

CONVENTION PROGRAM

Paul V. McNutt, Chairman of the newly appointed War Manpower Commission and Federal Security Administrator, and Archibald MacLeish, Director of the Office of Facts and Figures, are slated to address luncheon meetings of the NAB Convention at Cleveland, May 11-14.

Byron Price, Director of Censorship, will address the opening session on the subject "Radio and the War".

Headlining a convention program packed with meat for practical broadcasters, covering all angles of the wartime aspects of broadcasting, these men, posted in positions of power in relation to radio's all-out war effort, will bring to the convention messages of intense interest to all.

Program

20TH ANNUAL CONVENTION

National Association of Broadcasters
Hotel Statler, Cleveland

May 11-14, 1942

SUNDAY, MAY 10

12:00 Noon	Sales Managers' Executive and General Committees	Parlor E
12:30 p.m.	Broadcast Music, Inc., Board of Directors Luncheon	Parlor D
2:00 p.m.	Research Committee	Parlor H
	Engineering Committee	Parlor F
	NAB Bureau of Copyrights, Board of Directors	Parlor B
3:00 p.m.	Code Committee	Parlor D
4:00 p.m.	Wages and Hours Committee	Parlor M
	Accounting Committee	Parlor H
7:00 p.m.	NAB Board of Directors Dinner	Lattice Room
8:00 p.m.	Labor Committee	Tavern Room

MONDAY, MAY 11

10:30 a.m.	BUSINESS SESSION	Pine-Euclid Room
	Neville Miller, Presiding	
	President's Annual Report	
	Announcement of Convention Committees	
	Secretary-Treasurer's Annual Report	
	Proposed By-Law Amendments	

10:45 a.m.	"RADIO AND THE WAR"
	Byron Price, Director, Office of Censorship

INFORMATIONAL CLINIC

J. Harold Ryan, Assistant Director, Office of Censorship
Major General A. D. Surles, Director, Bureau of Public Relations, War Department

(Continued on page 242)

CLEVELAND HOTEL RESERVATIONS

John Patt, Chairman of the NAB Housing Committee, reports that there are no more rooms or suites available at the Statler Hotel. There are a few rooms left at the Cleveland. Both suites and rooms are still available at the Carter and the Hollenden. If you plan to attend the Convention and have not yet made your reservations, write or wire NAB Housing Committee, 1604 Terminal Tower, Cleveland.

Neville Miller, *President* C. E. Arney, Jr., *Assistant to President*

Edward M. Kirby, *Director of Public Relations*; Joseph L. Miller, *Director of Labor Relations*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Paul F. Peter, *Director of Research*; Russell P. Place, *Counsel*; Lynne C. Smeby, *Director of Engineering*

PROGRAM

(Continued from page 241)

	Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Department	
	Major General F. G. Beaumont-Nesbitt, British Army Staff	
	Earl J. Glade, Chairman, NAB Code Committee	
12:45 p.m.	LUNCHEON Speaker, Archibald MacLeish, Director, Office of Facts and Figures	Grand Ball Room
2:30 p.m.	Department of Broadcast Advertising - Sales Managers "Radio Advertising for Department Stores" Panel: Richard G. Meybohm, Manager, Sales Promotion Division, National Retail Dry Goods Association, New York. Barclay W. Newell, Sales Manager, William Taylor Sons & Company, Cleveland, Ohio Edgar L. Rice, Sales Promotion Manager, A. Polsky Company, Akron, Ohio James W. Petty, Jr., Publicity Director, H. & S. Pogue Company, Cincinnati, Ohio	Pine-Euclid Room
2:30 p.m.	Network Affiliates, Inc.	Salle Moderne
4:30 p.m.	Independent Radio Network Affiliates	Parlor E
7:00 p.m.	NAB War Committee	
8:00 p.m.	Labor Relations Clinic Panel: Joseph L. Miller, NAB Labor Relations Director	Room 345

TUESDAY, MAY 12

8:30 a.m.	BREAKFAST SESSIONS "WAGES AND HOURS" NAB Labor Relations Department "PROTECTION OF PROPERTY FROM SABOTAGE, FIRE AND THEFT," J. D'Agostino, National Broadcasting Company NAB Engineering Department	Parlor D Parlor A
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"WHAT BURNS US UP"
 Radio Executive Club of New York City
 NAB Department of Broadcast Advertising
 Cleveland Ad Club
 Dining Room

CENSORSHIP CLINIC Room 345

Panel: J. Harold Ryan, Assistant Director of Censorship

Captain L. P. Lovette, Office of Public Relations, Navy Department

Major General A. D. Surles, Director, Bureau Public Relations, War Department

Major General F. C. Beaumont-Nesbitt, British Army Staff

OFF ROUND TABLE Parlors F, G and H

"THE FOUR THEMES," William B. Lewis, Assistant Director in Charge of Operations, Office of Facts and Figures

Philip Wylie, Office of Facts and Figures

"PROGRAM COORDINATION," Douglas Meservy, and Seymour Morris, Office of Facts and Figures

TIRE PRIORITIES

NAB Legal Department

10:30 a.m. **BUSINESS SESSION**
 Neville Miller, Presiding
 Euclid-Pine Room

"PRIORITIES, MEN AND MATERIALS"

"The Selective Service Act," Brigadier General Lewis B. Hershey, Director, Selective Service System

"The OPA," Joel Dean, Chief, Fuel Rationing Division, OPA

DISCUSSION

12:45 p.m. **LUNCHEON**
 2:30 p.m. **BUSINESS SESSION**
 Neville Miller, Presiding
 "MUSIC"
 Grand Ball Room
 Euclid-Pine Room

Panel: Sydney Kaye, Vice President, General Counsel, Broadcast Music, Inc.
 Merritt E. Tompkins, Vice President, General Manager, Broadcast Music, Inc.

Carl Haverlin, Vice President, Station Relations, Broadcast Music, Inc.

