr. J. Fred Hopkins, Radio Station WJBK, Detroit, Michigan; Mr. N. Pagliara, Radio Station WEW, St. Louis, Missouri; Mr. Walter C. Bridges, Radio Station WEBC, Duluth, Minnesota; Mr. Lumir Urban, Radio Station KORN, Fremont, Nebraska; Mr. Harry Burdick, Radio Station KGGM, Albuquerque, New Mexico; Mr. Joseph Lang, Radio Station WHOM, Jersey City, New Jersey; Mr. O. E. Richardson, Radio Station WJOB, Hammond, Indiana; Dr. O. J. H. Preus, Radio Station KWLC, Decorah, Iowa; Mr. John C. Libby, Radio Station WOCU, Lewiston, Maine; Mr. Lee Little,

Radio Station KTUC, Tucson, Arizona; Mr. S. H. Patterson, Radio Station KSAN, San Francisco, California; Mr. W. L. Gleeson, Radio Station KPRO, Riverside, California; Mr. C. Glover DeLaney, Radio Station WTHT, Hartford, Connecticut; Mr. Gene T. Dyer, Radio Station WGES, Chicago, Illinois.

"I am delighted to tell you now that through the efforts of these men and by virtue of the patriotic response with which those efforts were met by the foreign language broadcasters of the country, all of these broadcasting stations are now operating within the recommendations contained in the Code of Wartime Practices for American Broadcasters.

"This Office is indebted to you and your fellow broadcasters who represented us in this undertaking. It is indebted, as well, to all foreign language broadcasters who have met a difficult situation and solved it with no thought of their own problems, but with consideration only for the security of their nation at war.

"This is meant to convey to you our good wishes and our sincere thanks, and to urge upon you and all of your colleagues renewed and unrelenting vigilance in observing the tenets by which wartime censorship operates. Officially the specific assignment given to the field representatives has been fulfilled. We shall continue to think of you, however, as friends in the field to whom we can turn in the event of need.

Cordially,

J. H. RYAN,
Assistant Director."

PAPER SHORTAGE SERIOUS

Paper mills have started closing down because of shortages of pulp and waste paper. Civilians can't do anything about pulp shortage but they can do everything about bringing waste paper to collection centers.

The shortage is serious because of the effect on our food supply. Carton stocks of all kinds are critical and carton stocks are needed for hundreds of uses, including getting processed foods to consumers.

What Has Been Done

Paper Consuming Industries, Inc., according to government sources, have appropriated \$44,000 a month for advertising.

The Olian Advertising Agency, St. Louis, will spend 60% in radio and 40% in newspapers. One hundred and fifty network shows will carry paper salvage messages for three weeks, October 18 to November 8. This is over and above their prior acceptances of allocated war copy.

It may be two weeks after the end of the network campaign before OWI releases any material to the full list of U. S. broadcast stations.

Let's Start Something Now

Because of the critical nature of this emergency, NAB War Committee suggests that stations, of their own volition, jump into the situation locally. Put on a real merchandising job. Work with the local salvage committee if there is one; alone if necessary. This is a real opportunity and one where leadership counts.

Prices Guaranteed

For your protection ceiling prices have been guaranteed by eastern and mid-western mills. Such mills have agreed to pay ceiling prices through February 15, 1944, for prepared and graded waste paper. This will prevent the bottom falling out of prices as occurred before.

What To Do With Paper

Paper may be disposed of in any one of the following ways: (1) sell to junk dealers; (2) donate to charitable organizations, which will pick up; (3) check through local salvage committee which may have other constructive ideas.

RADIO RECRUITS SEAMEN FOR U. S. MARITIME COMMISSION

D. Thomas Curtin, chief, radio section, division of public relations, United States Maritime Commission, reports that he is appreciative of the help received from radio stations.

On Oct. 26, Mr. Curtin supplemented his letter, appearing below, with a telephone call, that approximately 1,100 of the 2,126 men responding to the two MBS announcements (last paragraph), during the World Series, are already at work aboard ships.

Maritime Commission Letter

"From September 8 to 18, 1942, we put on a radio drive for the Recruitment and Manning Organization of the War Shipping Administration. This was a selective drive, aimed only at men with sea experience to return to the sea. Most of it was on the OWI network allocation plan.

"The success was so great that RMO again asked us to appeal through radio for aid in the spring of 1943. America's rapidly expanding volume of cargo ships made the manning problem a serious one. Although excellent training schools were being established, experienced personnel was the first need. Again we put on a radio campaign, from June 1 to August 22. During June the medium was OWI's special assignment plan. Then the medium shifted to the MEN AT SEA series presented by the National Broadcasting Company in cooperation with the United States Maritime Commission and the War Shipping Administration.

"We kept a check-up by using a special address for responses to these one-a-week June-August radio appeals. From them the Washington office alone received 1857 telegrams and 4753 letters.

"The figures given in this summary are significant in that the broadcasting appeals could be answered only by a limited group. Except tankers, the American Merchant Marine had faded sadly for many years; therefore the number of experienced men was relatively small.

"During September no radio plugs for seamen were used because of the Third War Loan Drive. Toward the end of the month, RMO informed us that in spite of their recruiting exhibits in several cities, the recruitment curve was falling rapidly.

"Was this due to the discontinuance of radio appeals, or had the dwindling supply of former seamen reached bottom?

"Two announcements by Gillette over Mutual on the World Series gave us the answer—448 telegrams and 1678 letters accepted the challenge to come back to the sea. This left no doubt in our minds of the power of radio to reach all the people and cause them to act."

Lambdin Kay Writes NAB

(Neville Miller received the following letter just recently from Lambdin Kay, formerly of WSB, Atlanta, and we print it as a matter of information to friends of Mr. Kay who might wish to know his present activities.)

"It looks like I have hired out to Mr. Morgenthau for the duration, and beyond, handling publicity in Georgia under his plan for a continuous, year-round War Bond selling effort.

"We have just closed our drive in which Atlanta, and Georgia, did themselves proud.

"I have never worked any harder, enjoyed it more, or saw greater opportunity for useful service.

"I simply want to say that in my opinion, broadcasting did an unprecedentedly conspicuous job of backing up the Third War Loan effort. Those all-day network ballyhoos sold more bonds than I dreamed was possible and our local and Georgia stations outdid themselves in practical, intelligent support.

"Hoping all is well with you and that you may be heading south before long.

"Lambdin Kay,
"Georgia Publicity Director,
"War Finance Committee."

AMERICAN EDUCATION WEEK

American Education Week, sponsored jointly by the National Education Association, the American Legion, U. S. Office of Education and National Congress of Parents and Teachers, will be observed November 7-13.

Principal effort of the week is to get parents to visit schools to see what their children are doing and to get acquainted with teachers. Other information may be obtained from the NEA, 1201 16th St., N. W., Washington 6, D. C.

SCHOOL BROADCAST CONFERENCE

Radio's role in the war-time classroom, and at home and abroad in education after the war, will be the considerations of the seventh annual School Broadcast Conference, which George Jennings announces will be held at the Morrison Hotel, Chicago, Nov. 28, 29, and 30.

Program plans now being formulated call for special network broadcasts originating from the Conference, outstanding speakers from educational and commercial broadcasting, and demonstrations of the use of radio in both elementary and high schools. Emphasis will be placed on radio in national and international affairs during and after the war.

As in the past four years, the Executive Committee will cite an individual for outstanding service in the field, and announcement of the award will be made at the annual conference banquet.

Entries are now being received at the headquarters of the School Broadcast Conference, 228 N. LaSalle St., Chicago 1, Ill., in the fourth annual Utilization Competition. There are no restrictions or entry fees connected with entering the competition, and application blanks are available from Conference headquarters.

NEW MICROPHONE ADOPTED BY ARMY

A midget microphone, worn on the upper lip, which eliminates outside noises and leaves the hands free, has been adopted for use by the Army Ground Forces and is now in production under the supervision of the Signal Corps, Army Service Forces.

Sustained in position by bands around the ears, the "lip mike" fits easily under gas masks and dust respirators and gives clear and intelligible reproduction with little distortion.

The microphone operates on a new noise-canceling principle and intensive tests under the supervision of the Armored Command have demonstrated that the instrument is capable of superior performance in high noise levels.

To increase clearness in reproduction the microphone is provided with breath shields in front and back, acting as buffers against puffs of air from the mouth which would otherwise cause confused or unintelligible sounds. Outside noises enter at both sides of the microphone's diaphragm in equal volume, and thus cancel themselves, while speech enters the opening nearest the mouth with much greater

intensity than on the opposite sides. The frequency response is from 200 to 4000 cycles at normal altitude.

FEDERAL COMMUNICATIONS COMMISSION

NOTES FROM FLY'S NEWS CONFERENCE

Study of post-war frequency allocations will take a year to make, FCC Chairman James Lawrence Fly told a press-radio conference early this week. Commissioner T. A. M. Craven is representing the Commission in this study, cooperating with I. R. A. C., which is composed of representatives of all Government Departments interested in radio.

Chairman Fly, without going into any details, told the conference that the Commission has received a request to check up and complete action on newspaper-owned broadcast stations.

The Chairman said that he had understood that the Lea Committee was drawing up written charges which had been made during the course of the hearings before the Committee. Questioned about the Commission's answers, Fly said that he thought they would be made in writing, but he felt sure that the Committee would give the Commission a full and fair hearing in addition to the written answers.

FTC MAKES AD ANALYSIS

In connection with its regular continuing survey of radio and periodical advertising, the Federal Trade Commission recently made special analyses of advertisements dealing with war related subjects and reported to the Office of Censorship and the WPB.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 1st. They are subject to change.

Wednesday, November 3

Oral Argument Before the Commission

REPORT No. B-189:

WGAR—The WGAR Broadcasting Company, Cleveland, Ohio.—C. P., 1220 kc., 5 KW, unlimited, DA-day and night.

WHBC—The Ohio Broadcasting Company, Canton, Ohio.—C. P., 1480 kc., 1 KW, unlimited, DA-night.

WADG—Allen T. Simmons, Akron, Ohio.—C. P., 1220 kc., 50 KW, unlimited, DA-day and night.

Wednesday, November 3

Further Consolidated Hearing

WFTL—Ralph A. Horton (Assignor), The Fort Industry Company (Assignee), Fort Lauderdale, Fla.—Voluntary assignment of C. P., and license of WFTL; and licenses of relay stations WAAD and WRET. 1400 kc., 250 watts, un-

limited. Under C. P.: 710 kc., 10 KW, unlimited, DA-night.

WFTL—Ralph A. Horton, Fort Lauderdale, Fla.—License to cover C. P. and authority to determine operating power by direct measurement. 1400 kc., 250 watts, unlimited. Under C. P.: 710 kc., 10 KW, unlimited, DA-night.

WFTL—The Fort Industry Company, Fort Lauderdale, Fla.—Modification of license to move main studio from Fort Lauderdale, Florida. (Contingent upon granting of B3-APL-15.) 1400 kc., 250 watts, unlimited. Under C. P.: 710 kc., 10 KW, unlimited, DA-night.

Thursday, November 4

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of license. 1480 kc., 5 KW, unlimited, DA-night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WTBO—Leon E. Pamphilon, Transferor, Aurelia S. Becker, Transferee, Associated Broadcasting Corp. (Licensee), Cumberland, Md.—Granted acquisition of control of Associated Broadcasting Corp., licensee of station WTBO, by Aurelia S. Becker, for a consideration of \$10,484, representing 50 additional shares of capital stock (B1-TC-333).

KFMB—The First National Trust and Savings Bank of San Diego, Trustee under Declaration of Trust for Warren B. Worcester (Transferor), O. L. Taylor and Jack O. Gross (Transferees), Worcester Broadcasting Corp. (Licensee), San Diego, Calif.—Granted transfer of control of Worcester Broadcasting Corp., licensee of station KFMB, from The First National Trust and Savings Bank of San Diego, to O. L. Taylor and Jack O. Gross, for a consideration of \$95,000 (B5-TC-331).

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted construction permit (B1-P-3542), to change frequency from 820 to 1450 kc., and hours of operation from limited to unlimited, subject to engineering condition.

WJBW—Charles C. Carlson, New Orleans, La.—Adopted order transferring hearing now scheduled to be held in Washington on November 8, to New Orleans, and authorized the Presiding Officer at said hearing to adjourn the same to such other points as he deems necessary for the expedition thereof and to serve the ends of justice.

Frontier Broadcasting Co., Cheyenne, Wyo.—Granted petition for reinstatement of two applications for construction permits for new relay broadcast stations (B5-PRY-283, and B5-PRE-430), and granted same.

WBKB—Balaban and Katz Corp., Chicago, Ill.—Granted modification of construction permit for changes in aural transmitting equipment and extension of completion date to date of grant of license application (B4-MPCT-16).

WBKB—Balaban and Katz Corp., Chicago, Ill.—Granted license (B4-LCT-16) to cover construction permit for new commercial television station, in part. Conditions.

DESIGNATED FOR HEARING

Charles Swaringen, Alex Teitlebaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitlebaum, John J. Laux, Louis Berkman, Joseph M. Troesch, John L. Merdian, partners, d/b as Buckeye Broadcasting Co., Akron, Ohio.—Designated for hearing application for construction permit (B2-P-3539) for a new station to operate on 1240 kc., with 250 watts power.

WOCB—Harriet M. Allemon and Helen W. MacLellan, d/b as Cape Cod Broadcasting Co., West Yarmouth, Mass.—Designated for hearing application for renewal of license of station WOCB.

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va.—Adopted order designating for hearing application for renewal of license of station WGKV, upon issues to be determined by the Commission.

LICENSE RENEWALS

- WJW**—WJW, Inc., Akron, Ohio.—Present temporary license extended until November 16, 1943, or such earlier date as WJW goes on program tests at Cleveland.
- WMIS**—Natchez Broadcasting Co., Natchez, Miss.—Adopted Order granting renewal of license for the regular period (Docket No. 6333).
- WGRM**—P. K. Ewing, Greenwood, Miss.—Adopted Order granting renewal of license for the regular period (Docket No. 6334).
- KCMO**—KCMO Broadcasting Co., Kansas City, Mo.—Granted petition for postponement of hearing now set for November 4, continuing same to December 6, in re application for modification of license (Docket 6522).
- WOKO**—WOKO, Inc., Albany, N. Y.—Granted petition for extension of time within which to file proposed findings now due November 9; extension granted to December 9, in re application for renewal of license (Docket 6486).

MISCELLANEOUS

- KVEC**—Valley Electric Company, San Luis Obispo, Calif.—Granted authority to determine operating power by direct measurement of antenna power (B5-Z-1555).
- KNOW**—Frontier Broadcasting Co., Inc., Austin, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1554).
- WMEJ**—The Metropolis Co., area of Jacksonville, Fla.—Cancelled license for relay broadcast station in accordance with Administrative Order No. 2, as revised, pursuant to request by applicant (B3-RRY-249).

APPLICATIONS FILED AT FCC

560 Kilocycles

- KWTO**—Ozarks Broadcasting Co., Springfield, Mo.—License to cover construction permit (B4-P-2827 as modified), which authorized change in hours of operation, installation of directional antenna for night use and move of transmitter.
- KWTO**—Ozarks Broadcasting Co., Springfield, Mo.—Authority to determine operating power by direct measurement of antenna power.

620 Kilocycles

- WAGE**—Sentinel Broadcasting Corp., Syracuse, N. Y.—Voluntary assignment of license from Sentinel Broadcasting Corp. to WAGE, Inc.

1240 Kilocycles

- WSNY**—Western Gateway Broadcasting Corp., Schenectady, N. Y.—Authority to make changes in automatic frequency control equipment.

1250 Kilocycles

- KPAC**—Port Arthur College, Port Arthur, Texas.—License to cover construction permit (B3-ML-956), which authorized increase in power and changes in directional antenna system.
- KPAC**—Port Arthur College, Port Arthur, Texas.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

- NEW**—Truett Kimzey, Greenville, Texas.—Construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power, unlimited time. Amended: re transmitter site and change in type of transmitter.

MISCELLANEOUS APPLICATIONS

- NEW**—Head of the Lakes Broadcasting Co., Superior, Wis.—Construction permit for a new high frequency broadcast (FM) station to be operated on 44500 kc. with coverage of 2,754 square miles. Amended: to change coverage to 407 square miles and change type of antenna and equipment.
- NEW**—Matheson Radio Co., Inc., Boston, Mass.—Construction permit for a new high frequency broadcast (FM) station

to be operated on 46100 kc. with coverage of 3,600 square miles. Amended: to change requested frequency to 47700 kc.

- W2XWV**—Allen B. DuMont Laboratories, Inc., New York, N. Y.—Construction permit to change from experimental to commercial operation and make changes in antenna system.
- WTMC**—Ocala Broadcasting Co., Inc., Ocala, Fla.—License to cover construction permit (B3-P-3535), which authorized change in transmitting equipment and increase in power.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Celcure Wood Preserving Corp.—A complaint has been issued charging Celcure Wood Preserving Corp., 1040 E. 8th St., Jacksonville, Fla., with misrepresentation in the sale of Celcure, a preparation designed to preserve wood against rot, termites, marine borers and other destructive agencies. The respondent corporation also sells lumber, treated with the preparation which is known as "Celcure Processed (Impregnated) Lumber," and it operates wood-treating plants at Columbia, S. C., Atlanta, Ga., and Miami and Jacksonville, Fla. (5067)

E. J. Goodier, trading as Universal Laboratories and as Goodier Company, 321 North Bishop St., Dallas, Texas, is charged in a complaint with disseminating false advertisements concerning some 60 medicinal and cosmetic preparations he sells in interstate commerce. The products are sold principally by house-to-house canvassers and are advertised by the respondent in catalogs, circulars and other advertising literature, distributed by the respondent's agents and canvassers to the purchasing public. (5069)

James Jebaily, Inc., 36 E. 31st St., New York, manufacturer of women's wearing apparel, is charged in a complaint with misrepresenting the fiber content of certain of its products, in violation of the Federal Trade Commission Act, and with misbranding others, in violation of the Wool Products Labeling Act. (5066)

National Assn. of Blouse Mfg., Inc., et al.—A complaint has been issued charging the National Association of Blouse Manufacturers, Inc., the Greater Blouse, Skirt & Neckwear Contractors Association, Inc., and the Blouse and Waist Makers Union, Local 25, all of New York City, with participating in a combination and conspiracy to restrain trade and promote a monopoly in the interstate sale of clothing such as blouses, blousesettes, waists, gilets, vests and tunic blouses. The complaint also is directed against the officers and members of the Manufacturers Association and the Union and against the officers of the Contractors Association. (5068)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

M. E. Lee, et al.—An order to cease and desist from misrepresentation of the therapeutic value of a mineral water designated "Merlek" has been issued against Michael E. Lee, Myron E. Lee and Kenneth L. Lee, trading as Lee-Sons and as Merlek, Alameda, Calif. (4868)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Ache-Knock Company, Honolulu, T. H., engaged in the sale of a preparation known as "Ache Knock Tablets," entered into a stipulation to discontinue representing that the product will relieve or cure rheumatism, sciatica, lumbago or neuritis; that it will cure or prevent the recurrence of headache or toothache; that it will relieve all pain or excessive acidity; and that it is safe and will produce no ill effects. (03159)

Wilbur Adams, 114 E. 32nd St., New York, stipulated that he will cease and desist from certain misrepresentations in connection with the sale of their Nostradamus Chart and Forecast and Tarot Card Chart. (03156)

Alba Bio-Products Co., 4620 No. Leamington Ave., Chicago, engaged in the sale of a preparation designated "Vita-Rex Capsules," stipulated that it will cease and desist from representing that the preparation possesses therapeutic value in the treatment of poor assimilation, constipation, indigestion, gaseous conditions of the stomach or intestines, functional weakness or nerve disorders; that it will enrich the blood, improve appetite, correct gastro-intestinal disorders, increase systemic resistance or produce better health; that it will protect individuals against colds, aches or a tired-out feeling and supply the body with ample nutritional substances, and that it possesses value as an iron preparation. (03158)

American Hardware Co., Inc., and its wholly owned subsidiary, Totty Trunk and Baggage Co., both of Petersburg, Va., have stipulated that, in connection with the sale of luggage, they will cease using as trade names, brands or labels, or in trade literature or advertising, the words "Tweeds," "Flectwood," "Tweedcraft" or "Cordurette" to describe products not composed of cloth or textile or corded fabric, or the words "Flexhyde," "Black Polar Shark Grain Flexhyde" or similar terms as descriptive of products which are not composed of leather or sharkskin, as the case may be. (3738)

By-Chemical Products Co., 750 Natoma St., San Francisco, engaged in the sale of a shoe dubbing preparation used principally as a leather preservative and water repellent, stipulated that in the sale of the product she will cease representing that it has been made in accordance with Army specifications or any other indicated specification or formula when actually it is not so compounded or prepared. (3737)

Farrand Chemical Co., Tyrone, Pa., has entered into a stipulation to discontinue certain misrepresentations in connection with the sale of formulas for compounding various cleansing, cosmetic, medicinal and other types of preparations; bulletins and pamphlets containing information as to where to buy and sell sundry products and services; and a cleansing preparation, insecticides, polishes and perfume. (03154)

Herb Juice-Penol Co., Inc., Danville, Va., has entered into a stipulation under which it agrees that, in connection with the dissemination of any advertisement of its medicinal preparation designated "Pow-O-Lin," it will reveal that the preparation should not be used in cases of abdominal pain or other symptoms of appendicitis, provided, however, that the advertisements need contain only the statement: "CAUTION, Use Only As Directed," if the directions for use on the labeling contain a warning to the same effect. (03153)

Ideal Optical Service, Inc., 802 F St., N. W., Washington, D. C., has stipulated that it will cease and desist from representing that it sells eyeglasses for "one price only," which covers everything; that the price is \$7.50 and no more for either single or double vision glasses of any style; that the price of any spectacles complete is \$7.50; or representing in any other manner, by assertion or implication, that no more than \$7.50, or any other fictitious maximum price, will be charged for the complete sets of eyeglasses it offers for sale. (3739)

Jeri Yarn Company—A stipulation to cease and desist from misbranding knitting yarns sold in interstate commerce has been entered into by Herman Rosenberg, trading as Jeri Yarn Co., 345 Grand St., New York. (3740)

Wilson Industries, Inc., 545 West Lake St., Chicago, has entered into a stipulation to cease and desist from representing that its preparation called "Athygienic Foot Powder" or its device designated "Athygienic Foot Glove" is a remedy for corns or foot ailments generally. (03157)

Yoghurt Products, Inc., 108 Denny Way, Seattle, Wash., has entered into a stipulation to cease and desist from representing that the laxative preparation which it sells under the name "Yog-A-Lax" is a stomach or bowel corrective or non-habit forming. (03155)

FTC DISMISSES CASE

The Federal Trade Commission has dismissed its complaint against Continental Baking Co., New York, engaged in the manufacture and sale of bread and allied products. The company was charged with using unfair methods of competition and unfair and deceptive acts and practices in commerce in violation of the Federal Trade Commission Act, and with discriminating in price between different purchasers of its products of like grade and quality, in violation of section 2 (a) of the Robinson-Patman Act.

In this proceeding hearings were held before a trial examiner of the Commission, and witnesses subpoenaed by the Commission and by the respondent were heard. Counsel for the respondent filed briefs and appeared before the Commission and argued the case orally.

After consideration of the record the Commission entered an order of dismissal upon the ground that the allegations of the complaint were not sustained by the evidence.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 45, November 5, 1943

PETRILLO HEARING CONTINUES

The National War Labor Board's Petrillo panel resumed its hearings Wednesday in New York on the merits of the recording dispute.

The only remaining party strictly speaking, is NBC Thesaurus, although the panel has before it petitions for intervention by RCA Victor and Columbia Recording.

The panel has submitted to the WLB an intermediate report on the settlement between the A. F. of M. and the other transcription companies, as well as the Decca Record settlement. To date, the WLB has taken no action on the intermediate report.

LEA OUTLINES FCC INVESTIGATION PLANS

The House Committee investigating the Federal Communications Commission will be "thorough, fair and without playing favorites," Representative Lea, of California, chairman of this special committee, said over Station WWDC, Washington, D. C., on Wednesday night in a short broadcast.

Mr. Lea spoke briefly of the Radio Act and of the creation of the FCC and its duties. He said that 3,000 pages of testimony were taken by the special committee under the chairmanship of Mr. Cox but that "there is a lot yet to be done."

Chairman Lea said that one of the first things he asked to be done when he became chairman was to have the testimony already taken analysed and that citations be made on charges against the commission. The Commission, he said, will be given an opportunity to answer these charges and make its own citations.

EDGAR BILL ASKS STATION MANAGERS TO TAKE PUBLIC RELATIONS RESPONSIBILITY

(Released by NAB News Bureau Nov. 2.)

Station managers are being asked to recognize their responsibility in the conduct of public relations by "signing up" with the Public Relations Committee of NAB, Edgar Bill, Chairman, announced today.

A printed pamphlet entitled: "There Is an Indispensable Man!" has been mailed to the personal attention of each station manager. The return card requests the signature of the manager as the party primarily responsible for the conduct of public relations at his station. This, the pamphlet points out, is not only a pledge but provides a personal contact for the NAB Public Relations Committee and District Public Relations chairmen, seventeen in number.

"We know," said Bill, "that some stations have full time directors of public relations, but they are not many. These men are doing a fine job and are perhaps several years ahead of the industry. We are already working with them and will expect their names to come back to us

on the return cards. The great majority of stations, however, do not have such people on a full time basis and cannot be asked to provide them in these times. That's where the manager comes in; because he has been actually responsible for public relations, delegating authority to various members of the staff, as required."

The pamphlet asks station managers to acknowledge their responsibility for the following basic reasons: (1) Because he controls station policy, (2) Because he can commit the station to cooperation in public projects, (3) Because he can direct the expenditure of funds for staff memberships in civic and social clubs and other organizations, (4) Because he can delegate responsibility, (5) Because he is a "public symbol" of the station itself, (6) Because he is permanent.

"Many public relations projects are in the mill for local action," Bill concluded, "awaiting the returns from station managers throughout the industry."

Engineering

NAB COMMITTEE CONSIDERS TECHNICAL PLANS

The NAB Executive Engineering Committee met in New York City on Friday, October 29. Those present were

(Continued on page 452)

ERRATA

An unfortunate typographical error appears in Special Legislative Bulletin No. 20 of October 29, 1943. The error gives an entirely erroneous meaning to the position of the NAB Board on paid government advertising. As it appeared in Bulletin No. 20 it read:

"Now, Therefore, Be It Resolved that the Board of Directors of the National Association of Broadcasters, reaffirms its former actions but does *not* take the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communications, and * * *"

The italicized word "not" should have been "now". It will be seen that with this change, the resolution has an entirely different import.

Neville Miller, *President*C. E. Arney, Jr., *Secretary-Treasurer*

Lewis H. Avery, *Director of Broadcast Advertising*; Walter L. Dennis, *Chief, News Bureau*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

NAB COMMITTEE CONSIDERS TECHNICAL PLANS

(Continued from page 451)

John V. L. Hogan, Chairman, WQXR; William B. Lodge, CBS, representing E. K. Cohan; F. M. Doolittle, WDRG; O. B. Hanson, NBC; Arthur C. Stringer and H. S. Frazier. G. Porter Houston, WCBM, was unable to be present but telegraphed his comments on the various agenda items.

The meeting convened at 1:00 P.M. with a full agenda and adjourned after 5:00. The discussion included the following items—Selective Service and Probable Effect on Technical Operating and Supervisory Personnel, NAB Training Course for Women, NAB Technician Pool, Home Receiver Service Conditions, Scope and Functions of District Engineering Committee and Post War Planning.

Arthur C. Stringer, NAB Promotion Director, reported on the present situation concerning the availability of tubes and batteries for civilian home receivers. The news about batteries was good. Stringer reported that one large manufacturer would increase his production of farm battery packs by fifty thousand units during the fourth quarter. Another manufacturer, previously a minor factor in the production of farm batteries, has been persuaded to substantially increase his production of batteries for farm radios. He also reported that during the third quarter more than one million farm packs reached dealers in this country.

Most of the Committee's time was devoted to post war planning problems. O. B. Hanson and H. S. Frazier reported to the Committee on the organization and present status of the Radio Technical Planning Board. NAB is a contributing sponsor of the Radio Technical Planning Board and is represented on the Administrative Committee of the Board by H. S. Frazier, Director of Engineering. Frazier will also be the chairman of Panel Number 4 on Standard Broadcasting of RTPB. The Committee recommended that NAB should be represented on the following RTPB panels:

1. Panel on Spectrum Utilization
2. Panel on Frequency Allocation
4. Panel on Standard Broadcasting
5. Panel on VHF Broadcasting
6. Panel on Television
7. Panel on Facsimile
9. Panel on Relay System

It was further recommended that NAB, while not participating actively, should review the work and recommendations of the following panels:

3. Panel on High Frequency Generation
8. Panel on Radio Communications
10. Panel on Radio Range, Direction and Recognition
11. Panel on Aeronautical Radio
12. Panel on Industrial, Scientific and Medical Equipment
13. Panel on Police and Emergency Service

It was the Committee's opinion that Panel 4 of RTPB should consider the long range technical objectives of the standard broadcaster and the possibilities for improvement of interference and coverage conditions that may be possible through engineering development. It was also proposed that the Standard Broadcast Panel, through subcommittees, review the standards for broadcast receivers with the objective of securing improvement in audio fidelity, selectivity, and nonradiating receivers. All members of the Executive Engineering Committee will be appointed to various panels of RTPB for which they are best qualified.

John V. L. Hogan has been appointed by RTPB Chairman Dr. W. R. G. Baker to the chairmanship of Panel No. 7, Facsimile. Mr. Hogan has been prominently identified with facsimile development for many years. H. S. Frazier, NAB Director of Engineering, was authorized to proceed with the organization of the Panel on Standard Broadcasting with further recommendations to be secured from the members of the Committee as the organization progresses.

No date was fixed for the next meeting of the Committee, but it is believed that the rapid progress of the Radio Technical Planning Board will require another meeting in the near future.

CONFERENCE ON TECHNICAL FUTURE OF RADIO SET

The Federal Communications Commission has called a conference in Washington, beginning November 17, between government agencies and the industry to discuss the technical future of radio, Chairman James Lawrence Fly announced at a special news conference on Thursday.

Those who will take active part in this conference, which will consist of thirty or forty people, will be members of the FCC, the Board of War Communication, IRAC, (Government Interdepartmental Committee on radio frequency allocations) and the Radio Technical Planning Board. The Chairman explained that the discussions will be of post war frequency allocation, and he called attention to the fact that the responsibility for these allocations rests with the FCC for the general public, and with IRAC for government departments.

Mr. Fly spoke of the various developments in radio which will open up higher frequencies, and he called special attention to the fact that the present broadcast band is a small part of the frequency band which has a range, he said, from ten to thirty million kilocycles. He predicted international television service after the war, but he does not expect this service to begin in the near future. In order to put such a service into action and to take care of the hundreds of new uses which will come through further radio developments, it will be necessary to open up many new frequencies.

In further discussing the forthcoming conference, he said there would be complete cooperation between the government agencies and the industry, and he expected it to be in the nature of a get-together meeting to discuss organization, procedure and exploratory matters.

FIRE INSURANCE

Many stations are carrying "loss of use" insurance coverage on fire, tornado, and other hazards to plant and equipment. Under peace time conditions, the destruction of essential equipment, such as transmitters, monitors, speech input equipment and microphones, ordinarily did not make the stations inoperative over a long period. Generally speaking, replacement items were then readily available. For this reason "loss of use" insurance coverage, covering a period of ten to thirty days, was normally adequate.

However, at the present time most capital equipment replacement items are almost unobtainable. Even with assistance from WPB the replacement cycle may be measured in months instead of days. This matter is brought to the attention of broadcasters so that they may review existing insurance coverage, particularly "loss of use" indemnity, in order that steps may be taken to increase the amount of such coverage when this seems desirable.

AMATEUR LIMITATION AMENDED

In order to permit radio amateur operators under direction of the War Emergency Radio Service of the OCD to make or transfer radio sets and electronic equipment for civilian defense emergencies, Limitation Order L-265 has been amended by the WPB.

The amendment provides that restrictions of the order shall not apply "to gratuitous transfers of electronic equipment to or for the account of the War Emergency Radio Service by any person; and to the manufacture or transfer of electronic equipment for the account of the War Emergency Radio Service by any individual who is not a commercial producer or supplier of electronic equipment."

PEABODY AWARDS ENTRY BLANKS MAILED OUT

Official entry forms for the 1943 George Foster Peabody Radio Awards have been mailed to the some 900 broadcasting stations in this country from Athens, Ga.

At the same time, report blanks are being sent to the chairmen of the listening-post committees which have been set up in approximately 23 universities and in approximately 118 cities in more than 40 states.

December 10 is the closing date for this year's entries. In addition to awards for news, drama, music, education, and children's programs, there will be two awards for meritorious public service by large and small stations. Large stations will include clear channel broadcasters and all of those having power of 1,000 watts or above. Small stations will include broadcasters of less than 1,000 watts.

Any radio station or network is eligible to receive the award for news reporting, drama, music, children's programs, or education. Only local and regional stations are eligible to receive the community welfare programs.

Entries may be submitted by individual stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program or programs. The Board in its selections will not necessarily be restricted to entries, but will consider the reports of its own listening-post committees, and may on its own initiative select a program or a station for an award. The Board also reserves the right to make more or less than seven awards, depending upon the entries and the circumstances at the time of the awards.

FEDERAL TRADE COMMISSION SAMPLING REQUESTS CLARIFIED

The following statement was obtained from P. B. Morchouse, director of Radio and Periodical Division, Federal Trade Commission, with respect to requests for sampling of commercial continuities:

(See NAB "REPORTS" of May 7, 1943, p. 203)

"The Radio and Periodical Division of the FTC is in receipt of frequent letters and telegrams from individual station broadcasters making urgent request for information about current or forthcoming calls for their respective samplings of commercial continuities.

To relieve them of concern through lack of knowledge of coverage procedure, they should be advised that July 6,

1943 the Commission adopted a policy for the duration of procuring copies of commercial radio continuities from individual station broadcasters at the reduced rate of twice yearly per station, commencing July 1, 1943.

Pursuant thereto, the usual fifteen-day sampling of commercial script is desired only in response to specific requests which will be issued by the Commission on a staggered basis as to groups of broadcasters, scheduled in a manner that will assure complete coverage of all such stations twice during the fiscal year.

Due to the reduction in its rate of coverage, the Radio and Periodical Division has had to adopt a new schedule, substantially different from the former coverage which was at the rate of four times yearly. Consequently, the fifteen-day sampling periods which may be specified in the current and forthcoming requests for script will seldom fall within the same calendar period with respect to the same station, as may have occurred on occasions in previous years. Selections of stations have been realigned for reporting purposes with consideration given to transmittal power, geographic location, population centers, etc., in arranging the staggered groups.

The continued cooperative responses of broadcasters generally in submitting commercial script is appreciated."

NATION NEEDS ALL WASTE PAPER

This nation needs waste paper in tremendous quantities. Mills have already shut down because they do not have a sufficient supply.

Waste paper is ammunition. Give your listeners the story. Take the lead. You can't get too much paper.

It may happen, that listeners with paper to give do not know how to dispose of it. Chief avenues are 1) junk dealers and 2) charitable organizations.

Will Pick Up Paper

Consistent with local gas and tire regulations, both agencies will pick up waste paper. In many locations, stops will be made for as little as 100 pounds of paper; perhaps more will be required where tires and gas are short. But there is absolutely no reason for dealers refusing to pick up paper in less than 1,000 pound lots. Yet such a case was reported this week in a large Georgia city.

Notify State Secretary and NAB

Should other stations encounter a similar situation they should immediately report the fact to their State Executive Secretary for Salvage (see list below), and send a carbon of the reporting letter to NAB.

NAB will consult with WPB here. This will have a constructive effect on the national field force.

OWI is cooperating with the WPB in the waste paper collection program. William Spire, deputy radio chief, stated Thursday that initial inertia had been overcome. From now on it is anticipated that radio will roll up an impressive amount of waste paper.

List of State Executive Secretaries for Salvage

- B. G. Waters, Jr., Executive Secretary
Massachusetts State Salvage Committee
17 Court Street, Boston (8), Mass.
- Bice Clemow, Executive Secretary
Connecticut State Salvage Committee
119 Ann Street, Hartford, Conn.
- Clifford Somerville, Executive Secretary
Maine State Salvage Committee
142 High Street, Portland, Me.
- E. J. Soucy, Executive Secretary
New Hampshire State Salvage Committee
State House, Concord, N. H.
- Lawrence Lanpher, Executive Secretary
Rhode Island State Salvage Committee
530 Industrial Trust Building, Providence, R. I.

- John O. Baxendale, Executive Secretary
Vermont State Salvage Committee
120 State Street, Montpelier, Vt.
- Paul W. Zeckhausen, Executive Secretary
New York City Salvage Committee
45th Floor, Empire State Bldg., New York (1), N. Y.
- William Arnoldy, Executive Secretary
New York Salvage Committee
112 State Street, Albany (7), N. Y.
- Joseph F. Devane, Executive Secretary
New Jersey State Salvage Committee
20 Washington Place, Newark (2), N. J.
- Colley S. Baker, Executive Secretary
Pennsylvania State Salvage Committee
State Museum Building, Harrisburg, Penn.
- Lt. Col. R. G. Rust, Executive Secretary
Delaware State Salvage Committee
G-7 Nemours Building, Wilmington, Del.
- James F. Solley, Jr., Executive Secretary
Maryland State Salvage Committee
1025 Baltimore Trust Bldg., Baltimore (2), Md.
- Carl H. Luebbert, Executive Secretary
Virginia State Salvage Committee
701 E. Franklin Street, Richmond, Va.
- Horace Walker, Executive Secretary
District of Columbia Salvage Committee
1100 H Street, N. W., Washington (1), D. C.
- Thomas H. Hall III, Executive Secretary
Georgia State Salvage Committee
1427 Candler Building, Atlanta (1), Ga.
- J. Leon Gilbert, Executive Secretary
Alabama State Salvage Committee
612-13 Shepard Building, Montgomery, Ala.
- C. G. Campbell, Executive Secretary
Florida State Salvage Committee
314 West Monroe Street, Jacksonville, Fla.
- J. K. McDowall, Executive Secretary
Mississippi State Salvage Committee
Tower Building, Jackson, Miss.
- James B. Vogler, Executive Secretary
North Carolina State Salvage Committee
803 Capitol Club Building, Raleigh, N. C.
- Lewis A. Emerson, Executive Secretary
South Carolina State Salvage Committee
Waters Bldg., Sumter and Senate Sts., Columbia
(56), S. C.
- Everett R. Jones, Executive Secretary
Tennessee State Salvage Committee
314 Stahlman Building, Nashville, Tenn.
- Robert O. Weible/Ralph H. Stone, Executive Secretary
Ohio State Salvage Committee
101 North High Street, Columbus (15), Ohio
- John J. Rice, Executive Secretary
Kentucky State Salvage Committee
Old State Capitol Building, Frankfort, Ky.
- Burman T. Mitchell, Executive Secretary
West Virginia State Salvage Committee
1814 Washington Street, Charleston (30), W. Va.
- Thomas J. McHugh, Executive Secretary
Illinois State Salvage Committee
226 West Jackson Boulevard, Chicago, Ill.
- F. G. Thompson, Executive Secretary
Indiana State Salvage Committee
308 Board of Trade Bldg., Indianapolis, Ind.
- Herbert C. Plagman, Executive Secretary
Iowa State Salvage Committee
327 Liberty Building, Des Moines, Ia.
- Charles F. Kuepper, Executive Secretary
Wisconsin State Salvage Committee
7038 Plankinton Building, Milwaukee (1), Wis.
- Harold A. Trowbridge, Executive Secretary
Missouri State Salvage Committee
State Office Building, Jefferson City, Mo.
- Wallace Cowan, Executive Secretary
Arkansas State Salvage Committee
318 Pyramid Building, Little Rock, Ark.
- Harry W. Woods, Executive Secretary
Kansas State Salvage Committee
509 National Reserve Bldg., Topeka, Kansas
- Fred S. Larkin, Jr., Executive Secretary
Nebraska State Salvage Committee
915 City National Bank Bldg., Omaha (2), Neb.
- A. S. Patrick Flood, Executive Secretary
Texas State Salvage Committee
701 Scarbrough Building, Austin (22), Texas
- Basil B. Cobb, Executive Secretary
Louisiana State Salvage Committee
216 Triad Building, Baton Rouge (6), La.
- H. L. Eddy, Executive Secretary
Oklahoma State Salvage Committee
411 Key Building, Oklahoma City, Okla.
- T. R. Ellis, Executive Secretary
Colorado State Salvage Committee
535 Continental Oil Building, Denver (2), Colo.
- Edward J. Kelley, Executive Secretary
Montana State Salvage Committee
212 Power Block, Helena, Mont.
- W. B. McCollum, Executive Secretary
New Mexico State Salvage Committee
103½ W. Central Avenue, Albuquerque, N. M.
- B. L. Wood, Executive Secretary
Utah State Salvage Committee
413 Atlas Building, Salt Lake City (1), Utah
- E. S. Moore, Jr., Executive Secretary
Wyoming State Salvage Committee
State Capitol Building, Cheyenne, Wyo.
- Harold Brayton, Executive Secretary
California State Salvage Committee
1355 Market Street, San Francisco (3), Cal.
- Alma V. Tate, Executive Secretary
Arizona State Salvage Committee
402 Security Building, Phoenix, Ariz.
- Lindon F. Watson, Executive Secretary
Idaho State Salvage Committee
Capitol Securities Building, Boise, Idaho
- Bernard C. Hartung, Executive Secretary
Nevada State Salvage Committee
P. O. Box 1751, Reno, Nev.
- Wm. R. Finney, Executive Secretary
Oregon State Salvage Committee
908 Bedell Building, Portland, Ore.
- Elmer J. Nelson, Executive Secretary
Washington State Salvage Committee
238 Stuart Building, Seattle, Wash.
- John D. McGillis, Executive Secretary
Michigan State Salvage Committee
1208 Detroit Savings Bank Bldg., Detroit (26), Mich.
- Byron W. Hanson, Executive Secretary
State Salvage Committee
218 Midland Bank Bldg., Minneapolis (1), Minn.
- C. S. McCulloch, Executive Secretary
North Dakota State Salvage Committee
Rm. 10, 202½ Eltinge Bldg., Bismarck, N. D.
- H. A. Billion, Executive Secretary
South Dakota State Salvage Committee
306 Western Surety Bldg., Sioux Falls, S. D.

ATS AND N. Y. AD CLUB TO HOLD JOINT TELEVISION MEETING

American Television Society and the Advertising Club of New York will hold a joint dinner meeting in New York City next Wednesday evening, Nov. 10, in order to achieve the objective described in the following statement:

"Appreciating the fact that, in the American system of broadcasting, commercial sponsorship is a basic factor, adequate preparation should be made to supply advertising agencies, sponsors and other users of television, with such information as may be helpful in enabling them to form plans for the utilization of television as an advertising medium.

"There should be a central clearing house through which

all knowledge and experience in television programming and technique can be exchanged, and whose business it will be to stimulate interest in television on the part of those we believe will be instrumental in its future economic structure."

NAB will be represented at this meeting. Speakers include: Allen B. Dumont, Allen B. DuMont Labs.; Thomas Joyce, Radio Corporation of America; Robert L. Gibson, General Electric Co.; Thomas Hutchinson, Ruthrauff & Ryan; and John Southwell, Batten, Barton, Durnstine & Osborn.

DEDICATE MOODY BIBLE'S FM STATION

WDLG, FM station of Moody Bible Institute, Chicago, was dedicated November 1. It is now operating with 1,000 watts but will go to 50,000 watts after the war. The station is one of five FM stations in the Chicago area.

Wendell P. Loveless, program director, WMBI and WDLG, and Robert Parsons, assistant program director, directed the dedicatory program. Dr. Will H. Houghton, president, Moody Bible Institute; Dr. William Culbertson, dean; and H. Coleman Crowell, vice-president and radio station manager, participated prominently in the program.

FRIED TELLS BUSINESS MEN ABOUT RADIO

Adriel Fried, general manager, KLX, Oakland, was the principal speaker at the monthly luncheon meeting of the Emeryville Industries Association, Oct. 26, at the Claremont Hotel, Berkeley.

His subject was "The Broadcasting Industry in War Time,"—a timely discussion of radio censorship, the Petrillo ban, radar, television, and short wave.

SALVAGE OKAY IN ASHEVILLE

Lee Chadwick, program director, WWNC, Asheville, N. C., reports that three carloads of tin cans have already been shipped and two more are about ready for shipment. Despite this substantial collection, an additional drive is to be undertaken within a short time in and around Asheville.

Regarding fats, Mr. Chadwick said that butcher shops are cooperating satisfactorily.

NEW SONGS FOR SCHOOLS AT WAR AVAILABLE

The Treasury Department has just published a sixteen page book of New Songs for Schools at War, in cooperation with the Music Educators National Conference, for use by music teachers and supervisors in elementary schools.

Thirty thousand members of the association will soon receive the song book but it is available to others in the education field. Copies will be sent to radio stations upon request. Address Education Division, War Finance Division, Treasury Department, Washington 25, D. C.

RADIO TODAY IS VITAL TO VICTORY

"Radio today is vital to victory," asserts John C. McCormack, general manager of KWKH-KTBS, in a letter accompanying a large folder depicting radio's role in the war.

Since Pearl Harbor, these two stations have donated toward the war more than \$280,000 in radio time alone, the folder points out. Illustrations show the many fields of war in which radio is playing an important part.

The folder's center section is a reprint of a double page spread in the Shreveport *Times*.

KFI IN SPECIAL SALUTE TO MEXICAN GOVERNMENT

In a special broadcast from the Biltmore Hotel on Wednesday, October 27, KFI's Noon Farm Reporter saluted the Government of Mexico and the Mexican National Harvesters who are aiding in California's wartime agricultural program, with high governmental officials from south of the border participating.

Nelson McInnich, the Noon Farm Reporter, was in charge of all the arrangements and emceed the program.

W. B. Ryan, KFI General Manager made the opening address and welcomed Colonel Vicente Peralta, Consul General of Mexico; Senor Manuel Aguilar, Mexican Consul, and several others prominent in the National Harvesters movement.

By special arrangement, Governor Earl Warren of California spoke on the broadcast by transcription. A luncheon was held following the program.

The Noon Farm Reporter is a public service feature of Clear Channel station KFI and is heard at high noon Monday through Saturday.

Transcriptions of the program were made for shipment to Mexico, where re-broadcasts will be arranged by Mexican radio stations.

IOWA GOVERNOR SPRINGS SURPRISE ON WHO

Without previous warning, Bourke B. Hickenlooper, governor of Iowa, used his regular broadcast time over WHO to swear in the new state treasurer, John Grimes, newspaper publisher of Osceola, for the remainder of the term of Willis G. C. Bagley, deceased.

Woody Woods, war program manager of WHO, hastily reconstructed the scene of the ceremony for a photograph which made the news deadline.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, November 8th. It is subject to change.

Monday, November 8

To Be Held in Court Room 223, Post Office Building, 600 Camp Street, New Orleans, Louisiana

WJBW—Charles C. Carlson, New Orleans, Louisiana.—Renewal of license, 1230 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, Will Thompson, Jr., a partnership, d/b as Royal Miller Radio (assignors); Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/b as Royal Miller

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change of frequency, increase in power, installation of new transmitter and directional antenna) for extension of completion date from 12-1-43 to 2-1-44.

570 Kilocycles

WMCA—WMCA, Inc., New York, N. Y.—Voluntary assignment of license from WMCA, Inc., to Cosmopolitan Broadcasting Corporation.

770 Kilocycles

WCAL—St. Olaf College, Northfield, Minn.—Authority to determine operating power by direct measurement of antenna power.

1270 Kilocycles

WSPR—WSPR, Inc., Springfield, Mass.—Construction permit to increase power from 500 watts to 1 KW, employing directional antenna day and night, and make changes in transmitting equipment.

1340 Kilocycles

WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

KLUF—The KLUF Broadcasting Co., Inc., Galveston, Texas.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATIONS

NEW—Durham Radio Corp., Durham, N. C.—Construction permit for a new high frequency (FM) broadcast station.

NEW—North Jersey Broadcasting Co., Inc., Paterson, N. J.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc., with coverage of 4,928 square miles.

TELEVISION APPLICATION

NEW—Don Lee Broadcasting System, San Francisco, Calif.—Construction permit for a new commercial television broadcast station to be operated on frequency of 50000-56000 kc.

MISCELLANEOUS APPLICATION

NEW—Karl L. Ashbacker and Grant F. Ashbacker, d/b as Ludington Broadcasting Co., Ludington, Mich.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts power, unlimited hours of operation. Amended: to change frequency to 1450 kc.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Diet aids Co., Inc.—A complaint has been issued charging American Diet aids Co., Inc., 176 South Broadway, Yonkers, New York, and its officers, Joseph G. Spitzer and

Radio (assignees); Sacramento, Calif.—Granted consent to voluntary assignment of license from Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, Will Thompson, Jr., a partnership, doing business as Royal Miller Radio, licensee of Station KROY, to Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, doing business as Royal Miller Radio. The transaction involves the purchase of the five percent interest of Will Thompson, Jr., by Marion Miller (2½%) and Gladys W. Penney (2½%), for a total consideration of \$2,854 (B5-AL-383).

KVGB—Helen Townsley (assignor), KVGB, Inc. (assignee), Great Bend, Kans.—Granted consent to assignment of license of Station KVGB from Helen Townsley, an individual, to KVGB, Inc. No cash consideration is involved (B4-AL-357).

KGY—KGY, Inc., Olympia, Wash.—Granted construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment (B5-P-3548).

W49D—John Lord Booth, Detroit, Mich.—Granted modification of construction permit, as modified, for extension of completion date (B2-MPH-115); granted license to cover construction permit, in part, subject to the condition that licensee shall, when required materials and personnel become available, take immediate steps to comply fully with the Rules, Regulations and Standards of the Commission (B2-LH-42).

DESIGNATED FOR HEARING

KGGF—Hugh J. Powell, Coffeyville, Kans.—Designated for hearing application for renewal of license of Station KGGF; hearing to be consolidated with hearing on applications of KOMA, Oklahoma City, Okla., for construction permit to change frequency from 1520 to 690 kc., increase power from 5 to 10 KW, install new transmitter and directional antenna for day and night use, and of KGGF for construction permit to increase night power on 690 kc. from 500 watts to 1 KW, install directional antenna for day and night use, and new transmitter and change transmitter location (B4-R-710).

LICENSE RENEWALS

WBLK—Charleston Broadcasting Co., Clarksburg, W. Va.—Granted renewal of license for regular period (B2-R-923).

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Granted renewal of license for regular period (B2-R-858).

KVGB—Helen Townsley, Great Bend, Kans.—Granted renewal of license for regular period (B4-R-920).

W47R—WHEC, Inc., Rochester, N. Y.—Granted license to cover construction permit for new high frequency (FM) broadcast station, subject to the condition that licensee take immediate steps to comply fully with the Rules, Regulations and Standards of the Commission when materials and personnel become available (B1-LH-43).

MISCELLANEOUS

WSAY—Brown Radio Service & Lab. (Gordon P. Brown, owner), Rochester, N. Y.—Granted modification of construction permit as modified, which authorized change in frequency, increase in power, installation of directional antenna for day and night use and new transmitter, and move of transmitter, for extension of completion date from November 1, 1943, to February 1, 1944 (B1-MP-1726).

WFAM, Inc., Mobile, area of Lafayette, Ind.—Granted construction permit for new relay broadcast station; frequencies 30820, 33740, 35820, 37980 kc., 15 watts (B4-PRE-437).

The Commission granted the petition of August G. Hiebert, licensee of Class I experimental facsimile Station K7XSB, Fairbanks, Alaska, for authority to operate that station as a relay broadcast station until January 1, 1944, for transmitting special programs for broadcast by a domestic radio network and for test purposes in connection therewith. This temporary authorization is granted subject to conditions re censorship, non-interference, and that no charge shall be made for the transmissions. Frequencies are 12862.5 and 17310 kc., A3 emission.

Marvin Small, with disseminating false advertisements concerning the therapeutic, nutritional or other properties of certain preparations advertised and sold under the names Enrich, Stamina, Souplets, Ritamine, Joyana, Sorbex, Vitalets, Nyce Special Soap, Nyce Cream, and Tam. (5070)

Brooks Appliance Co., Marshall, Mich., and its officers Harold C. Brooks and Louis E. Brooks, are charged in a complaint with disseminating false advertisements in connection with the sale of a truss designated as Brooks Rupture Appliance and as Brooks Automatic Air Cushion, and a device called Natural Uterine Supporter intended for use by women. The company maintains branch offices at 500 Fifth Ave., New York, and 5 North Wabash Ave., Chicago. (5072)

Tea Bureau, Inc., 500 Fifth Ave., New York, is charged in a complaint with disseminating false advertisements in connection with its business of increasing the consumption of tea in the United States. The complaint also is directed against William Esty & Co., Inc., New York City, advertising agency which participated in the preparation and dissemination of the advertisements in question. (5071)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Beacon Milling Co., Inc., Cayuga, N. Y., selling dry dog food preparations designated "Beacon Dog Pellets" and "Beacon Dog & Puppy Meal," referred to generally in its advertising as Beacon Dog Foods, has stipulated to cease and desist, in its advertising from using the unqualified terms "meat" or "beef" and representing, directly or by implication, that its preparations contain meat or beef. (03161)

Buxton Medicine Co., Abbot Village, Maine, selling a medicinal preparation designated "Buxton's A Special Compound," has stipulated to cease representing that the preparation has been approved by a Federal agency; that it is a remedy or cure for sciatica, arthritis, neuritis or rheumatism, or for diseased liver, stomach or kidneys; eliminates uric acid from the system; is a treatment for indigestion or stomach trouble; is a blood purifier; or that it overcomes acidity, strengthens the heart or normalizes the kidneys or bladder. (03160)

Gardner Nursery Company, Osage, Iowa, and Clark E. Gardner, Robert E. Gardner and G. B. Gardner, individually and as officers of the company, engaged in the sale of nursery products, have stipulated to cease and desist from representing that 50 cents or any other specified amount of money is the maximum assessment made to cover shipping or delivery expenses when charges over and above such specified amount of money are assessed before delivery of the advertised article. (03162)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Thomas E. Collins Co., 5036 Geary Boulevard, San Francisco, selling and distributing a medicinal preparation designated "Ailmentone" has been ordered to cease and desist from misrepresentations of his product. (4816)

Louis Ulrich, trading as J-Bee Distributing Company, and Julius Weinfelt, both of 37 West 20th St., New York, engaged in the sale and distribution of novelty merchandise, have been ordered to cease and desist from the use of lottery methods in the sale and distribution of their products. (4500)

World's Medicine Company, whose mailing addresses are post office boxes in Columbus, Ohio, and Indianapolis, has been ordered to cease and desist from misrepresentation in the sale of a medicinal preparation designated "World's Tonic." (4817)

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WHITE-WHEELER HEARINGS

A full report of the White-Wheeler hearings is contained in a separate Legislative Bulletin, enclosed with this REPORT.

LEA TO ASK ADDITIONAL APPROPRIATIONS

Following a recent executive session of the Special House Committee investigating the FCC, Representative Lea of California, Chairman, announced that his committee would ask the House for an additional \$75,000 to carry on this investigation. Those who have been in close touch with the situation feel that the House will allow this or some other amount. It will be recalled that originally the House made an appropriation of \$60,000 for this purpose.

Mr. Lea said also that his committee had not yet decided whether it will continue to retain Eugene L. Garey, the special investigator, who began work when Representative Cox of Georgia was chairman.

Chairman Lea has announced that hearings will be resumed at 2:30 p. m. Monday, November 15.

The session will be devoted to a continuation of the New York hearings with respect to Short Wave Research, Inc.

COMMISSION PLEDGES COOPERATION

Chairman James Lawrence Fly of the Federal Communications Commission, speaking during the News Conference held in Washington on November 4, pledged the Commission's cooperation with industry in the solving of technical planning problems. Said Chairman Fly:

"The radio spectrum can not be indefinitely and permanently divided up. So at any time there is a problem of reassignment of the various available frequencies it is very essential that we make a cooperative approach. There will be complete cooperation with the industry as the industry is represented by the Radio Technical Planning Board. But of course the *ultimate assignments* and the *responsibility* for those assignments must be carried out by the IRAC working under the Board of War Communications in the one field, and by the Commission in the other. I think we have in the making here a successful cooperative undertaking and the only purpose of the suggested conference (joint meeting of FCC, BWC, IRAC and RTPB on Nov. 17th) is that the groups get together and get organized and get their bearings and their directions and dig in for some hard and useful and significant work."

RTPB Panel Organization

Rapid organization of RTPB, including thirteen technical panels, has been effected. Mr. L. G. F. Horle of New York, manager of the RMA Data Bureau, has been chosen as "Coordinator" of the panel organization and work. W. B.

Cowilich, assistant secretary of IRE, has been named secretary of RTPB, and Bond Geddes, executive vice president of RMA, is the RTPB treasurer.

Following are the RTPB panels which have been organized and their respective chairmen and vice chairmen:

Panel #1 on Spectrum Utilization

Scope—The analytical study of the factors pertinent to the most effective use of the transmission medium.

- | | |
|--|---|
| Dr. A. N. Goldsmith, Chairman
580 Fifth Avenue
New York, N. Y. | Dr. R. H. Manson, Vice Chairman
Stromberg-Carlson Mfg. Co.
Rochester, N. Y. |
|--|---|

Panel #2 on Frequency Allocation

Scope—The allocation of frequency bands to services on basis of propagation and equipment characteristics with due respect to military requirements, public interest, and past practices.

- | | |
|--|--|
| Dr. C. B. Jolliffe, Chairman
RCA-Victor Division
Camden, N. J. | Mr. F. M. Ryan, Vice Chairman
American Telephone & Telegraph Co.
195 Broadway
New York, N. Y. |
|--|--|

Panel #3 on High Frequency Generation

Scope—The present status and probable progress in the development of electronic tubes and the necessary associated equipment for increasing frequency of generation and operation.

- | | |
|---|---|
| Mr. R. M. Wise, Chairman
Sylvania Electric Products, Inc.
500 Fifth Ave.
New York, N. Y. | Mr. H. F. Argento, Vice Chairman
Raytheon Production Company
Waltham, Mass. |
|---|---|

Panel #4 on Standard Broadcasting

Scope—The review and further development of standards with reference to broadcasting on medium frequencies.

- | | |
|--|--|
| Mr. Howard S. Frazier, Chairman
National Association of Broadcasters
1760 N Street, Northwest
Washington, D. C. | Mr. Burgess Dempster, Vice Chairman
Crosley Corporation
Cincinnati, Ohio |
|--|--|

Panel #5 on VHF Broadcasting

Scope—The review and further development of standards with reference to broadcasting in the frequency band of 30 to 300 mc.

- | | |
|---|---|
| Mr. G. E. Gustafson, Chairman
Zenith Radio Corp.
6001 Dickens Avenue
Chicago, Illinois | Mr. C. M. Jansky, Jr., Vice Chairman
Jansky & Bailey
National Press Building
Washington, D. C. |
|---|---|

(Continued on page 460)



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone National 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

RTPB PANEL ORGANIZATION

(Continued from page 459)

Panel #6 on Television

Scope—The review and further development of standards with respect to television.

Mr. D. B. Smith, Chairman
Philco Corporation
Philadelphia, Pa.

Mr. I. J. Karr, Vice Chairman
General Electric Company
Bridgeport, Conn.

Panel #7 on Facsimile

Scope—The review and further development of standards with respect to facsimile.

Mr. J. V. L. Hogan, Chairman
730 Fifth Avenue
New York, N. Y.

Mr. C. J. Young, Vice Chairman
RCA-Victor Division
Camden, N. J.

Panel #8 on Radio Communication

Scope—The review and further development of standards with reference to radio communication.

Mr. Haraden Pratt, Chairman
% Mackay Radio and Telegraph Co.
67 Broad Street
New York 4, N. Y.

Panel #9 on Relay Systems

Scope—The review and further development of standards with reference to radio relay systems.

Mr. E. W. Engstrom, Chairman
RCA Laboratories
Princeton, N. J.

Dr. Ralph Bown, Vice Chairman
Bell Telephone Laboratories
463 West Street
New York, N. Y.

Panel #10 on Radio Range, Direction, and Recognition

Scope—The development of standards with respect to radio range, direction finding, recognition, and locating systems.

Mr. W. P. Hilliard, Chairman
Bendix Radio Corporation
Baltimore, Maryland

Mr. C. G. Fick, Vice Chairman
General Electric Company
Schenectady, N. Y.

Panel #11 on Aeronautical Radio

Scope—The review and further development of standards with reference to aeronautical services.

Mr. J. C. Franklin, Chairman
Director of Communications
Transcontinental Western
Airlines
Kansas City, Mo.

Panel #12 on Industrial, Scientific, and Medical Equipment

Scope—The study of the necessary characteristics of industrial, medical and scientific equipment with particular reference to potential radio interference and the development of appropriate standards therefore.

Mr. C. V. Aggers, Chairman
Westinghouse Elec. & Mfg. Co.
Baltimore, Maryland

Mr. H. B. Marvin, Vice Chairman
General Electric Company
Schenectady, N. Y.

Panel #13 on Police, Emergency Services

Scope—The review and further development of standards with respect to police and emergency services.

Professor D. E. Noble, Chairman
Galvin Manufacturing Corporation
4545 Augusta Blvd
Chicago, Illinois

Mr. Frank Walker, Vice Chairman
International Association of Chiefs of Police
% Michigan State Police
Detroit, Michigan

Organization of RTPB now includes these six contributing sponsors: American Institute of Electrical Engineers, American Radio Relay League, FM Broadcasters, Inc., Institute of Radio Engineers, National Association of Broadcasters, and Radio Manufacturers Association.

ROCHESTER FALL MEETING

The annual joint meeting of the Radio Manufacturers Association and the Institute of Radio Engineers was held in Rochester, New York, on November 8 and 9. There was a record attendance of engineers and manufacturers. Of particular interest to broadcasters were the following papers presented during the meeting:

"Demountable Versus Sealed-off Tubes,"

I. E. Mourontseff, Westinghouse Electric & Manufacturing Company.

"Twenty-Eight Volt Operation of Electron Tubes,"

Walter R. Jones, Sylvania Electric Products, Inc.

"Message of RMA Director of Engineering,"

Dr. W. R. G. Baker.

Dr. Baker outlined the organization, procedure and objectives of the Radio Technical Planning Board, of which he is the chairman. More than three hundred radio engineers attended the Tuesday morning session, many of whom will become active in the studies to be made by RTPB, heard from Dr. Baker a detailed report on RTPB activities.

Among the broadcast engineers present were Edward Content, WOR; Howard S. Frazier, NAB; Kenneth Gardner, WHAM, and A. C. Heck, WPIC.

The United States Army Signal Corps exhibited captured enemy radio equipment which was examined with much interest by those present.

COMMITTEE DISCUSSES RADIO TUBES

Plans whereby the present and future output of non-military radio receiving tubes would be made available from manufacturers to distributors on an equitable basis and thus receive wider distribution among owners of household radio sets for maintenance and repair were discussed by the Electronics Distributors Industry Advisory Committee meeting in Washington yesterday. A plan proposed by Frank H. McIntosh, chief of the Domestic and Foreign Radio Branch of the Radio and Radar Division, War Production Board, who was Government Presiding Officer at the meeting, was recommended by the committee.

Under this plan, each of the half dozen manufacturers first would offer for sale to the other manufacturers a certain minimum percentage of each type of tube he manufactures, in order that all manufacturers would have a

supply of all types of tubes. The manufacturers then would offer to the electronics distributors with whom they deal a supply of tubes based on a percentage of the amount of tubes by type which the distributors purchased in 1941. In this way, the distributors would have a more balanced stock with which to supply their dealers who attempt to keep the public's radio sets functioning.

The plan would not necessarily bring about any additional supply of radio tubes for civilians, Mr. McIntosh emphasized, but would result in a more balanced distribution based on distributors' business in 1941. Some manufacturers have been following this practice voluntarily, but others have been filling orders for tubes on the basis of precedence of orders, members of the Electronics Distributors Industry committee said.

The Radio and Radar Division's proposal provides that manufacturers would set aside a suitable quantity of their production for export purposes.

The program would leave to distributors the decision on how their stocks were to be pro-rated among dealers in order that the public would be best served.

Although supplies of receiving tubes for household sets are still short of demand because of military requirements, the program seeks to correct unbalanced situations in which one distributor or a dealer has a large stock of one type of tube and none of others or another lacks minimum supplies of any type. It is expected to permit the average owner of a radio set to obtain a replacement tube at the first store to which he applies, instead of having to shop over an entire city for the required tube.

INFORMATION PLEASE

Information is desired concerning Leonard Wyatt, radio entertainer last on "air" as "Whitey and the Pine Ridge Boys", playing at Knoxville. Also played fiddle with old time music at dances. Anyone having information as to the whereabouts of this party, please send information to NAB, 1760 N Street, N. W., Washington 6, D. C.

VACATION TRAVEL

Joseph B. Eastman, Director of the Office of Defense Transportation, has requested the executives of all trade associations to call to the attention of the membership the necessity for curtailing holiday travel. Mr. Eastman points out that war impelled passenger traffic is severely taxing the facilities of both rail and bus, as well as air lines, and that every effort should be made to minimize travel, especially between December 17 and January 10.

Employers are requested to refrain from giving employees vacations during that period and to limit business travel to only the most essential occasions.

4 RADIO QUESTIONS IN CONSUMER SURVEY

A nationwide consumer survey is currently being conducted for the Office of Civilian Requirements by the Bureau of the Census according to information from Arthur D. Whiteside, WPB vice chairman. Census enumerators will visit with 7,000 households to ask about the availability of 115 types of goods and services used in homes and on the farms.

Items in which broadcasting has a special interest are tubes, radio batteries, radio repair facilities and new sets excluding auto sets.

The following committee has approved the technique being employed:

T. M. Brown, professor of business statistics, Harvard Business School; A. M. Crossley, Crossley, Inc.; George Gallup, director, American Institute of Public Opinion; Paul Lazarsfeld, research professor, Columbia University; Elmo Roper, Elmo Roper, Inc.; and S. M. Wilks, professor of mathematical statistics, Princeton University.

Questions will be asked in the following areas: rural farm; rural nonfarm; 2,500-25,000 cities; 25,000-100,000 cities; and in cities 100,000 and over.

Hope for the Best

Since the survey is being conducted by the Bureau of the Census it is expected that those interviewed will respond to the best of their ability. However, the size of the data sheets used by the enumerators is somewhat formidable.

With regard to the questions of special interest to broadcasters it is sincerely hoped that usable information will be obtainable. There is a possibility, though, that the fatigue element involved in asking 8 questions concerning each of 115 types of goods and services may render the radio information obscure.

Of the radio questions, radio tubes stand as No. 49, radio batteries, No. 71, new radio sets, No. 86 and radio repair No. 112 in the list of goods and services.

SALVAGE REPORTS

L. W. Trommlitz, manager, KORE, Eugene, Ore., has stimulated the local salvage committee to greater action in behalf of tin can collection.

F. H. Booton, program manager, WJZ, Tuscola, Ill., reports that fat collection is now "pretty fair."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 15th. They are subject to change.

Monday, November 15

WGST—Georgia School of Technology, Atlanta, Ga.—Renewal of license, 920 kc., 1 KW night, 5 KW day, unlimited.

Wednesday, November 17

Further Consolidated Hearing

To be held in Room 582, U. S. Court House, Chicago, Illinois.

WFTL—Ralph A. Horton (Assignor), The Fort Industry Co. (Assignee), Fort Lauderdale, Fla.—Voluntary assignment of C. P., with license of WFTL; and licenses of Relay Stations WAAD and WRET; 1400 kc., 250 watts, unlimited under C. P.: 710 kc., 10 KW, unlimited, DA-night.

WFTL—Ralph A. Horton, Fort Lauderdale, Fla.—License to cover C. P. and authority to determine operating power by direct measurement. 1400 kc., 250 watts, unlimited. Under C. P.: 710 kc., 10 KW, unlimited, DA-night.

WFTL—The Fort Industry Company, Fort Lauderdale, Fla.—Modification of license to move main studio from Fort Lauderdale, Fla. (contingent upon granting of B3-APL-15). 1400 kc., 250 watts, unlimited. Under C. P.: 710 kc., 10 KW, unlimited, DA-night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

- W. J. Harpole and J. C. Rothwell, a partnership, Plainview, Texas.—Adopted order granting petition to reinstate and grant application for construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time. This grant is subject to the condition: "Prior to the issuance of a construction permit, the applicant shall obtain approval of the Commission of the exact transmitter and studio location and antenna system to be used. Application for such approval shall be filed within two months after the effective date of this order. If for any reason such application cannot be submitted within the time allowed, an informal request for extension of time must be submitted stating the necessity therefor." (B3-P-3420)
- WLOL—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted petition for authority to identify Station WLOL with St. Paul as well as with Minneapolis in making station identification.

DESIGNATED FOR HEARING

- WJAX—City of Jacksonville, Fla.—Designated for hearing application for construction permit to install a 100 watt transmitter for auxiliary purpose only (B3-P-3541).

LICENSE RENEWALS

Granted renewal of following station licenses for period beginning December 1, 1943, and ending not later than December 1, 1945:

KGKY, Scottsbluff, Nebr.; KPLC, Lake Charles, La.; KTBI, Tacoma, Wash.; KYCA, Prescott, Ariz.; KYOS, near Merced, Calif.; WDNC, Durham, N. C.; WGAL, Lancaster, Pa.; WJBK, Detroit, Mich.; WMRC, Greenville, S. C.; WMRP, Lewistown, Pa.; WOMI, Owensboro, Ky.; WSTP, Salisbury, N. C.; WWSW, Pittsburgh, Pa. (and auxiliary); KNOW, Austin, Tex.

DOCKET CASE DECISION

The Commission announced the adoption of its Findings of Fact, Conclusions and Order (B-189) granting the application of the WGAR Broadcasting Co., WGAR, Cleveland, Ohio, for construction permit to change frequency from 1480 to 1220 kc., increase nighttime power from 1 to 5 KW, make changes in directional antenna for nighttime use, and move transmitter site locally. This grant is subject to the condition that (a) applicant shall take whatever steps are necessary to improve the signal of WGAR over the Cleveland business district to comply with the Commission's Rules and Regulations when materials and equipment again become available for construction of broadcast facilities; and (b) that applicant shall submit proof that the proposed radiating system is capable of producing a minimum effective field of 175 millivolts per meter at one mile for 1 KW power (or 392 millivolts per meter for 5 KW power). (Docket No. 6309)

Grant was also made of a construction permit to the Ohio Broadcasting Co., WHBC, Canton, Ohio, to make changes in transmitting equipment, install directional antenna for nighttime use, change frequency from 1230 to 1480 kc., and increase power from 250 watts to 1 KW. (Docket No. 6310)

In the same action, the Commission denied the application of Allen T. Simmons, WADC, Talmadge, Ohio, for construction permit to install new transmitting equipment and a directional antenna for both day and night use, change transmitter location, and to change the operating assignment from 1350 kc. with 5 KW power, unlimited time, using a directional antenna, to 1220 kc. with 50 KW power, unlimited time, using a directional antenna. (Docket No. 6311)

MISCELLANEOUS

- WQAM—Miami Broadcasting Co., Miami, Fla.—Granted license to cover construction permit as modified, for installation

- of new transmitter and increase in power (B3-L-1776); granted authority to determine operating power by direct measurement of antenna power (B3-Z-1557).
- WGRC—North Side Broadcasting Corp., Louisville, Ky.—Granted license to cover construction permit for move of main studio and transmitter (B2-L-1778); granted authority to determine operating power by direct measurement of antenna power (B2-Z-1559).
- WJOB—O. E. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station WJOB, Hammond, Ind.—Granted license to cover construction permit for increase in power and change in type of transmitter (B4-L-1774); granted authority to determine operating power by direct measurement (B4-Z-1553).
- WAYX—Jack Williams, Waycross, Ga.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1538).
- WNAX—WNAX Broadcasting Co., Yankton, S. D.—Granted license to cover construction permit as modified for increase in power and directional antenna for night use (B4-L-1775); granted authority to determine operating power by direct measurement of antenna power (B4-Z-1556).
- WAHL—Paducah Broadcasting Co., Inc., area of Paducah, Ky.—Granted modification of license to change area of operation to permit use with Station WSON, Henderson, Ky., and WPAD, Paducah, Ky. (B2-MLRY-46).
- W6XLA—Television Productions, Inc., Los Angeles, Calif.—Granted modification for construction permit, as modified, for extension of completion date of new experimental television relay station to February 1, 1944 (B5-MPVB-106).
- United Automobile Workers, Congress of Industrial Organizations, Washington, D. C.—Denied petition requesting informal hearing on alleged censorship and operation contrary to public interest by station WHKC, Columbus, Ohio.
- Pottsville News and Radio Corp., Pottsville, Pa.—Adopted an order denying petition for reinstatement of application for new station to operate on 580 kc. with 250 watts daytime. (Docket 4402)

APPLICATIONS FILED AT FCC

750 Kilocycles

- WHEB—WHEB, Inc., Portsmouth, N. H.—Transfer of control of license corporation from R. G. LeTourneau, to Charles M. Dale, 100% or 750 shares of common stock.

1070 Kilocycles

- WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Voluntary assignment of license and construction permit to H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, d/b as Indiana Broadcasting Company.

1390 Kilocycles

- KSIM—Oregon Radio, Inc., Salem, Oregon.—Transfer of control of licensee corporation from H. B. Read to Paul C. McElwain and Glenn E. McCormick (150 shares of common stock).

1410 Kilocycles

- WKBH—WKBH, Inc.—Relinquishment of control of licensee corporation by Harry Dahl through transfer of 400 shares of stock to Howard Dahl, Kenneth Dahl, Dorothy Dahl and Catherine Dahl Wood—100 shares each.

1490 Kilocycles

- NEW—Birney Imes, Jr., Tupelo, Miss.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts, unlimited time.
- NEW—Granite District Radio Broadcasting Co., Murray, Utah.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts, unlimited time. Amended to specify studio site, changes in transmitting equipment and antenna and change in corporate structure.
- NEW—Kingston Broadcasting Corp., Kingston, N. Y.—Transfer of control of licensee corporation from Benjamin F. Feiner, Jr., Morris S. Novik and Louis J. Furman, to Myer

Wiesenthal, Charles C. Swaringen, John J. Laux, Richard Teitlebaum, Jack N. Berkman, Alex Teitlebaum, Louis Berkman, Louis J. Furman and Morris S. Novik.

FM APPLICATION

Standard Broadcasting Company, Los Angeles, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45300 kc. with coverage of 7,000 square miles.

MISCELLANEOUS APPLICATION

NEW—Great Trails Broadcasting Corp., area of Dayton, Ohio.—License for a new relay broadcast station to be operated on 1606, 2074, 2102 and 2758 kc., 125 watts power, A3 Emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Harry Fischer & Company, 315 North 12th St., Philadelphia, manufacturing and selling men's topcoats, overcoats and other articles of clothing, is charged in a complaint with violation of the Wool Products Labeling Act of 1939 and the rules and regulations issued thereunder. (5073)

E. R. Squibbs & Sons—A complaint has been issued charging E. R. Squibbs & Sons, 745 Fifth Ave., New York, with disseminating false advertisements in connection with the sale of a laxative preparation designated "Granaya with Cascara," which it advertises as an effective treatment for chronic and stubborn cases of constipation. (5075)

Susquehanna Woolen Mills, New Cumberland, Pa., engaged in manufacturing and selling blankets and other products, is charged in a complaint with violation of the Wool Products Labeling Act and the rules and regulations promulgated thereunder. (5074)

Tiger Yarn Company, et al.—Misrepresentation of the fiber content and origin of knitting yarn is alleged in a complaint issued against Benjamin Goldman, 1643 Bathgate Ave., The Bronx, New York, who trades as Tiger Yarn Co., Minnette Yarn Co., Bengo Yarn Shop and Goldman's Yarn Shop. (5077)

Victory Coal Saver Mfg. Company—A complaint has been issued charging Eugene Clement d'Art, 32 North Pearl St., Albany, N. Y., with falsely advertising that a chemical preparation which he sells under the name "Victory Coal Saver" and which contains 90% common salt, is effective in reducing coal consumption. The respondent trades as Victory Coal Saver Mfg. Co. (5076)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Benedict Manufacturing Company, East Syracuse, N. Y., manufacturing and selling plated silverware, has stipulated to cease and desist from the use of any false, fictitious or misleading

price representation which purports to be the retail sales price of its products but which is in fact in excess of the price for which such merchandise is customarily sold at retail; and to discontinue directly or inferentially representing, through the use of a fictitious or marked-up price, that the price for which its merchandise is offered for sale is an exceptional price, a low price or a discounted price when in fact the price is that for which the merchandise is customarily sold in the usual course of retail trade. (3742)

C. A. Briggs Co., trading as H. B. Sales Co., 418 Main St., Cambridge, Mass., has stipulated that in connection with the sale of H-B Cough Drops it will cease and desist from use of the term "Hospital Brand" as descriptive of its cough drops, the effect of which may tend to convey the belief that they are made in accordance with a formula prescribed or endorsed by a hospital; and from representing that the cough drops contain vitamin A, that their use will impart the benefits derived from the consumption of vitamin A, or that they purify and soften all hardened places in the throat. (3745)

Lewis-Howe Co., Fourth & Spruce Sts., St. Louis, Mo., selling a drug product designated "NR Tablets" or "Nature's Remedy," has stipulated to cease disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that such advertising need contain only the statement, "CAUTION: Use Only As Directed," if the directions for use on the label or in the labeling contain a caution or warning to the same effect. (03163)

National Neckwear Manufacturing Co., 359 Broadway, Brooklyn, has entered into a stipulation to discontinue certain misrepresentations in connection with the advertising and sale of neckties. (3746)

Paramount Dress Company—Under a stipulation entered into Joseph Kravitz and Louis Duboff, copartners trading as Paramount Dress Co., 302 South Market St., Chicago, agree to discontinue advertising or selling women's dresses or other products composed in whole or in part of rayon without disclosing such fact by use of the word "rayon"; and when such fabrics are composed in part of rayon and in part of other fabrics or materials, they shall be designated in immediate connection with the word "rayon" in letters of at least equal size and prominence which shall truthfully describe such constituent fiber or material. (3747)

Paramount Yarn Company, 362 Grand St., New York, selling and distributing knitting yarns, has stipulated to cease and desist from use of the words "Scotch," "Saxony" or other words connoting any foreign geographical origin as designations for or as descriptive of products which are not imported from the country or locality indicated by the use of such geographical designations. (3743)

Superior Shirt Co., 1216 Arch St., Philadelphia, selling and distributing men's shirts, has stipulated to cease representing by use of brands or labels such as "U. S. Pat. No. 2,156,704," "Miracle Weave" or "Guaranteed Miracle Weave," or in any other way that collars not actually constructed in accord with the specifications of such patent or made thereunder, are of the quality indicated, are rightfully or truthfully designated as "Miracle Weave," or that such collars have the same attributes and features as those previously sold under such labels and brands; that a collar made of the same or similar material or of the same threads or ply as the body of the shirt is "Guaranteed for life of the Shirt," or otherwise implying that such collar equals in wearing quality or will outwear the rest of the shirt. (3744)

Utica Textile Co., 138 Eldridge St., New York, wholesale distributor of dry goods and piece goods, has entered into a stipulation to cease and desist from use of the term "full size" as descriptive of a blanket or quilt cover the finished size of which is less than 72 inches by 84 inches, the figures "80 80" as applied

to a product the finished size of which is less than 80 inches square, or any other terms or expressions which do not accurately indicate the true dimensions of the finished articles; and from use of the terms "80 square" or "80 80" as descriptive of the fabric from which such products are made, when in fact the thread count either way per square inch is other than 80, or any other expressions or representations indicative of the thread count which do not accurately inform purchasers with respect thereto. (3741)

Ward & Sons, 10534 Vincennes Ave., Chicago, selling a medicinal powder designated "Dr. Gray's Foot Bath Powder," has stipulated to cease representing that the preparation is used by doctors, hospitals or sanitariums; that it is the result of scientific research or a study of foot ailments; that statements in his advertising have been made by or are quotations from the literature of the U. S. Public Health Service, or that the U. S. Public Health Service or any other agency of the Government has endorsed or recommended the use of the product; that a package of the powder has a greater value than the price at which it is regularly sold or that its price is limited as to time; or that the powder draws poisons from the feet, has curative or healing powers or destroys germs. (03164)

Zimmerman-Scher, Inc., 150 West 30th St., New York, engaged in the sale of fur garments, stipulated that it will cease and desist from using the words "camel's hair" to designate garments not made of camel's hair; from using the word "lapin" to describe products made from rabbit or other peltries, unless such word is compounded with the word "dyed" or the word "processed" and when so compounded is immediately followed by the true common English name of the fur; and from describing furs or fur garments in any manner other than by using the true name of the fur as the last name of the description, and, when any dye or process is used in simulating any other fur, the true name of the fur appearing as the last word of the designation or description shall be immediately preceded in equally conspicuous type by the word "dyed" or the word "processed" compounded with the name of the simulated fur, as for example, "Seal-dyed Muskrat." (3748)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Dickson Weatherproof Nail Co., 1515 Sherman Ave., Evanston, Ill., with a branch office and factory in Birmingham, Ala., manufacturing and selling various kinds of roofing nails, including a nail designated "Dickson Lock Screw Shank Lead Head Nail," has been ordered to cease and desist from misrepresentation of the product. (4700)

Embalmers' Supply Co., Westport, Conn., manufacturing and distributing embalming fluids and chemicals, including a product designated "San-Veinio Spray," has been ordered to cease and desist from misrepresentations of the product. (3936)

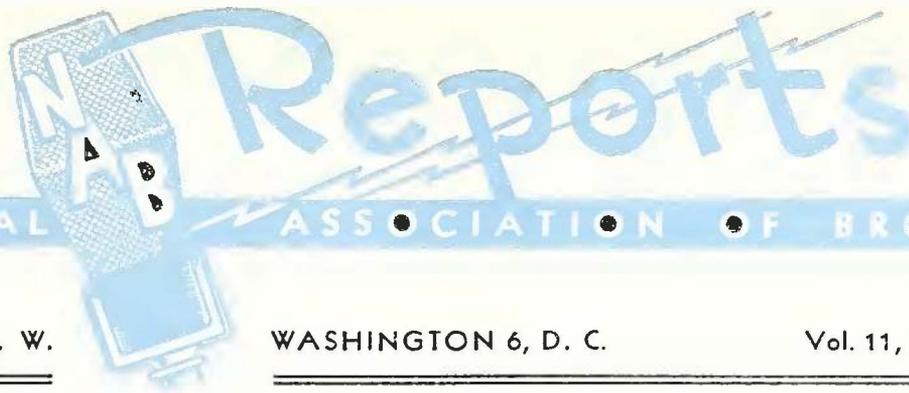
Fox Studios—An order to cease and desist from misrepresenting the quality, price and terms of sale of photographs, particularly colored enlargements and miniatures, has been issued against John C. Lucas, Boise, Idaho, trading as Fox Studios and formerly as United Studios, and Isla Fineman Lucas. (4807)

Miracle Manufacturing Co., Conshokocken, Pa., manufacturing and selling mechanical devices designed as attachments for radio receiving sets, has been ordered to cease and desist from misrepresentations of the devices designated "Miracle Radio Control" and "Miracle Aerial Loop." (4623)

FTC DISMISSES COMPLAINT

The Federal Trade Commission has dismissed without prejudice its complaint charging Pakula and Co., trading as L. W. Ring Co., Chicago, with misrepresentation in connection with the sale of jewelry and novelties.