John Paine, General Manager, American Society of Composers, Authors & Publishers

Leonard D. Callahan, General Counsel, SESAC

OPEN FORUM

WARTIME RADIO ADVERTISING
 Grand Ball Room

Eugene Carr, Chairman, NAB Sales Managers Committee, Presiding

"SELLING WITH SURVEYS"

Dr. Harry Dean Wolfe, Director, Bureau Business Research, Kent State University, Kent, Ohio

"SHOOT THE WORKS"

Gene Flack, General Sales Department, Loose-Wiles Biscuit Company, Long Island City, New York

OPEN FORUM

4:00 p.m. Clear Channel Broadcasting Service
Local Channel Stations
Tavern Room
Room 345

WEDNESDAY, MAY 13

8:30 a.m. BREAKFAST SESSIONS

"COLLECTIVE BAR-GAINING"

NAB Labor Relations Department

Parlor D

"INFORMATION PLEASE"

Panel: John Blair, John Blair & Co.

H. Preston Peters, Free & Peters

Edward Petry, Edward Petry & Co.

Joseph Weed, Weed & Co.
NAB Department of Broadcast Advertising

Cleveland Ad Club
Dining Room

"FOREIGN LANGUAGE BROADCASTING"

Alan Cranston and Lee Falk, Office of Facts and Figures

Parlor E

NAB War-time Committee

"THE SELECTIVE SERVICE"

Major Ernest M. Culligan, Public Relations Officer, Selective Service System

NAB Legal Department

"MUSIC" ROUND TABLE

Merritt Tompkins, BMI

Tavern Room

10:30 a.m. BUSINESS SESSION

Neville Miller, Presiding

Pine-Euclid Room

"THE WAR—A CHALLENGE TO BROADCAST ADVERTISING"

Eugene Carr, Chairman, NAB Sales Managers' Executive Committee

"THE BRIDGE TO A NEW DEMOCRACY"

Arthur Horrocks, Counsel, Public Relations Department, Goodyear Tire & Rubber Company, Akron, Ohio

The Advertising Council
Miller McClintock

OPEN FORUM

12:15

LUNCHEON

Paul V. McNutt, Federal Security Administrator

Grand Ball Room

2:30 p.m. NAB BUSINESS SESSION (Members only) Euclid-Pine Room

Taxation—Ellsworth C. Alvord, NAB Tax Counselor
Proposed Amendments to the NAB By-Laws
Election of Directors-at-Large
Selection of 1943 Convention Site
Report of Resolutions Committee

ADJOURNMENT

4:30 p.m. Final Meeting Network Affiliates, Inc. Salle Moderne

7:30 p.m. 20th ANNUAL BANQUET Rainbow Room Hotel Carter

THURSDAY, MAY 14

10:00 a.m. Meeting New NAB Board of Directors Parlor C

10:00 a.m. NAB ANNUAL GOLF TOURNAMENT Mayfield Country Club

(The "BROADCASTING MAGAZINE TROPHY")

NAB LISTENER ACTIVITIES

Mrs. Dorothy Lewis, *Coordinator*

Hotel Statler

Tuesday, May 12

Radio Council of Greater Cleveland. "The Listeners' Stake in American Radio," Mrs. Walter V. Magee. "Radio's Significant Place in Inter-American Affairs," Guy Hickock. "Radio Does a Public Service," Mr. Jennings Pierce. Question Period. Fashion Tea.

Wednesday, May 13

Breakfast Roundtable: "The Part that Women's Radio Programs Can Play in Wartime America," Miss Jane Weaver, Chairman. Group Sessions. "Radio at Home," Mrs. Dorothy Lewis. "Women in Industry," Mrs. Harold V. Milligan. "The Broadcaster's Code," Mr. Earl J. Glade. "The Role of the Listener," Mrs. Arch Trawick. "Radio Education," Dr. I. Keith Tyler. "Tuning in on the Home Front," Miss Mabel G. Flanley.

Luncheon

Group Sessions: "Radio Abroad," Mrs. Dorothy L. Lewis. "Radio in Canada," Miss Beatrice Belcourt. "British Women in Wartime," Dr. Winifred C. Cullis. "Radio Serves Our Army," Mr. Edward M. Kirby. "Industry's Role in a World Offensive," Charles R. Hook.

PROMOTIONAL DISPLAY JUDGES

Miller McClintock of the Advertising Council; Paul West, President of the Advertising Federation of America; Fred Gamble, Managing Director, American Association of Advertising Agencies; and Douglas Meservey, Assistant Director of Operations of the Office of Facts and Figures, have accepted invitations to serve as a board of judges for the promotional displays.

M. F. (Chick) Allison, WLW, Chairman of the Committee, reports a most lively interest and response on the part of stations and a large display is anticipated.

TIME BUYERS WELCOME

Gene Carr, chairman of the NAB Sales Managers Committee calls upon all sales managers to be sure to convey word to agency time buyers, as well as sponsors, that the convention is open to them and their attendance would be welcome.

The advertising sessions contain topics of unusual interest and speakers fully capable of presenting the topics in a very able manner. Agency people, as well as sponsors, can derive distinct benefit from attending.

GOLF TOURNAMENT

The annual Golf Tournament with the "Broadcasting Magazine" trophy as the prize, has been scheduled for 10:00 a. m. on Thursday, May 14, at the Mayfield Country Club. This is one of Cleveland's finest courses and promises to test the mettle of the best of golfers. The usual handicap method will be followed. Those who plan to play golf should bring along their clubs because there will be plenty of opportunity.

CLOTHES

Mid-May in Cleveland is quite pleasant climatically. The days are mildly warm, the nights are cool. Just a warning. Bring along a topcoat for evening wear.

BIG LEAGUE BASEBALL

The Cleveland Indians play the Detroit Tigers on Sunday, May 10 (double header) and Monday, May 11. The New York Yankees move into League Park on Tuesday and Wednesday and the Washington Senators come on Thursday and Friday. All games, except the Sunday double header which is scheduled for 1:00 p. m. at the big Civic Stadium, which seats 90,000, will be played at 4:00 p. m. at League Park. Box seats at \$1.60, and reserved seats at \$1.35, will be available at the NAB Registration Desk for those desiring to take in any of these games.

NETWORK CASES ARGUED IN SUPREME COURT

Late Thursday afternoon argument of the CBS and NBC suits against the government opened before the Supreme Court, with Mr. John T. Cahill presenting NBC's case.

MINIMUM OPERATING SCHEDULE REQUIREMENTS RELAXED

In keeping with its policy to relax broadcast operating rules where demands of the war require, the FCC has adopted a General Order which waives Section 3.71 on minimum operating schedules. In effect the waiver permits the licensee to maintain a minimum schedule of hours best suited to the need of the area concerned. Specifically the rules have been reduced to two-thirds the authorized hours between 6 a. m. and midnight.

It is believed that such relaxation at this time will be of material assistance to licensees, to operating personnel, and will extend the life of equipment and reduce maintenance requirements, but at the same time will not reduce the operating schedule below a reasonable minimum.

This step adds to the Commission's action in Orders 91 and 91-A, which relaxes requirements on operator licenses, and which together tends to relieve the shortage of trained personnel in the broadcast industry.

NO CEILING ON ADVERTISING

Advertising services, including radio broadcasting, do not come under the price ceilings imposed by OPA's General Maximum Price Regulation released Tuesday.

GAS RATIONING

Station employees who use their own cars on remotes, as well as stations operating trucks, can get extra gas in those states where gas rationing goes into effect May 15. Stations themselves

and employees using their own cars who are "mechanical or electrical workers or repairmen" (technicians) should apply to their local gasoline rationing boards for an "X" Card. These will be issued by local rationing boards at the time of registration, and are designed to take care of persons with legitimate reasons for not knowing how much gas they will need from week to week.

Announcers, and others than the above using their own cars in their work, are not eligible for "X" Cards, but upon application will be issued "B" Cards. There are three types of "B" Cards,— B-1, B-2 and B-3, each entitling the holder to successively greater quantities of gas; the exact amounts are not yet known at the Fuel Rationing office of the OPA, but they will be greater than the ordinary ration, and will entitle the holder to more or less gas depending upon the nature and extent of his work.

Priorities

The WPB last Friday issued Preference Rating Order P-129, giving "radio communication," which includes radio broadcasting, an A-3 preference rating for maintenance, repairs and operating supplies. The order will continue in effect until September 30, unless sooner revoked.

Superceding, at least so far as broadcasting is concerned, Preference Rating Order P-100, which carried an A-10 rating, the new order imposes definite limitations on the use of rated materials and the acceptance of deliveries of all materials.

Paragraph (g) of the order reads as follows:

"(g) Restrictions on Deliveries, Inventory and Use.

(1) Except as provided in paragraph (g) (3) below, no Operator [broadcast station], who has applied the rating assigned hereby, shall, at any time, accept deliveries of Material (whether or not rated pursuant to this Order) to be used for Maintenance, Repair, Operating Supplies or for other purposes:

(i) Until the dollar value of the Operator's inventory of Material shall have been reduced to a practical working minimum. Such practical working minimum shall in no event exceed 27½% of the dollar value of Material used for all purposes during the calendar year 1940.

(ii) Where the receipt thereof shall increase the dollar value of Operator's inventory of Material to an amount in excess of Normal requirements which in no event shall exceed 27½% of the dollar value of Material used for all purposes during the calendar year 1940.

(2) Except as provided in paragraph (g) (3) below no Operator who has supplied the rating assigned hereby shall, during any calendar quarterly period, use Material for Maintenance, Repair, and Operating Supplies, the aggregate dollar volume of which shall exceed 110% of the aggregate dollar volume of such Material used during the corresponding quarter of 1940, or at the Operator's option 27% of the aggregate dollar volume of such Material used during the calendar year 1940.

(3) (i) Any Operator whose average value of inventory of Material for the five calendar years prior to January 1, 1942, did not exceed \$10,000 shall be exempt from the provisions of paragraph (1) above, subject to the provisions of Priorities Regulation No. 1, as amended.

(ii) From time to time the Director of Industry Operations may determine that certain Operators are exempt in whole or in part from the restrictions contained in paragraphs (1) and (2) above."

In order to apply the preference rating to delivery of material, the station must endorse the following statement on the original and all copies of the purchase order or contract, signed by a responsible official duly designated for such purpose:

"Material for Maintenance, Repair, or Operating Supplies— Rating A-3 under Preference Rating Order P-129 with the terms of which I am familiar.

(Name of Operator or Supplier).

(Signature of Designated Official)".

New Construction

Following the recommendation of the DCB of April 16, the FCC on Monday adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station. The Commission deferred action on the DCB's recommendation as to experimental high frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations heretofore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations heretofore made, will not be granted unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to April 27, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

Construction for the maintenance or existing services, and construction required by the Commission or recommended by the head of a war agency of the Federal Government are not barred by the policy laid down.

The procedure to be followed on applications now pending is to file a formal petition on or before June 1, 1942, embodying a statement of such facts and circumstances as the applicant believes would warrant the granting of the application in the public interest. The filing of such a petition will be construed as an indication of the desire of the applicant to prosecute his application, and if the application is denied it will be designated for hearing. Failure to file the petition will be deemed an abandonment of the application, which will be retired to the Commission's closed files and dismissed without prejudice.

WINE ADVERTISING

H. R. 5802, sponsored by Representative Frank H. Buck (D-Calif.), was signed April 21 by the President and became effective immediately. The new law prohibits statement of alcoholic content in all wine advertising.