The respondent corporation has been dissolved. The Commission in its order dismissing the complaint reserves the right to institute further proceedings should conditions warrant.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 47, November 19, 1943

BOARD OF DIRECTORS MEETING

The NAB Board of Directors held its regular fall meeting in Washington on Wednesday and Thursday. At the time these REPORTS go to press, the meeting had not yet adjourned. A full report of the sessions will be contained in next week's REPORTS.

LA GUARDIA-FLY EXCHANGE

Chairman Fly of the FCC today made public the correspondence between himself and Mayor Fiorello H. LaGuardia of New York, regarding the Mayor's broadcast November 7, 1943 over Radio Station WNYC. Mayor LaGuardia wrote Mr. Fly as follows:

"As you know, WNYC, owned and operated by the City of New York, is a non-commercial station. It is under my direct supervision. I have made it an unalterable rule to keep it non-political. This year we tried an interesting experiment that was to give equal time to the major parties as well as independent candidates.

"As Mayor I have a scheduled program every Sunday in which I talk on matters of interest to the people of the city concerning their welfare, health and safety. Last Sunday I made an analysis of the results of this year's election. I am now charged with having made a political talk. If so, I am guilty of a violation of my own rule. I did not intend to make a political talk and limited myself to an analysis of the results the same as any commentator would do. Be that as it may, the statement made by me, which I enclose herewith, speaks for itself. The enclosed copy is a verbatim record of my statement on this subject made extemporaneously. The background in reference to the election of a Supreme Court Judge is as follows:

"(1) The Supreme Court Judges in this State are nominated by judicial convention of the respective political parties. The Republican and Democratic parties nominated Magistrate Thomas Aurelio.

"(2) The Democratic Judicial Convention took place on August 23, 1943, at 8:30 P. M. and nominated said Aurelio.

"(3) The following morning, Tuesday, August 24th, 1943, at 8:25 A. M. during a telephone conversation to one Frank Costello, an underworld character, whose telephone was lawfully being tapped by the police department of this city in the course of official duties investigating a violation of the law, a voice was recognized as that of Mr. Aurelio, expressing his thanks, gratitude and undying loyalty to the said underworld character. The matter was immediately brought to the District Attorney of New York County.

"(4) That same evening the Republican Judicial Convention met and at about ten o'clock nominated said Aurelio.

"(5) Under the laws of the State of New York, as only recently construed by the highest Appellate Tribunal of this State, the Convention, having performed its duty and adjourned, lost all control and jurisdiction of the nomi-

nation for such office. Under the law of this State, the candidates have a right to decline the nomination within a certain time fixed by law.

"(6) Mr. Aurelio refused to decline the nomination. Thereupon both the Democratic and Republican parties repudiated the nomination. In the meantime, as soon as the information had been imparted to the leadership of the American Labor Party, one of its candidates for this office immediately declined the nomination and the Committee on Vacancies, pursuant to the provision of the State law, nominated one Matthew M. Levy.

"(7) Thereafter the Democratic Party, though unable to remove Mr. Aurelio from the ballot, endorsed Mr. Matthew M. Levy and urged its voters to support said Levy and not the candidate on its ticket. On September 1st, after Mr. Levy had been nominated by the American Labor Party and endorsed by the Democratic Party, the Republican Party designated their candidate whose name was placed on the ballot by independent petitions.

"(8) It was known as a mathematical certainty that a division of the anti-Aurelio vote would result in the election of Mr. Aurelio whose name appeared as candidate on both the Democratic and Republican Parties.

"(9) Every effort was made to obtain endorsements and support for Mr. Levy who had the advantage of being on a regular party ballot, which gave him a basis and a start of some 80,000 votes. The Republican Party leadership insisted upon keeping the third candidate on the ballot although it had until September 4th to withdraw and decline the nomination, and then center all efforts on the one candidate who had a regular party designation in addition to strong endorsements of the bar associations and an independent petition. In all fairness, it must be said that the third candidate, too, received approval as to his character and fitness by the same bar associations.

"The vote cast, and the mathematics, you will find in my analysis as given over the broadcast in question.

"Charge is also made that in analyzing the vote along party lines, I gave my opinion concerning the present political feeling toward President Franklin D. Roosevelt. I need not point out that there is no presidential campaign this year and that my analysis referred to the political situation as of today.

"If any one individual demands time to speak for the Republican Party, the station would have to accord a like privilege to any other Republican. In fact, there are many factions of Republicans in our City. It would also start a political pressure on the station which would destroy its very usefulness.

"I would concede that if my analysis and comment on the situation is considered political within the meaning of the law and your regulations, that someone should be entitled to the use of the station for a time equal to that consumed by me on the subject. It can be easily timed. You must also bear in mind that I deserve less consideration than perhaps anyone else because, if you followed the debate in the House, I took quite a part in insisting upon the free and proper use of the radio in the early days of radio legislation.

"I want to be fair to all concerned, but, inasmuch as I am personally involved and am of the firm belief that I did not abuse the use of the station and that my statement was not of the character intended by the law and the

(Continued on page 466)



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

LA GUARDIA-FLY EXCHANGE

(Continued from page 465)

FCC regulations requiring the opportunity now demanded, I am hardly in a position to judge the matter with an open mind.

"I enclose herewith

"(1) Statement made by the Chairman of the Republican County Committee on Sunday morning, November 7th;

"(2) His letter to the Director of WNYC asking for time;

"(3) Statement made by the County Chairman following my broadcast.

"I know it is an imposition to ask you to advise on this matter, but I feel that it is of sufficient importance to bring it to your attention for, after all, if I have erred, I want to know of it from a source in whom I have confidence and for whom I have great respect. It will also be helpful as a guide to our own station as well as to others similarly situated. It will also establish the limits and latitude of a commentator or an analyst giving his own deductions and opinions on political as well as other subjects.

"I would greatly appreciate your cooperation and of course will abide by your decision."

Following is the excerpt from Mayor LaGuardia's broadcast of November 7 which Chairman Fly of the FCC discussed in his letter to the Mayor dated November 12:

"We had one interesting contest, that was the election of a Supreme Court Judge who was charged with having obtained his nomination with the help of an underworld character. I think it has been established that Thomas Aurelio was nominated because of the help he got from the racketeer, Frank Costello. But, he owes his election to the Republican Party. I can't make that any too strong. I believe, too, that if the Bar Association had been more vigorous and less inclined to divide along party lines, Mr. Aurelio would have been defeated. There is one thing that I want to say, and one thing which I shall continue to say to the entire country, the electorate in your city is intelligent and a greater number of voters voted against Mr. Aurelio than voted for him. He was elected because of the insistence of the Republican Party in putting up a third candidate.

"As I stated Monday evening before election, if all the Republicans in the Bronx and in Manhattan voted for Mr. Frankenthaler, Mr. Aurelio would still have been elected. Now, I'll give you another mathematical instance. Taking the Frankenthaler vote and adding the 92,000 votes which Mr. Aurelio received on the Republican ticket, Aurelio would still have been elected. It was very simple, Mr. Levy was on the American Labor Party Line. Mr. Aurelio was on the Republican Line and Mr. Frankenthaler was put in afterwards, but the vote was given to Mr. Aurelio on the Republican line. I repeat, if every Republican in New York and Bronx County had voted for Mr. Frankenthaler, Mr. Aurelio would still have been elected.

"The Republicans only have 24 per cent of the vote in Manhattan and they have only 14 per cent of the vote in the Bronx. They couldn't elect anybody. Oh, yes, I won on the Republican ticket, but that's different.

Even when I won on the Republican ticket, I had the Republican organization in Queens and in the Bronx against me. That was back in 1919 when I was elected President of the Board of Aldermen to succeed the distinguished Governor, Al Smith, who had been elected Governor. That year I ran on the Republican ticket, as I say, with the opposition of the Republicans in the Bronx and Queens and was elected, but we'll come back to that in just a minute.

"Now, I'm going to repeat this because I think it is manifestly unfair to get the idea abroad in this country that the majority of the people in this City are callous or not intelligent enough to vote. They are. A manifestly unfair statement appeared in the *Herald Tribune* this morning by Mr. Thomas Curran, Chairman of the New York County Republican Committee. He says, 'further, I believe it noteworthy to point out that whereas Matthew M. Levy (the A. L. P. Candidate) polled a meager 38,456 votes on the Integrity and Justice line, a total of 140,000 were recorded for Mr. Frankenthaler on his single Judiciary party line.'

"Wouldn't that make it appear that Frankenthaler got 140,000 votes and that Levy got only 38,456. Well, that is not true. Levy got 217,577 votes; Frankenthaler got 140,000 and add the 92,000 that Aurelio got on the Republican ticket, and Aurelio would still have been elected. Now, that ought to be clear.

"I mentioned the Bar Association. First, I must say that Mr. Wardwell, President of the Bar Association and Dean Embree of the New York County Bar Association did give every possible help. This is what happened: The Aurelio telephone conversation, expressing his undying loyalty to the racketeer was at 8:25 in the morning. The Republicans had not yet nominated anyone. They met after nine o'clock at night and nominated Aurelio. When District Attorney Hogan made known this conversation, Mr. Allen Wardwell, Mr. Dean Embree and Mr. John G. Jackson made every effort to get a joint candidate under the circumstances. They realized that the American Labor Party had withdrawn a candidate in order to put one in who could fight this situation. They gave whole-hearted and unstinted support to Matthew Levy, as did other leaders of the bar, but then when it went to the committee of the bar, both candidates were endorsed. Members divided on giving support, all to the confusion of the voters. Some members of the bar—outstanding lawyers—when the matter was called to their attention frankly stated, 'Well, the Republican Party is our first love,' and they let it go at that. The result you have.

"I've been asked to comment on the statement that this is a defeat of the New Deal. Well, again I say I can only talk for New York City and it is not a defeat for the New Deal. The forces that were supposed to be for the New Deal were generalised by Mr. James Farley and who said that James Farley is for the New Deal? In fact, when did James Farley ever win an election in New York City? Well, let us see, in '33 he commanded the campaign of the candidate against me. We licked him. In 1940, he was not for the President. In 1941 he again assumed command of the Mayoralty campaign and was defeated. In 1942, he again assumed the command for the governorship and was defeated; in 1943, you know the results. I can only speak for New York City and I've repeated that four times now, and I say if Mr. Roosevelt were to run tomorrow in New York he would carry this city by over 750,000 votes. And that's the situation as far as the vote in New York has any significance to the national question. True, Mr. Hanley got a very good vote. Mr. Dewey has given an excellent administration and other factors entered into it, but the fact remains that insofar as New York City's vote is concerned, it has no bearing whatsoever with either President Roosevelt's following or the support of the New Deal."

Mr. Fly's response follows:

"This will acknowledge receipt of your letter of November 10 in which you ask for my opinion in regard to the request of the Chairman of the Republican County Committee for time on Radio Station WNYC to answer

remarks made by you over the Station on last Sunday.

You understand, of course, that the responsibility for the programming of the Station rests upon the licensee. The discretion exercised by the licensee is not reviewable by the Commission except at a time when the over-all conduct of the station over the long stretch is brought up for general review. The mandatory provision of the statute requiring equal facilities for candidates for public office is not applicable in this instance. I shall, therefore, assume that you have asked for an expression from me as to my own appraisal of the broadcaster's duty in the operation of this vital mechanism of free speech.

I doubt if there is any substantial divergence of opinion between us as to the general philosophy which ought to apply to radio broadcasting. I assume that when any speaker enters the field of controversy on any current problem, or where any speaker, political or otherwise makes charges of a serious nature against responsible persons or organizations, the least the opposition should have is equal opportunity to present to the public its own answer to any charges made. Nor, in my view, is it essential to the application of this principle that the original broadcast in question be political or non-political. The ideal toward which my own thinking aims is that the public is entitled to a balanced presentation on all lively, current issues. I should think that this principle is only accentuated when there is something accusatory in the original broadcast.

I have reviewed your entire speech, a copy of which covers ten and one-half mimeographed pages. Surely, most of that speech can properly be deemed a report from the Mayor to the electorate of his own City on non-controversial matters of current interest to the public. I assume that the material in question covers a little over two pages from near the top of page 2 through the middle of page 4.

I do not think this material is of the greatest current political interest, but I do think that it may have some long-range impact in the political realm. In this way it may affect the local Republican organization. Of somewhat greater significance, however, is the fact that your language appears to me to be somewhat accusatory in nature in that you lay the blame for the Aurelio election, which is assumed to be unwholesome, on the doorstep of the Republican organization. You may well be right in doing this, and the array of facts presented by you without countervailing evidence point in the direction of this responsibility. Indeed, at a distance, I had already been inclined to assume that the election of Aurelio was made both possible and probable by the failure of the appropriate organizations to concentrate in support of one qualified opponent. Thus, the upshot of my own thinking on the subject at a distance is that I tend to come off with the feeling that you are right.

But therein lies the danger. In terms of the over-all operation of the mechanism of free speech in the broad public interest, it is ever so essential that the public be not, through one-sided presentation, led to think on any subject as either or both of us may think. The question of fact is serious, the blame sought to be placed upon the Republican organization is serious, and that organization raises a responsible voice seeking to be heard. This leads me to the thought that the public is entitled to hear them and that the Republican County Committee should be enabled to express its view. The time and facilities extended to the Republican organization should be no less desirable or effective than that enjoyed by you. I would assume that you spent about six minutes on this general subject. If I may be specific, I would suggest that you extend to them ten minutes of this same period on Sunday, November 14, or at such other time as may be mutually arranged.

With every assurance of my kind regards."

BANKHEAD BILL PASSES SENATE

S. 1457 (The Bankhead Bill on Newspaper Advertising) passed the Senate by the close vote of 37-35 and was sent

to the House for concurrence. It was there referred to the House Committee on Ways and Means.

The membership of the House Committee on Ways and Means is as follows:

Robert L. Doughton, N. C.	Thad. F. Wasieleski, Wis.
Thomas H. Cullen, N. Y.	Paul H. Maloney, Louisiana
Jere Cooper, Tennessee	Allen H. Treadway, Mass.
Wesley D. Dingell, Mich.	Harold Knutson, Minn.
A. Willis Robertson, Virginia	Daniel A. Reed, New York
Milton H. West, Texas	Roy O. Woodruff, Mich.
James P. McGranery, Penna.	Thomas A. Jenkins, Ohio
Wilber D. Mills, Ark.	Donald H. McLean, New Jersey
Noble J. Gregory, Ken.	Bertrand W. Gearhart, Calif.
A. Sidney Camp, Georgia	Frank Carlson, Kansas
Walter A. Lynch, New York	Richard M. Simpson, Pennsylvania
Aime J. Firand, Rhode Island	Charles S. Dewey, Illinois.

BROADCASTING NOW AA-1

The Radio and Radar Division of WPB has again amended Preference Rating Order P-133 as of November 17, 1943. The new order authorizes the preference rating AA-1 instead of the former rating AA-2. This change now places radio broadcasting on an equal basis with other branches of the radio communications industry. The preference rating applicable to commercial sound recording has also been raised from AA-5 to AA-2. Section (e) (1) has been clarified.

We are printing below the portions of the order amended on November 17. All other sections of the order as amended October 8, 1943, remain unchanged. As only a small portion of the order has been modified, the new order will not be printed in its entirety. It is therefore suggested that the previous order published by NAB in Broadcast Engineering Bulletin No. 3, October 22, 1943, and NAB REPORTS, page 438-439 of October 22, 1943, be corrected as shown below.

(1) Radio communication—AA-1. Persons engaged in this business are also entitled to use the allotment symbol "MRO."

(2) Radio broadcasting—AA-1. Persons engaged in this business are also entitled to use the allotment symbol "MRO."

(3) Commercial sound recording—AA-2. Persons engaged in this business are also entitled to use the allotment symbol "MRO."

(4) Operation and maintenance of public address, intercommunication, plant sound or other similar electronic systems, such as systems for the controlled distribution of musical programs—AA-5.

(e) *Restrictions on the use of the ratings and allotment symbol.* No person shall use these ratings or allotment symbol:

(1) To buy or repair a tube, unless he has first operated a similar tube to failure, and has in stock less than one new and one rebuilt spare tubes for each active tube socket. All operable tubes which have not been rebuilt shall be counted as new tubes. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

TECHNICAL PLANNERS MEET

The necessity for complete cooperation between government and industry groups for the early study of technical problems involved in the future of radio, was generally

agreed upon at a meeting held in Washington Wednesday which was attended by members of the Radio Technical Planning Board, representing industry; the Interdepartment Radio Advisory Committee, the Board of War Communications and the Federal Communications Commission.

Subject to priorities of work related to the war, the studies should start as quickly as possible, it was felt.

Government departments concerned with radio work have been invited to appoint observers to work with the Radio Technical Planning Board.

There will be an exchange of information between the government departments and the RTPB so that all concerned in this field can coordinate their work.

The various panels of the RTPB and the government groups will study such problems as (a) Major changes which may be required with respect to each service, i.e., standard broadcasting, FM broadcasting, television, aviation (domestic and international), police and emergency services, international point-to-point, maritime and government; (b) Changes to be made in the Federal Communications Commission's present standards of good engineering practice and other technical rules, and (c) The possibilities of utilizing frequencies above 300 megacycles.

It was suggested that studies should be completed at the earliest possible date to determine the best frequencies for television, FM broadcasting, aviation and other services so that manufacturers can be ready with plans to produce equipment when materials are again made available.

It was brought out that if no change in allocation of frequencies for television is made and large numbers of sets are sold under the present commercial standards, the effect would be to freeze the service without giving the public the benefit of new war time developments.

A need was expressed for more information to determine the lowest and highest frequencies which are actually useful for television and other services.

The meeting was told about studies the FCC is conducting to determine the possibility of long distance skywave interference in the present FM and television bands.

In a discussion of the radio problems in aviation it was reported that some of the technical difficulties from the standpoint of maximum use of frequencies are attributable to the extreme high speeds of modern aircraft.

Chairman of the Radio Technical Planning Board is Dr. W. R. G. Baker, vice-president of the General Electric Co. The Interdepartment Radio Advisory Committee is headed by T. A. M. Craven who is also a commissioner of the FCC. James Lawrence Fly is chairman of the Federal Communications Commission and also of the Board of War Communications.

The group met in response to an invitation issued by the Federal Communications Commission.

Members of the Radio Technical Planning Board who attended the meeting included:

Dr. W. R. G. Baker (Chairman), Vice Pres., General Electric.

L. C. F. Horle (Coordinator), 90 West Street, New York City

Bond Geddes (Treasurer), RMA, Washington, D C.

George W. Bailey, American Radio Relay League, 1530 P St., N. W., Washington, D. C.

Kenneth B. Warner, American Radio Relay League, West Hartford 7, Conn.

Walter J. Damm, FMBI, Milwaukee, Wisc.

G. E. Gustafson, V. Pres., Eng. Dept., Zenith Radio, Chicago, Ill.

Frank Walker, International Assn. Chiefs of Police, Detroit, Mich.

D. E. Noble, Galvin Corp., Chicago, Ill.

H. F. Argento, Raytheon Co., Waltham, Mass.

David B. Smith, Philco Corp., Philadelphia, Pa.

F. J. Bingley, Philco Corp., Philadelphia, Pa.

Burgess Dempster, Crosley Corp.

Howard Frazier, NAB, Washington, D. C.

H. H. Beverage, RCAC, New York City

E. W. Engstrom, RCA Labs., Princeton, N. J.

H. B. Marvin, General Electric, Schenectady, N. Y.

J. M. Constable

Charles J. Young, RCA Labs., Princeton, N. J.

John V. L. Hogan, Faximile Inc., 730 Fifth Ave., New York City

Ralph Brown, Bell Tel. Labs., New York City

Ray H. Manson, Stromberg Carlson Mfg., Rochester, N. Y.

F. M. Ryan, A. T. & T. Co, New York City

C. M. Jansky, Jr., Jansky & Bailey, Washington, D. C.

George T. Harness, American Institute of Electrical Engineers

Haraden Pratt, Mackay Radio and Telegraph Co.

Dr. C. B. Jolliffe, RCA Labs., Princeton, N. J.

Fred Guthrie, RCAC, Washington, D. C.

Herbert A. Friede, International Municipal Signal Assn.

Dr. Alfred N. Goldsmith, 580 Fifth Ave., New York City

R. M. Wise, Sylvania Electric Products, 500 Fifth Ave., New York City

Thomas Streibert, FM Broadcasters, Inc.

Philip Louchs, FM Broadcasters, Inc., Washington, D. C.

W. B. Lodge, Columbia Broadcasting System

Fred D. Williams, Philco Corp.

H. W. Holt, NIB

Frank J. Martin, National Electric Mfgs. Assn.

D. W. Rentzel, Aeronautical Radio

Walter Murray, Aeronautical Radio

Government Officials who attended were:

Commander Franz O. Willenbucher, Navy Department

Lt. Commander Paul Segal, Navy Department

J. H. Dellinger, National Bureau of Standards

Lt. Commander Paul D. Miles, Navy Department

E. C. Wagner, Agriculture Dept.

Lt. A. L. Budlong, Coast Guard

Ensign E. J. Brumbaugh, Coast Guard

Capt. E. M. Webster, Coast Guard

L. H. Simson, C. A. A.

A. G. Simson, Lt Col., Signal Corps.

John S. Timmons, WPB

Chairman James Lawrence Fly; Commissioners T. A. M. Craven; C. J. Durr; Paul A. Walker; Ray C. Wakefield, of the Federal Communications Commission.

Federal Communications Commission Staff Members: E. K. Jett, Chief Engineer; Charles Denny, General Counsel; P. F. Siling; Rosel Hyde; Dr. L. P. Wheeler; George Sterling; William H. Bauer; George Adair; George Turner; James P. Veatch; Harry Plotkin; William N. Krebs.

The Lea Committee met this morning with Commissioner Craven on the stand in his capacity as chairman of Interdepartment Radio Advisory Committee (IRAC). The session was largely devoted to the reading into the record of the minutes of IRAC relating to the Committee's recommendations that the chairmanship of IRAC be rotated and that the recommendations and proposals of IRAC be submitted to the president through its own chairman rather than through the chairman of the FCC.

The afternoon session followed along the same lines with Counsel Garey asking Commissioner Craven whether or not one of the main complaints by members of IRAC to FCC representatives on IRAC was that they come to the meetings unprepared to vote and had to take so many questions back to the Commission. Commissioner Craven pointed out that in many instances he could think of the representative of the FCC could not vote without going back to the Commission for reactions in view of the necessity in case of the removal of a licensee from his frequency without first going through a hearing.

In this connection Mr. Garey asked whether the Commission had ever revoked a license without a hearing. Commissioner Craven said that he felt that since it was a statutory requirement that no such action had ever been taken. Mr. Garey asked him about the Watertown, New York case in which a construction permit had been issued, some several thousand dollars spent in construction and

finally the construction permit had been rescinded by the Commission by telegram.

Commissioner Craven said he would be glad to look up the details and report back to the Committee later on. He called attention to the fact, however, that at the Sanders hearing he had made recommendations to the committee of the necessity for legislation regarding Commission procedure and that he still felt that remedial legislation along these lines was needed. He indicated that he was preparing recommendations for submission to the Senate Committee which is now holding hearings on the Wheeler-White Bill regarding the establishment of a conference group on the allocation of frequencies which should include the various interested government departments and also members of the House Interstate and Foreign Commerce Committee and of the Senate Interstate Commerce Committee.

The hearings were recessed until 10:00 a. m., Monday, November 22.

Labor

CHRISTMAS BONUSES

The National War Labor Board has announced that regular Christmas bonuses may be paid this year without approval of the Board if they do not exceed bonuses given last year.

The Board reaffirmed its General Order No. 10, issued November 6, 1942, which authorized the payment of bonuses if they do not amount to a greater fixed sum than previously paid, or, if computed on a percentage basis, the same rate and method of computation is used. Greater amounts may be given in instances where the same percentage and method are used to compute the bonus.

Bonuses in excess of amounts paid previously, or otherwise contrary to General Order No. 10 require approval by the Various Regional War Labor Boards.

Such applications, the Board said, will be approved only in exceptional cases where failure to pay the bonus would be manifestly unjust to the employees involved.

COMMISSION INCREASES

The National War Labor Board has decided that the "Little Steel" formula, as a general rule, will not be applied to those employees under the Board's jurisdiction who receive their wage payments by the commission method.

In a resolution drawn up after a careful investigation into all phases of the problem, the Board also said that each commission case would "be considered upon its own merits in the light of all the facts." Each decision made in any of the 12 Regional War Labor Boards or industry commissions will be submitted promptly to the National Board to be summarized. Reports will be made and submitted to all the regions and commissions, the resolution said.

It is estimated that more than 5 million workers are paid by the commission method in some form. The Board's resolution applied to all the workers, but particularly to salesmen in the distribution and service industries.

The "Little Steel" formula permits an increase in the hourly rates of employees up to 15 per cent above the rate paid on January 1, 1941 to compensate workers for the increased cost-of-living.

The Board found that the "Little Steel" formula, as a rule, was inapplicable to commissions because of the complexity of the types of commissions, and because, generally, no record of the number of hours worked is kept. The "Little Steel" formula is based on the hourly rate. In

some instances, virtually all earnings are pure commission earnings while in other cases the commission constitutes only a very small proportion of the total earnings. Commission plans, even within a single industry or bargaining unit, may vary between these two extremes. In some instances, very complex plans are in effect, providing for a complex rate schedule, a salary, and/or a guaranteed rate.

For example, taxi cab drivers may receive a flat percentage varying with the volume of business. A driver may receive 35 per cent of the first \$36 collected in a week and 50 per cent on all collections over \$36. Another may receive an hourly rate plus 40 per cent commission on all bookings over \$10 a day.

A laundry driver salesman may receive a flat percentage of gross business or he may receive \$20 a week as a guarantee based upon a \$15 per week salary plus a 5 per cent commission on all sales; that is, if the \$15 and 5 per cent do not yield at least \$20 per week the driver salesman nevertheless will receive the \$20 guarantee.

The National Board's resolution was passed after a public hearing on the question October 23, 1943. The Board also received briefs from approximately 30 interested labor and employer organizations. Organizations in the Driver-Salesman and Insurance fields were most actively interested in presenting material to the Board.

The text of the resolution follows:

"By unanimous vote the Board today resolved with reference to the commission method of wage payment particularly for distribution and service industries:

1. As a general rule the Little Steel formula shall not be applied.

2. Each case shall be considered upon its own merits in the light of the detailed facts of each case.

3. Every decision in a dispute or voluntary case shall be promptly reported to the National Board (Wage Stabilization Division) to be summarized and reported to all regions and commissions."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, November 22d. It is subject to change.

Monday, November 22

WJNO—WJNO, Incorporated, West Palm Beach, Fla.—C. P., 1230 kc., 250 watts. For emergency purposes only.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WQAM—Miami Broadcasting Co., Miami, Fla.—Granted modification of license in part to permit operation of formerly licensed 1 KW RCA main transmitter for emergency auxiliary purposes (B3-ML-1176).

KMPC—The Station of the Stars, Inc., Beverly Hills, Calif.—Granted modification of license to move main studio from 9631 Wilshire Blvd., Beverly Hills, to 5939 Sunset Blvd., Los Angeles, Calif. (B5-ML-1178).

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Granted application for modification of construction permit authorizing extension of completion date to December 31, 1943 (B4-MP-1728).

APPROVE SALE OF WMCA

The Commission has authorized the transfer of control of Radio Station WMCA in New York City from WMCA, Inc., wholly owned by Edward J. Noble, to the Cosmopolitan Broadcasting Corporation. Mr. Nathan Straus and the Davega-City Radio, Inc., own approximately 59% and 41% respectively of the voting stock of the Cosmopolitan company.

The Commission's Decision and Order found that "the Cosmopolitan Broadcasting Corporation is legally, financially and technically qualified to operate Station WMCA and that the proposed assignment is in the public interest."

At the same time, the Commission denied the petition of Donald Flamm, owner of WMCA prior to 1941, to intervene in the proceeding.

Mr. Noble, recent purchaser of the Blue Network, is sole stockholder of the American Broadcasting System, Inc., licensee of the Blue Network's key station WJZ in New York City. Mr. Noble's sale of WMCA is in accordance with the prohibition in the Commission's rules against multiple ownership by a network organization of stations covering substantially the same service area.

DESIGNATED FOR HEARING

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Designated for hearing application for renewal of license of station WNBZ.

MISCELLANEOUS

WTMC—Ocala Broadcasting Co., Inc., Ocala, Fla.—Granted license to cover construction permit which authorized change in transmitting equipment and increase in power (B3-L-1781).

WCAL—St. Olaf College, Northfield, Minn.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1562).

KHTA-KHTB—The Telegraph-Herald, area of Dubuque, Iowa.—Cancelled relay broadcast license authorizations in accordance with written request of licensee (B4-RRY-255; B4-RRY-256).

WGST—Georgia School of Technology, Atlanta, Ga.—Granted motion for continuance of hearing now scheduled for November 15 to November 29, in re application for renewal of license.

Chattahoochee Broadcasting Co., Columbus, Ga.—Denied petition requesting reinstatement of application for construction permit for new station.

The Commission approved a power of attorney for the affairs of Albert S. and Robert A. Drohlich, sole owners and licensees of station KDRO, Sedalia, Mo., to be handled by Mrs. Shirley Wagner as their attorney-in-fact to operate the station and execute papers concerning matters pending or contemplated before the Commission, during licensees' services in the armed forces.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Granted petition to dismiss without prejudice the application of modification of license to operate on **740 ke.**, 5 KW, unlimited time (DA-night and day), (B5-ML-1172).

APPLICATIONS FILED AT FCC

560 Kilocycles

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Modification of construction permit (B4-P-2827 as modified), which authorized change in hours of operation and installation of directional antenna for night use, requesting extension of completion date from 11-18-43 to 2-18-44.

630 Kilocycles

KOH—The Bee, Inc., Reno, Nevada.—Modification of license to change corporate name of licensee to McClatchy Broadcasting Company of Nevada.

850 Kilocycles

WEEU—Berks Broadcasting Co., Reading, Penna.—Special service authorization to operate from 6:45 a. m., EST, to local sunrise during the months of November and December, 1943, and January, February, March and October, 1944.

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—Modification of construction permit (B1-P-3512 as modified), which authorized increase in power from 1 KW to 10 KW, change in hours of operation, installation of new transmitter and directional antenna and move of transmitter, requesting a change in frequency from **1000 ke.** to **1010 ke.**, and changes in directional antenna system and extension of commencement and completion dates.

1180 Kilocycles

WHAM—Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.—Modification of license to change corporate name of licensee to Stromberg-Carlson Company.

1220 Kilocycles

KTBI—Tacoma Broadcasters, Inc., Tacoma, Wash.—Construction permit to change frequency from **1490 ke.** to **1220 ke.**

1230 Kilocycles

WDSM—WDSM, Inc., Superior, Wis.—License to cover construction permit (B4-P-3526), which authorized changes in transmitting equipment and increase in power.

WHLN—Blanfox Radio Company, Harlan, Ky.—Construction permit to change frequency from **1450 ke.** to **1230 ke.**, and make changes in antenna and ground system.

1240 Kilocycles

KROY—Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney & Will Thompson, Jr., d/b as Royal Miller Radio, Sacramento, Calif.—Construction permit to install a new transmitter and increase power from 100 watts to 250 watts. Amended: to change name of applicant to Royal Miller, Marion Miller, L. H. Penney and Gladys W. Penney, d/b as Royal Miller Radio.

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Acquisition of control of licensee corporation by L. M. Kennett through purchase of 500 shares of stock (499 shares from Roy E. Blossom and 1 share from Daisy B. Blossom).

1400 Kilocycles

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Acquisition of control of licensee corporation by Milton L. Greenebaum through transfer of 35 shares of stock from Adolph Greenebaum, deceased.

1450 Kilocycles

KNET—Palestine Broadcasting Corp., Palestine, Texas.—Voluntary transfer of control of licensee corporation from Bert Horswell, Beverly Gordon Horswell and the Pauline Mayer Gordon estate to Billy A. Laurie, Leita Moye Laurie and Ben A. Laurie (100 shares capital stock).

1460 Kilocycles

KINY—Edwin A. Kraft, Juneau, Alaska.—Modification of construction permit (B-P-3089 as modified), which authorized increase in power, installation of new transmitter and changes in antenna for extension of completion date from 11-11-43 to 12-11-43.

FM APPLICATIONS

NEW—KRIC, Inc., Beaumont, Texas.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43100 ke.**, with coverage of 6,650 square miles.

NEW—Green Bay Newspaper Co., Green Bay, Wis.—Construction permit for a new high frequency (FM) broadcast station.

MISCELLANEOUS APPLICATIONS

- WRRB—WHEC, Inc., Rochester, N. Y. (area of).—License to cover construction permit (B1-PRE-427), which authorized construction of a new relay broadcast station.
- W9XMB—The Moody Bible Institute of Chicago, Chicago, Ill.—Modification of construction permit (B4-PST-4 as modified), which authorized construction of a new ST broadcast station for extension of completion date from 11-16-43 to 2-16-44.
- WHFM—Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.—Modification of license to change corporate name of licensee to Stromberg-Carlson Company.
- WJEN—Stromberg-Carlson Telephone Manufacturing Co., area of Rochester, N. Y.—Modification of license to change corporate name of licensee to Stromberg-Carlson Company.
- WJEP—Stromberg-Carlson Telephone Manufacturing Co., area of Rochester, N. Y.—Modification of license to change corporate name of licensee to Stromberg-Carlson Company.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

National Bureau of Missing Heirs, Keen Hotel Building, Omaha, engaged in the sale of reply postcards to creditors and collection agencies for their use in obtaining information concerning debtors, is charged in a complaint with falsely representing that her business is conducted for the purpose of locating heirs to estates. (5081)

House of Royalsun, 5 West 36th St., N. Y., engaged in the sale of various grades and types of knitting yarn, is charged

in a complaint with misrepresenting the fiber content and the origin of the products they sell. (5078)

C. I. Togstad Company, Kokomo, Ind., and L. O. Williams, general manager of the business, are charged in a complaint with falsely representing in advertisements that the preparation they sell under the name "Dip-Clean," formerly known as "Wonder-Kleen," is a substitute for soap and effective and harmless for cleaning garments and other fabrics. (5080)

Sidney H. Wilcox, who during the past year has had business addresses in Washington, Detroit, Cleveland, Toledo, and Oakland, Ill., is charged in a complaint with misrepresenting the nature of his business in connection with the sale of reply postcards designed and used by creditors and collection agencies in obtaining information concerning debtors. Wilcox conducts his business under the names Board of Employment Research; Division of Employment Research; The Toledo Foundation, Division of Employment Research; and Bureau of Statistics, Division of Employment. (5079)

STIPULATIONS

During the past week the Commission announced no stipulations.

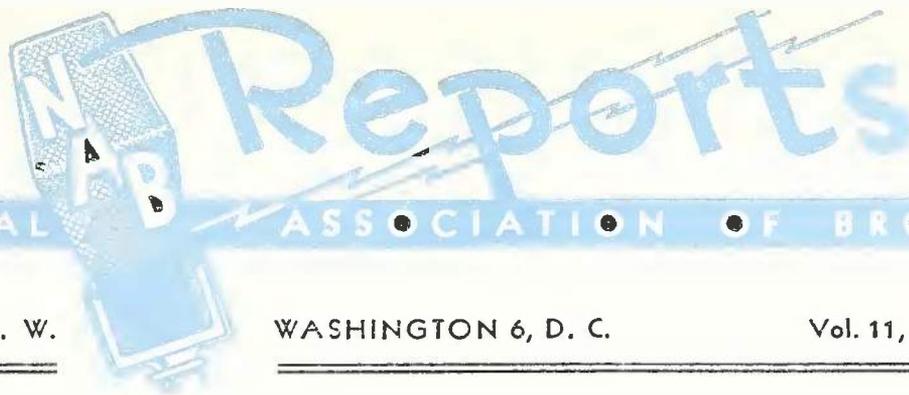
CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

FTC CLOSES CASE

The Federal Trade Commission has closed the case growing out of the complaint against William I. Miller, trading as Miller Manufacturing Co., Camden, N. J. The complaint had charged the respondent with misrepresentation in the sale of a compound designated "Wonderweld," recommended for use in repairing water jackets, cylinders or other metal parts of machinery.

The Commission has ordered the case closed without prejudice to its right, should future facts so warrant, to reopen the case and resume trial thereof in accordance with the regular procedure of the Commission.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 48, November 26, 1943

CRAVEN URGES CONGRESS ACT NOW

Appearing before the Select Committee of the House, headed by Chairman Lea of California on Wednesday (24), FCC Commissioner T. A. M. Craven urged Congress to act now to get the Commission out of the program and business field of broadcasting.

He recommended that the Interdepartment Radio Advisory Committee be "legalized" and permitted to directly present to the President its recommendations respecting the allocation of wave lengths for government departmental use instead of following the present procedure of going through the FCC.

He also proposed the creation of a Presidential Advisory Board on communications to be composed of members of the House and Senate and departmental and agency heads affected by radio.

A complete report of the Select Committee's proceedings will be covered in an early Legislative Bulletin.

MULTIPLE OWNERSHIP OF STATIONS ORDERED ENDED

The Federal Communications Commission Thursday (23) adopted Order 84-A which promulgates Regulation 3.35 setting forth the Commission's policy with respect to multiple ownership of standard broadcast stations. In a press release, the Commission stated that this policy has been adopted after extensive consideration of the problem raised by concentration of control over standard broadcast stations serving substantially the same area.

The regulation is effective immediately with respect to all applications for construction permit, or for assignment of license or transfer of control. With respect to existing stations, the regulation is to take effect midnight May 31, 1944; provision is made, however, for further postponing, upon a proper showing, enforcement of the regulation in any case where it is necessary to permit the orderly disposition of properties.

Any application for construction permit, or for assignment of license or transfer of control now on file or hereafter filed which may result in a situation of multiple ownership as stated in the regulation will be designated for hearing.

As to existing stations, no action will be taken until midnight May 31, 1944, except where individual licensees request an early hearing in order to secure a determina-

tion of the applicability of the regulation to them. Licenses which expire between November 23, 1943, and midnight May 31, 1944, will be extended to midnight May 31, 1944. Promptly after termination of the suspension period, it is contemplated that in each case where the regulation may apply, applications for renewal of license of the stations involved, will be designated for hearing, regardless of the date when the then current license expires; where necessary, the Commission will call for the early filing of such applications. Any determination that the regulation is applicable in a particular case, however, will not become effective until the then current license of the station involved expires.

At the hearings a full opportunity will be afforded for showing that a multiple ownership situation as stated in the regulation does not exist, or that if such a situation does exist, public interest, convenience, or necessity will nevertheless be served by a grant.

The text of the order follows:

"ORDER NO. 84-A

"In the Matter of:
Commission's Order No. 84—Multiple Ownership of Standard Broadcast Stations } Docket No. 6165

"WHEREAS, The Commission on August 5, 1941, adopted Order No. 84 announcing a proposed regulation (Section 3.35) with respect to the multiple ownership of standard broadcast stations;

"WHEREAS, Pursuant to the opportunity afforded by said order interested persons filed briefs and on October 6, 1941, argued orally before the Commission as to why the proposed regulation should not be adopted or why it should not be adopted in the form proposed;

"WHEREAS, After due consideration, the Commission is of the opinion that public interest, convenience and necessity will be served by adopting the policy set forth in the following regulation;

"NOW THEREFORE, IT IS HEREBY ORDERED, That the following regulation BE, AND IT HEREBY IS ADOPTED:

"Sec. 3.35 *Multiple Ownership*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled^{8b} by any person^{8c} where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

"IT IS FURTHER ORDERED, This regulation is to take effect immediately, Provided, however, That with

^{8b} The word "control," as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

^{8c} The word "person," as used herein, includes all persons under common control.

(Continued on page 474)



INTERNATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone National 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

MULTIPLE OWNERSHIP OF STATIONS ORDERED ENDED

(Continued from page 473)

respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; *Provided, further*, That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties.

"Adopted this 23rd day of November, 1943."

NAB BOARD MEETING

The Board of Directors met in Washington last Wednesday and Thursday (17-18). All members were present except Directors Fetzer and Russell who were prevented by illness from attending, and Shouse, who was absent on a foreign mission.

The legislative situation was thoroughly reviewed with particular reference to the presentation being made to the Senate Interstate Commerce Committee in the hearings on the White-Wheeler Bill. It was agreed that the over-all results of the hearings thus far had been quite satisfactory and there seemed an apparent determination on the part of the members of the Senate Committee to recommend some important changes in the Communications Act.

Due to the fact that the hearings were under way each morning many of the Directors were able to attend and hear the industry's case presented by Neville Miller, Leonard Reinsch of WSB, Nathan Lord of WAVE, James W. Woodruff, Jr., of WRBL, and Don S. Elias of WWNC.

The report on NAB membership disclosed that the all time high point has been reached with 566 active and associate members. An interesting aspect of the report was the fact that there has been a net gain of 52 in membership since January 1, 1943. It was the sense of the Board that every effort should be continued by member stations to enroll those stations not yet in membership.

After a thorough discussion of radio's participation in the forthcoming Fourth War Loan campaign, the Board adopted the following resolution:

"WHEREAS the radio industry and its advertisers have provided material contributions of time and talent to previous War Loan campaigns, notable for their success, and

"WHEREAS it is the desire of the industry to devote its efforts to the Fourth War Loan campaign in the most productive manner,

"THEREFORE, BE IT RESOLVED that the National Association of Broadcasters hereby enthusiastically pledges

its all-out support of the Fourth War Loan campaign and offers to the Treasury Department, in the interest of greater effectiveness, the following suggestions:

- "1. Complete array of quarter-hour and five-minute programs and announcements of various lengths for local sponsorship.
- "2. Portfolio describing the programs and containing samples of the announcements.
- "3. Certificate signed by the Secretary of the Treasury for radio advertisers who support the Fourth War Loan.
- "4. Samples of the transcribed programs to be sent to each radio station well in advance of the campaign for auditioning to local prospects.
- "5. Local bond day, similar in intent to the network feature of the Third War Loan, but to take place near the end of the campaign.
- "6. Appointment of a special committee of radio station farm editors to counsel with the Treasury Department on the most effective approach to the farm audience."