Informal advices from the Treasury are that statements of alcoholic content of wine in radio advertising should be stopped immediately, and such statements in other advertising media should be eliminated as quickly as possible. The new law does not alter regulations requiring statements of alcoholic content on labels.

Treasury decision in circulars covering the new regulations are expected within a few days. Copies will be available at Wine Institute, 85 Second Street, San Francisco. The wine industry greatly appreciates the fine effort of Representative Buck in sponsoring this law.

Sales

SALES MANAGERS URGED TO ATTEND CONVENTION

As the jive artists put it, there will be some "solid sending" at Cleveland May 10-14 during the programs of the Sales Managers Division.

All speakers have been told to pull no punches, and that there will be no holds barred. They have been advised that sales managers are not thin skinned, and that they want the real low-down, good or bad.

At the St. Louis convention last year the Sales Managers were characterized by many as the hardest-working group at the meeting. They will have to sustain that reputation this year, because a full program has been arranged, with no "soft spots" scheduled.

Station owners and managers are invited to attend all meetings, but the *attendance of sales managers and salesmen is particularly urged if maximum benefit is to be obtained by their stations.*

Members of the Sales Managers Committee and Executive Committee will meet Sunday, May 10, at 12:00 Noon to consider serious industry sales problems, resolutions, and recommendations to the NAB Board.

Monday's highlight will be a department store clinic at 2:30 P. M., when Richard G. Meybohm, sales promotion manager of the National Retail Dry Goods Association, assisted by a committee of department store experts, will tell the industry why it has not been more successful in developing the rich department store advertising field. This clinic will be based on a national survey just conducted by the NRDGA, the most extensive study of its kind ever made. Questionnaires were sent to 1500 NRDGA members, and each return required 242 separate tabulations, exclusive of any cross-indexing. Thus the minutiae of radio-department store relations have been microscopically studied as never before, and it is the intent of the department store experts not to praise radio for its achievements, but to point out its selling faults in a clinic that is meant to be 100% constructive.

Tuesday morning at 8:30 the sales managers will get more of the same, when the agency time buyers, under the leadership of the Radio Executives Club of New York, will present a show entitled "What Burns Us Up." To build the show, all agencies were invited to submit their "pet radio peeve." The best of these were selected for dramatization by an all-agency cast. John Hymes, chief time buyer for Lord & Thomas and president of the REC, while asking that sales managers be required to check all deadly weapons at the door, insisted that "it's all in fun and we're really trying to be helpful."

Tuesday afternoon's open session at 2:30 will feature talks on "Selling with Surveys" by Dr. Harry Dean Wolfe, Director of the Bureau of Business Research of Kent State University, and on "Shoot the Works," a grass-roots talk on salesmanship by Gene Flack of the Loose-Wiles Biscuit Co. An open forum will follow.

Wednesday morning's 8:30 breakfast session, conducted by national sales representatives, will be "Information Please on Spot Radio," with Chairman Gene Carr keeping the peace between sales managers and John Blair, Free & Peters, Edward Petry and Weed & Co., participants.

The general convention assembly Wednesday morning at 10:30 will be all business with Neville Miller behind the gavel, Gene Carr reporting on NAB Sales Managers activities, Dr. Miller McClintock reporting on The Advertising Council, and Arthur Horrocks, Counsel, Public Relations Department, Goodyear Tire & Rubber Co., preaching some old-time business religion in "The Bridge to a New Democracy."

The golf tournament for the *Broadcasting* trophy has been scheduled for Thursday, and if any sales managers are left on their feet all other aspirants might as well go home. Considerable "smart money," it is said, is being placed on dark horses George Frey and Jack Field.

LINNEA NELSON WRITES FOR NAB

As part of the NAB campaign to develop more department store business, Linnea Nelson, chief time buyer for the J. Walter Thompson Agency, New York, has written an article on "We Think about Radio," a basic discussion directed to advertising managers of department stores on how to buy radio.

The article will be published in *Broadcasting* magazine, and has also been submitted to several of the leading department store trade magazines. Reprints have been ordered by the NAB for further distribution by member stations, and may be had on request to the Department of Broadcast Advertising.

MENDENHALL AGAIN?

NAB members have commented on the similarity between letters now being received from The Peabody Co., P. O. Box 38, Mendenhall, Miss., requesting availabilities for a solid perfume, and correspondence received last year from the Mendenhall Manufacturing Co., Mendenhall, Miss., seeking per-inquiry deals on hosiery.

Numerous complaints were received last year from stations handling the Mendenhall account, many of them charging non-payment of bills.

The NAB has written the Peabody Co., asking what, if any, relationship exists between it and the Mendenhall Manufacturing Co. No reply had been received by press time.

War Zone Business Holding

W. H. "Bud" Stuht, commercial manager of KOMO-KJR, Seattle, an NAB headquarters visitor this week, reports that radio advertising in that area continues to hold up well, with consistent gains in both national spot and local billings. The latter are especially strong, he said. Direct reports from several sales managers in the Pacific coast "war zone" will be heard during the open sessions of the sales managers' programs at the Cleveland convention.

Real Estate Sponsors Compiled

Another summary table has been prepared from reports sent to the NAB for "The Broadcast Advertising Record," this one on real estate operators who use radio advertising. Free copies may be had by NAB members upon request to the Department of Broadcast Advertising.

Per-Inquiry and Free Time

United Advertising Companies, Chicago, again offer a variety of P-I deals.

Rogers & Smith Agency, Dallas, Tex., again are seeking contingent deals for Naughton Farms.

National Association of Dyers and Cleaners, Silver Springs, Md., are submitting scripts to women's programs through Mort Friedlander & Associates, New York, promoting the interests of dry cleaners.

Labor

Wage Freezing

Although wages were specifically exempt from Leon Henderson's price-fixing order, it is generally believed from President Roosevelt's two speeches this week that there are to be no more wage or salary increases.