President Miller and Sydney Kaye, counsel in the AFM recording ban matter, reviewed the relations of the industry with the AFM and the history of the negotiations respecting the recording ban. They reported with respect to the latter that the panel appointed by the War Labor Board still had the matter under advisement and that it will be some time before a final report is made to the WLB and an ultimate decision on the subject is reached.

On recommendation of President Miller, Edward A. Allen of WLVA and Stephen R. Rintoul, WSRR, were added to the committee working upon this matter.

The matter of the Post War Planning Committee was discussed at some length. Pursuant to a prior resolution of the Board, President Miller recommended an addition to the committee of Eugene Carr, J. Leonard Reinsch, and Lewis Allen Weiss, and also the Chairman of the News and Small Market Stations Committees. Thus the full committee is now made up as follows:

Chairman, Neville Miller, NAB President; John J. Gillin, Jr., WOW; Nathan Lord, WAVE; G. Richard Shafto, WIS; William B. Way, KVOO; James W. Woodruff, Jr., WRBL; John V. L. Hogan, WQXR; J. Harold Ryan, WSPD; Edgar L. Bill, WMBD; Harold Fair, WHO; Dietrich Dirks, KTRI; George M. Burbach, KSD; William B. Quarton, WMT; Karl Koerper, KMBC; Marshall Pengra, KRNR; Eugene Carr, WGAR-WJR-KMPC; J. Leonard Reinsch, WSB, and Lewis Allen Weiss, KHJ.

Paul W. Morency, Chairman of the Retail Promotion Committee, gave a summary of the activities of that Committee with particular reference to the initial showings of "Air Force and the Retailer." This disclosed that over 100 showings have been made to date and the over-all impact has been extremely gratifying.

Mr. Morency suggested the need for careful consideration of proper follow up to secure the full benefits of the Plan and President Miller was authorized to appoint a committee of three to consider this matter and recommend ways and means to the Board of Directors.

The subject of the effect of the NAB Code provisions on controversial public issues and solicitation of membership on organized labor was discussed at some length. Mr. Miller was authorized to confer upon this subject with the proper representatives of the unions.

The Board's Finance Committee reported on the financial situation of the Association and was instructed to prepare a detailed budget for the future consideration of the Board.

The matter of District meetings and annual convention was considered and the District Directors were asked to advise of their plans for District meetings to be held in the spring and the Board indicated a tentative desire for a membership meeting to be held sometime between April 1 and May 15, 1944, at a point to be later determined.

U. S. CHAMBER BACKS CHANGE IN LAW

The following item appears in the "Washington Review," a publication of the Chamber of Commerce of the U. S., under date of November 13:

"Delimitation by Congress of Federal Communications Commission's powers over broadcasting happily is in prospect. The need for it arises from a Supreme Court decision interpreting certain very general provisions of the Communications Act as giving the Commission sweeping powers over radio stations.

"The National Chamber strongly believes that when statutory authority is given by Congress, it should be by legislation dealing substantially with the problems involved and setting forth clear and definite standards to guide administrative agencies. Regulation of radio should not invade the proper responsibilities of management, and there should be no attempt to force on the public undesired program matter. Station owners, like newspapers and magazines, should be free to select and edit their program material."

NAB ENGINEER HEADS RTPB PANEL

The Administrative Committee of the Radio Technical Planning Board met in New York on November 18. Dr. A. N. Goldsmith was elected Vice Chairman. The National Electrical Manufacturers Association was admitted as a contributing sponsor. The Committee also approved a budget to cover expenditures during 1943.

Panel 4, Standard Broadcasting, of RTPB is now in process of formation. Howard S. Frazier, NAB Director of Engineering, is the Chairman; Burgess Dempster, Manager of Engineering for the Crosley Corporation, is Vice Chairman; and J. R. Poppele, Chief Engineer of WOR, is Secretary. Membership on the Panel will consist of broadcast operation, consulting allocation, receiver design and transmitter design engineers. R. D. Cahoon of Montreal, Canada, has been designated the official observer for the Canadian Broadcasting Corporation. It is anticipated that the Federal Communications Commission will also designate an observer within the next few days.

Approximately forty engineers have been asked to accept membership on the Panel. When a sufficient number of acceptances have been received, an organizational meeting will be held for the purpose of establishing subcommittees within the Panel and assigning specific study tasks to these groups.

WMAL CASE

Royal Montgomery, hearing officer for the War Labor Board took testimony November 18 in the controversy between Station WMAL and AFRA as to whether staff announcers should receive extra compensation for all local commercials.

Joseph L. Miller, NAB Director of Labor Relations appeared for Station WMAL, to testify that extra compensation for all local commercials was not a prevalent practice in the industry.

Mr. Montgomery will make a report, with recommendations, to the War Labor Board.

PETRILLO HEARING

The protracted hearings before a War Labor Board panel on the Petrillo-Recording dispute closed Monday with final arguments by attorneys for the Union and the three companies still participating in the case.

Arthur Meyer, chairman of the panel, was reported to have said that it would take the panel from five to eight weeks to draft its report and recommendations to the War Labor Board.

Only RCA-Victor, Columbia Recording and NBC The-sarus are still participating.

PARTS SHORTAGE RELIEVED

Since the first of November a sharply increased supply of radio parts has been available to the trade by the Philco Corporation, manufacturers of radio receivers and other products.

Under the direction of C. E. Gerhard, manager, parts sales, a catalog containing 11,000 parts items was prepared and distributed throughout the United States. All items were offered for immediate delivery.

At the month's end Philco has taken stock of the situation and reports a sharp upturn in the morale of radio repairmen. Many had been convinced, apparently, that they would have to do without wanted parts for the emergency.

Included in the listings were 354 types of volume controls; 238 types of electrolytic condensers; 175 types of tubular condensers; 185 types of transformers; 159 types of output transformers and 21 types of audio transformers.

NAB PARTICIPATES IN SCHOOL BROADCAST CONFERENCE

"The Listener's Stake in American Radio," is the subject sponsored by the National Association of Broadcasters at the opening session of the School Broadcast Conference, Chicago, November 28, 29, 30.

Dorothy Lewis, NAB Coordinator of Listener Activity, will preside over this session, assisted by a panel of broadcasters consisting of Lyman Bryson, Columbia Broadcasting System, chairman; Edgar Bill, WMBD; John Gillin, WOW; Charles Myers, KOIN; William Quarton, WMT, and two Quiz Kids, providing the Quiz Kids broadcast over the Blue Network is made from Chicago.

Late advices were uncertain as to the point of broadcast. If from Chicago, James Lawrence Fly, Chairman of the Federal Communications Commission, is to be a guest on the program.

The motion picture, "America Takes to the Air," is also scheduled for this session.

The School Broadcast Conference in its seventh annual meeting will feature leading educators and broadcasters in speeches, panels and open discussions.

Col. Edward M. Kirby, A.U.S., Chief, Radio Branch, War Department, Washington, D. C., formerly NAB Director of Public Relations, will be heard at the Monday luncheon, speaking on the subject, "Radio Fights on All Fronts."

Willard D. Egolf, Washington, will also represent NAB at the Conference.

STATION MANAGERS "SIGNING UP" WITH PUBLIC RELATIONS COMMITTEE

Response to the folder, "There IS an Indispensable Man!" has brought in the signatures of more than two hundred station managers who agree to take active part in station and industry public relations.

Returns also indicate the number of stations with full time public relations executives, whose names are expected in place of station managers' where those jobs exist.

A wind-up of the campaign is needed soon, however, and station managers are requested to send in the return blank from the folder as quickly as possible.

"It will be necessary for district public relations chairmen to contact personally station managers from whom we do not hear," Edgar Bill, WMBD, chairman of the public relations committee, stated. "We hope to have very little follow-up work of this sort, as it will take time from the real job ahead. The folder is self-explanatory and the return blank gives opportunity for clear response."

EGOLF PRESENTS A. F. A. CHARTER TO WOMEN'S ADVERTISING CLUB OF WASHINGTON

"In the field of organization activities I must say that women are more social, more responsive than men," said Willard D. Egolf, NAB assistant to the President and Vice-President of the Advertising Federation of America, in presenting the A.F.L. charter to the Women's Advertising Club of Washington recently.

"Perhaps nature imbued them with a greater feeling of interdependence, nevertheless they are jewels in the crown of organized advertising, always willing to take on responsibilities, head committees and work for the success of any project. My experience as president of an advertising club with men and women members taught me to rely on the women considerably. In the work of the Federation I have found them exceptionally faithful and appreciative of the problems which confront advertising as a part of the national economy. The Women's Advertising Club of Washington provides the latest and most forceful example in that, almost simultaneously with its organization, plans were laid for affiliation with the Advertising Federation of America."

The presentation ceremony was held in a Washington hotel from which station WINX originated a twenty-five minute broadcast.

DUNCAN REPLACES BUCKENDAHL AS 17TH DISTRICT P. R. CHAIRMAN

Chet Duncan, Director of Public Relations for KALE, has replaced Harry H. Buckendahl, of same station, as public relations chairman for NAB District Seventeen.

NATIONAL WAR FUND THANKS RADIO

The following communication signed by Prescott S. Bush, National Campaign Chairman of the National War Fund, has been received by President Miller:

"On behalf of the National War Fund, I want to take this opportunity of expressing our deep appreciation to the radio stations and networks for the extraordinary cooperation accorded to our 1943 campaign. Without a single exception the local stations vied with the chains in giving all out in publicizing our aims and needs.

"The special bulletin devoted to the Fund which you distributed to the stations was most informative and helpful. And, the active support and interest of the Radio Committee you headed contributed to the success of the radio effort."

MILLER HEADS PARALYSIS CAMPAIGN RADIO DIVISION

Neville Miller, NAB President, has been advised by Basil O'Connor, President of the National Foundation for Infantile Paralysis, the organization which sponsors the celebration of the President's birthday, of his appointment as chairman of the National Radio Division. This is the post which Mr. Miller held in the last campaign and he has accepted the assigned. Very shortly complete information regarding the campaign will be sent to all stations.

FCC STAFF CHANGES

Ervin James, assistant to Commissioner Clifford J. Durr, has been appointed assistant secretary of the FCC. Mr. James is a graduate of George Washington Law School and a member of the District of Columbia and Alabama Bars. He has been with the Commission since December, 1941. From November, 1939 to December, 1941,

he was on the staff of the Administrative Management Section of the Department of Commerce. From September, 1934 to November, 1939 he was office manager in the employment division of the Federal Work Projects Administration in Washington. Mr. James was born in Montgomery, Alabama, is married and lives in Alexandria, Virginia.

Nathan H. David, an Assistant General Counsel of the FCC, who recently volunteered for induction, expects to report for duty with the U. S. Navy Saturday, November 27.

Mr. David, who is 30 years old, is married, has two children, and lives at 4737 36th Street, N.W. He is a native of Cambridge, Mass.

HARMAN OVERSEAS WITH MARINES

USMC Sgt. James M. Harman, Sr., former program director, (1941) WGOV, Valdosta, Ga., has gone overseas with the 25th Replacement Battalion. His address is:

James M. Harman, Sr., Sgt. USMC,
25th Replacement Battalion,
c/o Fleet Post Office,
San Francisco, Cal.

FUTURE OF TELEVISION DISCUSSED

A significant and important meeting to all those engaged in the radio industry was held early in November in New York. It was under the auspices of the American Television Society and the Advertising Club of New York. In opening the meeting Norman Waters, President of ATS, pointed out that the idea of the joint meeting of the Advertising Club of New York and the ATS in calling the meeting had been to afford an opportunity to discuss the future of television as an advertising medium. He said that television broadcasting would depend for its establishment and development upon the success which it might achieve in securing sponsors.

He pointed out that many agencies are now working upon the technical phases of the problem but said, "Advertisers and advertising agencies will wield as great an influence in television programming as they have in radio broadcasting. That is why it is high time for them to realize their responsibilities, if they are to share in the golden opportunities that lie ahead in commercial television. Television needs them, and it is only right for them to take a leading part in program experimentation, at this early stage."

Mr. Waters then introduced R. L. Gibson, assistant to the manager of General Electric's broadcasting and publicity division, who spoke as follows:

"During four years of broadcasting experience at WRGB, the General Electric television station in Schenectady, our regular checks on program popularity indicate a strong preference for program where seeing is more of a factor than hearing," he said. "Our audiences clearly favor boxing and other sports events, plays and light opera, news commentators making use of war maps and similar programs involving action."

Among other types of programs favored by the Schenectady-Albany-Troy area audience served by WRGB Mr. Gibson named newsreels, puppets, quiz shows and educational presentations. One day last week, he pointed out, the G-E motion picture section took files in the afternoon, dubbed in a commentary, and presented the completed reel on the television program that night. Because puppeteers can read their lines, as in radio, and because puppets show up well, this type of program, he indicated, rates high. Quiz programs in which members of the studio audience are required to answer with some action along with words have proved popular. As an example of an educational program, he cited sewing demonstrations sponsored by McCALLS MAGAZINE.

"Children are likely to be a bigger factor in television programs than in radio," he added. "Children of all ages love it, will look at anything, and in many homes can tune the sets better than grown-ups."

Mr. Gibson mentioned television's first network, the relay station in the Helderberg mountains near Albany which links WRGB with NBC in New York, and said that it proved networks are not only practical but highly desirable program-wise. Thus sporting events in Madison Square Garden, the eclipse of the sun seen from the top of the Empire State building and other events have been brought to the up-state audience. Where mobile units are not available, he added, such sports as boxing can be staged in the studio, as at WRGB, and future television studios may be built as sports arenas.

"Television networks are highly desirable because television programming costs are higher than radio and must be spread over the largest possible audience," he said. "Expensive studio programs may be repeated. New shows may not be put on the air on every program any more than is now being done in a motion picture house.

"Humor may have a large place in programs and commercials; sight can help sound in creating humorous situations. The absence of mob psychology in small home audiences may call for a different kind of humor than is now found on the stage and in motion pictures.

As for advertising potentialities, agencies and advertisers who know the potentialities, and the limitations, will probably obtain preferred times over those who know little about the new medium and merely seek to "make over" radio shows, Mr. Gibson said.

"In organizing the program staff at WRGB, we deliberately tried to bring together men with different training—motion pictures, radio, music, the stage—in order to have a balanced staff," he said. "We consider WRGB a laboratory engaged in learning all we can about the operation of a television station, both technically and in programming, and we hope that our experience will be helpful to the industry."

The remarks of the next speaker, Mr. Thomas H. Hutchinson, Supervisor of Television for Ruthrauff & Ryan, follow:

"The other day a representative of one of the advertising publications in New York, called me on the telephone regarding our future plans on experimental television programs. I outlined briefly to him how I felt on the subject and he remarked "so you really are one of those people who believe that television has a future," and I am here this evening in that same state of mind.

"It seems to me that during the last two years too many of us have lost sight of the fact that television is really here right now, not as we would like to have it perhaps, but in a way that can't be ignored.

"It is perfectly true that up to this time advertisers in general have done very little about television, but if we stop for a moment and realize the potential possibilities of this new medium we can't help but be impressed with what it can do and what we as advertisers must do in the very near future if we are going to hold the position in television that the advertising industry now holds in radio. My feeling is that the majority of advertising agencies fail to realize what they are going to be called upon to do to make television programs what they must be if we are to handle the accounts of manufacturers in a way that will make the public accept advertising over this new medium.

"In July of 1941, there were approximately five thousand television sets in the hands of the public in the New York Metropolitan area. On that date a commercial television schedule went into effect with a minimum of fifteen hours program per week per station.

"This program schedule was required by the FCC to enable a station to hold a television license. Television licenses were then and still are very much at a premium and this rule meant that to protect a channel that was assigned to a television station, that station must deliver to the viewing public fifteen hours of television a week.

"On our entry into the war the FCC dropped the broadcast requirements of each station to a minimum of four hours a week, and that is the program requirement of a commercial television station as of today. In New York,

the National Broadcasting Company and the Columbia Broadcasting System, both have been assigned commercial television channels. Du Mont Television Laboratories has been assigned an experimental channel and several other groups in the Metropolitan area have applied for licenses. Because of the war nothing has been done with those applications as it is impossible to secure material to start construction. But, this means that at the present time over NBC, Columbia and Du Mont, there are television programs every night in the week except Saturday. NBC broadcasts four hours of television on Monday, Du Mont an hour on Tuesday, and an hour and a half on Wednesday. CBS broadcasts two hours on Thursdays and Friday nights, and Du Mont does an hour and a half on Sunday. The four hours that are being presented by CBS are composed entirely of film. NBS's programs are for the most part film, although they have recently installed a camera in Madison Square Garden and are planning to present programs from Madison Square two or three evenings a month. At the moment, Du Mont is the only station where studio programs are being presented.

"Of the original five thousand television receivers that were sold, probably somewhere in the neighborhood of twenty-five hundred are in operation today and if the potential television advertiser realizes it this fact instead of being a detriment is a very great asset.

"I don't think that any of us realize what we are going to have to do in program experimentation before we find out what the final formula of a successful commercial television program is going to be. Naturally, no advertiser can expect to sell products by means of television to the small audience that exists at this time. But this small audience should prove invaluable if we use it as a guide to try to find out what we are going to have to accomplish. In July of 1936, the first experimental television program using the present electronics system was broadcast by the National Broadcasting Company. Television program experimentation was carried on for four years and during that period over two hundred hours of television programs were broadcast. They consisted of everything that might serve as test programs and in the main those experiments were highly successful. We found that a television audience would sit home and give their undivided attention to television programs from somewhere in the neighborhood of from two to three hours a day. And it was only natural that out of all those hours of programs several basic types were found that met with over all audience approval. Those of you who have followed the progress of television in the U. S. know that all the sporting programs are very good television material. Dramatic programs produced in the studio were highly successful. Personalities when properly presented were more than acceptably received. Musical comedy proved that it has a value in television that it has never reached in radio. The opera took on new meaning, for with the camera directly in front of a great singer, it gave one a close-up picture of an operatic performance that they had never seen on the stage of the theatre.

"But out of all the hours of experimental programs that were put on the air to date, the number of hours that have been devoted to commercial television have been so small that virtually nothing has been accomplished.

"Nobody knows how we should present the sales picture over this new medium, and if advertisers are going to take their rightful place in this new medium, they can't begin to find out what they are going to be up against too soon. So far my experience has been that potential television advertisers who see the programs that are being broadcast today criticize them unmercifully which is quite understandable in view of the fact that practically no money at all is going into television programs. Many of these same critics see the tremendous possibilities that this new medium opens up, but they fail to take into consideration the problems that must be faced by anyone who attempts to produce a first class television program. As you all know on a radio program you must have an engineer and a director in the studio and many successful radio programs are being produced with only these two men, but the minute you attempt to produce a television program the entire picture changes. Instead of one engineer, it is necessary to have somewhere in the neighborhood of fifteen men in the studio, and with the television

equipment we have now and will probably have with us for many years to come, there is no way of cutting down on the personnel that is going to be necessary to produce a television program. In the Control room you must have your sound engineer—a picture engineer and some sort of an electronics supervisor to coordinate the output of the studio from an electronic point of view. In the studio you must have a man on each camera, a man on the sound pickup, a man on dollies to move the camera, stage hands, scenic artists, makeup men, video effects man. Aside from all these men who serve in an operational capacity you must have a director and one or two assistants. Every successful television program requires that all the men in the control room and the studio plus the actors, singers, and musicians must know exactly what the other fellow is going to do and when he is going to do it.

"Any man who has an active part in the production of a television broadcast can mar that broadcast irreparably. Actors must be at the right place at the right time. The camera must be in the correct position, and the switches from one camera to another must be made at a precise moment to get the utmost in picture value out of any given scene. There are no retakes in television. All of us know that approximately three times as many feet of film are exposed in making the average motion picture as are ever used. This means that after fifteen years experience in the production of sound movies they still have a three to one percentage of loss. Television has to eliminate this loss right at the jump. A television director has no three to one margin of error. Every mistake that he makes or that is made by any actor or member of the studio crew, is broadcast to the television audience, and when we have a television audience that justifies the expenditures that must be made to successfully produce a big television program, those mistakes just cannot be made, and they can only be avoided through experience. All of us realize that the war is going to be over some day. No one knows exactly when, but whether the end of the war comes in one, two or three years, there is still so much to be done in the way of commercial television program experimentation that many of us will probably not know all the answers to the problems that we are going to be faced with if we start experiments right now. There are many products that are going to be television naturals. I can see how we might very easily visualize the sales appeal of a pair of stockings, but I am very much at a loss to know how we should glamourize a whole host of useful articles. If we want to put across a sales message for tooth paste for instance, is our only problem going to be simply to show someone brushing their teeth? Can we put across a visual sales message by doing that week after week?

"In the few experiments that I have seen, I am convinced that radio sales copy is not going to be successful over television. It has been said many times that one picture is worth a thousand words. I don't think anyone will argue that point. But what is the picture that we are going to show week after week that replaces the thousands of words that we have been using on radio. And the only way we are going to know is to experiment with television commercials until we find the answer. It is quite possible that the delays that have beset television in the United States may prove a blessing in disguise for American advertisers, if we take advantage of the present situation to find out what we are going to have to eventually present. With our present small television audience we can make the mistakes now that we are bound to make without paying through the nose for them. Here we have a small television audience that has seen four years of television programs, that knows what it likes, and is in a very critical mood. Right now is the time for advertisers to take advantage of that situation and find out what they are going to have to do to use this new medium in a way that will dwarf anything that has ever been accomplished in radio. The medium can do it—if we use it correctly. The job is up to us and the longer we wait the costlier our experience is going to be."

Still another aspect of the possible post war commercial use of television was discussed by Thomas F. Joyce, Manager of Radio, Phonograph and Television Department,

RCA Victor Division of Radio Corporation of America, in his address. "The Development of the Television Market in the Postwar Period". His remarks follows:

"First, I would like to express a word of appreciation for the great contribution which has been made to the cause of television by Norman D. Waters, President of the American Television Society. The past two years have been discouraging years for the ardent friends of television. But not for Norman Waters. He has continued to work for, and in the interest of, commercial television—even when the outlook was the darkest. The American Television Society, of which Norman Waters has been the moving spirit, has been instrumental in keeping television in the public eye. The regular meetings of the Society have served as a rallying point for those men and women in the New York area who have a keen personal interest in the future of this great art and industry.

"This meeting, tonight, brings together the members of the American Television Society and the Advertising Club of New York. These two organizations both have a vital interest in television and both will play important roles in its future development. The fact that the members of the Advertising Club of New York are meeting here tonight to listen to discussions on the future of television by representatives of two great advertising agencies and by representatives of television equipment manufacturers and television broadcasters, is in itself sufficient reason to put the spotlight on one new industry which holds great possibilities for postwar expansion.

"Others, tonight, have discussed the power of television as an advertising medium. It will be my purpose to try to outline what I consider will be the probable rate of market development for television.

"Television broadcasting, obviously, cannot become a substantial, self-supporting, profitable advertising medium until television receivers are in hundreds of thousands—yes, millions of homes. There are many different views concerning the speed with which television will go forward after the war. The technical and economic problems of building stations in key cities, of interconnecting those stations by network facilities, and of making available audience-building television programs are problems that constitute a real challenge to the engineering, manufacturing, business management, entertainment, and advertising brains of the United States.

"There are some who say that the problems are so vast that they are virtually insoluble. There are others who are more optimistic—and look forward to the day when television broadcasting programs will be as common in the home as radio broadcasting programs are today. It is the views of the latter group that I present tonight.

"To make television a nation-wide broadcasting service will involve the investment of millions of dollars in studios and transmitters to be located in the key cities of the United States; and more millions of dollars for the building of network facilities and the production of suitable television advertising programs. Television cannot succeed without these services—but the answers to these problems would rapidly develop if the biggest problem of all were solved—namely, *an acceptable low-cost radio television receiver*. This is the number one problem of the postwar television industry.

"Given a good low-cost television receiver that is within the buying range of the average American home, then broadcasting facilities and program service will develop with a speed which will amaze even the most ardent friends of television.

"Why do I say this?

Because:

"1. Existing radio station owners are smart enough to know that if acceptable television receivers can be produced for the mass market, television audiences will build at a rapid rate. This means that the operators of a television station will not have to wait an indeterminate number of years before they have television audiences large enough to produce substantial advertising revenue with which to pay operating costs and show some profit.

"2. The application for television licenses by 100 or more prospective operators across the United States, which I believe the advent of an acceptable low-cost television receiver would bring forth, would have a salutary effect

on the price of television transmitters and studio equipment. It would mean that manufacturers—instead of building one, two or three transmitters at a time—would build, possibly, 20 to 25 at one time. The lower prices made possible by this semi-quantity production as compared with the cost of tailor-made equipment would encourage still more enterprising businessmen to go into the television broadcasting business. Lest you think that this estimate of 100 or more television transmitters is over-optimistic, may I call your attention to the fact that the number of television broadcasting stations in existence, plus the applications on file with the Commission for experimental and commercial television broadcasting permits, total about 50.

"3. The business interests erecting television transmitters in the key cities of the United States, would create a tremendous pressure for the development of network facilities. Again, some enterprising organization will see that the combination of the rapid development of television facilities in a number of key cities of the United States, and a mass market price for the television receivers, would in the course of two or three years create an economic foundation for the profitable operation of network facilities, thus firmly establishing chain network television. These network facilities will also be available for frequency modulation programs and facsimile.

"4. The big national advertisers would recognize that the existence of low-price television receivers would assure the rapid development of a vast home television audience. Future television advertisers will want to get in on the ground floor with television programs. The programs put on by these sponsors will be good programs—even though in the first two or three years the cost of television advertising per unit of circulation may be greater than advertising in already established advertising media. These marketing leaders know that television will be not only the greatest advertising force in the world—but the greatest sales force as well. For the first time, it will be possible for the manufacturer or distributor of merchandise actually to demonstrate his product or products in millions of homes simultaneously and at extremely low cost. That is more than effective advertising. That is effective selling.

"Is there any foundation for believing that this is the way that television is going to develop in the postwar period? I believe that there is.

"Recently, we made a survey in 11 cities of a cross-section of the public by age, income and sex. Among the questions we asked were:

"Would you or your family consider buying a radio and television receiver if the price were \$400.00?"

10.3% answered 'yes.'

"To those who said 'No,' we asked:

"Well, would you buy if the price were \$300.00?"

"The cumulative percentage became 19.9%.

"To those who still said 'No,' we asked:

"Well, would you buy if the price were \$250.00?"

"The cumulative percentage became 34.3%.

"To those who still said 'No,' we asked:

"Well, would you buy if the price were \$200.00?"

"The cumulative percentage became 61.3%.

"From the foregoing, the conclusion seems inescapable that when, in the postwar period, the radio industry produces a good television receiver in the \$200-price range, a very high percentage of the homes of the United States will be ready to buy television receivers as soon as service is available to them. Such a receiver, I believe, is possible—based on 1940 labor and material costs, and assuming no excise taxes. Of course, the postwar price would be increased by the factors of inflation and excise taxes.

"We have prepared some estimates of the probable postwar rate of market development for television once there has been a complete agreement on standards approved by FCC which would give the industry the 'green light' without any 'ifs.' It has been assumed for estimating purposes that there will be no charges in the standards or in the place which television occupies in the broadcasting spectrum, which might substantially delay the start of television or bring about more complicated engineering and manufacturing—thus making improbable, at least in the

immediate postwar period, a \$200.00 television receiver as previously described.

"I have followed with interest all of the statements by the Chairman of the Federal Communications Commission, James Lawrence Fly, on postwar television. I believe that I am correct in interpreting his thinking as being in favor of the rapid postwar development of television. Mr. Fly, who has given careful thought and study to television has been quoted in the public press as saying at the joint meeting of I.R.E. and R.M.A. in Rochester, New York, in the fall of 1942 as follows:

'We can confidently predict a great expansion of the television and frequency modulation broadcast and general communications services, and planning for their proper development is definitely in order.'

The report in RADIO AND TELEVISION WEEKLY, of October 6, 1943 on a talk given by Chairman Fly before the Advertising Club of Boston is as follows:

Largely because of the development of television and frequency modulation, the radio industry 'will not be a postwar problem child that we shall have to worry over.' The industry will take up 'no small amount' of the unemployment slack after the war, he forecast.

"The estimated postwar television market projections that follow are based on television as we know it today and assuming that it can go forward without undue delay in the postwar period:

"Television broadcasting facilities exist in New York, Philadelphia, Albany-Schenectady, Chicago and Los Angeles. I believe that a television station in Cincinnati could begin broadcasting shortly after the war when the needed equipment to complete this station is made available.

"The foregoing cities, assuming no radical change in broadcasting standards or allocations, would logically be the first television market. This first television market has 25,907,600 people, 7,410,922 wired homes and 28.46% of the U. S. buying power. Television coverage of only 10% of these homes would in itself constitute a very important new advertising medium, particularly when one considers that the effectiveness of television advertising per unit of circulation will undoubtedly be many times greater than that of any other form of advertising. Ten per cent would represent 741,000 homes with television, or a probable postwar audience of over 7,000,000 people. In my opinion this could be attained approximately two to three years after the full commercialization of television. Three of these markets, New York, Philadelphia and Albany-Schenectady, have already broadcast television programs originating at a central source—that is, NBC, New York. Thus, the nucleus of television network operation has already begun.

"We can assume further that within three or four years after the commercial resumption of television, Washington, D. C.; Baltimore, Maryland; Hartford, Connecticut; Providence, Rhode Island, and Boston, Massachusetts, will have television transmitters. These cities, together with Philadelphia, New York, Schenectady and Albany, could be interconnected with a television network circuit about 600 miles long. This network circuit would make television broadcasting service available to 33,336,000 people, 9,379,039 wired homes, representing 36.62% of the total U. S. buying power.

"An additional 1,300 miles of network circuits could link the Middle West with the Atlantic Seaboard, bringing television service to Pittsburgh, Cleveland, Cincinnati, Detroit, Chicago, St. Louis and Milwaukee. This would make television broadcasting service available to an additional 10,725,400 people living in these key cities—bring the total market served by about 2,100 miles of network facilities to 44,061,500 people and 47% of the U. S. purchasing power.

"The trunk line television network just outlined, with the secondary networks that would be offshoots from it, would serve the 19 state-area bounded by Illinois and Wisconsin on the west and Virginia and Kentucky on the south. There are approximately 70,000,000 people in this area. It represents approximately 62% of the purchasing power of the country. All of this develop-

ment can be expected to take place approximately five years after the full commercialization of television.

"In approximately five years after the commercial resumption of television, television transmitters located in 157 key cities of the United States should be making television program service available to a primary market consisting of 72,159,000 people, 17,252,000 wired homes, or 59.6% of the total and 61.5% of the United States purchasing power. An additional ten million people should have television available to them by secondary television network developments. When television service is available to this area, television receiver sales should be at the rate of approximately 2,500,000 units per year at an average retail price, based on 1940 costs, of about \$200.00.

"It would also be reasonable to expect that by the end of the fifth year, after the full commercialization of television, the engineers of the industry should be able to develop a low cost automatic rebroadcasting television transmitter which could be located in the areas which are outside the broadcasting scope of the television transmitters located in the 157 key cities of the United States. This transmitter would be automatically turned on at the beginning of the network broadcasting day and automatically turned off when the program service for the day was completed. Once a month, or as often as required, a service engineer would visit such an automatic rebroadcasting transmitter to keep it in peak operating condition.

"Such a development will make it economically feasible to bring television service ultimately to practically every home in the United States. Assuming such a development takes place, and we have every reason to be confident that it will, then it would not be unreasonable to assume that within ten years after the full commercialization of television, television service would be available to 23,700,000 wired homes or 80% of the wired homes of the United States. This would represent a population of about 100,000,000 people and approximately 82% of the total U. S. buying power. Television industry sales at this point should be, approximately, 3,500,000 units per year for a total retail billing of between six hundred million and seven hundred million dollars (\$600,000,000 and \$700,000,000). This billing together with replacement tubes for existing receivers, service, transmitter sales, television advertising revenue, etc., will make television the billion dollar industry that many have prophesied it will be.

"There have been many predictions concerning all of the great new things which will be available to the American public when the war is over. Television will not spring forward as an industry the day the fighting ceases. It may be a year, or two or three years, after the war before television is ready to go forward on a commercial basis. That depends upon the character of the recommendations made by the Radio Technical Planning Board and the action taken by the Federal Communications Commission on the recommendations by that Board. Of this, though, we can be certain—that the generations that come after the war will take home television service just as much for granted as the present generation takes for granted the radio set which, at the push of a button, makes available the finest entertainment and educational programs of the United States and, instantaneously, brings us voices and music from across the seven seas. Today, we only hear those programs. Tomorrow, we will see them as well as hear them.

"That is the promise of television."

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 29th. They are subject to change.

480 — November 26, 1943

Monday, November 29

WGST—Georgia School of Technology, Atlanta, Ga.—Renewal of license, 920 kc., 1 KW night, 5 KW day, unlimited.

Wednesday, December 1

KDRO—Albert S. and Robert A. Drohlich, d/b as Drohlich Brothers (Assignor), Milton J. Hinlein (Assignee), Sedalia, Mo.—Voluntary assignment of license, 1490 kc., unlimited.

APPLICATIONS GRANTED

WKST—Joseph Thomas (Transferor), Wanda E. Townsend (Transferee), WKST, Inc. (Licensee), New Castle, Pa.—Granted consent to acquisition of control by Wanda E. Townsend and S. W. Townsend, of WKST, Inc., licensee of Station WKST, through the transfer of 80 shares (36%) of stock from Joseph Thomas to Wanda E. Townsend, for a total consideration of \$8,300 (B2-TC-341).

KGNF—Great Plains Broadcasting Co. (A Corporation) (Assignor), Radio Station WOW, Inc. (Assignee), North Platte, Nebr.—Granted consent to voluntary assignment of license to Radio Station KGNF, from Great Plains Broadcasting Co. to Radio Station WOW, Inc., for a consideration of \$40,000 (B4-AL-386).

KGNF—Radio Station WOW, Inc., North Platte, Nebr.—Granted construction permit to make changes in transmitting equipment, change frequency from 1460 to 1240 kc., change power from 1 KW daytime to 250 watts unlimited time (B4-P-3549).

WAGE—Sentinel Broadcasting Corp. (Assignor), WAGE, Inc. (Assignee), Syracuse, N. Y.—Granted consent to voluntary assignment of license of Station WAGE from Sentinel Broadcasting Corp. to WAGE, Inc., a newly formed corporation (B1-AL-389).

WINS—Hearst Radio, Inc., New York, N. Y.—Granted modification of construction permit (B1-P-3512, as modified) for change of frequency from 1000 to 1010 kc., make changes in directional antenna system, and extend commencement and completion dates; grant is conditional on the satisfactory adjustment of all legitimate blanketing and cross modulation complaints (B1-MP-1729).

KOIN—KOIN, Inc., Portland, Ore.—Granted special service authorization to operate transmitter of Station KALE as a special auxiliary transmitter during the period from 12 midnight to 6 a. m., PST, for the duration of the war or so long as KOIN is classified as a key station, but in no event beyond the period of license.

Charles P. Blackley, Staunton, Va.—Granted petition to reinstate application for new station to operate on 1240 kc., 250 watts, unlimited, and designated said application for joint hearing with applications of WCHV and WFVA listed above (Docket No. 6215).

DESIGNATED FOR HEARING

WCHV—Charles Barham, Jr. and Emmalou Barham, d/b as Barham & Barham, Charlottesville, Va.—Designated for hearing application for modification of license to change frequency from 1450 to 1240 kc., to be heard with applications of WFVA and Charles P. Blackley (see following two items) (B2-ML-1162).

WFVA—Fredericksburg Broadcasting Corp., Fredericksburg, Va.—Designated for hearing application for modification of license to change frequency from 1290 to 1240 kc., and change hours of operation from daytime to unlimited except on Sunday when WBBL, Richmond, Va., operates; to be heard with applications of WCHV (listed above) and Charles P. Blackley (listed below) (B2-ML-1169).

LICENSE RENEWALS

Granted following applications for renewal of relay broadcast station licenses for the period beginning December 1, 1943, and ending not later than December 1, 1945:

WEGA, WEGB, WEGC, Agricultural Broadcasting Co.; KEGA, Earle C. Anthony, Inc.; KEGE, A. H. Belo Corp.; KEGH, KEGI, Carter Publications, Inc.; WBIN, WEGT, Central New York Broadcasting Corp.; WEKT, City of St. Petersburg, Fla.; KEGJ,

KEGK, KRCO, WALO, WALP, WEHG, WEHH, WEHI, WEHJ, WEHK, Columbia Broadcasting System, Inc.; WLWC, WLWD, WLWE, WLWF, WLWG, WLWH, WLWI, The Crosley Corp.; KEGR, Fisher's Blend Station, Inc.; WEHP, WEHQ, The Fort Industry Company; WEIA, WEIB, WEIC, WOEI, WOEJ, General Electric Company; WJRL, James Broadcasting Co., Inc.; KEIF, KEIG, KGKO Broadcasting Co.; WEIX, Memphis Publishing Co.; KEJD, KEJE, National Broadcasting Co., Inc.; KEIY, KEIZ, Oregonian Publishing Co.; KEGY, Southwestern Sales Corp.; WEDK, WEKV, WEKW, The Travelers Broadcasting Service Corp.; KEHP, Airfan Radio Corp., Ltd.; KAOU, Arizena Broadcasting Co., Inc.; WEPA, Edwin H. Armstrong; KEHA, The Associated Broadcasters, Inc.; WEGP, Berks Broadcasting Co.; KFBR, KFBT, Frontier Broadcasting Co.; WEID, Harrisburg Broadcasting Co.; WEIE, Havens & Martin, Inc.; KEHT, The KANS Broadcasting Co.; KEGD, KRIC, Inc.; KSEH, KSTP, Inc.; KEJJ, KEJQ, WEJF, WEJG, WEJP, WEJQ, WNEQ, National Broadcasting Co., Inc.; WEOF, WNRB, The National Life and Accident Insurance Co.; KEJM, Perkins Brothers Co.; KEJO, The Pulitzer Publishing Co.; WEHZ, WEKL, WEKM, Reading Broadcasting Co.; KEHF, Tri-State Broadcasting Co., Inc.; WELB, WELC, WAVE, Inc.; WELK, WCBS, Inc.; KEHI, WEOE, WDAY, Inc.; WELQ, WDW Broadcasting Co.; WAHA, WEGR, WEMA, WEMB, WEMN, WEMO, WEMQ, WEMS, WEMT, WKWR, Westinghouse Radio Stations, Inc.; WELV, West Virginia Broadcasting Corp.; WELW, WELX, WFIL Broadcasting Co.; KEHL, WKY Radiophone Company.

KBKR, Baker, Ore.; KNEL, Brady, Tex.; KOVC, Valley City, N. D.; KRNR, Roseburg, Ore.; KSAM, near Huntsville, Tex.; KWEW, Hobbs, New Mexico; WDBC, Escanaba, Mich.; WIGM, near Mcdford, Wisc.; WKBZ, Muskegon, Mich.; WKRO, Cairo, Ill.; WMIS, Natchez, Miss.; WMRN, Marion, Ohio; WNLC, New London, Conn.; WOLF, Syracuse, N. Y.; WOPI, Bristol, Tenn.; WOSH, Oshkosh, Wisc.; WRGA, Rome, Ga.; WTMV, East St. Louis, Ill.; KTOH, Lihue, Hawaii; WBTA, Batavia, N. Y.; WKBV, Richmond, Ind.; WMOG, Brunswick, Ga.; KBIX, Muskogee, Okla.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KPQ, Wenatchee, Wash.; KVWC, Vernon, Tex.; WKBB, Dubuque, Iowa; WTMC, Ocala, Fla.

Granted extension of following station licenses upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1944:

KBUR, Burlington, Iowa; KDB, Santa Barbara, Calif.; KDRO, Sedalia, Mo.; KEYS, Corpus Christi, Tex.; KFFA, Helena, Ark.; KGKB, Tyler, Tex.; KOTN, Pine Bluff, Ark.; KXO, Centro, Calif.; WBAB, Atlantic City, N. J.; WDAN, Danville, Ill.; WERC, Erie, Pa.; WGTC, Greenville, N. C.; WHBB, Selma, Ala.; WKNY, Kingston, N. Y.; WMJM, Cordele, Ga.; WSAP, Portsmouth, Va.

KBPS, Portland, Ore.; KSAN, San Francisco, Calif.; KWAL, Wallace, Idaho; WABI, Bangor, Maine; WAOV, Vincennes, Ind.; WATL, Atlanta, Ga.; WAZL, Hazleton, Pa.; WELL, Battle Creek, Mich.; WGPC, Albany, Ga.; WIBM, Jackson, Mich.; WILM, Wilmington, Dela.; WING, Dayton, Ohio; WKEU, Griffin, Ga.; WMAS, Springfield, Mass.; WPAD, Paducah, Ky.; WTEL, Philadelphia, Pa.; WWDC and synchronous amplifier, Washington, D. C.

W2XWE—WOKO, Inc., Albany, N. Y.—Granted further extension of license upon a temporary basis, pending determination upon application for renewal of license, in no event later than February 1, 1944 (B1-SFB-18).

MISCELLANEOUS

National Broadcasting Co., Inc., Hollywood, Calif.—Granted construction permit for new relay broadcast station (B5-PRY-293).

National Broadcasting Co., Inc., Portable mobile (area of Chicago, Ill.)—Granted construction permit for new relay broadcast station (B4-PRY-294).

W8XCT—The Crosley Corp., Cincinnati, Ohio.—Granted modification of construction permit, as modified, which authorized new experimental television station, for extension of completion date only from October 28, 1943, to April 28, 1944 (B2-MPVB-105).

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Adopted an order granting petition to dismiss without prejudice application for modification of license to move main studio from San Jose to San Francisco, Calif. (Docket No. 6552).

KVOE—The Voice of Orange Empire, Inc., Santa Ana, Calif.—Scheduled for oral argument on December 15, 1943, the matter in the proceeding in Docket No. 6421 for construction permit to change operating assignment (B-194).

KINY—Edwin A. Kraft, Juneau, Alaska.—Granted modification of construction permit which authorized increase in power, installation of new transmitter, and changes in equipment and antenna, for extension of completion date from November 11 to December 11, 1943 (B-MP-1730).