In his broadcast Tuesday night, the President said:

"Do you work for wages? You will have to forego higher wages for your particular job for the duration of the war."

In his message to Congress on Monday, Mr. Roosevelt said:

"In respect to the third item, seeking to stabilize remuneration for work, legislation is not required under present circumstances. I believe that stabilizing the cost of living will mean that wages in general can and should be kept at existing scales.

"Organized labor has voluntarily given up its right to strike during the war. Therefore all stabilization or adjustment of wages will be settled by the War Labor Board machinery which has been generally accepted by industry and labor for the settlement of all disputes.

"All strikes are at a minimum. Existing contracts between employers and employees must, in all fairness, be carried out to the expiration date of those contracts. The existing machinery for labor disputes will, of course, continue to give due considera-

tion to inequalities and the elimination of sub-standards of living. I repeat that all of these processes now in existence will work equitably for the overwhelming proportion of all our workers if we can keep the cost of living down and stabilize their remuneration.

"Most workers in munition industries are working far more than forty hours a week and should continue to be paid at time and a half for overtime. Otherwise, their weekly pay envelopes would be reduced.

"All these policies will guide all government agencies."

AFL Urges Payroll Deduction for Bonds

AFL President William Green today asked all American Federation of Labor unions and their members to comply promptly with the Government's program for voluntary 10 per cent payroll deductions for the purchase of War Bonds.

In letters to all affiliated organizations, Mr. Green warned that some Government representatives and members of Congress favor legislation for compulsory payroll deductions. He added:

"Labor favors voluntary action and is against compulsory action. I feel sure that if labor will respond and will voluntarily agree to a payroll deduction of 10 per cent of earnings to be invested in War Bonds that compulsory savings legislation will be defeated.

"I appeal to the workers to respond favorably to the recommendations I have herein made."

COST OF LIVING

The Labor Department reports that the cost of living increased 1.2 per cent between mid-February and mid-March, bringing the mid-March average to 114.3 per cent of the 1935-39 average. Details for various larger cities are available at the NAB.

EXACT DATE REQUIRED FOR PD-1A FORMS

Stations that use PD-1A forms to secure material must fill in a definite delivery date. J. S. Knowlson, director of industry operations, warned, on April 23, that these forms will not be considered unless an exact delivery date is stated. "Immediately" or "at once" is entirely unsatisfactory.

MORE MARCH REPORTS RECEIVED

In addition to the WAR reports from stations reported by mail in the envelope with the April form, reports have been received from:

WHEC, Rochester; KOMA, Oklahoma City; KMO, Tacoma; KFBI, Wichita; KGO, San Francisco; KUIN, Grants Pass; WMFR, High Point; WJHO, Opelika; WJAS, Pittsburgh; WTAR, Norfolk; WJZ, New York; KMA, Shenandoah; WHFC, Cicero; WFDF, Flint.

WWL MEN TEACH RADIO AT LOYOLA

The NAB-ESMDT radio technician training course at Loyola University, New Orleans, is being taught by a faculty of five, three members of which are on the staff of WWL.

Chief Engineer J. D. Bloom teaches radio and communication; and Edward Dutreil, transmitter supervisor, and Francis Jacob, studio supervisor, maintenance and repair. John Daspit and Lawrence Strohmeier, of the Loyola physics department, assist. The course is scheduled to finish August 7.

WOWO EXTENDS PUBLIC SERVICE

WOWO, Fort Wayne, has installed permanent lines to Baer Field, U. S. Army Air Base, southwest of the city, in order to extend the scope of its public service to soldiers and civilians. J. B. Conley, general manager, plans an extended series of morale-building programs which will be staged in the air base recreation hall.

TEACHES TEACHERS TO TEACH

Bob Smith, chief engineer, WOPI, Bristol, Tenn., Va., has four college professors and ten school teachers in the two radio tech-

nician training courses he is teaching under the auspices of Virginia Polytechnic Institute. These men intend to keep out in future training courses after they have passed the examination for a first class ticket.

SUGGESTS "RADIO SILENCE" FOR "BLACKOUT"

Since nobody knows for sure just where the target areas may be all stations should be interested in the suggestion of Col. Ernest Moon, executive officer, Fourth Interceptor Command.

The Colonel suggests that in order to avoid confusion in the minds of the listening public, the term, "RADIO BLACKOUT", should be eliminated and in its place the term, "RADIO SILENCE", substituted.

In placing the suggestion before broadcasters of the Southern California Broadcasters' Association, Richard F. Connor, co-ordinator, pointed out that on occasion there is a silencing of radio stations by order of the Fourth Interceptor Command when no general Blackout order is issued. Thus, if a silencing of radio stations is referred to as a "RADIO BLACKOUT", the public might be led to believe there was both a "BLACKOUT" and a "RADIO SILENCE", when such might not be the case.

Therefore, says the Coordinator, the suggestion is made that, in the future, when a "RADIO SILENCE" is ordered, it be referred to as a "RADIO SILENCE" in all programs and newscasts.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, May 4. They are subject to change.

Monday, May 4

Consolidated Hearings

NEW—Beauford H. Jester, Individually and as Trustee for W. W. Callan, Dewitt T. Hicks, Hilton W. Howell, Wilford W. Naman, Robert G. Levy, Ross M. Sams and Davis Stribling, Waco, Tex.—C. P., 1230 kc.; 250 watts; unlimited time.

NEW—Roy Branham Albaugh, Waco, Tex.—C. P., 1230 kc.; 250 watts; unlimited time.

Further Consolidated Hearings

WICA—WICA, Inc., Ashtabula, Ohio.—C. P., 970 kc.; 1 KW night; 5 KW day; unlimited time; DA-night.

WWSW—Walker & Downing Radio Corp., Pittsburgh, Pa.—C. P., 970 kc.; 5 KW; unlimited time; DA-day and night.

Tuesday, May 5

Further Hearing

WBRE—Louis G. Baltimore, Wilkes-Barre, Pa.—C. P., 1340 kc.; 100 watts; unlimited time.

Wednesday, May 6

Further Consolidated Hearings

NEW—Scripps-Howard Radio, Inc., Houston, Tex.—C. P., 1230 kc.; 250 watts; unlimited time.

NEW—Texas Star Broadcasting Co., Houston, Tex.—C. P., 1230 kc.; 250 watts; unlimited time.

NEW—Greater Houston Broadcasting Co., Inc., Houston, Tex.—C. P., 1230 kc.; 250 watts; unlimited time.

Thursday, May 7

Further Hearing

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., 1410 kc.; 1 KW; unlimited time; DA-night.

Friday, May 8

Further Hearing

NEW—KNOE, Inc., Monroe, La.—C. P., 1420 kc.; 250 watts; unlimited time.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WRGA—Rome Broadcasting Corp., Rome, Ga.—Granted construction permit (B3-P-3478) to change antenna system and move transmitter a distance of approximately 1500 feet.

WCHV—Community Broadcasting Corp. (Assignor), Charles Barham, Jr., and Emmalou W. Barham, d/b as Barham & Barham (Assignee), Charlottesville, Va.—Granted consent to assignment of permit and license (B2-APL-13) of Station WCHV from Community Broadcasting Corp. to Charles Barham, Jr., and Emmalou W. Barham, a partnership doing business as Barham & Barham.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted petition for extension to June 30, 1942, inclusive, of effective date of Commission's Order on application for renewal of license (Docket 5430).

WRCA—National Broadcasting Co., Inc., New York City.—Granted modification (B1-MLIB-50) of license to add frequency 15190 kc., subject to the condition that no interference is caused to other international broadcast stations having priority of registration on the same or adjacent frequencies.

WNBI—National Broadcasting Co., Inc., New York City.—Granted modification (B1-MLIB-51) of license to add frequency 15190 kc., subject to the condition that no interference is caused to other international broadcast stations having priority of registration on the same or adjacent frequencies.

DECISIONS

The Commission has granted Station WGBR, Goldsboro, N. C., permission to reconstruct its station due to fire. In connection with this grant the Commission says:

This is an application of Eastern Carolina Broadcasting Company, Inc., for authority to reconstruct Station WGBR, Goldsboro, North Carolina. The entire station, with the exception of the antenna and ground system, was completely destroyed by fire on March 24, 1942.

The City of Goldsboro, with a population of 17,274 (1940 Census), receives no primary broadcast service except that heretofore provided by Station WGBR. The restoration of this service will require the use of materials for which priority ratings are required and have been obtained. All of the necessary equipment is available to the applicant and will be delivered within the next thirty days with the exception of frequency and modulation monitors, which can be delivered in from four to six weeks.

Under these circumstances and in view of the express provision for repair and maintenance in our Memorandum Opinion of February 23, 1942, we find that public interest, convenience and necessity will be served by the granting of the instant application.

It Therefore Is Ordered, this 24th day of April, 1942, that the application of Eastern Carolina Broadcasting Company, Inc., for construction permit Be, and It Is Hereby, Granted.

A grant permitting Station WSGN, Birmingham, Ala., to increase its power from 1,000 to 5,000 watts has been made with Commissioners Case and Payne dissenting and Commissioner Craven not participating. The Commission says:

This is an application of the Birmingham News Company, licensee of Radio Station WSGN, Birmingham, Alabama, for a permit to increase daytime power from 1 KW to 5 KW. The station is presently authorized to operate on the frequency of 610 kc., with 1 KW, unlimited time.

The application was filed in January of this year. The proposed operation would increase the daytime service area of the station

from 5,470 square miles to 10,700 square miles, extending the daytime service of the station to an additional population of approximately 254,000, a gain of 40% or more in the potential daytime audience. No substantial part of this proposed new service area now has primary service. This application conforms to the Commission's Memorandum Opinion of February 23, 1942, permitting the construction of facilities to serve an area without primary service.

It is further noted that the equipment proposed to be used for the change in operating assignment is already available to applicant; it was procured from another station where a change in equipment has heretofore been authorized.

Upon consideration of the entire matter the Commission finds that the granting of the application will serve the public interest, convenience and necessity.

Broadcast Station KMA, Shenandoah, Iowa, has been granted authority to install a directional antenna. Commissioners Payne and Case dissenting and Commissioner Craven not participating. The Commission has the following to say regarding this grant:

This is an application of May Broadcasting Company, licensee of Station KMA, Shenandoah, Iowa, for authority to install a directional antenna. The operating assignment of KMA under the present license is 960 ke., 1 KW power nighttime, 5 KW power daytime.

The proposed directional antenna is designed to improve and extend the nighttime service of the station through use of its maximum power of 5 KW during nighttime as well as day, and at the same time minimize interference to the services of other stations assigned to the same and adjacent frequencies in this country, as well as in Canada and Mexico. The proposed operation would increase the nighttime service area of the station from 6,740 square miles to 10,700 square miles, extending the service of the station to an additional population of approximately 280,000, a gain of approximately 80% in the potential nighttime audience.

This application was filed in 1940, but action thereon was deferred until November, 1941, pending consideration of other related matters. The application was considered on November 4, 1941, at which time the Commission in effect gave the applicant's proposal conditional approval, directing a conference between engineers for the Commission and the applicant, respectively, for the purpose of arriving at certain modifications in the design of the proposed directional antenna and accordingly the submission of an amended application setting forth the additional engineering data for final approval. Pursuant to the conference, the applicant prepared amendments to its application and submitted the same together with the required engineering data. The Commission finds the amended proposal to be in accord with the conditions approved in the meeting of November 4. It is further noted that the applicant shows that it procured and paid for substantially all of the equipment necessary to make the proposed changes soon after the conference, at which it learned that the Commission had given the matter conditional approval. A petition attached to the application shows that materials were delivered prior to February 11, 1942.