KLUF—The KLUF Broadcasting Co., Galveston, Texas.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1564).

WAHJ—The Champaign News-Gazette, Inc., area of Champaign, Ill.—Cancelled relay broadcast station license in accordance with written request of licensee (B4-PRY-98).

The Commission placed in pending file the following applications for construction permits for new commercial television broadcast stations, in accordance with Commission policy adopted February 23, 1943:

Don Lee Broadcasting System, San Francisco, Calif. (B5-PCT-22); National Broadcasting Co., Inc., Philadelphia, Pa. (B2-PCT-20).

The Commission placed in pending file the following applications for construction permits for new high frequency (FM) broadcast stations, in accordance with Commission policy adopted February 23, 1943:

North Jersey Broadcasting Co., Inc., Paterson, N. J. (B1-PH-145); Matheson Radio Co., Inc., Boston, Mass. (B1-PH-142); Ashbacker Radio Corp., Muskegon, Mich. (B2-PH-143); Durham Radio Corp., Durham, N. C. (B3-PH-144).

WJNO—WJNO, Inc., West Palm Beach, Fla.—Granted motion to dismiss without prejudice application for construction permit to operate on 1230 kc., 250 watts, for emergency purposes only. (Docket No. 6478)

KTHS—Radio Broadcasting, Inc., Hot Springs, Ark.—Granted motion to dismiss without prejudice application for construction permit to operate on 1090 kc., 50 KW, unlimited, directional antenna night. (Docket No. 6556)

WJRM—Allegheny Broadcasting Corp., Elkins, W. Va.—Granted motion for leave to withdraw modification of construction permit to operate on 1240 kc., 250 watts, unlimited. (Docket No. 6488)

KRBA—Ben T. Wilson, R. A. Corbett and Thomas W. Baker, Co-partners, d/b as Red Lands Broadcasting Assn., Lufkin, Tex.—Granted motion for extension of time to file proposed findings in Docket 6491; time extended to December 14, 1943.

KRBA—Ben T. Wilson, R. A. Corbett and Thomas W. Baker (assignor), Darrell E. Yates (assignee), Lufkin, Tex.—Granted motion for extension of time to file proposed findings in Docket 6492; time extended to December 14, 1943.

KOBH—Black Hills Broadcast Co. of Rapid City, S. Dak.—Referred to full Commission motion to reconsider and permit amendment of application for construction permit to operate on 610 kc., 5 KW, directional antenna night, unlimited. (Docket No. 6430)

WGST—Georgia School of Technology, Atlanta, Ga.—Adopted order denying petition requesting grant without hearing of application for renewal of license. (Chairman Fly and Commissioner Craven dissenting.) A hearing on this application is scheduled for November 29.

APPLICATIONS FILED AT FCC

790 Kilocycles

KVOS—KVOS, Inc., Bellingham, Wash.—License to cover construction permit (B5-P-3237 as modified), which authorized change in frequency from 1230 kc. to 790 kc.

KVOS—KVOS, Inc., Bellingham, Wash.—Authority to determine operating power by direct measurement of antenna power.

850 Kilocycles

WJW—WJW, Inc., Cleveland, Ohio.—License to cover construction permit (B2-P-3263 as modified), which authorized change in frequency, increase in power, move of station and installation of new transmitter and directional antenna.

WJW—WJW, Inc., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

KGY—KGY, Inc., Olympia, Wash.—License to cover construction permit (B5-P-3548) which authorized increase in power and changes in transmitting equipment.

KGY—KGY, Inc., Olympia, Wash.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Modification of license to increase power from 100 watts night, 250 watts daytime to 250 watts day and night.

KGEZ—Donald C. Treloar, Kalispell, Mont.—Voluntary assignment of license from Donald C. Treloar to A. W. Talbot.

1450 Kilocycles

NEW—Robin Weaver, Sr., Clarksdale, Miss.—Construction permit for a new standard broadcast station to be operated on 1450 kc., 250 watts and unlimited time.

1460 Kilocycles

KEVE—Cascade Broadcasting Co., Inc., Everett, Wash.—Voluntary transfer of control of licensee corporation from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot (125 shares common stock).

KEVE—Cascade Broadcasting Co., Inc., Everett, Wash.—Construction permit to move transmitter and studio from Everett, Wash., to Yakima, Wash.

TELEVISION APPLICATION

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new experimental television broadcast station to be operated on 50000-56000 kc. with power of 100 watts for visual and 200 watts for aural. A5 and special emission.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Americana Corp., et al.—A complaint has been issued charging the publishers of Encyclopedia Americana with misrepresentation of their publication and with unfair disparagement of competing encyclopedias, particularly the Britannica.

Respondents named in the complaint are Americana Corporation, 2 West 45th St., New York, and its officers, Fred P. Murphy, president; Joseph C. Graham, Jr., vice president and treasurer, and Thomas J. Kirk, secretary.

Typical of the false representations allegedly made to prospective purchasers by the respondents in advertisements, circulars and sales manuals, or by means of sales talks by their salesmen, are the following:

That the Americana is the only American encyclopedia and that other encyclopedias, including the Britannica, have a foreign origin, background and viewpoint; that Americana has been published continuously for more than 100 years and contains more articles and more information than any other encyclopedia; that it is preferred by all the leading educational and governmental institutions in the United States and is the best known and most authoritative encyclopedia published; and that the Britannica is not up to date and not revised by means of annual supplements as is the Americana. (5085)

Cookware Associates, Bucyrus, Ohio, are charged in a complaint with the use of misleading and deceptive practices in connection with the sale of cooking utensils. The complaint alleges

that the respondents have attempted to compel purchasers to accept inferior glass or ceramic utensils in lieu of aluminum or aluminum alloy cookware ordered by them, under penalty of forfeiting deposits paid or of awaiting the termination of wartime restrictions on the sale of aluminum and aluminum alloy products. (5084)

Davenport Candycrafts, 168 South Division Street, Spokane, Wash., are charged in a complaint with the use of lottery methods in the sale and distribution of their products. The complaint charges that the respondents who are engaged in the sale and distribution of candy for dealers have sold certain assortments so packed and assembled as to involve the use of games of chance, gift enterprises or lottery schemes when sold and distributed to the consuming public. (5083)

Rodin Novelty Co., 814 Pierce Street, Sioux City, Iowa, selling and distributing cigarette lighters, clocks, leather goods, and other merchandise to retail dealers, clubs and other organizations, is charged in a complaint with the use of lottery methods in the sale and distribution of its products. (5082)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Bouquet Formals, Inc., et al.—Thirteen manufacturers of formal evening dresses, all located in New York City, have been ordered to cease and desist from entering into or continuing any combination or conspiracy to fix prices for their merchandise. The respondents named in the order are:

Bouquet Formals, Inc., 1359 Broadway; Clover Dance Frocks, Inc., 1359 Broadway, and its representative, Meyer Schatzberg; Debonair Dance Frocks, Inc., 1359 Broadway; Gaytime Frocks, Inc., and its representative, Jack Levy, 1359 Broadway; Hollywood Formals, Inc., 1359 Broadway; Patio Dress Co., Inc., 218 West 37th St.; Penelope Frocks, Inc., 491 Seventh Ave.; Seville Dress Manufacturing Co., Inc., 134 West 37th St., and its representative, Mike Reiter; Studio Dance Frocks, Inc., 1359 Broadway, and its representative, Murray E. Gottesman; Tango Formals, Inc., 134 West 37th St.; S. Wicha, Inc., 491 Seventh Ave.; Joseph Scafuri, trading as Adorable Dance Frocks, 1357 Broadway; and Harry Goodman and Herman Goodman, a copartnership, 134 West 37th St. (4751)

Stanley J. Remus & Company, et al.—An order to cease and desist from violation of the brokerage section of the Robinson-Patman Act in connection with sales and purchases of canned fish has been issued against Stanley J. Remus, trading as Stanley J. Remus & Co., 437 West Ontario St., Chicago, and P. E. Harris & Co., and Oceanic Sales Co., both of Seattle. (4833)

Winterine Manufacturing Co., 105 Wazee Market, Denver, Colo., has been ordered to cease and desist from misrepresentation in connection with the sale of "Antarctic," a so-called anti-freeze solution advertised for use in the cooling systems of automobiles and other combustion type engines. (4945)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Bannock Food Company, Inc., West Chester, Pa., selling dog foods designated "Bannock Dog Biscuits" and "Bannock Body Builder," has stipulated to cease and desist from representing that its dog food products contain meat or beef, or that Bannock Dog Foods are the only dog foods containing a vitamin concentrate. (03169)

Bill Baker's Products, Ojai, Calif., selling a food designated "Bill Baker's Original Soya Bean Brand Bread," has stipulated to cease representing that the product will be of any therapeutic benefit in the treatment of acidosis or stomach acidity. (03167)

Cluett, Peabody & Co., Inc., 40 Worth St., New York, manufacturing and distributing shirts, collars, ties, underwear and handkerchiefs, has stipulated to cease and desist from branding, labeling or advertising Sanforset treated rayon garments or fabrics as "Sanforized-Shrunk," "Sanforized-Shrunk Sanforset," or in any other way indicating or implying that such goods have been treated by the Sanforized shrinkage process, and from any presentation conveying the impression or belief that the residual shrinkage remaining therein is no more than the public has been educated to understand by the legend or expression "Sanforized-Shrunk." (3756)

Columbia River Woolen Mills, Portland, Oreg., engaged as jobbers in the sale and distribution of wearing apparel, bedding, piece goods and similar merchandise, has stipulated to cease and desist from use of the word "Mills" as part of their firm or trade name, and from use of other words or terms of similar implication that may convey the belief or impression that they make or manufacture the merchandise sold by them or that they actually own and operate or absolutely control a plant or factory wherein is made the merchandise sold or offered by them under such representations. (3757)

Conway Studios, Inc., and William E. Singer, Ben Sirlin and Paul Adelman, its officers, also trading as Affiliated Photo News Service, 558 Madison Ave., New York, making and distributing photographic prints, have stipulated to cease using the words "Affiliated Photo News Service" to describe or designate their business; using the terms "News Service" or the word "News" or any other words of similar import to describe a business which is principally that of selling photographic prints to persons photographed; representing in any manner to prospective customers that the respondents or any of their sales representatives are news or press photographers, or that any photograph solicited by them is for press or publicity purposes, unless such photograph is for immediate news or press use; describing or referring to Conway Studios, Inc., as the portrait division of Affiliated Photo News Service, or representing that miniatures or photographs offered for sale are made from negatives found by their artist to be so attractive and unusual that he selected them for exhibition purposes. (3758)

Feshbach & Ackerman Fur Corp., 333 Seventh Ave., New York, manufacturing and selling ladies' fur garments, has entered into a stipulation in which it agrees to cease and desist from use of the word "mink" or any word of like meaning to designate or describe furs or fur garments made from muskrat peltries or peltries other than those of mink unless such word or term is compounded with the word "dyed" immediately followed in equally conspicuous type by the true name of the fur; from the use of the words "Persian Lamb," "Persian Paw," or "Persian" as descriptive of coats or garments made of peltries other than those of true or pure breed Persian lambs; from use of the word "Polar" or other terms connoting origin characteristic of a particular geographic region as descriptive of a fur or garment material which has not come from the locality indicated; or from designating or describing furs or fur garments in any manner other than by the use of the true name of the fur as the last word of the designation or description thereof; and when any dye or process is used in simulating any other fur, the true name of the fur appearing as the last word of the description shall be immediately preceded in equally conspicuous type by the word "dyed" or the word "processed" compounded with the name of the simulated fur as, for example, "Mink-dyed Muskrat." (3753)

Merrell's, Inc., Clarksburg, W. Va., selling and distributing stationery, has stipulated to cease and desist from representing, directly or inferentially, that it is the only manufacturing engraver in West Virginia. (3749)

Harry Myers & Co., Inc., trading also as Styleplus Factory Salesroom, 110 South Paca St., Baltimore, selling and distributing men's clothing, has stipulated, whether trading under such names or under any other trade name or style, to cease and desist from representing by pictorial delineation or otherwise that its factory

or sales or showrooms occupy an entire building or buildings in excess of that which it actually occupies. (3754)

Olan Mills Portrait Studios, 112-116 East Columbia St., Springfield, Ohio, making and distributing photographic portraits, has stipulated that in connection with the sale and distribution of their products they will cease and desist from use of the terms "photo etching," "photo (etching) portrait," or the word "etching," or words of like import as descriptive of portraits or other pictures where an etching process is limited to the background and not used on the portrait or other subject matter of such photograph. (3750)

Orjene Company, 100 Fifth Ave., New York, selling and distributing cosmetic preparations designated "Orjene Pure Shampoo," and "Vi-Vu Scalp Treatment," "V-Kol" and "Couleur de Ton," has stipulated to cease representing that Orjene Pure Shampoo is a cure or remedy for dandruff or has any therapeutic value in the treatment of dandruff in excess of the removal of dandruff scales, or that it will provide a strong, healthy growth of hair or that it is new and different; that Vi-Vu will promote or restore a healthy growth of hair, will remove local scalp irritations, or renew life-giving nutriment or that it will improve the metabolism of the scalp or grow hair whenever the follicles are alive; or that V-Kol is a cure for itching scalp or skin or eczema, or is a cure for dandruff or that it will aid nature in growing healthy hair. (03165)

Perel & Lowenstein, with places of business at 144 South Main St., Memphis, and Jackson, Tenn., selling and distributing jewelry and associated commodities, have stipulated to cease and desist from use of the words "natural yellow gold," "yellow or rose gold" or similar terms as a description or designation for watch cases not made wholly of gold or which are gold-filled, gold-plated or have backings of metals not gold; from designating, or referring to, rings or other merchandise of less than 24-karat quality as "solid gold," "solid natural gold" or "solid yellow or white gold"; from describing or referring to premium dolls as a "\$7.50 doll" or by other words or terms representing that such dolls are equal in value or quality to those ordinarily sold in the retail trade for \$7.50, or that they have any worth in excess of their real market value; from using the words "free," "gift" or terms of like import to describe merchandise that is not given free or as a gratuity when the recipient of such merchandise is required, as a consideration, either to pay in whole or in part the price thereof, to purchase some other article or to render some service in order to obtain it. (3755)

Science Laboratories, Inc., and Sperti Electric Co., Inc., 4242 East 4th St., Cincinnati, engaged in the manufacture of electric lamps, including ultraviolet ray lamps, have stipulated that in connection with the sale and distribution of their models IC-77 and HI-41 lamps, or lamps of substantially similar construction, they will cease and desist from representing that conditions of the modern age are such that we are deprived of most of the benefits of sunlight, or by inference that it is essential for health to obtain such radiation by artificial means; that the low death rate in summer as compared with the high death rate in winter is an index to the deficiency of ultraviolet light in wintertime; that the lamps offered for sale without adequate filter equipment produce ultraviolet rays or that such radiation is comparable to sunshine. (3752)

C. F. Simonini's Sons, Inc., Tioga and Belgrade Sts., Philadelphia, selling and distributing edible or cooking oils, including a preparation designated "Olio Simonini" or "Simonini Oil," has stipulated that it will cease and desist from representing that 20 percent of the content of its product consists of virgin olive oil unless and until 20 percent thereof does consist of virgin oil; and from any representation which may convey the belief or impression that the olive oil content of its edible or cooking oils is greater than, in excess of, or other than the actual olive oil content thereof. (3751)

Spors Co., Le Center, Minn., selling a medicinal preparation designated "Lax-Aid," has stipulated to cease disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement, "CAUTION: Use Only As Directed," if and when the directions for use, whether appearing on the label or in the labeling, contain a caution or warning to the same effect. (03168)

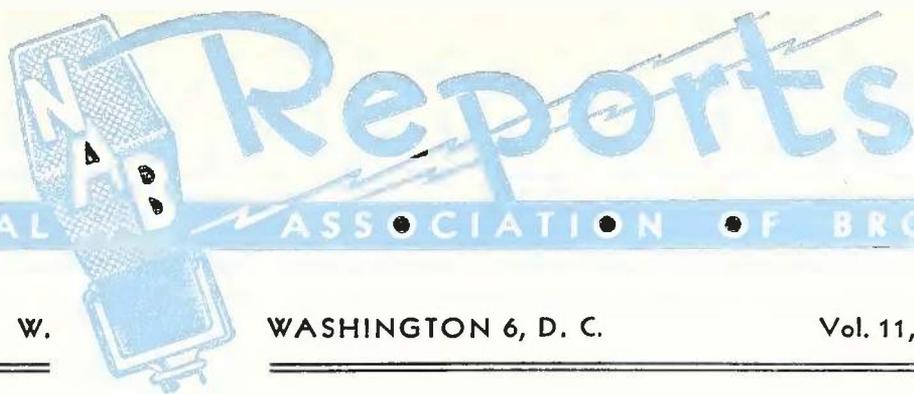
Stomar Products Co., 715 Linwood Blvd., Kansas City, Mo., selling a medicinal preparation designated "Foster's Wonder 30 Minute Corn and Callous Remover," and I. B. Wasson, trading as I. B. Wasson Advertising Co., Manufacturers Exchange Bldg., Kansas City, Mo., an advertising agency disseminating advertisements for the product, have stipulated to cease and desist from representing that the preparation promotes healing, and from disseminating any advertisement which fails to reveal that care should be taken not to allow the preparation, full strength, to

remain in contact too long, as otherwise its corrosive action may extend beyond the callous or corn and corrode the underlying tissue; provided, however, that such advertisement need only contain the statement, "CAUTION: Use Only As Directed," if and when the directions wherever they appear in the label or labeling contain a caution or warning to the same effect. (03166)

FTC CASE CLOSED

The Federal Trade Commission has closed the case growing out of its complaint against Monte Carlo Hats, Inc., 39 West 37th St., New York. The complaint charged the respondent with failing to properly label old, previously used women's hats, which it sold to retail dealers, as not being new or unused.

The Commission finds that the respondent has gone out of business, with no indication that it will be resumed. The case was ordered closed without prejudice to the right of the Commission to reopen it and resume trial should future facts so warrant.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 49, December 3, 1943

FCC PAYROLL AND EMPLOYMENT DATA

The FCC reports that more than 100 stations have failed so far to return their payroll and employment data requested two months ago. This data, when compiled, can be of invaluable help to all stations in labor negotiations, War Labor Board proceedings, and in other ways. For their own benefit, all stations should act promptly on the Commission's request.

PEABODY AWARDS

Some five thousand listening-post committee members, from coast to coast, will on December 10 report their selections in the George Foster Peabody Awards of 1943 to Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, through whose office the awards are made.

The reports of these listening-post committee members will be consolidated and passed along to the Peabody Advisory Board, headed by Edward Weeks, editor, *Atlantic Monthly*, which will make the final selections of the winners. This group will meet in New York in January for a preliminary canvass of the 1943 entries.

Bing Crosby's name appeared along with others of the Los Angeles area in a list provided by Mrs. Dorothy Lewis, New York, who as Coordinator of Listener Activity of the National Association of Broadcasters has quietly but effectively gone about the creation of these listening-post committees in some two hundred principal cities in most of the forty-eight states. Similar committees have been established through Dean Drewry's office in most of the state universities having accredited schools or departments of journalism.

"I am quite thrilled to know that some five thousand people will have worked on this listener evaluation project for the Peabody Awards this year, among them outstanding people in many areas," Mrs. Lewis recently wrote Dean Drewry. "Letters keep coming in telling me of the great interest of the community and of local stations in this whole project as it has been set up with the listening groups."

Although December 10 is the closing date for 1943, entries have been arriving in Athens for some weeks, Dean Drewry reports.

EDUCATION BY RADIO INSTITUTE SET

I. Keith Tyler, Director of the Institute for Education by Radio, Ohio State University, announces the Fifteenth

Institute for Education by Radio to be held at the Deshler-Wallick Hotel in Columbus, May 5-8, 1944. As in past years, the annual exhibition and citations of educational radio programs will be made in connection with the Institute. The closing date for entries in this exhibition has been set as March 15, 1944. Specifications and entry blanks may be obtained by stations, educational organizations and regional networks on request to Dr. Tyler at the Ohio State University, Columbus 10, Ohio.

EDUCATIONAL RADIO LISTING SERVICE

The Federal Radio Education Committee and the United States Office of Education have inaugurated a monthly Educational Radio Program Listing Service as an aid to teachers throughout the nation. On the first list, which has already been forwarded to all State Superintendents of Schools for distribution to local schools, 27 network programs are listed.

FREC, which is composed of 14 representatives of the radio industry and education, is convinced that many educationally valuable programs are not being fully utilized. An advisory committee of 4 educators has been set up to make the selections which will go onto the lists and the basic standards have been agreed upon by FREC. Each network recommends educational programs for selection. Following selection, the list is mimeographed and sent to State Departments of Education with the caution that it should be carefully revised to fit local needs and should be supplemented by local and regional educational programs. Many radio stations will be interested in cooperating with educators in their community in making this program effective.

A. E. R. REGIONAL CONFERENCE

The regional conference of the Association for Education by Radio was held at Stephens College, Columbia, Missouri, November 19, 20 and 21. The central theme was "The Responsibility of Radio in the New World." At the close of the sessions B. Lamar Johnson, Stephens College Dean of Instruction, presented the following summary:

"As I open my remarks I wish to express on behalf of Stephens College our pleasure in having had you guests on our campus during the past three days. You have brought much to us in both inspiration and information.

"Just this afternoon, in conversation with Major Kent, he remarked that this conference is the outstanding regional conference in the country and that it has more than justified its sponsorship by the Association for Education by Radio. I mention this because you have made this conference the success it has been.

"At the close of one of yesterday's panels the chairman stated, 'I have been asked to summarize this panel, but we have had so many ideas presented, so many suggestions

(Continued on page 486)



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NATIONAL 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

A. E. R. REGIONAL CONFERENCE

(Continued from page 485)

made, that I hesitate to attempt a summary. The meeting is adjourned.'

"After having attended meetings for three days I must say that I share the feeling of yesterday's panel chairman as I consider attempting a summary of the conference. I am almost tempted to announce now as we did yesterday, 'Meeting adjourned!'

"During this conference I observed one technique that I thought was notable—the use of a tea room as a part of seating space for the audience. I have attended the Boston 'pops' and listened to symphonic music as I enjoyed refreshments; I have seen the floor show at a night club as I ate a so-called supper; but never before have I attended a conference where a major part of the audience ate a late breakfast while listening attentively to a panel discussion—and where conferees sipped afternoon tea while listening to a speech. This technique might well be considered by other conference planners.

"In summarizing the conference I shall make no attempt to summarize each meeting separately. That will be done in the proceedings. Rather I shall mention five areas of discussion which have been of common concern and interest during the conference:

"First, Should radio give the public what it likes or should radio give the public what it ought to have?"

"Throughout the conference this issue has been discussed—in relation to children's programs and daytime serials, in relation to international relations and planning for the postwar world here at home. There seems to have been general agreement on this: 'Give the people the facts; the people can be trusted with the truth.' But repeatedly the point has been made different people interpret facts differently.

"As I leave this conference I am conscious of no clear-cut agreement on answering this question. The suggestion has been made that we should do both—give the public what it likes and what it should have. Time after time the point has been made that if we wish to present educational programs on postwar issues, for example, we must use the best showmanship possible, otherwise we shall have no listeners.

"Second, Should training for careers in radio stress general education or specific training in radio techniques?"

"Employers in radio want everything. They demand a sound general education including citizenship understanding, health, ability to communicate effectively, ability to get along with people; they want some technical training in the field of radio; they recommend the ability to type and take dictation; and some suggest the value and need for home economics training. The student who seeks a career in radio may be perplexed by the multiplicity of demands placed on her. Essentially, however, this conference has said to the student, 'If you are interested in radio get a good general education, work hard. You will need

to work hard when you begin your career. You must work hard now to get a sound general education, some technical training and, if possible, stenographic training.'

"Third, Is there opportunity for employment in radio?"

"On the one hand we have had reports of the immediate need for workers in radio. On the other hand, we have learned that in normal peacetime there are throughout the nation only 500 openings a year in radio—and not all of these offer opportunities for new workers in radio, for some of these openings simply represent personnel changes within the industry. Against this background of possible positions in radio we must consider the future possibilities of FM and of television. Expansion in these fields may well offer significant employment opportunities in the New World.

"In speaking of education for radio we need to recognize that education for a career in radio is only an aspect—and that a small aspect—of radio education. We need to teach boys and girls to understand the place of radio in America and world life. We need to educate our boys and girls in radio listening, just as we aim to teach them reading habits in our Literature courses. I have a feeling that this point on the importance of radio in general education may have been underestimated in the sessions of this conference.

"Fourth, The local radio station is the basic unit of radio. Community cooperation is necessary if radio is to make its maximum contribution."

"Among the agencies which can best cooperate with radio, and with which radio can best cooperate, is the newspaper. The press can do much in the education of listeners. In a panel discussion yesterday I feared a conflict between a representative of journalism and a member of the clergy. An agreement was, however, reached that both radio and the newspapers have important functions to serve and that cooperation between them is essential. During the conference regret has been expressed over the fact that in some sections of the country newspapers fail to list radio programs. On the other hand, and more frequently, examples of splendid radio-newspaper cooperation have been cited, as in Omaha, for example.

"Listening groups in cooperation with the local station can actually produce programs which fill a local need. This morning, for example, we heard of a junior league group in Oklahoma which is producing some outstanding children's programs.

"Throughout the conference I have been impressed by the growing importance of radio councils as a means of providing community cooperation. The suggestion has been made that the radio council can educate listeners, can advise the station management regarding the improvement of the programs, and can publicize selected programs.

"Fifth, Is television just around the corner?"

"The presentations of Commander Eddy and of Mr. Shayon both point forward to a not distant day when television will be a reality. Mr. Shayon predicts that: 'Ten years from today large scale commercial color-vision television will be as normal a part of our lives as are films or sound broadcast now.'

"Commander Eddy emphasized the value of television to education and suggested the possibility of centralized education from central stations. Though there was at the conference some disagreement on the future of television, I should say that there was general optimism regarding the development and the importance of television.

"If I were to select two quotations which best give contrasting spirits of this conference I should first quote Mrs. Miller who in a panel yesterday stated: 'It is later than we think.' In that sentence Mrs. Miller summarized the concern which has motivated our consideration of postwar issues; the need for building a lasting peace; our recognition that we live in a world united by radio, by aviation and by the aspirations of mankind; our concern about breakdowns on our home front; juvenile delinquency; our wonderings about radio's role of leadership in the new world; our controversies regarding the interpretation of

facts; our fears that we may win the war on world battlefronts and lose the peace. Yes, it seems to me that Mrs. Miller has uttered a warning we need to heed—as educators, as broadcasters: ‘It may well be later than we think.’

“On the other hand there has been in our conference a spirit of optimism. Our conference has promised us new and improved tools with which to fashion the New World. Perhaps this hope was best represented by Mr. Shayon’s address of last evening: ‘In the new world radio will be a superior instrument. A servant of man—freed from physical limitations—endowed with sight as well as sound, serving still the spirit of enterprise but serving still more the public welfare—making all men neighbors—and enriching their days and nights with entertainment, information, and enlightenment—this is the vision in the New World to which radio looks ahead.’

“These sentences and the entire conference fill us with both a feeling of hope and of responsibility. Before we have quite learned to utilize to its utmost the tool of radio, civilization is having placed in its hands a new tool—a new art—television.

“As I leave this conference I feel that those of us in education, those of us in radio, and those of us in the united field of radio education face new opportunities which we dare not fail to recognize. Radio needs education; education needs radio. America and the world need radio and education.”

HOUSE SELECT COMMITTEE APPROPRIATION

Acting upon the request of the House Select Committee to investigate the Federal Communications Commission, the House last week passed an additional appropriation of \$50,000 with which to carry on investigating activities. The bill was passed without debate.

MAKE SURE OF WAR DEPT. OK

When approached by an outside party on a deal to broadcast a military program from a distant point, with costs including line charges to be paid by donations from local merchants, stations should make sure that the Radio Branch, Bureau of Public Relations, War Department, Washington, D. C., has given approval in writing.

In such cases—pickup from a distant point, costs to be defrayed by donations and involving a third party—there is more than a possibility of embarrassment to the broadcast station.

If in doubt about any such deals communicate directly with the Radio Branch, War Dept., Washington, or with NAB.

The suggestions above do not apply when the station itself develops such a program.

KLAUBER TO OWI

Edward Klauber, for thirteen years a prominent figure in the broadcasting industry when he served as Executive Vice President of CBS, has been appointed Associate Director of the Office of War Information. This post has been vacant since the resignation of Milton S. Eisenhower who assumed the presidency of Kansas State College.

Mr. Klauber, a veteran newspaper and radio man, began his career on the *New York World* in 1912. In 1916 he joined the staff of the *New York Times* where he remained for nearly thirteen years as reporter, re-write man and news executive. He resigned as night editor of the *Times* in 1928 and then went into the advertising and public relations field before joining CBS in 1930.

Mr. Klauber is a native of Louisville, Kentucky. He assumed his new post December 1.

MINNESOTA BROADCASTERS MEET

Representatives of Minnesota radio stations and some from surrounding states are meeting in Minneapolis today (3). While the meeting will be general in character, its prime purpose is a means whereby closer contact between the Northwest Radio Council and the radio stations of that area may be established.

Mrs. George B. Palmer, Chairman of the Radio Committee of the Minnesota Federated Women’s Clubs and prominent in the General Federation of Women’s Clubs radio affairs, will outline the aims and objectives of the Radio Council.

Dorothy Lewis, NAB Coordinator of Listener Activities, will also speak upon the functions of radio councils and a number of women program directors will be on hand. An interesting meeting is expected. A full outline will be given in next week’s NAB REPORTS.

DISTRIBUTE INCOME TAX FORM W-2

The Bureau of Internal Revenue has asked NAB to remind stations of the importance of early distribution of Form W-2 to employees. This form is a statement showing total wages paid during the calendar year 1943 and the amount of income and victory tax withheld from such wages under the provisions of the new “pay-as-you-go” income tax plan.

January 31 is the deadline for distribution of the forms to employees and for the filing by the employer of duplicates, together with the employer’s quarterly report of taxes withheld (W-1), with the Collector of Internal Revenue in the employer’s district.

Early distribution helps employees determine their personal income taxes.

1944 ELECTRONIC NEEDS CONSIDERED

Reports on electronics equipment since January 1 and the program to meet increased requirements for 1944 were discussed at a recent meeting of the Radio and Radar Industry Advisory Committee with WPB representatives. Progress of scheduling operations on vacuum tubes, test equipment and electrical indicating instruments were outlined by representatives of the WPB Radio and Radar Division. Ray C. Ellis, Division Director, was government presiding officer.

BOOK ON RADIO REPAIRS ISSUED

“Radio Listeners Guide, an Aid to Better Reception,” is the title of a 62 page booklet written by Fred D. Rowe. Mr. Rowe has been associated with the Pacific Radio Institute in the San Francisco Bay area for the past 14 years locating various types of interference on receiving sets.

Mr. Rowe has covered such subjects as how broadcasting is done, installation notes, tuning of radio, determining causes of radio set noises, how to locate interference sources, simple service problems and questions and answers. Under present conditions when many listeners find it difficult to obtain the services of a competent radio repairman, it is believed this publication may be particularly helpful to radio listeners.

A. E. Rowe and Company, Inc., 660 Mission Street, San Francisco 5, California, is the publisher. Broadcasters may purchase individual copies at \$1.00 each. Quantity discounts to broadcasters are as follows: two to ten copies—70 cents each, eleven to one hundred copies—60 cents each, over one hundred copies—50 cents each. The retail price is \$1.00.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 6th. They are subject to change.

Monday, December 6

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of license; **1480 kc.**, 5 KW, unlimited, DA-night.

Wednesday, December 8

Further Hearing

To Be Heard in the Offices of the Commission, Washington, D. C.

WFTL—Ralph A. Horton (Assignor), The Fort Industry Co. (Assignee), Fort Lauderdale, Fla.—Voluntary assignment of C. P., and license of WFTL; and licenses of relay stations WAAD and WRET. **1460 kc.**, 250 watts, unlimited. Under C. P., **710 kc.**, 10 KW, unlimited, DA-night.

WFTL—Ralph A. Horton, Fort Lauderdale, Fla.—License to cover C. P., and authority to determine operating power by direct measurement. **1400 kc.**, 250 watts, unlimited. Under C. P., **710 kc.**, 10 KW, unlimited, DA-night.

WFTL—The Fort Industry Company, Fort Lauderdale, Fla.—Modification of license to move main studio from Fort Lauderdale, Florida (contingent upon granting of B3-APL-15). **1400 kc.**, 250 watts, unlimited. Under C. P., **710 kc.**, 10 KW, unlimited, DA-night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KFAR—The Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Granted special service authorization to operate station on **660 kc.** with 10 KW power, unlimited time, for the period ending no later than June 1, 1944, on condition that if objectionable interference is caused to the FCC monitoring station, the CAA radio system, Alaska Communications System, Army, Navy, Coast Guard, or other communications systems, and is not promptly eliminated, KFAR will return to its present assignment of **610 kc.**, with 5 KW power.

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted extension of authority for waiver of Sections 2.53 and 13.61 of the Commission's Rules so as to permit operation of the synchronous amplifier by remote control from the main transmitter location, for the period December 1, 1943, to February 1, 1944, upon the same terms and conditions as the existing authorization for such operation.

WFNC—W. C. Ewing and T. K. Weyher, d/b as Cumberland Broadcasting Co. (Assignor), Cape Fear Broadcasting Co. (Assignee), Fayetteville, N. C.—Granted consent to voluntary assignment of license from W. C. Ewing and T. K. Weyher, d/b as Cumberland Broadcasting Co., licensee of station WFNC, to Cape Fear Broadcasting Company (B3-AL-380).

WSNY—Western Gateway Broadcasting Corp., Schenectady, N. Y.—Granted authority to make changes in automatic frequency control equipment (B1-F-254).

WRUF—University of Florida, Gainesville, Fla.—Granted special service authorization to operate unlimited time with power of 100 watts after sunset at Denver, and 5 KW until sunset at Denver, for the period ending February 1, 1944 (B3-SSA-87).

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted extension of special service authorization to operate on **560 kc.**, 500 watts night, 1 KW LS, unlimited time, for the period ending February 1, 1943 (B5-SSA-86).

LICENSES GRANTED

Granted renewal of following relay broadcast station licenses for the period beginning December 1, 1943, and ending in no event later than December 1, 1945:

WODJ, Adirondack Broadcasting Co., Inc.; WEGD, WEGE, American Broadcasting Corp. of Ky.; WEOB, Ashland Broadcasting Co.; WEGG, The Atlantic Journal Co.; WBAR, WBAS, WEGM, WEGN, Bamberger Broadcasting Service, Inc.; WALM, WALN, WAUJ, WHAE, Courier-Journal and Louisville Times Co.; WAUY, WEQG, Evansville on the Air, Inc.; WEHN, Evening News Assn.; WHHC, Hampden-Hampshire Corp.; WEIF, Hildreth and Rogers Co.; WEIN, WEIO, WEIP, The Journal Co. (The Milwaukee Journal); KEJS, KGKO Broadcasting Co.; KEIH, KEII, KLZ Broadcasting Co.; KEIM, KTAR Broadcasting Co.; WALB, Larus and Brother Co., Inc.; KAOY, KEGL, KEGN, KEGO, KEGQ, Don Lee Broadcasting System; WEIT, WEIU, Loyola University; WEIY, Miami Broadcasting Co.; WEIZ, Miami Valley Broadcasting Corp.; KAOH, KEIS, KEIT, Midland Broadcasting Co.; WENU, WENV, Monumental Radio Co.; KEIW, KEIX, Eugene P. O'Fallon, Inc.; WIPP, Pennsylvania Broadcasting Co.; WEKI, WPEO, Peoria Broadcasting Co.; WERB, Pinellas Broadcasting Co.; KRQC, Queen City Broadcasting Co., Inc.; WEHT, WELT, Racine Broadcasting Corp.; KEGU, Radio Service Corp. of Utah; KEGV, Radio Station KFH Co.; WENP, WENQ, WENS, Radio Station WSOC, Inc.; WEKN, Rockford Broadcasters, Inc.; KEGX, Salt River Valley Broadcasting Co.; WEKO, WEKP, Scranton Broadcasters, Inc.; WEKQ, Allen T. Simmons; WEKR, South Bend Tribune; WEOC, South Carolina Broadcasting Co., Inc.; WJSN, The Sun Publishing Co., Inc.; KEGT, Tarrant Broadcasting Co.; KEHB, KEHD, Topeka Broadcasting Assn., Inc.; WEHU, WEHX, WJSM, WRPM, United Broadcasting Co.; WAUW, WLAC Broadcasting Service; WRBC, WELE, WBNS, Inc.; WELN, WDRC, Inc.; WEIJ, WEIK, WFBM, Inc.; WELY, WGAL, Inc.; WEMU, WEMW, The WGAR Broadcasting Co.; WAIF, WAIG, WELZ, WQHF, WGN, Inc.; WHPB, WHPR, WHP, Inc.; WENF, WENG, WJRB, WJR, The Goodwill Station; WENN, WENO, WPTF Radio Co.; WEOD, The Yankee Network, Inc.; WCZR, Zenith Radio Corp.; WAUH, Atlantic Coast Broadcasting Co.; WEGS, Donald A. Burton; WEGV, The Champaign News-Gazette, Inc.; WEGW, WEGX, Charleston Broadcasting Co.; KEHO, Inter-mountain Broadcasting Corp.; KDAS, KARM, The George Harm Station; WEOH, Richmond Radio Corp.; KEHS, WDAY, Inc.

Granted extension of following relay broadcast licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than February 1, 1944:

WRET, Ralph A. Horton; KEIQ, KEIR, Ben S. McGlashan; WEKF, Paducah Broadcasting Co., Inc.; WBLQ, Piedmont Publishing Co.; KIDN, Redwood Broadcasting Co., Inc.; WENL, Surety Life Insurance Co.; KEGZ, Symons Broadcasting Co.; KEHR, Donald C. Treloar; WBCZ, WHEB, Inc.; WMWA, WOKO, Inc.

WAEA—Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d/b as WAPO Broadcasting Service, area of Chattanooga, Tenn.—Granted renewal of license for the period ending not later than October 1, 1944 (B3-PRY-132).

MISCELLANEOUS

A. H. Belo Corp., Dallas, Texas.—Granted construction permit for new relay broadcast station (B3-PRE-438).

Great Trails Broadcasting Corp., area of Dayton, Ohio.—Granted license for new relay broadcast station (B2-LRY-291).

KNBC—National Broadcasting Co., Inc. (area of San Francisco, Calif.)—Granted construction permit to install new transmitter and to reduce power of relay station from 100 to 75 watts (B5-PRY-290).

KEJK—National Broadcasting Co., Inc. (area of San Francisco, Calif.)—Granted construction permit to install new transmitter (B5-PRE-434).

Voice of Longview (Portable-Mobile), (area of Longview, Tex.)—Granted construction permit for new relay broadcast station (B3-PRY-292).

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted modification of construction permit as modified, which authorized change of frequency, increase in power, installation of new transmitter and directional antenna for night use, for extension of completion date from December 1, 1943, to February 1, 1944 (B5-MP-1727).

WEKX-WEKZ—The Yankee Network, Inc., area of Boston, Mass.—Granted renewal of relay broadcast station license for period December 1, 1943, to not later than December 1, 1945; to operate with WNAC, Boston, Mass., instead of WNAC and WAAB, Boston, Mass. (B1-RRE-91), (B1-RRE-245).

WEKY—The Yankee Network, Inc. (area of Mt. Washington, N. H.).—Granted renewal of license for relay broadcast station WEKY for the period December 1, 1943, to not later than December 1, 1945; to be designated as a special relay broadcast station to be operated with high frequency broadcast station WMTW, Mt. Washington, N. H., instead of relay broadcast station to be operated with WNAC and WAAB, Boston, Mass. (B1-RRE-244).

The Commission placed in pending file the applications of Standard Broadcasting Co., Los Angeles, Calif., for construction permit for new FM station (B5-PH-146) and Allen B. DuMont Labs., Inc., to change from experimental to commercial operation its television station W2XWV (B1-PCT-21).

WEMZ—WHEC, Inc., area of Rochester, N. Y.—Cancelled license for relay broadcast station license in accordance with written request (B1-RRE-257).

KOBH—Black Hills Broadcast Co., Rapid City, So. Dak.—Denied petition requesting leave to amend its application for construction permit (B-192, Docket 6430) so as to substitute the frequency 1380 for 610 kc.

KEEW—Eagle Broadcasting Co., Brownsville, Texas.—Granted renewal of license for the period December 1, 1943, to December 1, 1945.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—Granted renewal of license for the period December 1, 1943, to December 1, 1945.

KBON—Inland Broadcasting Co., Omaha, Neb.—Present license extended upon a temporary basis only, pending determination upon application for renewal, for the period ending February 1, 1944.

KPAB—Laredo Broadcasting Co., Laredo, Texas.—Present license extended upon a temporary basis only, pending determination upon application for renewal, for the period ending February 1, 1944.

WDAE—Tampa Times Company, Tampa, Fla.—Denied special service authorization to operate on 770 kc. with 5 KW power, unlimited time, employing DA-night, for the period ending August 1, 1944 (B3-SSA-84).

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Dismissed application (B2-P-3531) for construction permit to move formerly licensed 500 watt transmitter to site of new main transmitter to be used as an auxiliary transmitter, with power of 500 watts, employing DA-night.

WOCB—Harriet M. Alleman and Helen W. MacLellan, d/b as The Cape Cod Broadcasting Co., West Yarmouth, Mass.—Adopted order denying as in default the application for renewal of license of station WOCB. Applicants failed to appear at hearing designated on October 26.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Granted petition for postponement of hearing, now scheduled for December 6, 1943, to January 7, 1944, in re application for modification of license to operate on 1480 kc., directional antenna night, 5 KW, unlimited. (Docket No. 6522)

Charles Swaringen, et al., d/b as Buckeye Broadcasting Co., Akron, Ohio.—Denied petition for leave to amend application for construction permit for new station, to request frequency 1260 kc. (instead of 1240 kc.) and daytime hours (instead of unlimited). Exception noted by counsel. (Docket No. 6559)

APPLICATIONS FILED AT FCC

580 Kilocycles

WIAC—Enrique Abarca Sanfeliz, Hato Rey, Puerto Rico.—Voluntary assignment of license to radio station WIAC, Inc.

1280 Kilocycles

WDSU—WDSU, Inc., New Orleans, La.—Voluntary assignment of license and construction permit to E. A. Stephens, Fred

Weber and H. G. Wall, d/b as Stephens Broadcasting Company.

1310 Kilocycles

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—License to cover construction permit (B1-P-3538) which authorized installation of a new transmitter.

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Authority to determine operating power by direct measurement of antenna power.

1340 Kilocycles

KAND—Navarro Broadcasting Association, J. C. West, President, Fort Worth, Texas.—Construction permit to move transmitter and studio from Corsicana, Texas, to Fort Worth, Texas.

1430 Kilocycles

KWKW—Southern California Broadcasting Co., Pasadena, Calif.—Voluntary assignment of license to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, d/b as Southern California Broadcasting Co.

1450 Kilocycles

KLBM—Ben E. Stone, La Grange, Oregon.—Modification of license to change the location of the main studio to transmitter site (U. S. Highway #30, 1.3 miles from La Grande, Oregon).

1470 Kilocycles

WCBA—WSAN Lehigh Valley Broadcasting Co., Allentown, Pa.—Relinquishment of control of licensee corporation by Allentown Call Publishing Company through sale of 495 shares of stock to Royal W. Weiler, J. Calvin Shumberger, Sr., David A. Miller, Fred W. Weiler, Samuel W. Miller, Donald P. Miller and Miller Associates.

MISCELLANEOUS

KPAK—Wichita Broadcasting Co., area of Wichita Falls, Tex.—Voluntary assignment of license to Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson, Jr.

KWFR—Wichita Broadcasting Co., area of Wichita Falls, Tex.—Voluntary assignment of license to Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson, Jr.

KTRG—KTRH Broadcasting Co., area of Houston, Texas.—License to cover construction permit (B3-PRY-291) which authorized construction of a new relay broadcast station.

W2XCB—Columbia Broadcasting System, Inc., area of New York, N. Y.—Modification of construction permit (B1-PVB-46 as modified), which authorized construction of new television relay station for extension of completion date from 1-7-44 to 7-7-44.

NEW—Spartanburg Advertising Co., Spartanburg, S. Car.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43500 kc., with coverage of 26,600 square miles.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Master Engravers Guild, et al.—A complaint has been issued alleging that Master Engravers Guild and Master Engravers Service Corporation, both of Paterson, N. J., and their 20 member

engraving companies, have entered into an agreement and combination to suppress and eliminate competition in prices and otherwise among and between themselves, and to monopolize for themselves the production, sale and distribution of etchings and engravings to be used for stamping and printing cloth, oilcloth and other like materials. Two individual respondents, Duncan C. McAllister, secretary of the two organizations of engravers, and George Stone, president of the respondent Guild, are named in the complaint. (5088)

Washington Civilian Institute, 129 W. Saratoga St., Baltimore, selling courses of study and instruction for preparing students for examinations for Civil Service positions, is charged in a complaint with misrepresentation. (5086)

Stacy Williams Company, Inc.; Claude Bennett, individually and as an official of Bennett Brokerage Company, Inc.; Bennett Brokerage Company, Inc., and Stacy Williams Company, Inc., all of Birmingham, Ala., are charged in a complaint with violation of the brokerage section of the Robinson-Patman Act. (5087)

STIPULATION

During the past week the Commission has announced the following stipulation:

DeLong Hook & Eye Co., Inc., Clearfield and 21st St., Philadelphia, manufacturing and distributing metal fasteners, has stipulated to cease and desist from representing that its hooks and eyes, or its other products made of steel, are composed of brass or that they will not rust. (3759)

CEASE AND DESIST ORDER

The Commission issued the following cease and desist order last week:

S. Buchsbaum & Co., 243 East Huron St., Chicago, manufacturing and selling men's accessories under the trade name "Elasti-Glass," has been ordered to cease and desist from misrepresentation of the products. The Commission finds that the respondent, whose products include belts, garters and wrist watch bands made from a resinous material, a derivative of vinyl which is sold under the trade name "Vinylite," to which a plasticizer has been added, has represented that the products are made of glass, through the use of the trade name "Elasti-Glass." Use by the respondent of the term "Elasti-Glass," the Commission finds, conveys to members of the purchasing public the impression that such articles consist of common glass processed in such a manner as to give it elastic properties. (4450)

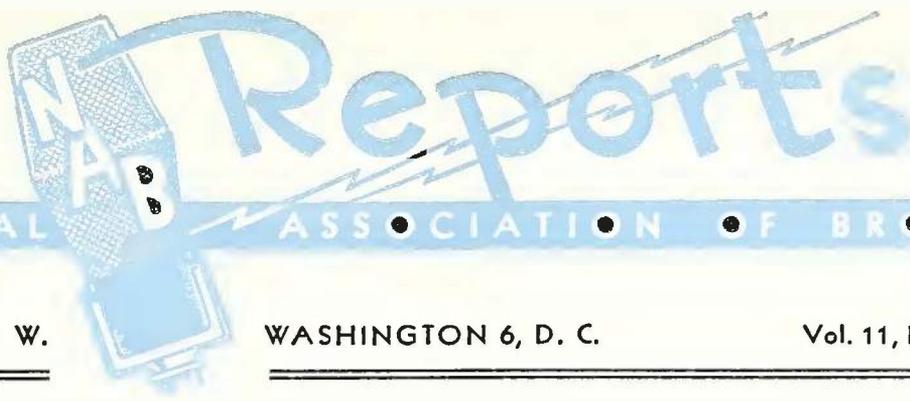
FTC CASE CLOSED

The Federal Trade Commission has closed without prejudice the case growing out of the complaint against Retonga Medicine Co., Atlanta, Ga., which had been charged with misrepresenting the therapeutic properties of a medicinal preparation designated Retonga.

The Commission also vacated and set aside the findings of fact and order to cease and desist which it had issued in the proceeding.

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1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 50, December 10, 1943

NEW CENSORSHIP CODE

Byron Price, Director of Censorship, issued today (Friday) the third revision of the Code of Wartime Practices for American Broadcasters. This new edition replaces the one of February 1, 1943. Copies of the Code will be sent to all broadcasting stations by the Office of Censorship.

Several important changes have been made in Section I relating to News Broadcasts and Commentaries. The following paragraph is significant:

“Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.”

The provision with respect to weather has been materially changed and some minor changes have been made with respect to news concerning the armed forces in the United States and outside the United States. The weather request now provides that unless made available for broadcast or specifically cleared by the Office of Censorship, weather forecasts other than those officially released by the Weather Bureau should not be mentioned. Mention of wind direction or barometric pressure in current or past weather should not be made except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities. A note of caution is also sounded to special events reporters covering sports or outdoor assignments such as fires, floods, storms, etc., against mentioning wind directions.

Section (b) (1), which is the exception to the Armed Forces provision has been changed. This exception now reads:

“(1) Armed forces in the United States.—Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.”

The language which prohibits the mention of an air raid in the United States during its course “by stations OUTSIDE the zone of action unless especially authorized by the War Department” has been eliminated and the new Code provides that mention of such raids can be made only on “appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department.”

Several important changes have been made in respect to broadcasts on production. A new provision with respect to war news reads as follows: “Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.” This provision will necessitate broadcasters acquiring a copy of the Canadian code in order that they may conform.

No significant changes are made in Section II of the Code with respect to Programs, but the foreign language section contains a new provision, reading as follows:

“(c) Censors and monitors.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.”

The former provision that requests from the Office of Censorship to submit specified scripts in the original language, as well as English translations thereof, has been deleted.

It is felt that the new Code will relieve broadcasters of some of the restrictions heretofore applicable.

MUSIC COMMITTEE MEETING

A special Music Bulletin will be issued shortly giving results of conferences with ASCAP regarding audits and other information in connection with various phases of the music field.

The NAB Music Committee met Wednesday and Thursday, December 1-2, at the Roosevelt Hotel in New York City. The following members were present: Campbell Arnoux, WTAR, Norfolk, Virginia; James P. Begley, KYW, Philadelphia, Pennsylvania; Thomas Belviso, NBC, New York City; Arthur Church, KMBC, Kansas City, Missouri; Robert Enoch, KTOK, Oklahoma City, Oklahoma; C. W. Myers, KALE, Portland, Oregon; Elliott Sanger, WQXR, New York City; Frank R. Smith, Jr., WWSW, Pittsburgh, Pennsylvania; John Wahlstedt, WHB, Kansas City, Missouri; Frank White, CBS, New York; and Neville Miller, NAB, Washington, D. C. Warren Williamson, WKBN, Youngstown, Ohio, was unable to attend.

Neville Miller, in outlining the purpose of the meeting, stated that music in its many aspects played a most important part in broadcasting and the committee had been appointed to study the whole field of music as it related to broadcasting, to anticipate the problems which the industry would face in the future and to outline constructive approaches to the various problems and carry on educational work within the industry in connection with the use of music by broadcasters.

Various phases of the legal side of the copyright problem were discussed by Robert J. Burton, of BMI, who emphasized the importance of maintaining BMI as an aggressive and active competitor rather than merely as an organization devoted to the maintenance of supplementary or alternative supply of music.

General discussion of the various problems brought out the fact that ASCAP at present was attempting to frus-

(Continued on page 492)



NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

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Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

MUSIC COMMITTEE MEETING

(Continued from page 491)

trate true competition in the field of music licensing in violation of the terms of the consent decree. It had succeeded in obscuring the legal status of the various rights of its authors, composers and publisher members; it was consistently attempting to prevent composer members of ASCAP from exercising their rights under the ASCAP consent decree to grant performing rights licenses direct to broadcasters and appeared to have adopted a policy in connection with the auditing of stations designed to drive stations from per program licenses to blanket licenses.

It was pointed out that the cost for music licenses paid to all the licensing organizations was today less than that formerly paid to ASCAP alone, and that the industry, due to its determined stand in the ASCAP controversy, would save approximately \$50,000,000 over the period of the present ASCAP contracts.

It was the opinion of the Committee that BMI was rendering the industry excellent service. It was pointed out that tunes licensed by BMI consisted of more than 25 per cent of the tunes listed on the various lists of most popular tunes and for four consecutive weeks had had the top tune on the Hit Parade. The industry was urged to support the management of BMI in the constructive work which it was doing.

Late Wednesday afternoon the committee witnessed a demonstration of logging of station performances at BMI and later met informally with representatives of the licensing organizations and the trade press.

Thursday morning was devoted to the consideration of the musical needs of stations and formulation of suggestions to licensing agencies.

Roy Harlow and Ralph Wentworth of BMI reported to the Committee their views formed as the result of recent trips to stations. Clint Finney, William Reddick and Ben Selvin of AMP outlined plans of that organization; Leonard Callahan and Gus Hagenah gave a detailed account of SESAC's operations; John Paine and Herman Greenberg discussed ASCAP's plans, policies and audits; Sydney Kaye, Merritt Tompkins and Carl Haverlin outlined BMI's activities, and Claude Mills spoke on the work of SPA.

The Committee pointed out to the ASCAP representatives that several years ago at the time the new contracts were signed, ASCAP had advertised the fact that for the future it would adopt a policy of cooperation with the industry which announcement had met with much approval by broadcasters. However, it was the opinion of the Committee that ASCAP was not following that policy and that it hoped ASCAP would give serious consideration to the suggestions which the Committee had to offer to the end that greater cooperation would be forthcoming in the future.

In connection with the ASCAP audits, it was pointed out

that in spite of the consent decree which provided that ASCAP should not require a license fee in respect of commercial programs upon which no ASCAP music was performed, and in spite of explanations given by ASCAP representatives at district meetings and at numerous other times and places at the time ASCAP was urging stations to sign the present contracts, ASCAP now had adopted interpretations under which it claimed fees on spot announcements and completed quarter hour programs containing no ASCAP music but adjacent to programs which contain such music, government programs which had been granted clearances, and inter-company business all of which clearly were not subject to fee under the per program type of contract.

It was also pointed out that ASCAP evidently had adopted a policy of making no written reply to NAB's request for rulings on such matters and that it was absolutely necessary for good relations between the industry and ASCAP that such a policy be abandoned and that these matters be discussed and ironed out at an early date. It was stated that NAB did not propose to attempt in any way to assist chiseling on the ASCAP contract, but it did propose to oppose ASCAP's present policy for harassing the stations holding per program contracts.

The NAB plans to present to ASCAP a memorandum outlining the various problems which have arisen in the hope and expectation that ASCAP will discuss and arrive at a mutual understanding concerning the interpretation of the ASCAP contract in the light of the consent decree. This memorandum will be presented to ASCAP in the immediate future and the industry will be advised of developments.

Plans for development of educational material for use by music directors were discussed. A special music bulletin will be issued shortly giving detailed information concerning the various items considered by the Committee.

The Committee enjoyed two very interesting talks at the luncheons from well known authorities in the radio music field. Paul Whiteman of the Music Department of the

ATT: STATION MANAGER

Re: "There IS an Indispensable Man!"

A folder with the above title was sent to all station managers requesting their signatures on the return blank.

Station managers were requested to assume the responsibility of directing public relations activities or designate someone with similar authority, particularly any full time Public Relations Directors.

Response has been very satisfactory, but there are still some stations unheard from.

If you have not sent in the return blank, please do so.

Edgar Bill, Chairman of the NAB Public Relations Committee, says: "It will be necessary for District Public Relations Chairmen to contact personally all station managers who have not replied. We should like to minimize this job in the interest of the greater work ahead."

Please Send NAB the Return Blank

Blue Network, the luncheon speaker on Wednesday, spoke on the need for music written especially for radio. Dr. Ernest LaPrade, of the Music Department of NBC, the luncheon speaker on Thursday, spoke on symphonic music.

The Committee will give further consideration to the various subjects discussed and keep the industry advised of developments.

LEADING BROADCASTERS PARTICIPATE IN SCHOOL BROADCAST CONFERENCE, CHICAGO

A panel of "Quiz Kid" broadcasters, attired in caps and gowns, featured the Sunday night session of the School Broadcast Conference, November 28, 29, 30, in Chicago. Miller McClintock, MBS; Mark L. Haas, WJR; James W. Sterton, Blue Network; John J. Gillin, Jr., WOW; William Quarton, WMT, and Mike Hannah, WHCU were "quizzed" by two of the genuine Quiz Kids on American radio.

Willard D. Egolf, Assistant to the President, and Dorothy Lewis, Coordinator of Listener Activity, represented NAB at the Conference and supervised the NAB both which provided information on the membership of the Association and pamphlets of educational and general interest.

Following is a story of the Chicago meeting as released by the SBC News Bureau.

The Seventh Annual meeting of the School Broadcast Conference opened Sunday evening, November 28th in Chicago with a joint NAB-SBC special session considering the subject of "The Listener's Stake in Radio." The session was chairmaned by Mrs. Dorothy Lewis, Listener Coordinator for NAB and the feature of the program was a panel of station managers as Quiz Kids, with two Quiz Kids asking questions concerned with American Radio. Commissioner James L. Fly spoke from Washington on the regular Sunday evening Quiz Kid show, saying, "Even more important, the Quiz Kids prove that the entertainment and educational functions of radio are not opposed to one another."

In his talk of welcome to the conference Mayor Edward J. Kelly of Chicago stated that "radio is a tool of science that, of necessity must be made an adjunct of education if you, as educators are to train our children properly to face the responsibilities which they must assume as adults in a troubled world." Dr. William H. Johnson, Superintendent of Chicago Public Schools, stated, "In American radio the modern classroom teacher has at hand an educational device for the furtherance of democracy which is more powerful than any yet given him," and continued by saying, "Broadcasters and teachers in the schools of America have assumed their responsibilities. Out of such meetings as this will grow a stronger understanding between classroom and studio, teacher and broadcaster, to the end that radio will play the part in modern education that the leaders in both fields see for it."

Keynotes of Monday's session were an address by Colonel Edward M. Kirby, chief of the Radio Branch, Bureau of Public Relations, U. S. Army and the awarding of the annual scroll of merit to Major Harold W. Kent, Director of the Radio Council of the Chicago Public Schools, on military leave of absence. Colonel Kirby said in part that, "The mission of army radio is to convey the military facts of the war to the American people." In praising the effectiveness of radio in the war effort, Colonel Kirby said, "The Army has sought the cooperation of American Radio both at home and abroad, and it has never failed to receive it. For this, the salute of the Army."

Miller McClintock, president of MBS, in a panel devoted to the educational aspects of radio said, "American radio, after only twenty years of growth, is the most potent educational influence for the masses of our people which has

ever been developed." The educator and radio executive are both coming to understand the problems of the other, and both have agreed that, "Together the schoolmen and the broadcasters of the nation can build educational influences assuring a perpetuation of individual freedom of thought and a guarantee of democratic processes for the future of our country."

General sessions of the conference were attended by teachers, school administrators, and radio executives who saw demonstrations of the classroom use of radio. Special workshops were held in Radio Script and Production for Schools; University Broadcasting; Radio and the Vocational School, and Training the Radio Worker.

Radio Station KOA, Denver, Colorado College, and the Rocky Mountain Radio Council were cited by the SBC in the annual station-promotion of a public service program for "Let's Make Music." A number of teachers were cited for their classroom use of radio. Series cited included programs from the School of the Air of the Americas; the Canadian Broadcasting Corporation; stations KEX, KOIN, WJR, WJJD, and WIND.

George Jennings, Acting Director of the Radio Council-WBEZ for the Chicago Public Schools, and Director of the School Broadcast Conference announced that the eighth annual meeting will be held in Chicago during the month of November, 1944.

SEABEE COMMANDER AIRS RECOGNITION OF WRVA

For many weeks WRVA broadcast a studio show for Camp Peary, Naval Construction Training Center, sixty miles from Richmond, because the camp had no building suitable. At the station's suggestion, however, a building was located, equipment purchased and installed under the guidance and supervision of the station's remote staff.

On the first broadcast from the Camp, November 20, Commander H. F. Ransford, Civil Engineers Corps, United States Navy, made the following remarks:

"We are grateful to the members of the staff of Station WRVA for their valuable and generous help. A great deal of hard work went into the arrangements for the installation of these facilities which will bring about radio broadcasting direct from Camp Peary. Those who contributed their time and their efforts did so with a will and a determination to make broadcasting from this point a successful reality. Now the men in camp can witness and enjoy seeing as well as hearing them. From camp will come our weekly "Builders for Victory" series which brings you behind-the-scenes stories of the Seabees in action with music by the Seabee Orchestra and chorus. Here you will meet the members of the United States Naval Construction Battalions, as their voices come to you over the air waves. It will be the Seabees' own program.

"Music and entertainment of the clean type is most beneficial to the well being of the men. And I take this opportunity to commend those entertainers and famous personalities who have appeared at this camp and have given so freely of their time and talents. Their numbers are legion . . . to mention one would be to neglect the others, but the people of the stage, the screen and the radio have made contributions to the morale of the men in service that will have one of the brightest chapters in the history of this war. Yes, thanks to Broadway, Hollywood and the other theatrical centers of America. To all you splendid American men and women we can only say we're grateful, but the fruits of your work can be found in the smile on the face of the fighter overseas who is going into battle, his morale at its highest through your fine efforts.

"As Commanding Officer of the thousands of Seabees in training here, I dedicate these new radio facilities to the continuance of radio programs which will help the men in their time of relaxation from the arduous tasks of training. I also dedicate these facilities to the fond recollections of the many thousands of Seabees now in action overseas who have trained here. To all responsible for the opening of

radio facilities at this point, I greet you with the traditional Navy commendation . . . 'Well Done' . . . 'Carry On.'"

(NAB welcomes promotion stories of this type for use in the REPORTS.)

LOCAL RADIO NEWS NEGLECTED SAYS PRINTERS' INK ARTICLE

A Manhattan murder, grabbing New Yorkers' news interest away from important war-front developments, is used as an illustration by Charles P. Fitzpatrick, of Philadelphia, in November 26 *Printers' Ink*, to prove that local news deserves more attention from radio stations. His story is backed up by a spot survey made among several hundred adults selected as average newspaper readers and radio listeners, which disclosed that they gave the Manhattan murder a huge chunk of their reading time.

"That's the way it always has been and always will be," says Fitzpatrick. "Men and women who sincerely and honestly regret the passing of fighting men in far-away, unfamiliar places will give such news but a fraction of the time they eagerly devote to accounts of the wedding of the girl next door, the fire around the corner, the robbery in a prominent local store."

Listeners cannot remember details of world-wide news, the article states, whereas they can name names, quote figures and specify locations with surprising accuracy when the story is local.

A swing to local news after the war is over will pay dividends to stations, Fitzpatrick claims. Local news departments must be properly staffed, however, unless there is a newspaper connection which can be utilized.

(NAB comment. Local news, news staffs and news handling were set down as one of the primary activities of the NAB Radio News Committee, which held its first meeting in September. The Committee, now also studying the inauguration of radio news curricula in universities, plans to meet again early in 1944, under the chairmanship of Karl Koerper, KMBC.)

WJR, WGAR STAFF TEAMS VISIT OTHER STATIONS

"Believing that an exchange of ideas within the radio industry is not only worthwhile but essential to the development of the industry," writes Mark L. Haas, Educational Director of WJR, "stations WJR and WGAR are sending teams of their respective staffs to study the operation of stations throughout the middle west and east."

"The WJR and WGAR representatives will carry the story of the operation of their respective stations to those stations visited and in return hope to obtain ideas that can be applied to WJR or WGAR."

"The study will include the entire scope of station activity, with emphasis on programming, promotion, selling functions, inter-department routine and post-war planning. The teams will be on the lookout for ideas of all kinds, ideas on how radio is being used in the war effort, on what is being done to promote listening, selling practices, etc."

An elaborate questionnaire is used as a guide for the teams and these will be studied by department heads and program personnel of WJR and WGAR when the tours are completed.

(NAB welcomes information of this type for inclusion in the REPORTS.)

LISTENER WANTS NAME OF TOWN FIRST IN NEWS

James Campiglia, Jr., of Ventura, California, says that it will make for better news listening if the name of his town precedes the name of a person who is listed, for example, among the casualties of a wreck or other accident.

Here is a portion of his letter to NAB: "The name of the killed or injured party is given out—the listener listens half-heartedly—then follows the name of the person's city or state and the listener hears his home mentioned—immediately he is all ears—but alas too late because the person's name has already been mentioned and he missed it. This is very disconcerting."

To use the writer's own name to complete the example, the listener would hear: "From Ventura, California, James Campiglia, Jr."

"This makes the listener more attentive if even for a few seconds," Campiglia states. This is what you are striving for, is it not?"

The letter has been turned over to the NAB Radio News Committee.

RADIO EDUCATION IN IOWA

On December 1st, Governor Bourke B. Hickenlooper of Iowa, in cooperation with the Des Moines Radio Council, called a conference of significance to radio education. Meeting in the Senate Committee Room at the State House, outstanding educators representing the Board of Education, the Department of Public Instruction, Iowa University, Iowa State College, Drake University, State Teachers Association, Iowa Parent-Teachers Congress, and leading Iowa broadcasters explored the subject exhaustively. Plans were perfected for a four-point campaign, as follows:

1) A survey of all urban and rural schools in Iowa will be conducted as to the radio and sound equipment of classrooms, utilization of radio, teacher interest, libraries of recordings, etc.

2) Lists of recommended national programs provided by the Office of Education, recently compiled by leading radio educators, together with lists of local programs heard in the state, will be distributed to teachers.

3) Next summer attempts will be made to augment the courses in local universities and colleges to train teachers in the utilization of radio in the classroom.

4) Effort will be made to develop more radio workshops in local colleges and high schools.

Iowa has taken leadership in this field through two outstanding radio stations operated by Iowa University and Iowa State College. Both their radio students and their programming are nationally accepted.

The Des Moines Radio Council, numbering some 70,000 persons, is composed of leaders in all fields of civic, club and educational life. Radio Education is one phase of their activities.

Those broadcasters present at the conference included:

Craig Lawrence—KSO-KRNT, Des Moines
Ralph Evans—Woody Woods, WHO, Des Moines
Buryl Lottridge—WOC, Davenport
Merritt Milligan—KGLO, Mason City
Deane Long—KXEL, Waterloo
Sumner Quarton—WMT, Cedar Rapids
Carl Menzer—WSUI, Iowa City
W. I. Griffiths—WOI, Ames
Earl J. Glade—KSL, Salt Lake City
Dorothy Lewis—NAB, New York

Mr. Craig Lawrence moved that a report of the recommendations be adopted and presented to the Governor, the Right Honorable Bourke B. Hickenlooper.

The following persons will serve on the Committee on Radio Education for the State of Iowa:

Mrs. Cyrus B. Hillis, Director, Des Moines Radio Council, 1625 Sixth Avenue, Des Moines 14, Iowa—Chairman.

Mrs. F. R. Kenison, President, Iowa Congress of Parents and Teachers, Madrid, Iowa.

Dr. Bruce E. Mahan, Director, Extension Division, University of Iowa—member of Federal Radio Education Committee, University of Iowa—Iowa City, Iowa.

Mr. Ralph Evans, Director, Public Relations, Central Broadcasting Co., 1002 Brady Street, Davenport, Iowa.

Mr. Craig Lawrence, Vice-President, Iowa Broadcasting Company—General Manager, KSO-KRNT—Register & Tribune Building, Des Moines, Iowa.

Mr. Edwin G. Barrett, Director Department of Radio, Drake University, 25th and University, Des Moines, Iowa.

Miss Agnes Samuelson, Executive Secretary, Iowa State Teachers Assn., 415 Shops Building, Des Moines, Iowa.

Mrs. R. K. Stoddard, Regional Director, Listener Activities, National Association of Broadcasters, 2212 Country Club Parkway, Cedar Rapids, Iowa.

Mr. W. I. Griffith, Director, WOI—President, Iowa Council for Better Education—Iowa State College, Ames, Iowa.

Mr. William Quarton, Chairman Code Committee, National Association of Broadcasters—Radio Station WMT, Cedar Rapids, Iowa.

Mr. Thomas M. Clark, Secretary, Iowa Assn. of School Boards, Elkhart, Iowa.

Mr. Roger Fleming, Secretary, Iowa Council for Better Education—Iowa Farm Bureau Federation, 1005 Valley Bank Building, Des Moines, Iowa.

Mrs. I. H. Hart, member National Committee A.A.U.W. Mr. William S. Rupe, member Iowa Board of Education—Publisher Ames Tribune, Ames, Iowa.

Mr. Forrest B. Spaulding, Librarian, Des Moines Public Library, 1st and Locust, Des Moines, Iowa.

Mr. Frank Frost, President, Trades and Labor Assembly, 2nd and Locust, Des Moines, Iowa.

Jessie Parker, State Superintendent, Public Instruction; Mrs. Raymond Sayre, Chairman, Women's Committee, Iowa Farm Bureau, Ackworth; Lee H. Campbell, President, Iowa State Teachers Association; Spencer B. C. Berg, Superintendent Schools, Newton; Grenn Pringre, Principal, Junior High, Muscatine; Hazel V. Thomas, Superintendent Schools, Gerrogordo County, Mason City; H. C. Englebrecht, Superintendent Schools, Nevada; B. R. Miller, Principal, Junior High, Marshalltown; Myron S. Olson, Principal, Junior High, Fort Dodge; Wallace Wood, Principal, Grant Elementary School, Oskaloosa.

PEABODY AWARDS

On Tuesday, December 7th, the New York sub-committee for the George Foster Peabody Radio Awards met at the Women's City Club. Mrs. Harold V. Milligan, President of the National Council of Women, is chairman and her distinguished committee of leading New Yorkers include:

Dr. Harry D. Gideonse, President, Brooklyn College

Dr. Paul Dawson Eddy, President, Adelphia College

Dr. Ralph Sochman, Christ Church, New York

Mrs. Sidney Borg, New York

Mrs. Henriette Harrison, Radio Director, YMCA, New York

Mr. Edwin Hughes, pianist, New York

Mrs. Joseph E. Goodbar, New York City Federation of Women's Clubs

Mr. George Hecht, Parents' Magazine

Miss Dorothy Gordan, National OCD, New York

WOMEN DIRECTORS MEET

Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, spent December 10th in Philadelphia, where she met with the Philadelphia Regional Group of the Association of Women Directors—of which Ruth Chilton, WCAU, is National President. Mrs. Lewis made a report on her recent tour. During the day she met with station executives and Radio Council officials.

RTPB TO STUDY FACSIMILE

Panel 7 on Facsimile of the Radio Technical Planning Board is now in process of organization. John V. L. Hogan, Chairman of the NAB Executive Engineering Committee and a nationally known consulting radio engineer, is Chairman of the Panel. Mr. Hogan has conducted facsimile research work for many years and his contributions to this art are important.

Mr. Hogan asks that broadcast engineers having expe-

rience or an interest in facsimile communicate with him for the purpose of securing membership on this panel. Those who are unable to take an active part in the work may keep abreast of the panel's activities by becoming observers.

Further information can be obtained directly from John V. L. Hogan, President of WQXR, 730 Fifth Avenue, New York.

IRE WINTER TECHNICAL MEETING

On Friday and Saturday, January 28 and 29, 1944, the Institute of Radio Engineers will hold its winter technical meeting at the Hotel Commodore, New York City. This meeting will be of great interest to all engineers working with electronics and radio.

Many highlights have been planned for the two days of the session covering a large sphere of activities. Under the chairmanship of Dr. L. P. Wheeler, retiring president of the IRE, a general conference will be held on the morning of January 28, at which technical papers will be presented and open discussions held. Dr. W. R. G. Baker, head of the Radio Technical Planning Board, will address a meeting at which Howard S. Frazier, Chairman, Panel 4, Standard Broadcasting, and several other chairmen of the panels will discuss problems and technical activities upon which the panels will be engaged.

E. K. Jett, Chief Engineer of the Federal Communications Commission, will head a discussion by engineers of the FCC covering police, aviation, and maritime service; international point to point problems and allocation problems; and matters of general interest to the Commission as of the time of the convention. Other interesting sessions will be held during the two days of the convention.

A President's luncheon will be given, as well as a banquet at which the presentation of Institute awards will be made and the inauguration of Prof. H. M. Turner of Yale University, President-Elect of the IRE for 1944, will take place.

The American Institute of Electrical Engineers are holding their technical meeting beginning in the early part of the same week. They are reserving their communications papers for presentation on Thursday afternoon, January 27. In this way the participants of the IRE convention may have the opportunity to hear them. On Thursday evening, Major General Colton will speak on "Enemy Communication Equipment" at a joint AIEE-IRE session. Exhibits of the equipment will be shown. Both of these meetings will be held at the Engineering Societies Building, 29 West 39th Street, New York City.

EARPHONES WANTED

The Atlantic County Chapter (New Jersey) of the American Red Cross is now engaged in a project to furnish radio service to the England General Hospital. This is the hospital located in Atlantic City to which many of the overseas wounded are being sent.

NAB is informed that the central radio unit has already been installed, but additional earphones are needed to provide service at the bed of each veteran. Broadcasters who have surplus earphones available are urged to forward them promptly to Monroe L. Mendelsohn, Business Manager, Station WBAB, Atlantic City, New Jersey.

PLAY SAFE

One of our highly reputable member stations advises that a party conducting a rodeo is securing radio time in a manner not consistent with good business practice. Any station approached by a person wanting spot announcements in connection with a rodeo is asked to consult NAB for further information.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, December 13th. It is subject to change.

Wednesday, December 15

Oral Argument Before the Commission

REPORT No. B-194:

The Voice of The Orange Empire, Inc., Ltd., Santa Ana, Calif.—
C. P., 1480 kc., 1 KW, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

- Worcester Telegram Publishing Co., Inc., Worcester, Mass.—
Granted construction permit for new FM station; frequency 46100 kc.; service area: 4,465 square miles. This action is taken without prejudice to determination of the issues in the hearing on Commission Order No. 79, and is subject to the application of any rules and regulations that may be adopted by the Commission as a result of such hearing; also subject to the condition that compliance with the rules, regulations and standards of the Commission be required when necessary materials become available. (B1-PH-29).
- KVAK—S. H. Patterson, Atchison, Kans.—Granted construction permit to increase power from 100 to 250 watts, and make changes in transmitting equipment (B3-P-3550).

DESIGNATED FOR HEARING

- KVAN—Vancouver Radio Corp., Vancouver, Wash.—Designated for hearing application for construction permit to change frequency from 910 to 930 kc., and authorize nighttime operation with power of 250 watts, day power of 500 watts, unlimited time (B5-P-3552).
- WSPR—WSPR, Inc., Springfield, Mass.—Designated for hearing application for construction permit to increase power from 500 watts to 1 KW, employing directional antenna day and night and make changes in transmitting equipment (B1-P-3554).
- WTMA—Atlantic Coast Broadcasting Co., Charleston, S. C.—Designated for hearing application to move formerly licensed RCA 250-D transmitter to the site of main transmitter to be used as an auxiliary transmitter with power of 250 watts, employing a non-directional antenna both day and night (B3-P-3513).

LICENSE RENEWALS

- KXO—Valradio, Inc., El Centro, Calif.—Granted renewal of license for the period ending December 1, 1945.
- WERC—Presque Isle Broadcasting Co., Erie, Pa.—Granted renewal of license for the period ending December 1, 1945.
- KSAN—Golden Gate Broadcasting Corp., San Francisco, Calif.—Granted renewal of license for the period ending October 1, 1945.
- WAZL—Hazleton Broadcasting Service, Inc., Hazleton, Pa.—Granted renewal of license for the period ending October 1, 1945.

WMAS—WMAS, Inc., Springfield, Mass.—Granted renewal of license for the period ending October 1, 1945.

The Commission granted request of attorney for licensee of station KGNF, North Platte, Nebraska, authorizing change in call letters from KGNF to KODY.

MISCELLANEOUS

- WHAM—Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.—Granted modification of license to change corporate name of licensee to Stromberg-Carlson Company (B1-ML-1160).
- WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1563).
- KTBC—State Capital Broadcasting Assn., Inc., Austin, Tex.—Granted authority to determine operating power by direct measurement of antenna power (B3-Z-1549).
- WJEN-WJEP-WHFM—Stromberg-Carlson Telephone Mfg. Co., area of Rochester, N. Y.—Granted modification of license to change corporate name to Stromberg-Carlson Co. (B1-MLRY-47), (B1-MLRY-48), (B1-MLH-3).
- KOH—The Bee, Inc., Reno, Nevada.—Granted modification of license to change corporate name to McClatchy Broadcasting Co. of Nevada (B5-ML-1175).
- WDSM—WDSM, Inc., Superior, Wis.—Granted license to cover construction permit which authorized change in power and changes in transmitting equipment (B4-L-1782).
- WRRB—WHEC, Inc., area of Rochester, N. Y.—Granted license to cover construction permit for new relay broadcast station (B1-LRE-427).

Placed in pending files the following applications: Green Bay Newspaper Co., Green Bay, Wis. (B4-PH-147); W59 NY, Interstate Broadcasting Co., Inc., New York, N. Y. (B1-MPH-111); KRIC, Inc., Beaumont, Tex. (B3-PH-148); WTZR, Zenith Radio Corp., Chicago, Ill. (B4-MPCT-19).

KGBK—Helen Townsley, area of Great Bend, Kans.—Granted further extension of relay station license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1944 (B4-SRY-240).

Granted extension of following relay broadcast station licenses upon a temporary basis only, pending determination upon applications for renewal of licenses, in no event later than February 1, 1944:

WJOT, The Birmingham News Co.; WEIH, WEII, Indianapolis Broadcasting, Inc.; KEID, KEIE, KCMO Broadcasting Co.; KEIV, Nichols and Warinner, Inc.; WRGG, Rome Broadcasting Corp.; WEMV, The WGAR Broadcasting Co.; WEIQ, Cosmopolitan Broadcasting Corp.

KPAK—Wichita Broadcasting Co., area of Wichita Falls, Tex.—Granted voluntary assignment of license to Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson, Jr. (B3-ALRE-29). Also granted renewal of relay broadcast station KPAK for the period December 1, 1943, to not later than December 1, 1945 (B3-RRE-384).

KEJN—Puget Sound Broadcasting Co., Inc., area of Tacoma, Wash.—Granted extension of relay broadcast station license for station KEJN, upon a temporary basis only, pending determination upon application for renewal of license, in no event later than February 1, 1944 (B5-RRE-83).

WENI—WJW, Inc., area of Cleveland, Ohio.—Granted renewal of license for relay broadcast station WENI for the period ending no later than December 1, 1945, in exact accordance with the present license except to be operated with WJW, Cleveland, Ohio, instead of WJW, Akron, Ohio (B2-RRE-186).

WOKO—WOKO, Inc., Albany, N. Y.—Granted petition for extension of time (to December 20, 1943), within which to file proposed findings in re application for renewal of license.

KOBH—Black Hills Broadcast Co. of Rapid City, Rapid City, S. Dak.—Granted motion to dismiss without prejudice application for construction permit (B4-P-3339, Docket 6430).

Charles Swaringen, et al., d/b as Buckeye Broadcasting Co., Akron, Ohio.—Granted petition to dismiss without prejudice application for construction permit (B2-P-3529, Docket 6559), requesting facilities of WJW.

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate on 560 kc., 500 watts power night, 1 KW daytime, unlimited hours of operation using transmitter authorized by B5-P-3150 as modified for the period 2-1-44 to 5-1-44.

780 Kilocycles

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Extension of special service authorization to operate synchronously with station WBBM from sunset at Lincoln, Nebr., to 12 midnight, CST, for period ending 2-1-46.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Extension of special service authorization to operate synchronously with KFAB from sunset at Lincoln, Nebr., to 12 midnight, CST for the period ending 2-1-46.

790 Kilocycles

KFQD—Wm. J. Wagner, trading as Alaska Broadcasting Co., Anchorage, Alaska.—License to cover construction permit (B-P-3506) which authorized installation of new transmitter and increase in power from 250 watts to 1 KW.

KFQD—Wm. J. Wagner, trading as Alaska Broadcasting Co., Anchorage, Alaska.—Authority to determine operating power by direct measurement of antenna power.

KFQD—Wm. J. Wagner, trading as Alaska Broadcasting Co., Anchorage, Alaska.—License to use old 250 watt composite transmitter as an auxiliary.

1230 Kilocycles

WRBL—The Columbus Broadcasting Co., Inc., Columbus, Ga.—Construction permit to install a synchronous amplifier near Ft. Benning, Georgia, to be operated with 1230 kc., 250 watts power and synchronized with WRBL.

1240 Kilocycles

NEW—Charles P. Blackley, Staunton, Va.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power, unlimited time. Amended: re change in type of transmitter and antenna and change in studio location.

NEW—E. Anthony & Sons, Inc., near Hyannis, Mass.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power and unlimited hours of operation—facilities of formerly licensed station WOGB.

1340 Kilocycles

WHAT—Independence Broadcasting Co., Inc.—Voluntary transfer of control of licensee corporation from Philadelphia Record Company to William A. Banks—200 shares of common stock, 100%.

1410 Kilocycles

WLAP—American Broadcasting Corp. of Kentucky, Lexington, Ky.—Modification of license to change corporate name of licensee to American Broadcasting Corporation.

1420 Kilocycles

NEW—Broadcasting Corporation of America, Brawley, Calif.—Construction permit for a new standard broadcast station to be located S. W. of Brawley, Calif., and operated on 1420 kc., 1 KW power, unlimited hour of operation.

MISCELLANEOUS

WSOH—The Ohio State University, area of Columbus, Ohio.—License to cover construction permit (B2-PRY-286) which authorized construction of a new relay broadcast station.

NEW—The Crosley Corp., Mason, Ohio.—Construction permit for a new international broadcast station to be operated on 6080, 9590, 11710, 15250, 17800 and 21650 kc., 200 KW, A-3 emission. Amended: re transmitter site.

NEW—The Crosley Corp., Mason, Ohio.—Construction permit for a new international broadcast station to be operated

on 6080, 9590, 11710, 15250, 17800 and 21650 kc., 200 KW, A-3 emission. Amended: re transmitter site.

NEW—The Crosley Corp., Mason, Ohio.—Construction permit for a new international broadcast station to be operated on 6080, 9590, 11710, 15250, 17800 and 21650 kc., 200 KW, A-3 emission. Amended: re transmitter site.

W2XMT—Metropolitan Television, Inc., New York, N. Y.—Modification of construction permit (B1-PVB-40 as modified, which authorized construction of a new experimental television broadcast station) for extension of completion date from 12-31-43 to 6-30-44.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

William H. Howe, 122 Jewett St., Lowell, Mass., engaged in selling Lady Ashton Foot Ease, is charged in a complaint with misrepresenting the effectiveness of the preparation. (5089)

F. H. Noble & Co., 535-559 West 59th St., Chicago, manufacturing and selling jeweler's findings and gold solders, is charged in a complaint with the use of unfair acts and practices in commerce. (5092)

Olive Tablet Company, 29 East Fifth Ave., Columbus, Ohio, selling and distributing a medicinal preparation designated "Dr. Edwards' Olive Tablets," and Erwin, Wasey and Co., Graybar Bldg., New York, an advertising agency which prepares, edits and places all advertising material used by The Olive Tablet Co., are charged in a complaint with false advertising and misrepresentation. In advertisements in newspapers, periodicals and other media, the complaint alleges, the respondents represented, among other things, "Nudge Your Lazy Liver Tonight!" and "Olive Tablets are simply wonderful, not only to relieve constipation, but also to stir up liver bile secretion and tone up intestinal muscular action." (5090)

Wakita Herb Co., 110 West 42nd St., New York, is charged in a complaint with false advertising and misrepresentation in connection with the sale of a medicinal preparation designated "Indian Herbal Roots." (5091)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Church & Dwight Co., Inc., 70 Pine St., New York, selling a bicarbonate of soda designated "Arm & Hammer Baking Soda," and "Cow Brand Baking Soda," and Brooke, Smith, French & Dorrance, Inc., 347 Madison Ave., New York, an advertising agency disseminating advertisements for the products, have stipulated to cease and desist representing that the products will prevent shipping fever; that Church & Dwight Co., Inc., now manufactures Arm & Hammer Baking Soda or Cow Brand Baking Soda; that the products possess any therapeutic value in the treatment of "off feed," colds, scours or acetoneemia in cattle in excess of that which may result from the action of any such products on any acidity or flatulence which may exist; that the products are general conditioners for hogs or poultry, or possess any therapeutic value in the treatment of influenza, scours or diarrhea in swine in excess of that which may result from the action of such products on any acidity or flatulence; or that the products alone will relieve or cure azoturia, or relieve colds or roup in poultry. (03170)

Dodge, Incorporated, an Illinois corporation with its principal place of business in Chicago, and **Dodge, Incorporated**, a California corporation with its principal place of business at 401 East Sixth St., Los Angeles, each engaged in the manufacture and sale of trophies, consisting of plaques, medals, statuettes and cups, have entered into separate stipulations in which they and Ray E. Dodge, of Los Angeles, president of both corporations, have agreed to cease and desist from use, in connection with the sale of their merchandise, of any false or misleading price representation which purports to be the retail sales price but which in fact is in excess of the price for which such merchandise is customarily sold, and from directly or inferentially representing, through the use of a fictitious or marked-up price, that the price for which such merchandise is offered for sale is an exceptional price, a low price or a discount price, when the price is that for which such merchandise is customarily sold in the usual course of retail trade. (3761-3762)

Filmland Studios and Film Studios, P. O. Box 1109, Hollywood, Calif., selling and distributing photo enlargements, has stipulated that in connection with the advertisement of his products he will cease and desist from representing that 16 prints and 2 enlargements of developed exposures, or any stated quantity of merchandise, will be furnished to a customer upon receipt of 25 cents, or other amount, unless delivery of such merchandise is made in strict conformity with the offer, and from use of the word "free" or any word of similar meaning as descriptive of an enlargement or any item which forms a part of a combination offer of merchandise for which an inclusive charge is made. (3766)

Geo. C. Gordon Chemical Co., 1100 Hickory St., Kansas City, Mo., selling and distributing a preparation designated "Gordon's Boiled Oil Blended" for use as a vehicle in preparing paints, has stipulated to cease and desist from use of the terms "Boiled Oil Blended" or "Boiled Oil" as a designation for or as descriptive of a preparation other than boiled linseed oil, and from use of any words or terms implying that a preparation containing ingredients other than linseed oil is linseed oil or a blend of linseed oils. (3764)

Green United Stores, Inc., et al.—Nine corporations engaged in the sale and distribution of wearing apparel have stipulated to cease and desist from representing that certain underwear they sell has been manufactured under the supervision of a doctor and has therapeutic value. The stipulation was entered into by the following corporations:

Green United Stores, Inc., 902 Broadway, New York; E-Z Mills, Inc., and its selling agent, A. S. Haight & Co., Inc., 57 Worth St., New York; Carmi-Feature Underwear, Inc., Carmi, Ill., and Century-Beverly Corp., Pottstown, Pa., and their selling agent, the Campe Corp., 85 Franklin St., New York; Brown Knitting Mills, Warsaw, N. Y.; P. H. Hanes Knitting Co., Winston-Salem, N. C., and Appalachian Mills Co., Knoxville, Tenn. (3760)

Lee Products and as Chemi-Culture Laboratories, 4730 Sheridan Rd., Chicago, selling and distributing feminine hygiene preparations, has stipulated to cease and desist from use of the word "Periodic" or other similar connotation as a part of the trade designation of pills or capsules heretofore offered for sale as "Lee's Periodic Pills" or "Lee's Periodic Capsules," or reference to the menstrual period in any way which may indicate that such a preparation has predictable or reliable influence upon such period; from representing that either of the preparations is a well-known formula that has been used successfully for such purpose; from use of symbols or legends such as "XXX" or "triple strength" as indicative of the extra strength or unusual potency of the preparations, and from use of the word "Laboratories" as a part of his trade name until such time as he may actually own or operate a laboratory in connection with his business. (3763)

Skrudland Photo Service, 6444 Diversey Ave., Chicago, engaged in selling photo enlargements, and **United Advertising Companies, Inc.**, 205 North Michigan Ave., Chicago, an advertising agency disseminating advertisements for the products, have stipulated to cease and desist from representing that the offer to sell framed photographic enlargements for 49¢ is a limited offer; that the prices of their enlargements are lower than those at which similar or comparable photo enlargements can be obtained anywhere else; that the dyes used in coloring the products never fade, and that the hand coloring of the photo enlargements is done by an artist. (03171)

United States Beauty Products Corporation, 421 Seventh Ave., New York, selling and distributing beauty and barber supplies, has stipulated that it will cease and desist from the use of any statement or representation conveying the impression or belief that the resources available to the corporation, or employed by it in the interests of its customers, are in excess of what is a fact; that its customer trade is of a magnitude which is an exaggeration of the true facts; that its customers enjoy dividends or benefits which are the result of its merchandising policy, when such representation is not capable of substantiation or that the prices of its merchandise generally are lower by any indicated amount than prices charged by competitors, unless such price representation is true. (3765)

O. B. Whitaker Mfg. Co., 529 Joplin St., Joplin, Mo., selling drug preparations designated "Sar-Tol Cough Syrup," "Sar-Tol Nose Drops" and "Sar-Tol Cough Drops," and **Joplin Broadcasting Company**, which operates Radio Station WMBH, Joplin, Mo., and which disseminated advertisements for the products on behalf of O. B. Whitaker Mfg. Co., have stipulated to cease and desist from representing that the preparations used alone or in combination prevent or cure colds or have any curative effect on the underlying factors which cause colds, or alone or in combination prevent or cure throat irritations; that alone or in combination they will prevent fatigue, maintain health or maintain or aid in building body resistance; or that Sar-Tol Cough Drops neutralize tobacco, onion, or other odors. (03172)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Chemicals of the South, Tennessee Valley Associated Marketers, Bond Anti-Freeze Factory, Lo-Temp Chemical Works, and Lo-Zone Chemical Works, with offices and principal place of business at 117-119 Ninth Ave. North, Nashville, Tenn., manufacturing and distributing products designated "Lo-Temp Anti-Freeze," "Lo-Zone Anti-Freeze" and "Bond Top Line Anti-Freeze," intended for use in the cooling systems of automobiles and other combustion types of engines, have been ordered to cease and desist from misrepresentation of the products. (4999)

McFadden 3 Sisters Springs, with their principal place of business at Hot Springs National Park, Ark., have been ordered to cease and desist from misrepresentation in connection with the sale and distribution of mineral waters. (4940)

J. Silverman and Associates, General Forwarding System, and **Commercial Pen Co.**, 821 Market St., San Francisco, selling and distributing post cards intended for use by creditors and collection agencies in obtaining information concerning debtors, has been ordered to cease and desist from false and misleading representations and unfair and deceptive acts and practices in commerce. (4846)

PRICE OUTLINES CODE CHANGES

In last week's NAB REPORTS (p. 491), a brief outline of the new Censorship Code was given. The following press release from the Office of Censorship more completely covers the subject:

Revised Codes for press and radio, designed to encourage a more liberal presentation of war news in publications of all classes and on the air, have been completed and will become effective immediately.

Numerous restrictive requests of the Government have been eliminated. Others have been modified. Not a single new request has been added.

The changes are expected to open the way for more news regarding, among other things, war production; operations of the Merchant Marine; diplomatic negotiations not directly connected with military operations; and weather conditions. The weather modification was previously announced but now is incorporated formally in the Codes for the first time.

In addition, by amendment of a basic clause of the Codes, the Office of Censorship announces its intention to assume wider responsibility in clearing material of all classes for publication and broadcast, whether or not such material has been announced officially by other agencies of the Government.

Director of Censorship Byron Price said:

"These revisions are the result of discussions which have been in progress for several weeks. On October 12 when the Weather clause was modified, it was announced that further relaxations were under consideration. Since then every part of the Codes has been examined in detail in consultation with all other interested agencies. The revisions reflect the studied opinion of the Government that more information can now be published and broadcast without danger to national security.

"This conclusion in no way presupposes an early end of the war. It does take account of the fact that the war has taken an important turn from the defensive to the offensive.

"Unfortunately it still is necessary to retain in the Codes restrictive requests touching many fields of war activity, and the need for unrelenting vigilance in those fields remains as great as ever."

The first edition of the Codes, under which broadcasters and editors of newspapers, magazines, books, and all other classes of publications have loyally cooperated in voluntarily withholding information at the Government's request, appeared on January 15, 1942. A second edition was issued on June 15, 1942, and a third on February 1, 1943.

The present edition is based, like all of its predecessors, on a single consideration,—the withholding of information having to do with national security. That one purpose alone is the basis of every remaining request. The Codes make no incursions into the fields of editorial opinion, criticism of the Government, or newspaper or broadcasting ethics.

The principal changes in the Codes, in order, are:

1. Heretofore the preamble has asked that certain information, listed in detail, be withheld unless made

available officially "by appropriate authority." The revised clause has the effect of making the Office of Censorship itself an appropriate authority. It asks that the specified information be withheld unless it is made available by appropriate authority "or specifically cleared by the Office of Censorship." Thus the standing invitation to appeal doubtful cases to this Office is given added emphasis.

2. The suggestion that APO or FPO addresses be used for servicemen at sea or overseas is eliminated. The Army mail system is undergoing changes, so that APO and FPO addresses, without unit identifications, are no longer effective for the delivery of mail. The Codes continue to ask that unit identifications and ship names not be published for servicemen at sea or overseas.

3. The request to withhold unit identifications for servicemen on duty on anti-aircraft, coastal, or invasion defense within the United States is eliminated as no longer necessary.

4. The language making the Navy the only appropriate authority for information concerning the sinking or damaging from war causes of merchant vessels is eliminated. Both the Navy and the War Shipping Administration will be recognized hereafter by the Office of Censorship as appropriate authority for information concerning the movements, sinking or damaging of merchant vessels in any waters. This will allow the story of the vital and heroic part of the Merchant Marine in winning the war to be told more fully by the War Shipping Administration.

5. The restriction on information concerning civilian defense communication control centers is eliminated as no longer necessary.

6. The clause concerning military installations outside the United States is clarified.

7. Restrictions against Nation-wide summaries of war production, progress of production, plant details and capacity, and movements of Lend-Lease material are eliminated. An entirely new production clause restricts only secret weapons and detailed breakdowns for specific types, such as 155 m.m. guns, etc. The restricted list of critical materials is reduced by almost one-half, the following being eliminated: aluminum, artificial rubber, zinc, magnesium, silk, cork, copper, optical glass, and mercury. Restrictions are retained with respect to tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high octane gasoline. War production in general has now reached so great a volume that there is no need to hide it under a bushel.

8. The sabotage clause is shortened.

9. Relaxations in the weather provisions of the Codes, announced some weeks ago, are incorporated in the revised editions. The Broadcasters Code revision contains a special note concerning handling of outdoors events under the new weather provisions.

10. The Notes on Rumors clause is eliminated as no longer necessary.

11. The Military Intelligence clause is shortened.

12. All requests concerning resettlement centers and location of war prisoner camps are eliminated. The

(Continued on page 500)

MEMBERSHIP

Panel #4—Standard Broadcasting RADIO TECHNICAL PLANNING BOARD

Name

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

PRICE OUTLINES CODE CHANGES

(Continued from page 499)

FBI, as well as the War Department, is recognized as appropriate authority for information about escaped prisoners of war, in order to speed up the handling of these stories.

13. The clause dealing with war news coming into the United States is shortened. Broadcasters will find new language concerning handling of broadcasts from Canada that parallels the Press Code on this point.

14. The request against premature disclosure of diplomatic discussions is amended and narrowed to conform more closely to the administrative interpretation which has been applied heretofore in actual practice. This clause has been coupled with the request concerning war plans so that the new version reads: (No disclosure of) "Secret war plans, or diplomatic negotiations or conversations which concern military operations."

15. The clause dealing with forest fires is eliminated as no longer necessary.

Except for slight differences in handling weather, news sections of the Press and Broadcasters Codes parallel each other in every respect.

The Program Section of the Broadcasters Code is unchanged, with all present provisions for handling of request, quiz, man-on-the-street programs, forums, etc., continued. The Foreign Language Section has been clarified so as to emphasize the duties of station censors and monitors and to omit the request for English language translations.

The Office of Censorship constantly is seeking to keep the Codes related to changes in the Nation's situation in the war, and will act speedily to make additional relaxations as they are possible.

The continued excellent cooperation of the press and broadcasters in observing the Codes' provisions is earnestly requested.

STANDARD BROADCAST PANEL TO MEET

The first meeting of Panel 4 (Standard Broadcasting) of the Radio Technical Planning Board will be held on Wednesday, January 5, at the Hotel Pennsylvania, New York City. The meeting is called for ten A. M. and, according to the announcement by Chairman Howard S. Frazier, it is anticipated that the meeting will last all day and into the early evening. Many of the members will travel a considerable distance and it is therefore desired to utilize the time of the membership to the fullest extent possible.

A tentative agenda of the meeting, including topics proposed for study by the Panel, is now in preparation. Broadcasters having suggested topics for study and recommendation by the Panel should communicate immediately with the Chairman at NAB headquarters.

The complete membership and representation of the Panel as of December 15, 1943, is as follows:

- Mr. Howard S. Frazier, Chairman
Director of Engineering, Nat'l Ass'n of Broadcasters,
1760 N Street, N. W., Washington 6, D. C.
- Mr. Burgess Dempster, Vice Chairman
The Crosley Corporation, Cincinnati, Ohio
- Mr. J. R. Poppele, Secretary
Station WOR, 1440 Broadway, New York
- Mr. F. A. Cowan, Member
Transmission Engineer, A. T. & T. Co., 195 Broadway,
New York
- Mr. John H. Barron, Member
Consulting Radio Engineer, Earle Building, Washing-
ton, D. C.
- Mr. George C. Milne, Member
Blue Network Co., 30 Rockefeller Plaza, New York, New
York
- Mr. A. E. Barrett, Observer
British Broadcasting Corp., Grafton Hotel, Washington,
D. C.
- Mr. R. D. Cahoon, Observer
Canadian Broadcasting Corporation, 1440 St. Catherine
St., W., Montreal, Quebec
- Mr. E. K. Cohan, Member
Columbia Broadcasting System, 485 Madison Avenue,
New York, New York
- Mr. William B. Lodge, Alternate
Columbia Broadcasting System, 485 Madison Avenue,
New York, New York
- Mr. George C. Davis, Member
Consulting Radio Engineer, Munsey Building, Washing-
ton, D. C.
- Mr. George P. Adair, Observer
Federal Communications Commission, Washington, D. C.
- Mr. J. S. McKechnie, Member
(Transmitter Design)
Federal Telephone & Radio Corporation, 591-593 Broad
Street, Newark 2, N. J.
- Mr. Earl G. Ports, Alternate
(Transmitter Design)
Federal Telephone & Radio Corporation, 591-593 Broad
Street, Newark 2, N. J.
- Mr. William T. Freeland, Member
(Transmitter Design)
Freeland & Olschner Products, Inc., 611 Baronne Street,
New Orleans, La.
- Mr. D. H. Mitchell, Member
(Receiver Design)
Calvin Manufacturing Company, 4545 West Augusta
Blvd., Chicago, Ill.
- Mr. Elmer Wavering, Alternate
(Receiver Design)
Galvin Manufacturing Company, 4545 West Augusta
Blvd., Chicago, Ill.
- Mr. C. R. Miner, Member
(Receiver Design)
General Electric Company, 1285 Boston Avenue, Bridge-
port, Connecticut
- Mr. R. H. Williamson, Member
(Transmitter Design)
General Electric Company, 1 River Road, Schenectady,
New York
- Mr. W. G. Broughton, Alternate
(Transmitter Design)
General Electric Company, 1 River Road, Schenectady,
New York
- Mr. Paul F. Godley, Member
Consulting Radio Engineer, 10 Marion Road, Montclair,
New Jersey

Name

Mr. Stuart L. Bailey, Member
Jansky & Bailey, National Press Building, Washington
4, D. C.

Mr. George M. Lohnes, Alternate
Jansky & Bailey, National Press Building, Washington
4, D. C.

Mr. T. C. Kenney, Member
Station KDKA, Grant Building, Pittsburgh, Pennsylv-
ania

Mr. Royal V. Howard, Member
Station KSFO, Mark Hopkins Hotel, San Francisco,
California

Mr. J. E. Tapp, Alternate
Station KSFO, Mark Hopkins Hotel, San Francisco,
California

Mr. Grant R. Wrathall, Member
McNary & Wrathall, National Press Bldg., Washing-
ton, D. C.

Mr. John V. L. Hogan, Member
Representing Nat'l Ass'n of Broadcasters
Station WQXR, 740 Fifth Avenue, New York, New York

Mr. O. B. Hanson, Member
National Broadcasting Company, 30 Rockefeller Plaza,
New York, New York

Mr. Philip Merryman, Alternate
National Broadcasting Company, 30 Rockefeller Plaza,
New York, New York

Mr. R. T. Capodanno, Member
Philco Corporation, Tioga and "C" Streets, Philadelphia,
Pennsylvania

Mr. D. D. Cole, Member
(Receiver Design)
RCA, Victor Division, Camden, New Jersey

Mr. K. A. Chittick, Alternate
(Receiver Design)
RCA, Victor Division, Camden, New Jersey

Mr. J. B. Coleman, Member
(Transmitter Design)
RCA, Victor Division, Camden, New Jersey

Mr. V. E. Trouant, Alternate
(Transmitter Design)
RCA, Victor Division, Camden, New Jersey

Mr. A. D. Ring, Member
Ring & Clark, Munsey Building, Washington, D. C.

Mr. Lynne C. Smeby, Member
Consulting Radio Engineer, 4801 Connecticut Ave.,
N. W., Washington, D. C.

Mr. C. W. Finnigan, Member
(Receiver Design)
Stromberg-Carlson Company, Rochester, New York

Mr. Benjamin Olney, Alternate
(Receiver Design)
Stromberg-Carlson Company, Rochester, New York

Mr. G. Porter Houston, Member
Station WCBM, North Avenue at Harford, Baltimore,
Maryland

Mr. K. J. Gardner, Member
Station WHAM, Sagamore Hotel, Rochester, New York

Mr. H. W. Holt, Member
Station WOV, 730 Fifth Avenue, New York, New York

Mr. F. M. Doolittle, Member
Station WDRC, Hartford, Connecticut

Mr. Frank McIntosh, Observer
WPB, Radio and Radar Division, Washington, D. C.

Mr. H. B. Canon, Member
(Receiver Design)
Wells-Gardner & Company, 2701 N. Kildare Avenue,
Chicago, Illinois

Mr. Gordon T. Bennett, Alternate
(Receiver Design)
Wells-Gardner & Company, 2701 N. Kildare Avenue,
Chicago, Illinois

Name

Mr. R. E. Poole, Member
(Western Electric Transmitter Design)
Bell Telephone Laboratories, 463 West St., New York,
New York

Mr. J. C. Bayles, Alternate
(Western Electric Transmitter Design)
Bell Telephone Laboratories, 463 West St., New York,
New York

Mr. M. R. Briggs, Member
(Transmitter Design)
Westinghouse Elec. & Mfg. Co., 2519 Wilkens Avenue,
Baltimore, Maryland

Mr. A. C. Goodnow, Alternate
(Transmitter Design)
Westinghouse Elec. & Mfg. Co., 2519 Wilkens Avenue,
Baltimore, Maryland

Mr. Karl B. Hoffman, Member
Stations WGR-WKBW, Rand Building, Buffalo, New
York

Mr. I. R. Lounsberry, Alternate
Stations WGR-WKBW, Rand Building, Buffalo, New
York

Mr. Ronald J. Rockwell, Member
Station WLW, Crosley Square, Cincinnati, Ohio

Mr. Clyde M. Hunt, Member
Station WTOP, Earle Building, Washington, D. C.

Mr. Walter A. Brester, Alternate
Station WTOP, Earle Building, Washington, D. C.

Mr. E. B. Passo, Member
(Receiver Design)
Zenith Radio Corporation, 6001 Dickens Ave., Chicago,
Illinois

INDUSTRY'S SERVICE TO PUBLIC HEALTH REPORTED

With 204 NAB stations reporting, public health programs reaching a total of 197 weekly were described by Willard D. Egolf, Assistant to the President of NAB, in an address this week before the Health Conference of the New York Academy of Medicine entitled "Does Radio Owe a Doctor Bill?" These were local shows, network programs being mentioned in addition. 137 stations account for these 197 public health features weekly, the remainder concentrating their service on special projects, control of epidemics and periodic requests from health departments of medical associations, in which news periods, commentators, forums, interviews and other established features are utilized.

"Does radio owe a doctor bill? I use that phrase symbolically," Egolf stated, "because a broadcaster's obligation to serve the public health is primarily an obligation to the medical profession which is guardian of that precious commodity. Only through the cooperation of the medical profession and its designated organizations can a station achieve a public health service. Only at the instance of the medical profession or its representatives can machinery be set in motion which will accomplish public health education."

Many of the local health programs reported by stations have been on the air longer than five years, a surprising number longer than ten years.

Network reports show that during the past year the four major networks originated 902 programs dealing with the public health.

83% of the local health shows were broadcast in daytime hours, between 9:00 and 6:00 P. M. Approximately 95% of the network shows were in that time bracket.

"Guardianship of the public health by the medical profession is a labor of love," Egolf concluded, "whereas a broadcaster's obligation in that respect is induced by law. The law, however, does not define the manner in

which stations shall discharge this responsibility. If definitions are needed, let us find them through the medium of friendly discussions reflecting the needs of every city, town and cross-roads community—in those communities, for those communities—throughout the land.”

Dorothy Lewis, NAB Coordinator of Listener Activity, also attended the sessions and participated in the discussions.

SEEK TO IMPROVE TUBE DISTRIBUTION

The development of a program to provide dealers with more balanced stocks of radio tubes for civilian use was urged by the Electronics Distributors Industry Advisory Committee at a meeting with War Production Board representatives in Washington, WPB announced today.

The committee was of the opinion that wider distribution of non-military receiving tubes for household sets would be accomplished if the interchange of various types of such tubes between manufacturers and the pro-rating of tube supplies among distributors on the basis of their 1941 deliveries could be accomplished. This would not increase the number of tubes available for civilians, but would improve distribution. Some manufacturers now supply tubes to distributors on the basis of precedence of orders, although others have been using the proposed pro-rata distribution system voluntarily.

The committee recommended that a task group be appointed to make suggestions to WPB on the redistribution of excess stocks of electronic components no longer required in military programs.

ANOTHER JOB WELL DONE

Radio went “all out” for the National War Fund in its campaign to raise \$125,000,000 for the USO, United Seamen’s Service, War Prisoner’s Aid and fourteen Allied war agencies, according to Joseph R. Busk, Chairman of the Radio Advertising Committee. This Committee, together with the Radio Committee, headed by Neville Miller, President of the National Association of Broadcasters, served in two USO campaigns, prior to the organization of the National War Fund.

“Without a single exception every radio station and network contributed time generously to the Fund,” Mr. Busk said. “Radio advertisers, both national and local, cooperated to the fullest with the OWI Allocation Plan and the War Fund’s Radio Department.”

A total of 398 top flight commercial network programs projected the story of the agencies in the War Fund and the need for support, during the October-December 7th period, Mr. Busk continued. The Hollywood Victory Committee contributed a star studded special program and Sandra Michael, Peabody Award Winner, wrote an original radio drama for the Fund, entitled “Who is Charlie,” which was staged by CBS with Orson Welles in the lead.

“Mr. Miller’s Committee enlisted 100% cooperation from local stations in playing a series of transcriptions built around five minute entertainment features with Gracie Fields, Dick Hayms, Yvette, Helen Twelvetrees, Norman Lloyd, Raymond Massey and Alec Templeton”, Mr. Busk said. “We distributed also recorded talks by Prescott S. Bush, National Campaign Chairman, John D. Rockefeller, Jr., Eric Johnston, President of the United States Chamber of Commerce, William Green, American Federation of Labor head, and Philip Murray, President of the CIO.”

Describing the work of his Committee, Mr. Busk said that together with the OWI, the members contacted the producers of commercial shows contributing participation to the Fund to develop the best way the story of the campaign could be unfolded. In some instances, the stars made personal pleas, in many dramatic programs the War

Fund was incorporated into the script, Mr. Busk explained.

“The time and effort devoted by some of the leading copywriters in the advertising agency business to the development of several hundred individual National War Fund commercials is deserving of especial praise”, Mr. Busk said.

He also wished to acknowledge the active interest and cooperation of Don Stauffer, Director of Radio, and William Spire, Chief of the Allocation Division of the Office of War Information.

CALLAHAN LEAVES TREASURY

Vincent F. Callahan, radio executive and former newspaperman, has resigned as Director of Advertising, Press and Radio of the War Finance Division of the Treasury Department. He leaves the Treasury to return to private business.

In 1941, Mr. Callahan was appointed Chief of Radio for the Defense Savings Staff. Later he was placed in charge of all advertising, press and radio in connection with the promotion of the sale of War Bonds.

WICHITA NAMES PEABODY GROUP

Professor Forest Whan of the University of Wichita, Chairman of the George Foster Peabody Radio Award sub-committee for Wichita, Kansas, has submitted the names of those people, selected because of their varying interests and experiences, who have served on his committee. They are:

Mrs. O. A. Beech, President of Beech Aircraft.

Mrs. Justus Fugate, Past President of the Board of Regents of the University of Wichita.

Judge W. F. Lilleston, Attorney at Law.

Mr. Sylvester A. Long, President of S. A. Long Electric.

Dr. William Jardine, President of University of Wichita, formerly Secretary of Agriculture, President of Kansas State University.

Senator Henry J. Allen, President of British Children Relief.

Dr. Earl Davis, Music Critic.

Mr. Sid A. Coleman, Radio Editor of the Beacon.

Mrs. Clarence Swallow, President of Twentieth Century.

FCC APPROVES THREE YEAR LICENSE

The Federal Communications Commission today announced the adoption of an amendment to its rules and regulations looking toward the issuance of standard broadcast licenses for a normal license period of three years, the maximum period authorized under the Communications Act of 1934. The present license period is two years.

Initial renewals will be for staggered periods, ranging from one year to two years and nine months. Thereafter, all regular licenses will be for the full three-year period. In this way the plan will be placed in operation in such a manner as to spread the work load incident to examination of applications for renewals over the full three-year period. Stations are grouped in order of the different license expiration dates in such manner as to include in each group a fair cross-section of the entire industry. This will automatically accomplish a fair distribution of the work load on renewal applications.

“This action is in line with the policy of the Federal Communications Commission and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension,” Chairman James Lawrence Fly said.

“In deciding the matter of extending the normal term of licenses, the Commission has always had to consider the concept of a license as a public trust and the need of the

industry for all the assurance and stability that seemed consistent with the public trust concept."

In 1927, when the Federal Radio Commission was first organized, licenses were issued for sixty days. In 1928, the normal license of a broadcast station was a three-month period. This was increased to six months in 1931. In 1939, the Federal Communications Commission authorized the issuance of licenses for one-year periods, and in October, 1941, increased the period to two years.

(A copy of Section 3.34 of the Commission's Rules and Regulations, as amended, is attached.)

Report No. 75—(RULES AND REGULATIONS)

The Commission on December 14, 1943, adopted the following amendment of Section 3.34 of the Rules and Regulations, to become effective with respect to licenses granted on and after December 15, 1943:

Sec. 3.34 *Normal license period.*—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kilocycles, November 1, 1946.

(b) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kilocycles, May 1, 1945.

(c) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kilocycles, May 1, 1946.

(d) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kilocycles, May 1, 1947.

(e) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kilocycles, November 1, 1945.

(f) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kilocycles, November 1, 1947.

(g) For stations operating on the frequency 1230 kilocycles, February 1, 1946.

(h) For stations operating on the frequency 1240 kilocycles, February 1, 1946.

(i) For stations operating on the frequency 1340 kilocycles, February 1, 1947.

(j) For stations operating on the frequency 1400 kilocycles, August 1, 1947.

(k) For stations operating on the frequency 1450 kilocycles, February 1, 1948.

(l) For stations operating on the frequency 1490 kilocycles, August 1, 1948.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, December 20th.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WKZO—WKZO, Inc. (Assignor), John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co. (Assignee), Kalamazoo, Mich.—Granted consent to voluntary assignment of license of Station WKZO, from WKZO, Inc., to John E. Fetzer and Rhea Y. Fetzer, d/b as Fetzer Broadcasting Co. (No monetary consideration involved.) (B2-AL-287).

KWG—McClatchy Broadcasting Co., Stockton, Calif.—Adopted an order granting petition to reinstate and grant application for construction permit to make changes in the transmitter and antenna system and increase power from 100 to 250 watts (B5-P-3498; Docket No. 6427).

KROY—Royal Miller, Marion Miller, L. H. Penney and Gladys W. Penney, a partnership, d/b as Royal Miller Radio, Sacramento, Calif.—Adopted an order granting petition to reinstate and grant application for construction permit to install new transmitter and increase power from 100 to 250 watts (B5-P-3497; Docket No. 6428).

The Commission granted request of Bamberger Broadcasting Service, Inc., licensee of high frequency (FM) broadcast station WOR-FM, to change call letters from WOR-FM to WBAM.

LICENSE RENEWALS

WBAB—Press-Union Publishing Co., Atlantic City, N. J.—Granted renewal of license for the period ending December 1, 1945.

WDAN—Northwestern Publishing Co., Danville, Ill.—Granted renewal of license for the period ending December 1, 1945.

WKNY—Kingston Broadcasting Corp., Kingston, N. Y.—Granted renewal of license for the period ending December 1, 1945.

KWAL—Silver Broadcasting Co., Wallace, Idaho.—Granted renewal of license for the period ending October 1, 1945.

KOMA—KOMA, Inc., Oklahoma City, Okla.—The Commission, pursuant to Section 1.362, of its rules, directed that KOMA, Inc., licensee of Station KOMA, be asked to submit an application for renewal of license so that it may be set for hearing on the question of continued operation on 1520 kc., on the question of interference to Guatemala, and whether or not operation should be changed to prevent such interference to Guatemala. (Applications of KOMA to change frequency from 1520 to 690 kc. and related applications of Hugh J. Powell (KGGF), Coffeyville, Kans., for renewal of license and for increase of power from 500 watts to 1000 watts on 690 kc. were heretofore set for hearing.)

MISCELLANEOUS

KGY—KGY, Inc., Olympia, Wash.—Granted license to cover construction permit which authorized increase in power from 100 to 250 watts, and changes in transmitting equipment (B5-L-1783); granted authority to determine operating power by direct measurement of antenna power (B5-Z-1565).

Granted renewal of following relay broadcast station licenses for the period ending in no event later than December 1, 1945:

KEIQ, KEIR, Ben S. McGlashan; KEGZ, Symons Broadcasting Co.; WBCZ, WHEB, Inc.

David Ashton Brown, Marion, Ohio.—Granted request to dismiss without prejudice application for new experimental relay station.

WTMA—Atlantic Coast Broadcasting Co., Charleston, S. C.—Granted motion to dismiss without prejudice application for construction permit to move present auxiliary transmitter to site of main transmitter and use 250 watts power.

APPLICATIONS FILED AT FCC

570 Kilocycles

WMCA—Cosmopolitan Broadcasting Corp., New York, N. Y.—Modification of license to change corporate name of licensee to WMCA, Incorporated.

1230 Kilocycles

NEW—American Colonial Broadcasting Corporation, Arecibo, Puerto Rico.—Construction permit for a new standard broadcast station to be operated on 1230 kc., 250 watts power, unlimited hours of operation.

1240 Kilocycles

WBIR—J. W. Birdwell, Knoxville, Tenn.—Voluntary assignment of license to American Broadcasting Corporation.

1490 Kilocycles

WGKV—Kanawha Valley Broadcasting Co., Charleston, W. Va.—Relinquishment of control of licensee corporation by Worth Kramer through sale of 28 shares of common stock to Eugene R. Custer and Richard M. Venable.

1520 Kilocycles

NEW—Calumet Broadcasting Corp., Hammond, Ind.—Construction permit for a new standard broadcast station to be operated on 1520 kc., 5 KW power, daytime hours of operation.

FM APPLICATION

NEW—Columbia Broadcasting System, Inc., Hollywood, Calif.—Construction permit for a new high frequency (FM) broadcast station to be operated on 43100 kc. with coverage of 34,000 square miles.

MISCELLANEOUS

KNBC—National Broadcasting Co., Inc., area of San Francisco, Calif.—License to cover construction permit (B5-PRY-290), which authorized installation of new transmitter and change in power.

KEJK—National Broadcasting Co., Inc., area of San Francisco, Calif.—License to cover construction permit (B5-PRE-434), which authorized installation of a new transmitter.

WEIQ—Cosmopolitan Broadcasting Corp., area of New York, N. Y.—Modification of license to change corporate name of licensee to WMCA, Incorporated.

WIEH—Cosmopolitan Broadcasting Corp., area of New York, N. Y.—Modification of license to change corporate name of licensee to WMCA, Incorporated.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an

opportunity to show cause why cease and desist orders should not be issued against them.

Federal Military Equipment Corporation and Harry Drath, Max Schwartz and Al B. Wolf, individually and as officers of the corporation, all of 33 Union Square, New York, are charged in a complaint issued with misrepresentation. The respondents are engaged in the sale and distribution of military insignia, clothing and novelties. (5096)

Globe Trading Company, Inc., Leon Shutz and Rothermel Wise, individually and as officials of the corporation, and Theodore E. Ullman, Maxwell M. Ullman and Herman Ullman, all of 119 North 8th Street, Reading, Pa., manufacturing and distributing wool products and other merchandise, are charged in a complaint issued with violation of the Wool Products Labeling Act of 1939 and of the Federal Trade Commission Act. (5098)

Grand Rapids Furniture House, 600 West Manchester Blvd., Los Angeles, selling and distributing furniture, is charged in a complaint with misrepresentation. (5095)

Gulf & West Indies Co., Inc.—A complaint charging misrepresentation in connection with the sale of chamois skins has been issued against Gulf & West Indies Co., Inc., 23 Murray St., New York, and its officers, Milton Cohn, Victor Lambiase and Isidore Fatt. (5093)

Imperial Drug Exchange, Inc., trading as Dupree Medical Company, and Abraham Parodney, individually and as an officer of the corporation, all of 20 East 17th Street, New York, are charged in the complaint with false advertising and misrepresentation. (5094)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Bernard Engineering Company, 709 Market Street, Camden, N. J., its president, Lionel Bernard, and William I. Miller, trading as Miller Manufacturing Co., 1100 North 32nd Street, Camden, N. J., have been ordered to cease and desist from misrepresentation of a preparation designated "Wonder-Solv," recommended by them for use in the cooling systems of automobile and other combustion type engines. (4979)

Gladstone Bros., 110 Fifth Ave., New York, and also doing business as Aaron Leonard Company at the same address, have been ordered to cease and desist from violation of the Wool Products Labeling Act of 1939 and the Federal Trade Commission Act. (4960)



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 52, December 24, 1943

MERRY CHRISTMAS AND A HAPPY NEW YEAR

INDUSTRY EMPLOYMENT AND PAY DATA

The Federal Communications Commission in a press release December 22, presented employment and compensation data for standard broadcasting stations and networks covering the week of October 17, 1943. The forms for reporting such information to the FCC were sent out October 9 and the NAB REPORTS of October 15 carried an appeal to stations to complete the form and return it as quickly as possible. On December 3rd, the NAB REPORTS carried another appeal pointing out that 100 stations had, at that time, failed to return reports.

The release by the FCC shows that responses were received from 815 standard broadcast stations and 10 networks. Approximately 52 stations failed to return their forms in time to be included in the compilation.

The 815 stations and 10 networks, during the week of October 17, 1943, employed 24,515 persons full-time and 4,862 persons part-time. Total compensation for the week to all full-time employees was \$1,366,687. The weekly average for full-time employees was \$55.75. This represents an increase of 6.6% over the average of \$52.32 reported for a week in October 1942. The average weekly compensation for full-time employees excluding executives was \$49.50, an increase of 7.3% over the 1942 average of \$46.12.

The FCC in its press release expressed appreciation for the cooperation of the great majority of stations and networks which fulfilled its request promptly.

The interest of the NAB in these data is based upon their informational value to the industry in labor negotiation. It was upon NAB request that the Commission last year sent out the employee data forms in advance of its annual report forms and released employee data prior to the close of the year. The Commission is rendering a real service to the industry in following this procedure and in preparing a comprehensive report at an early date.

In the following table employment and compensation figures are presented for full-time employees for the total industry reporting, for networks and their key stations and for 806 broadcast stations. This represents summary

information. In its release of December 22, the FCC made available like information for station employees by geographic districts and regions for both full-time and part-time employees. Figures for individual districts and regions will be made available upon request.

The Commission will release additional tabulations by class of station, by city size and by metropolitan districts at some future date. As these data become available NAB will undertake to furnish upon request the particular information which compares in employee data with the station classification, city size and geographic location of the inquiring station.

NAVY WARCASTS

Cooperating with the Industrial Incentive Division of the Navy Department, NAB is endeavoring to enlist the cooperation of broadcast stations located in selected centers of war production in a plan to carry news of the war to workers at their machines.

Termed "warcasts" the Navy's plan calls for a special kind of news broadcast to be sent from the radio station's news room over leased wire to war plants having public address systems. For the past several months this warcast plan has been in operation in several cities and the techniques have been perfected.

Assured of the feasibility of the plan, the NAB War Committee has agreed to cooperate in every possible way with the Navy Department in promoting it in other production centers. On next Monday (December 27) full details of the plan, documented with certain facts, will be sent out to the manager of one radio station in 30 selected cities. He will be asked to secure the cooperation of other radio stations in the community in getting the plan in operation.

The cost, including leased lines and additional personnel, if any, would be defrayed by the plants receiving the warcasts. This plan presents a splendid opportunity for radio stations in the selected communities to render a direct and genuine service to the war effort and NAB heartily commends it for favorable consideration.

SUMMARY OF FUNCTIONAL EMPLOYEE DATA OF 10 NETWORKS AND 815 STANDARD BROADCAST STATIONS AS REPORTED TO THE COMMISSION

FULL-TIME EMPLOYEES—FOR THE WEEK BEGINNING OCTOBER 17, 1943

PARTICULARS 1	10 Networks and 815 Stations			Networks Including 9 Key Stations of Major Networks			806 Stations		
	2	3	4	5	6	7	8	9	10
Executives:									
General managerial	969	\$ 141,856	\$146.39	46	\$ 19,346	\$420.57	923	\$122,510	\$132.73
Technical	554	38,409	69.33	18	2,414	134.11	536	35,995	67.15
Program	518	38,814	74.93	35	6,312	180.34	483	32,502	67.29
Commercial	400	44,281	110.70	45	7,897	175.49	355	36,384	102.49
Publicity	119	9,474	79.61	27	3,465	128.33	92	6,009	65.32
Other	216	17,737	82.12	30	3,558	118.60	186	14,179	76.23
Total, executives	2,776	290,571	104.67	201	42,992	213.89	2,575	247,579	96.15
Employees (Other than executives):									
Technical:									
Research and development	92	6,996	76.04	45	4,329	96.20	47	2,667	56.74
Operating	4,383	227,617	51.93	809	54,154	66.94	3,574	173,463	48.53
Other	324	11,856	36.59	66	2,669	40.44	258	9,187	35.61
Program:									
Production	1,022	55,730	54.53	384	24,884	64.80	638	30,846	48.35
Writers	802	33,096	41.27	120	7,453	62.11	682	25,643	37.60
Announcers	3,072	144,786	47.13	164	11,702	71.35	2,908	133,084	45.76
Staff musicians	2,150	150,569	70.03	517	62,659	121.20	1,633	87,910	53.83
Other artists	1,386	88,553	63.89	704	48,817	69.34	682	39,736	58.26
Other	1,197	53,151	44.40	537	27,515	51.24	660	25,636	38.84
Commercial:									
Outside salesmen	1,348	110,540	82.00	152	18,625	122.53	1,196	91,915	76.85
Promotion and merchandising	592	30,636	51.75	361	19,895	55.11	231	10,741	46.50
Other	488	19,549	40.06	307	13,350	43.49	181	6,199	34.25
General and administrative:									
Accounting	937	34,342	36.65	266	10,366	38.97	671	23,976	35.73
Clerical	1,120	28,190	25.17	247	6,517	26.38	873	21,673	24.83
Stenographic	1,172	33,214	28.34	218	6,850	31.42	954	26,364	27.64
Other	1,248	35,765	28.66	594	18,515	31.17	654	17,250	26.38
Miscellaneous	406	11,526	28.39	51	2,674	52.43	355	8,852	24.94
Total, employees	21,739	1,076,116	49.50	5,542	340,974	61.53	16,197	735,142	45.39
Total, executives and employees	24,515	\$1,366,687	\$55.75	5,743	\$383,966	\$66.86	18,772	\$982,721	\$52.35

NOTE: Data in this release, with the exception of columns (2), (3), (4) are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50kw stations and one 5kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations.

RADIO STATIONS HELPED LIFT WASHINGTON, D. C., NEWS BLACKOUT

(Reprinted from *Washington Times-Herald*, Dec. 21)

Washington radio stations yesterday and last night cooperated with local newspapers to bring news to the public during the work stoppage caused by a "continuous meeting" of the Columbia Typographical Union, involving printers on the four Washington newspapers.

With the presses of the District dailies halted for the first time in their history, all local broadcasting stations devoted special periods to programs of news gathered by the newspapers.

WOL Has Four Newscasts

Among the first to offer its cooperation was station WOL, which set up four special newscasts by its featured commentator, Billy Repaid.

Local news prepared by the *Times-Herald* was broadcast by Repaid at 11 a. m., 12:45, 4:15 and 10:30 p. m., and by a news announcer over WRC at 1 and 6 p. m.

Other WOL newscasts were introduced with the statement:

"This special news program is brought to you as a public service in cooperation with the *Washington Times-Herald*, *Evening Star*, *Washington Daily News*, and the *Washington Post*."

Besides its regularly scheduled news programs, Station WMAL broadcast six special newscasts. Peoples Drug Stores, during the "Pin Money from Peoples" period, devoted 15 minutes to local happenings, and Commentator Clark Mahoney gave special attention to the progress of

negotiations between the printers, WLB, and the publishers.

Stations WTOP, WWDC, and WINX donated periods of their regular broadcasts.

All local stations returned to regular schedules late last night, when it was learned the printers would return to their jobs.

KATE SMITH AND TED COLLINS RECORD "REPORT ON RADIO"

Based on an advertisement written by Raymond Rubicam highlighting radio's accomplishments in the war, Kate Smith, Ted Collins and cast have recorded a graphic fifteen minute presentation entitled "Report on Radio" which is now being distributed to CBS affiliates, according to Paul Hollister, Vice-President, CBS.

The program features the dramatic interruption of America's peacetime pursuits on Sunday, December 7, 1941, when radio brought the astounding news from Pearl Harbor, and follows with an impressive re-enactment of radio's important role in the war since that date.

Widespread acceptance is expected for this show, in which radio's top flight talent tells radio's story to the listening audience. Kate Smith and Ted Collins are supported by an excellent cast and expert production.

Reprints of the Rubicam full page newspaper advertisement, source of much comment this fall, were distributed to all networks and stations with a letter from Neville Miller, President of NAB, urging that the material be given full publication and developed into radio programs.

The CBS response, evident in the Kate Smith, Ted Collins show, opens a new phase in the long range effort



INTERNATIONAL ASSOCIATION OF BROADCASTERS

1760 N. S. L., N. W.

WASHINGTON

Phone NAtional 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

to tell radio's story over the radio. NAB is proceeding with fore-laid plans to get maximum distribution for the pressings. It is hoped that the format will be adopted by all elements of the broadcasting industry.

SOME TUBE RELIEF IN SIGHT

A definite program for the production in the first quarter of 1944 of at least 4,500,000 radio tubes of critical types for civilian receiving sets was announced today by the WPB Radio and Radar Division.

These tubes for household type radio sets are being scheduled for production in sizable quantities by plants best equipped to produce them, the Domestic and Foreign Radio Branch of the Radio and Radar Division said.

It is expected that tubes will continue to reach civilian outlets in increasing quantities as the new program gets under way.

The cooperation of radio servicemen and dealers is expected in seeing that the tubes first reach householders who have no sets in operation because of lack of tubes.

Editor's Note:

While NAB is gratified by the foregoing announcement of first quarter tube production for receivers, it is not in agreement on quantity.

The announced production, while helpful, represents only approximately one-half the number of tubes needed.

4,500,000 tubes is regarded as a "token production," in recognition of the need, but far from a quantitative solution of the problem.

RADIO TUBE BLACK MARKET?

These headlines appear at the top of the front page of NAB *Swap Bulletin* dated December 24, 1943.

Station managers are urged to read this front page in detail and to make reply. Just two facts are wanted: (1) Whether there is a black market; (2) how it works. Findings will be relayed to Office of Civilian Requirements.

INFANTILE PARALYSIS CAMPAIGN

On Monday, December 27, NAB President Miller, chairman, National Radio Division, The National Foundation for Infantile Paralysis, will mail all stations a letter soliciting their cooperation in the 1944 campaign.

Shortly thereafter stations will receive, from the Radio Division, various suggestions and types of material, both live and transcribed. Mr. Miller pointed out that the broadcast industry had accepted an ever increasing part in the struggle for the cure and prevention of infantile paralysis. He expressed confidence that a new high mark in achievement would result in the forthcoming campaign.

During the summer of 1943 the infantile paralysis epidemic in the several states claimed 12,000 Americans.

ATT: STATION MANAGER

Public Health Reports May Still Be Sent In

By December 13 204 stations returned the questionnaire covering local program service to the public health.

This material was the basis of an address made to the Health Conference of the New York Academy of Medicine on December 14 by Willard D. Egolf, Assistant to the President, NAB.

More stations have replied since that time. Final figures will be revised to include all stations replying. Please let us have your answer, so that the final record will be as comprehensive as possible. If you prefer, send a letter, giving title of show or shows, length, days and hours of broadcast, how long on the air, source of material, remarks, etc.

IRE WINTER TECHNICAL MEETING

The winter technical meeting of the Institute of Radio Engineers is to be held in New York on Friday and Saturday, January 28-29, 1944. Hubert M. Turner, Associate Professor of electrical engineering at Yale University, will be installed as president, succeeding Dr. Lynds E. Wheeler, head of the Engineering Department's Information Division of FCC.

At the Friday session (28), W. R. G. Baker, Chairman of the Radio Technical Planning Board, and several panel chairmen will discuss the work of RTPB. At the banquet that evening, the medal of honor awarded by IRE in recognition of distinguished service in radio communication, will be bestowed upon Harraden Pratt.

The Morris Liebmann Memorial Prize will be awarded to W. L. Barrow. In addition, Fellowship Awards will be bestowed upon S. L. Bailey, C. R. Burrows, M. G. Crosby, C. B. Feldman, Keith Henney, D. O. North, K. A. Norton, S. W. Seeley, D. B. Sinclair, Leo Young and Harry Diamond.

The Saturday session will be featured by a symposium discussion in which E. K. Jett, Chief Engineer of the FCC, will discuss "Engineering Work of the Federal Communications Commission," and G. P. Adair, Assistant Chief Engineer of the FCC, will talk upon "Timely Broadcast Matters." W. N. Krebs, Chief of the Safety and Special Services Division of FCC, will lead a discussion on "Police, Aviation and Maritime Services," while P. F. Siling, Chief of the International Division, FCC Engineering Department, will discuss "International Point-to-Point and Allocation Problems."

Saturday evening there will be a joint session between the IRE membership and the American Institute of Electrical Engineers.

These sessions are of great significance to those interested in radio engineering matters.

WHO BARN DANCE PLAYS TO \$138,300.00 WAR BOND HOUSE

A year ago WHO discontinued the public performance of its celebrated Barn Dance, to cooperate with ODT and cut down on fan travel, moving the show to the studios.

On November 6, however, announcement was made that

the WHO Barn Dance would show at the Shrine Auditorium in Des Moines three weeks from that time, November 27, one night only. Seats would go only to those who bought war bonds through WHO.

The house was scaled at \$100.00, \$50.00 and \$25.00 to get the "little fellows."

Heavy promotion followed for three weeks and when the show went on the air the Shrine Auditorium was filled with 3,680 Iowa Barn Dance Frolic fans, 2,544 at \$25.00, 778 at \$50.00 and 358 at \$100.00 for a total of \$138,300.00 in Series E War Bonds, all purchased through WHO.

(NAB welcomes stories from stations for NAB REPORTS)

NOW 912 STATIONS

During the month of November, the FCC granted one new construction permit and cancelled one construction permit. One operating station was also deleted. No changes in the number of stations were made during August, September and October. There follows a comparative table of the number of stations by months:

	1942	1943													
	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1		
Operating	909	910	910	910	911	911	911	911	911	911	911	911	910		
Construction	9	7	6	5	2	2	1	1	2	2	2	2	2		
	918	917	916	915	913	913	912	912	913	913	913	913	912		

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled before the Commission for the week beginning Monday, December 27.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WEIM—Ruben E. Aronheim (Assignor), Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, d/b as Radio Station WEIM, Fitchburg, Mass.—Granted consent to voluntary assignment of license for station WEIM, from Ruben E. Aronheim to Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, copartners, doing business as Radio Station WEIM, a newly formed partnership, for a consideration of \$12,788.88, which is the book value of 66-2/3 percent interest in the license (B1-AL-388).

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Upon consideration of the petition of John H. Stenger, Jr., the Commission further extended the temporary license of station WBAX from December 27, 1943, to March 26, 1944.

KWBW—William Wyse and Stanley Marsh, d/b as The Nation's Center Broadcasting Co. (Assignor). William Wyse, Stanley Marsh and Bess Wyse, d/b as The Nation's Center Broadcasting Co. (Assignee), Hutchinson, Kans.—Granted consent to assignment of license of station KWBW from William Wyse, Stanley Marsh, a partnership, d/b as The Nation's Center Broadcasting Co. to a newly formed partnership of William Wyse, Stanley Marsh and Bess Wyse, d/b as The Nation's Center Broadcasting Co. (No monetary consideration is involved.) (B4-AL-382).

WADC—Allen T. Simmons, Akron, Ohio.—Adopted order denying petition for rehearing filed by WADC, directed against

the Commission's Findings of Fact, Conclusions and Order, adopted November 3, granting applications of WGAR and WHBC for construction permits.

DOCKET CASE ACTION

The Commission has announced adoption of Proposed Findings of Fact and Conclusions (B-186), proposing to deny the application of Station WROL, Knoxville, Tenn., to modify its license and increase its nighttime operating power from 500 watts to 1 kilowatt on the ground that the proposed operation would not tend toward a "fair, efficient and equitable distribution of radio service" as contemplated in Section 307 (b) of the Communications Act.

The increased nighttime power sought by WROL would result in interference to Station KWFT at Wichita Falls, Texas, the Proposed Findings note. The radio listeners in Knoxville who would have benefited from the proposed new operation of Station WROL already have service available from another radio station covering that area. On the other hand, radio listeners in the Wichita Falls, Texas, area would be adversely affected by the proposed operation of WROL in that they would lose service from Station KWFT—the only radio station assigned to Wichita Falls.

Proposed Findings of Fact and Conclusions (B-193) were also adopted in re application of Martin R. O'Brien (WMRO), Aurora, Illinois, for modification of license to operate unlimited time on 1280 kilocycles with daytime power of 250 watts and nighttime power of 100 watts, denying said application without prejudice to the right of applicant to file an application requesting unlimited time operation on 1490 kilocycles, since it appears that the use of the local frequency 1490 kilocycles may be available for unlimited time use in Aurora. Operation of Station WMRO at night on the frequency 1280 kilocycles would be inconsistent with the Commission's Standards of Good Engineering Practice as severe nighttime interference would be imposed upon the proposed service of Station WMRO, the Proposed Findings conclude.

In the same action the Commission adopted Proposed Findings of Fact and Conclusions (B-196) denying the application of Roy L. Albertson (WBNY), Buffalo, N. Y., for modification of license to change frequency from 1400 to 680 kilocycles with 250 watts power.

The operation of Station WBNY as proposed in the application would result in an extremely high nighttime interference limitation and would offer no improvement over the existing nighttime service of the station. Objectionable interference would also be caused to Stations WLAW, WPTF and WISR. The service which WBNY would be able to offer daytime in areas where service is already available from other stations would be more than offset by losses in service in areas where only one service is now available.

The change in operating assignment would also involve use of critical radio materials contrary to the policy announced in the Memorandum Opinion of April 27, 1942.

The Commission also adopted an Order making final the Proposed Findings of Fact and Conclusions granting application of J. C. and E. W. Lee (Lee Brothers Broadcasting Co.), KFXM, San Bernardino, Calif., for modification of license to change operation from sharing with Station KPPC, Pasadena, to unlimited hours of operation on the frequency 1240 kilocycles, using 250 watts power (B-197).

MISCELLANEOUS

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted license to cover construction permit to install new transmitter (B1-L-1786); granted authority to determine operating power by direct measurement of antenna power (B1-Z-1568).

KWFR—Wichita Broadcasting Co., area of Wichita Falls, Tex.—Granted authority for voluntary assignment of license of relay broadcast station KWFR from Wichita Broadcasting Co. to Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson, Jr. (B3-ALRY-21).

WBAE—L. B. Wilson, Inc., area of Cincinnati, Ohio.—Cancelled relay broadcast license in accordance with written request of licensee (B2-RRY-235).

Granted renewal of following relay broadcast station licenses for a period ending in no event later than December 1, 1945:

WEIH, WEII, Indianapolis Broadcasting, Inc.; WENL, Surety Life Insurance Co.; WEMV, The WGAR Broadcasting Co.

L. J. Duncan, Lelia A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted petition to accept amendment to its application so as to specify new transmitter site; hearing date to be unchanged (Jan. 4, 1944). (Application is for construction permit for new station to operate on 1490 kc., 250 watts, unlimited.) (Docket No. 6549).

APPLICATIONS FILED AT FCC

750 Kilocycles

KXL—KXL Broadcasters, Portland, Oregon.—Special service authorization to operate unlimited time, employing directional antenna day and night for the period ending 2-1-46.

1240 Kilocycles

NEW—WARC, Inc., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power, unlimited hours of operation. (Facilities of WSAY when relinquished by WSAY operating on 1370 kc. as authorized by construction permit.)

KODY—Radio Station WOW, Inc., North Platte, Nebr.—License to cover construction permit (B4-P-3549), which authorized change in equipment, frequency, power and hours of operation.

NEW—Charles P. Blackley, Staunton, Va.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts, unlimited time. Amended: re change in type of transmitter, antenna and change studio site.

KODY—Radio Station WOW, Inc., North Platte, Nebr.—Authority to determine operating power by direct measurement of antenna power.

KICD—Iowa Great Lakes Broadcasting Co., Spencer, Iowa.—Modification of license to increase power from 100 watts to 250 watts.

1450 Kilocycles

WLAP—American Broadcasting Corp. of Kentucky, Lexington, Ky.—Modification of license to change corporate name to American Broadcasting Corporation.

1490 Kilocycles

NEW—Birney Imes, Jr., Tupelo, Miss.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts power, unlimited time. Amended: re equipment changes.

TELEVISION APPLICATION

NEW—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Construction permit for a new experimental television broadcast station to be operated on Channel #1 (50000-56000 kc.), emission A5 and special power of 3 KW.

MISCELLANEOUS

WKRB—American Broadcasting Corp. of Kentucky, area of Lexington, Ky.—Modification of license to change corporate name to American Broadcasting Corporation.

WEGD—American Broadcasting Corp. of Kentucky, area of Lexington, Ky.—Modification of license to change corporate name to American Broadcasting Corporation.

WEGE—American Broadcasting Corp. of Kentucky, area of Lexington, Ky.—Modification of license to change corporate name to American Broadcasting Corporation.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an

opportunity to show cause why cease and desist orders should not be issued against them.

Alberty Foods Products, et al.—A complaint has been issued charging Ada J. Alberty, 729 Seward St., Hollywood, Calif., engaged in the sale of food and drug products, including vitamin preparations, with disseminating false advertisements concerning such products in newspapers, periodicals and other advertising media. The respondent trades under the names The Alberty Food Products, Alberty Products, Alberty Products Sales Co., The Cap-Lone Co., and Cheno Products. (5101)

Atlantic Commercial Agency, Inc., Gerald H. Strickland, G. Russell Walsh and S. Mortimer Hirshorn, all of 101 North Third Street, Camden, N. J., and Dorothy Boyden, trading as Secretarial Service, 6 North Michigan Avenue, Chicago, are charged in a complaint with the use of unfair and deceptive acts and practices in the operation of a collection agency. (5100)

Decker Products Co., Pelham, N. Y., selling and distributing an exhaust muffler attachment designated "Vacudex," designed to save gasoline and effect other economies in the operation of automobiles and trucks, are charged in a complaint with misrepresentation. (5097)

Dri-Kleen Co., 325 West Huron St., Chicago, is charged in a complaint with misrepresenting the cleansing properties of a product designated "dri-kleen" which, when in solution, is recommended for use in the cleaning of all fabrics, including wearing apparel, drapes, rugs and upholstery. (5103)

Milton S. Kronheim & Son, Inc., Washington's largest liquor wholesaler, is charged in a complaint issued with engaging in "unfair, coercive and oppressive practices" which tend to give it a monopoly in the sale of whiskies, wines and brandies to retailers in the District of Columbia. The respondent, which has its principal place of business at 1425 New York Ave., N. E., is said to have an annual volume of sales in excess of \$4,000,000. (5102)

Mary Muffet, Inc.—A complaint has been issued charging Mary Muffet, Inc., 1136 Washington Ave., St. Louis, with misrepresentation of the fiber content of fabrics and wearing apparel. (5104)

New Jersey Service Company, Inc., 819 Cooper Street, Camden, N. J., and Dorothy Boyden, trading as "Secretarial Service," 6 North Michigan Avenue, Chicago, are charged in the complaint with the use of unfair acts and practices in commerce in connection with the operation of a collection agency. (5099)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the week the Commission has announced the following stipulations:

Austin Technical Institute, and now doing business as Austin Technical Publishers, 275 Seventh Ave., New York, selling a home study course designated "A.T.I. Home Study Course in Blueprint Reading," has stipulated to cease representing, by use of the word "Institute" as a part of his trade name or by other means, that he conducts an institution of learning with a staff of competent, experienced and qualified educators for the purpose of promoting learning; that his home study course is an invention or that articles of merchandise, the cost of which is included in the purchase price of his course, are free, either by use of the term "free" or any other term of similar meaning, or that a person, as a result of the completion of the course, would be a trained expert in blueprint reading. (03174)

Bechard Manufacturing Company, 700 Hudson Ave., Chicago, manufacturing and selling plated base metal trophies, prize cups and silver plated hollow ware, has stipulated to cease and desist from the use of any false, fictitious or misleading price representation which purports to be the retail sales price of a product but which is in excess of the price for which such merchandise is customarily sold, and from representing, through the use of a fictitious or marked-up price, that the price for which such merchandise is actually offered for sale is an exceptional price, a low price, or a discounted price when in fact the price is that for which such merchandise is customarily sold in the usual course of retail trade. (3773)

Cramer Chemical Company, Gardner, Kans., selling and distributing athletic trainers' supplies and first aid preparations, has stipulated to cease and desist from representing that a product sold by it designated Nitrotan is the best known or most universally used germicide in the United States, that it gives complete sterilization in 90 seconds, checks or stops bleeding other than capillary bleeding from superficial skin lesions, draws the torn, jagged edges of a wound together, stops sore throat or assists in the prevention of influenza, or that its use may be relied upon to give quick and safe recovery from all such conditions; that Cramer's Athletic Stringent for Gargle is effective in the checking or prevention of influenza, tonsillitis or like afflictions; that Cramer's Athletic Liniment has special penetrating powers or that it penetrates into muscular or other tissues to any significant degree; that Cramer's Dextrose Tablets will produce quick energy in the sense of capacity for more intense physical exertion, will stimulate an athlete to greater performance, enable athletes to win more games, or may be relied upon to afford immediate relief from hay fever or asthma. (3772)

Joseph Gluck, 469 Seventh Ave., New York, selling and distributing textile fabrics, has stipulated to discontinue use of the terms "Jer-Zee" or "Jerzette" as designations for fabrics other than jersey fabrics and from use of such terms or words simulating or connoting "Jersey" in any manner so as to imply that it is a jersey fabric when the product is not a jersey fabric; advertising, branding, labeling, invoicing or selling any products composed in whole or in part of rayon without clearly disclosing, by use of the word "rayon," that such products are composed of or contain rayon; and when a product is composed in part of rayon and in part of fabrics or material other than rayon, from failing to disclose, in immediate connection with the word "rayon," and in equally conspicuous type, each constituent fiber of the product in the order of its predominance by weight, beginning with the largest single constituent. (3769)

J. P. Hoff, Post Office Box 137, Berwyn, Ill., selling a medicinal preparation designated "Amisogen," and A. N. Baker Advertising Agency, Inc., 189 West Madison St., Chicago, an advertising agency which disseminated advertisements for the product, have stipulated to cease representing that the preparation will have any effect upon asthma except to the extent that it may afford palliative relief from the paroxysms of asthma; that it will relieve hay fever or the symptoms of hay fever, or that the preparation is free from opiates, narcotics or dope of any kind. (03175)

Jersey Oil Heating, Inc., Irvington, N. J., manufacturing and selling a device designated "Convert-O-Grate," for use in converting oil-burning furnaces to coal-burning furnaces, and Anchor Post Fence Company, Baltimore, also selling and distributing the device, have entered into stipulations in which both agree to cease and desist from representing that the device can be installed for one-half or less than one-half the installation cost of similar devices; that it "saves 65% of former cost" or that the installation cost is 65 percent less than that of competitive products, or that the cost or comparative cost of the device or of its installation is other than is actually a fact. Both respondents further agree to cease representing that the device can be installed in eight minutes; that a furnace in which it has been installed can be converted from oil to coal or from coal to oil in eight minutes; that the time required to install the device or to convert a furnace equipped with it from oil to coal or from coal to oil is less than is actually a fact, or that the device is an "amazing wartime invention" or that it embodies any amazing principle. (3767 and 3768)

Metzger & Cohen, 500 Seventh Ave., New York, selling and distributing merchandise including women's coats, have stipulated that they will cease and desist from using the terms "Krimkurl," "Broadtel" fabric, "Persianlece" fabric, "Cana-Curl" fabric or other terms of similar import to describe any fabric which is not made from the fur or hair of the fur-bearing animal indicated; provided, however, that in designating a textile fabric which is made in such manner as to resemble the peltry of a fur-bearing animal there may be used such terms as "fur-like fabric," "fabric made to simulate fur" or similar terms which clearly disclose that the fabric is not made of fur but merely resembles the peltries of a fur-bearing animal. The respondents agree to discontinue using the designations indicated to describe any coat or garment which is not made from the peltry of the animal so indicated, provided that when used to designate a textile fabric garment resembling fur, such words may be used if immediately accompanied by other words printed in equally conspicuous type disclosing that the fabric of which the garment is made is merely an imitation of the peltry of the animal indicated as, for example, "Imitation Persian Lamb." (3774)

Miller & Company, 225 North Michigan Ave., Chicago, selling and distributing spyglasses, have stipulated to cease and desist from representing that any spyglass offered for sale by them is a fine telescope, is precision made, has precision ground lenses, combines the convenience of a field glass with the power and range of a telescope, was developed by its manufacturers to replace or serve as a substitute for binoculars or field glasses, or will serve the purpose of field glasses or similar instrument; that such instruments bring objects which may be far beyond the range of the naked eye into sharp, easy vision; that the price of \$1.49 for thin spyglass is amazingly low, when actually the normal retail price for such an article is \$1; that the purchaser would anticipate a charge of \$3, \$4 or \$5 for such an instrument, or by inference that the spyglass is in a class or can perform the same functions of an article costing \$10, \$15 or any sum above that charged for those of like kind and quality. (3775)

T. L. Miller Manufacturing Co., 3716 South Clairborne Ave., New Orleans, selling a cosmetic preparation designated "Presto Face Cream," has stipulated to cease representing that use of the preparation will produce a clear, smooth skin, or, by use of the word "Manufacturing" or similar words in its trade name or otherwise, that he owns, operates or controls a company engaged in the business of manufacturing or compounding the preparation. (03177)

A. C. Rehberger Company, 2134-38 North Magnolia Ave., Chicago, manufacturing and selling trophies, medals and charms, has stipulated to cease and desist from the use of or in connection with its merchandise of any false, fictitious or misleading price representation which purports to be the retail sales price thereof but which is in excess of the price for which the merchandise is customarily sold in the usual course of retail trade, and from representing, through the use of a fictitious or marked-up price, that the price for which such merchandise is actually offered for sale is an exceptional price, a low price or a discounted price, when in fact it is the price for which such merchandise is customarily sold. (3776)

Rupture-Guard Company, Marshall, Mich., selling a truss designated "Elastic Rupture-Guard," and Ralph L. Wolfe & Associates, Inc., 76 Adams Ave. West, Detroit, an advertising agency which disseminated advertisements for the product, has stipulated to discontinue representing that the device may be properly fitted to one's personal requirements when ordered through the mails; that it will hold the rupture securely or comfortably in any position of the body; that it will assist nature in strengthening the muscles or in closing the hernia opening, or that it is the only device of its kind. (03178)

Silver Cup Beverage Company, 2948 West Grand Ave., Chicago, manufacturing and selling soft drinks, including so-called root beer and other carbonated bottled beverages, has stipulated that, in connection with the sale of its bottled carbonated

beverages, it will cease and desist from use of the word "draft" in connection with the trade name or as descriptive of such beverage and from use of the word "draft" or any other word or term, either alone or in connection with the picturization of a wooden keg or container, or with the words "Old Style," so as to imply that the product is drawn or dispensed from a keg or container to the consumer or that it possesses flavors such as are associated with draft beverages as distinguished from those which are bottled. (3771)

Emmett J. Smith & Daughter, Elmhill-Murfreesboro Hi-Way, Nashville, Tenn., selling and distributing chicks, have stipulated to cease and desist from using the statements "U. S. Approved," "U. S. Certified," "U. S. Approved and Banded," or other statements or representations of like meaning, as descriptive of or in connection with chicks not U. S. approved, U. S. certified or U. S. approved and banded in accordance with the provisions of the National Poultry Improvement Plan; from representing that they are members or participants in the National Poultry Improvement Plan until they actually are participating members; from representing by use of statements such as "Absolutely Pullorum Free" or "Pullorum Free," or in any other manner, that chicks can be depended upon to be pullorum free; and from representing that they are poultry breeders and are engaged in the poultry breeding business or that they operate a hatchery or hatcheries, unless and until they actually are engaged in the poultry breeding business and operating hatcheries as represented. (3770)

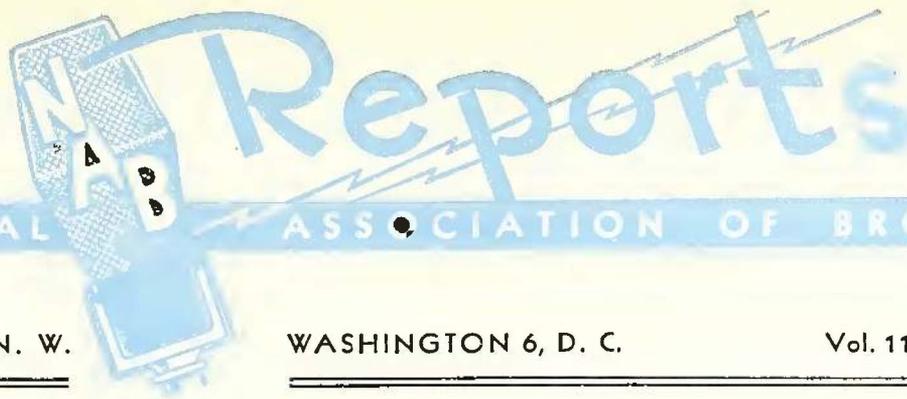
Power Fence Co., Darlington, Wis., selling a kit designated "Power Electric Fencer Kit," which, when constructed with the use of other parts not supplied with the kit, makes an electric fence controller, has stipulated to cease and desist from representing that his product can be made into an electric fence controller

capable of rendering service equal to that given by commercial electric fence controllers costing up to \$15; that his kit is an electric fence controller or that its use when made into an electric fence controller with a single wire enclosure, confines all livestock or any animal of a size which would enable that animal to readily pass under or over that wire without coming in contact with it, or any animal whose natural covering or coat would serve to insulate it from electric shock at the probable point of its contact with the wire, or that the electric fence controller made with his kit can be used in remote places or distant pastures, without disclosing that the unit must be protected from the weather. (03173)

Mamie Wilson, 1313 East 33rd St., Los Angeles, selling a medicinal preparation designated "Mamie's New Discovery Scalp Ointment," has stipulated to cease representing that the preparation will prevent loss of hair or baldness, counteract conditions causing hair loss, or is a cure for dandruff or other scalp ailments except to the extent that it may mitigate itching of the scalp; that it will nourish or stimulate the hair roots or make the hair grow or take on new life, or that it will tone or have any other effect upon the blood corpuscles or will tone the oil glands of the scalp. (03176)

FTC CLOSES CASE

The Federal Trade Commission has ordered the case growing out of a complaint against Reed Drug Company, Inc., West Frankfort, Ill., closed without prejudice to the right of the Commission to reopen it, should future facts so warrant. The respondent had been charged with misrepresentation in the sale of an alleged remedy for delayed menstruation.



1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 11, No. 53, December 31, 1943

Important Notice NAB REPORTS INDEX

Early next week a special mailing of a consolidated index for the complete 53 issues of the 1943 NAB REPORTS will be made. Stations planning to bind their REPORTS should await the receipt of this index so that it can be incorporated as a part of the volume.

"1943 SHOWED RADIO WHAT IT IS FIGHTING FOR"—MILLER

(Released by NAB News Bureau)

Washington, D. C., December 30: "The year 1943 showed radio what it is fighting for," Neville Miller, President of the National Association of Broadcasters, said today. "A powerful instrument of free speech, operated in the interests of the people and doing its full share in the valiant battle to win the war, found itself threatened with the loss of the very freedom it was championing. A Supreme Court decision in May, giving a new and hitherto unsuspected interpretation to the Communications Act, made possible government control of radio through the Federal Communications Commission. Immediately the radio industry sought new legislation from Congress to restore its freedom. Passage of the White-Wheeler Bill, already introduced in the Senate, was sought by every branch of the industry. Pronounced unity was achieved by the broadcasters in the hearings on the White-Wheeler Bill before the Interstate Commerce Committee, in which they were joined by a member of the Federal Communications Commission. The final bill is now in preparation and is expected to go to the floor of the Senate early in 1944. Hope is expressed that new legislation will bring to the people of the United States a firm safeguard of freedom of speech by radio.

"While fighting its own battle for freedom, the radio industry and its advertisers in 1943 devoted to the cause of the war time and talent exceeding two hundred million dollars in value."

JOE MILLER TO NAVY

Joseph L. Miller, NAB Director of Labor Relations, has resigned his position effective December 31 to enter the Navy.

Mr. Miller is, in point of service, one of the oldest

members of the NAB staff, having assumed his position as Director of Labor Relations in May 1938.

With Mr. Miller's entry into the armed services, the NAB service flag now carries 8 stars. Ed Kirby, now an Army Colonel, heading the Radio Bureau of the Public Relations Division of the War Department, was the first to enter the armed service. He was followed very shortly by Lynne Smeby, Director of Engineering who is connected with the Radio and Radar Branch of the Signal Corps. Next to leave was Frank E. Pellegrin, Director of Broadcast Advertising, who is now a major in service in Italy. In June of this year, Russell Place, NAB Counsel, resigned to assume a position in the Office of Strategic Services. Simultaneously Everett E. Revercomb, for 9 years NAB Auditor, was commissioned an Ensign in the Navy. Two NAB messengers, George Many and Elliott Irving, went into the armed service, the former, in the Army Air Corps, is now stationed in England; and the latter, in the Navy, is stationed at Sampson, New York.

TRANSMITTER TUBE SITUATION EASES

If you use any of these tubes, here is good news! The NAB Engineering Department has been informed that the following tube types will shortly be available on a thirty-day delivery basis. Tubes affected are 893, 893R and 889. Further information is available upon request to NAB.

WIRE RECORDER MAKES DEBUT IN BATTLE DESCRIPTION

When the Marines hit Empress August Bay Beach, Bougainville, radio history was made, according to a delayed Associated Press release written by Technical Sergt. Harold Azine, formerly of WLS, Chicago, and WBAL, Baltimore, now a Marine Corps Correspondent.

In this engagement, according to Azine, a man and a microphone for the first time recorded a long operation against the Japanese.

The man was Marine Sergt. Roy A. Maypole, former producer at CBS, New York, whose equipment consisted of a sound-on-wire recorder.

Verbally identifying the ship sounds, gun salvos and bomb explosions, while trying to keep his feet against the concussions, when landing parties started down the rope nets, Roy rushed his mike to the rail of the ship to get several 10-second "man on the move" interviews.

He then followed ashore and continued recording the engagement although the source of electrical power furnished an obstacle. Abrupt end to his recording came when an enemy bomb landed ten yards from the equipment and caved in the side of its amplifier cover plate, but the wire and its precious story were unaffected. Its

(Continued on page 514)



1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

WIRE RECORDER MAKES DEBUT IN BATTLE DESCRIPTION

(Continued from page 513)

release to the public will be through Marine Corps headquarters, Washington, D. C.

(EDITOR'S NOTE: The wire recorder has been demonstrated at the NAB War Conference and upon other occasions by Col. Ed Kirby and Major Frank Pellegrin, formerly with NAB.)

PUBLIC RELATIONS SUB-COMMITTEE MEETS IN NEW YORK, JANUARY 5-6

The NAB Public Relations Sub-committee, under the chairmanship of Dr. Frank Stanton, Vice-Pres., CBS, will meet in New York City on January 5th and 6th to make plans for a book defining public relations activities for the radio industry.

Edgar Bill, Chairman of the Public Relations Committee, announced the appointment of the following sub-committee members: Charles P. Hammond, Director of Advertising and Promotion, NBC; Edward E. Hill, Director, WTAG; Vernon E. Pribble, Manager, WTAM; Irvin G. Abeloff, Program Service Manager, WRVA. Willard D. Egolf, Assistant to the President, NAB, will meet with the sub-committee. Hill, Pribble and Abeloff are public relations chairmen for NAB districts, 1-7 and 4, respectively.

NAB has been preparing preliminary material for the book for several months.

FCC LEGAL STAFF CHANGES

Harry M. Plotkin has been named assistant general counsel in charge of the Litigation and Administration Division of the Federal Communications Commission. Mr. Plotkin, a resident of Chicago, graduated *magna cum laude* from the Harvard Law School in 1937.

He joined the Commission staff in January of 1940 and has been chief of the Litigation and Administration Division since 1942. Prior to joining FCC, Mr. Plotkin was associated with Topliff and Horween, Chicago law firm. He is a native of Athol, Massachusetts, married and has two children.

At the same time the appointment of Peter Shuebruk as assistant to the general counsel was announced. He fills the vacancy created by the naval enlistment of Nathan H. David which occurred last month.

Mr. Shuebruk is likewise a *magna cum laude* graduate from the Harvard Law School in 1937. During his undergraduate days he was editor of the Harvard Law Review. Following graduation he served with the Boston law firm of Ropes, Gray, Best, Coolidge and Rugg. He came to the FCC on June 1, 1942, as assistant to the chairman. He is a native of Hull, Massachusetts, married and has two children.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 3. They are subject to change.

Tuesday, January 4

Consolidated Hearing

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Company, Albany Ga.—C. P. to move transmitter and studio to West Point, Ga., 1490 kc., 250 watts, unlimited.

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Company, West Point, Ga.—C. P., 1490 kc., 250 watts, unlimited.

Wednesday, January 5

WPAT—Frank Falknor and Rex Schepp (Transferors), Donald Flamm (Transferee), Paterson, N. J.—For Transfer of Control of New Jersey Broadcasting Co., Inc. (WPAT), 930 kc., 1 KW, daytime.

Friday, January 7

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Mod. of License, 1480 kc., 5 kilowatts, unlimited; DA-night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WGES—Oak Leaves Broadcasting Station, Inc. (Assignor), Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, d/b as Radio Station WGES (Assignee), Chicago, Ill.—Granted consent to voluntary assignment of license of Station WGES from Oak Leaves Broadcasting Station, Inc., to Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, a newly organized partnership, d/b as Radio Station WGES. No monetary consideration involved (B4-AL-385).

WLB—University of Minnesota, Minneapolis, Minn.—Granted request to waive Commission rules so as to permit identification of Station WLB as "Minneapolis and St. Paul."

KGKB—East Texas Broadcasting Co., Tyler, Texas.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-728).

KPAB—Laredo Broadcasting Co., Laredo, Texas.—Granted renewal of license for the period ending not later than December 1, 1945 (B3-R-966).

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Granted modification of construction permit, as modified, for changes in directional antenna system, and granted authority for program tests under Section 2.43 (B4-P-2827), subject to the condition that proof of separation of common ownership of Stations KGBX and KWTO be made to the Commission on or before December 31, 1943 (B4-MP-1725). Dismissed applications for temporary modification of license (B4-ML-1153) and for authority to determine operating power by direct measurement of antenna power of 310 ft. vertical antenna (B4-Z-1523).

MISCELLANEOUS

KPAC—Port Arthur College, Port Arthur, Texas.—Granted license (B3-L-1779) to cover construction permit which authorized

increase in power to 1 KW and changes in directional antenna system; also granted authority to determine operating power by direct measurement. The license is granted subject to condition that no interference will be caused in contravention of the terms of the NARBA.

Spartanburg Advertising Co., Spartanburg, S. C.—Placed in pending file application for high frequency (FM) broadcast station, **43500 kc.**, 26,200 square miles; transmitter to be located on Hogback Mountain, S. S. (B3-PH-149).

W2XCB—Columbia Broadcasting System, Inc., Portable-Mobile; Area, New York, N. Y.—Granted modification (B1-MPVB-107) of construction permit for experimental television relay station, authorizing extension of completion date from 1-7-44 to 7-7-44.

W2XMT—Metropolitan Television, Inc., New York City.—Granted modification (B1-MPVB-108) of construction permit for experimental television broadcast station, to extend completion date from 12-31-43 to 6-30-44.

KTRG—KTRH Broadcasting Co., Portable-Mobile, Area of Houston, Texas.—Granted license (B3-LRY-292) to cover construction permit for new relay broadcast station; frequencies 1606, 2074, 2102, **2758 kc.**, 50 watts, to be used with applicant's standard station KTRH.

KFI—Earle C. Anthony, Inc., Los Angeles, Calif.—Adopted Order granting motion filed by Earle C. Anthony, Inc., (KFI) requesting that the time for filing its Proposed Findings of Fact and Conclusions in the matter of the application of Iowa State College of Agriculture and Mechanic Arts (WOI), Ames, Iowa, for special service authorization, be extended from December 27 to December 31, 1943 (Docket No. 6541).

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.; L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted motion for continuance of hearing now set for January 4, until February 3, 1944, in re applications of WGPC for construction permit to move transmitter and studio to West Point, Ga. (Docket No. 6548), and Valley Broadcasting Co. for construction permit for new station to operate on **1490 kc.**, 250 watts, unlimited time (Docket No. 6549).

APPLICATIONS FILED AT FCC

610 Kilocycles

WHKC—United Broadcasting Co., Columbus, Ohio.—Construction Permit to change frequency from **640 kc.** to **610 kc.**, increase power from 500 watts to 1 KW, increase hours of operation from limited to unlimited, and install directional antenna for night use (facilities of WCLE).

640 Kilocycles

WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction Permit to change frequency from **610 kc.** to **640 kc.**, increase power from 500 watts to 1 KW, and hours of operation from Daytime to Limited time (facilities of WHKC) and move transmitter and studio to Akron, Ohio.

850 Kilocycles

WRUF—University of Florida, Gainesville, Fla.—Extension of Special Service Authorization to operate Unlimited time with power of 100 watts after sunset at Denver, Colo., for the period beginning 3 a. m., EST, 2-1-44, and ending 3 a. m., EST, 11-1-46.

930 Kilocycles

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Modification of Construction Permit (B3-P-3114 as modified) which authorized move of transmitter, increase power and installation of directional antenna, for extension of completion date from 1-20-44 to 7-20-44.

950 Kilocycles

KPRC—Houston Printing Corp., Houston, Texas.—Authority to determine operating power by direct measurement of antenna power.

1320 Kilocycles

KXYZ—Harris County Broadcast Co., Houston, Texas.—Authority to determine operating power by direct measurement of antenna power.

1460 Kilocycles

KINY—Edwin A. Kraft, Juneau, Alaska.—License to cover construction permit (B-P-3089 as modified), which authorized increase in power, installation of new transmitter, changes in antenna.

KINY—Edwin A. Kraft, Juneau, Alaska.—Authority to determine operating power by direct measurement of antenna power.

1490 Kilocycles

NEW—L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, 250 watts power, unlimited time. Amended: to change transmitter site to Cherry St., Lanett, Ala.

FEDERAL TRADE COMMISSION

DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

International Distributing Corp., 1119-14th St., N. W., Washington, D. C., said to be one of the largest wholesale liquor dealers in the city, with annual sales of more than \$4,000,000, is charged in a complaint with refusing to sell whiskies to District of Columbia retailers unless they purchase a stipulated quantity of wine or brandies or both. (5105)

Vawne Foundations—A complaint has been issued charging Arthur R. Lewis and Ben A. Hensler, trading as Vawne Foundations, 302 Fifth Ave., New York, with misrepresentation in connection with the sale of "Wispepe" girdles. The respondents advertise the girdles in newspapers and magazines, and in catalogs, circulars and other advertising media distributed among the purchasing public and to dealers in women's apparel. (5106)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Beau Brummell Ties, Inc., Cincinnati, has entered into a stipulation to cease and desist from labeling, advertising or in any other manner designating as "Burton's Poplin," neckwear or other merchandise not made of the cotton fabrics converted by Burton Brothers & Co., Inc., New York, and widely known to the trade and the public as "Burton's Poplin"; or representing by use of the trade designation "Burton's Poplin Ties," or by similar statements, that neckwear made of materials obtained from other sources has been processed or treated by the converters of Burton Poplins, or that such cotton converting firm has contributed something of value thereto. (3778)

Earp Laboratories, and Earp-Thomas Laboratories, Inc., both of Bloomfield, N. J., have stipulated to discontinue certain misrepresentations in connection with the sale of bacteria cultures, variously designated as Silogerm, Humogerm, Farmogerm and Acidofilac, also known as Bloomfield Culture Lactobacillus. (3777)

Imperial Brands Co., 537 South Dearborn St., Chicago, have entered into a stipulation to cease and desist from representing that their medicinal preparation designated "Imperial Lax-101" is a gentle or mild laxative and will move the bowels easily without irritation to the intestinal walls; that it will change an unhealthy to a healthy evacuation; that it contains no habit-forming drugs; that delayed evacuation will poison the system and lower bodily resistance and that Imperial Lax-101 will remedy such conditions. (03179)

Roycemore Toiletries, Inc., trading as Shy Products Co., 180 North Wacker Drive, Chicago, has stipulated to cease and desist from false and misleading representations concerning a preparation it sells under the name "Diopreen," recommended for the "promotion of personal hygiene." (3779)

Solinger & Sons Co., Inc., 349 Broadway, New York, has entered into a stipulation under which the corporation agrees to cease and desist from representing that certain mattress ticking it sells, which is treated with a preparation known as "Aseptex," possesses such bactericidal, germicidal or fungicidal properties as to make the fabrics resistant to germs, bacteria, fungi or vermin. (3780)

FTC CLOSES CASE

The Federal Trade Commission has closed without prejudice the case growing out of the complaint issued against Nacor Medicine Co., Indianapolis, which had been charged with misrepresenting the therapeutic properties of medicinal preparations sold under the designations "Nacor" and "Nacor Kaps."