In view of all of the circumstances in this case, the Commission is of the opinion that the amended application should be considered as meeting the requirements of the policy announced in the Memorandum Opinion of February 23, 1942, relating to use of critical materials. In that Opinion, the Commission indicated that where an application had been granted subject to approval of a further application to be filed by the applicant, such further application might be granted if the applicant had, pursuant to the prior grant actually commenced construction or made substantial expenditures for materials or equipment prior to the date of the Opinion. In consideration of all the matters concerned in the case, the Commission finds that the granting of the application will serve public interest and necessity.

MISCELLANEOUS

Bob Jones College, Inc., Cleveland, Tenn.—Granted motion for leave to amend application for new station so as to specify a new directional antenna design without removing application from hearing docket.

KPAC—Port Arthur College, Port Arthur, Tex.—Granted motion for permission to amend application for modification of license so as to specify a new directional antenna array.

KMP—Eddie Erlbacher, Cape Girardeau, Mo.—Granted petition to amend application for new coastal harbor station so as

to reduce power to 100 watts day and night; dismissed without prejudice petition to reconsider and grant without hearing, and the Commission on its own motion continued hearing now set for April 30 to May 29.

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—Granted motion for continuance of hearing now set for April 27 and continued same to June 4.

Chattanooga Broadcasting Corp., Chattanooga, Tenn.—Granted motion for dismissal without prejudice application (B3-P-2666) for new station.

Edwin A. Kraft, Kodiak, Alaska.—Granted petition to dismiss without prejudice application for new station (B-P-3279).

Jefferson Broadcasting Corp., Birmingham, Ala.—Granted petition to cancel hearing and dismiss without prejudice application for new station (B3-P-3162).

Utica Broadcasting Co., Inc., Utica, N. Y.—Granted motion to dismiss without prejudice application for new station (B1-P-3206).

WAAF—Drovers Journal Publishing Co., Chicago, Ill.—Granted petition to dismiss without prejudice application for construction permit (B4-P-3077).

WDNC—Durham Radio Corporation, Durham, N. C.—Granted petition to cancel hearing now set for April 29, and to dismiss without prejudice application for construction permit (B3-P-3170).

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted motion to dismiss without prejudice application for construction permit (B2-P-2574).

Cleveland Broadcasting, Inc., Cleveland, Ohio.—Granted leave to dismiss without prejudice application for new station (B2-P-3359).

KDKA—Westinghouse Radio Stations, Inc., Pittsburgh, Pa.—Granted license to cover construction permit which authorized changes in transmitting equipment (B2-L-1649).

KMBC—Midland Broadcasting Co., Kansas City, Kans.—Granted authority to determine operating power by direct measurement (for auxiliary transmitter) (B4-Z-1380).

KPQ—Wescoat Broadcasting Co., Wenatchee, Wash.—Granted authority to determine operating power by direct measurement of antenna input, in connection with special service authorization (B5-Z-1382).

WMC—Memphis Publishing Co., Memphis, Tenn.—Granted authority to determine operating power by direct measurement of antenna input (B3-Z-1358).

KOAC—Oregon State Agricultural College, Corvallis, Ore.—Granted modification of construction permit, as modified which authorized new transmitter, installation of directional antenna, increase in power, and move of transmitter, for extension of completion date from April 1 to June 1, 1942 (B5-MP-1533).

W39B—The Yankee Network, Inc., Boston, Mass.—Granted modification of construction permit, as modified which authorized new high frequency broadcast station, for extension of commencement and completion dates from October 27, 1941 and April 25, 1942, to April 25, 1942 and 120 days thereafter, respectively (B1-MPH-86).

W6XYZ—Television Productions, Inc., Los Angeles, Calif.—Granted modification of construction permit as modified which authorized new television station, for extension of completion date only, from April 15, 1942, to October 15, 1942 (B5-MPVB-73).

WLAC—J. T. Ward, tr/as WLAC Broadcasting Service, Nashville, Tenn.—Granted modification of construction permit (as modified which authorized installation of new transmitter and directional antenna for night use, increase in power, and move) for extension of completion date from April 1 to June 1, 1942 (B3-MP-1538).

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Granted license to cover construction permit to move old Composite transmitter to site of new main transmitter, to be used as auxiliary transmitter, for emergency use only (B1-L-1643).

WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Granted license to cover construction permit to move auxiliary transmitter to site of new main transmitter (B1-L-1635); granted authority to determine operating power by direct method (B1-Z-1369).

KLCN—Fred O. Grimwood, Blytheville, Ark.—Granted license to cover construction permit as modified, to move transmitter, install new transmitter, changes in antenna and increase in power, change in frequency (authority granted upon the express condition that no operation of the station

may occur between local sunset and local sunrise) (B3-L-1645); granted authority to determine operating power by direct measurement of antenna input (B3-Z-1377).

WSBT—The South Bend Tribune, South Bend, Ind.—Granted license to cover construction permit for changes in and move formerly licensed RCA transmitter to new site of main transmitter and use as auxiliary transmitter only (B4-L-1637); granted authority to determine operating power by direct measurement of antenna power (B4-Z-1371).

WNBC—State Broadcasting Corp., New Britain, Conn.—Granted license to cover construction permit which granted increase in night power and changes in directional antenna for day and night use (B1-L-1602); granted authority to determine operating power by direct measurement of antenna input (B1-Z-1335).

WBX—Westinghouse Radio Stations, Inc., Boston, Mass.—Granted license to cover construction permit which authorized changes in transmitting equipment (B1-L-1648).

WFTM—Fort Myers Broadcasting Co., Fort Myers, Fla.—Granted construction permit for move of transmitter approximately 150 feet from temporary building to permanent building same address (B3-P-3432).

WMBG—Havens & Martin, Inc., Richmond, Va.—Granted modification of construction permit which authorized changes in directional antenna system, for extension of completion date from April 12 to May 12, 1942 (B2-MP-1549).

KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Granted modification of construction permit (as modified, which authorized increase in power, move of transmitter site, install new transmitter and directional antenna for day and night use), for change in type of transmitter proposed, change in towers of proposed directional antenna from self-supporting to guyed, and extension of completion date to 60 days from May 3, 1942 (B5-MP-1513).

George Johnston, Jr., Birmingham, Ala.—Granted petition to dismiss without prejudice application for construction permit for new station (Docket 6147).

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Continued consolidated hearing now set for April 22 until May 19, 1942, in re applications for construction permit, for modification of construction permit, and for renewal of license (Docket Nos. 5678, 6107, 6105).

APPLICATIONS FILED AT FCC

610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Modification of construction permit (B-P-3436, which authorized increase in power from 1 to 5 KW) for approval of transmitter.

770 Kilocycles

WJZ—National Broadcasting Co., Inc., New York, N. Y.—Voluntary assignment of construction permit (B1-P-3253) from National Broadcasting Company, Inc., to Blue Network Company, Inc.

WDAE—Tampa Times Co., Tampa, Fla.—Special service authorization to change frequency from 1250 to 770 kc. and operate with present facilities of 5 KW, unlimited hours, directional antenna. Amended to request directional antenna night.

1030 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. M.—Extension of special service authorization to operate on 770 kc., unlimited time, using transmitter authorized under construction permit B5-P-2783, for period 5-10-42 to 11-10-42, with increase in power from 25KW-50KW-LS to 50KW.

1060 Kilocycles

NEW—John D. Ewing, New Orleans, La.—Construction permit for a new station to be operated on 1060 kc., 50 KW, unlimited time, employing directional antenna at night. Amended to make changes in directional antenna system, and use day and night, and to request 10 KW night and 50 KW day power. Also amended to specify transmitter location on Louisiana Highway No. 1, approximately 0.35 miles North of Violet, La.

1080 Kilocycles

KRLD—KRLD Radio Corporation, Dallas, Tex.—Construction permit for changes in directional antenna.

1090 Kilocycles

WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Special service authorization for changes in directional antenna.

1230 Kilocycles

KVCV—Golden Empire Broadcasting Co., Redding, Calif.—Authority to determine operating power by direct measurement of antenna power.

1240 Kilocycles

NEW—Walter H. Nelson, Cadillac, Mich.—Construction permit for a new station to be operated on 1240 kc., 250 watts power, unlimited time.

1250 Kilocycles

WDAE—Tampa Times Company, Tampa, Fla.—Construction permit to change frequency from 1250 to 770 kc., and make changes in directional antenna and use at night only.

1300 Kilocycles

NEW—Confederate Broadcasting Co., Marietta, Ga.—Construction permit for a new broadcast station to be operated on 1300 kc., 250 watts, daytime.

1400 Kilocycles

KTUC—Tucson Broadcasting Co., Tucson, Ariz.—License to cover construction permit (B5-P-3284) for new transmitter and antenna and move studio and transmitter. Amended: re antenna ammeter and engineers affidavit.

KTUC—Tucson Broadcasting Co., Tucson, Ariz.—Authority to determine operating power by direct method. Amended: re antenna ammeter and engineers affidavit.

1450 Kilocycles

NEW—The Fort Hamilton Broadcasting Co., Hamilton, Ohio.—Construction permit for a new station to be operated on 1450 kc., 250 watts, unlimited time. Amended: to make changes in transmitting equipment.

KWBW—The Nation's Center Broadcasting Co., Inc., Hutchinson, Kans.—Voluntary assignment of license to William Wyse and Stanley Marsh, d/b as The Nation's Center Broadcasting Co.

1490 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150, which authorized increase in power, change in frequency, installation of new equipment and directional antenna for day and night use, and move of transmitter to new site) to request new transmitter, change power from 5 KW to 1 KW and for approval of present site, and for directional antenna night use only.

FM APPLICATION

W65H—WDRC, Inc., Hartford, Conn.—Modification of construction permit (B1-PH-35) as modified for a new high frequency broadcast station, requesting extension of completion date from 6-14-42 to 12-14-42.

MISCELLANEOUS APPLICATIONS

KWID—The Associated Broadcasters, Inc., San Francisco, Calif.—Modification of construction permit (B5-PIB-34) as modified for a new international broadcast station, requesting the addition of 7230 kc. operating unlimited time on this frequency and extension of commencement and completion dates from 12-14-41 and 6-14-42 to 30 days after grant and 150 days thereafter, respectively.

W9XMB—The Moody Bible Institute of Chicago, Chicago, Ill.—Modification of construction permit (B4-PST-4) for a new ST station, requesting extension of completion date from 5-16-42 to 11-16-42.

W75C—The Moody Bible Institute of Chicago, Chicago, Ill.—Modification of construction permit (B4-PH-5) as modified, requesting extension of completion date from 5-3-42 to 11-3-42.

KGEI—General Electric Co., near Belmont, Calif.—Modification of license to add the frequencies 7250, 9550 and 15210 kes. to presently licensed frequencies; sharing time on 9550 ke. with WGEA, share on 15210 with WBOS, and operate unlimited time, on 7250 kes.

WRUS—World Wide Broadcasting Corp., Boston, Mass.—Modification of construction permit (B1-PIB-33) for a new international broadcast station, requesting extension of completion date from 5-16-42 to 9-16-42.

NEW—WHEC, Inc., Portable-Mobile.—Construction permit for a new relay broadcast station to be operated on 30830, 33740, 35820, 37980 ke., 30 watts, Emission A3.

FEDERAL TRADE COMMISSION DOCKET

Any NAB member wishing to have the full text of any of the FTC releases, printed in part below, should write to the NAB, referring to the number in parentheses at the end of each item.

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:

Evening Dress Guild, Inc.—A combination and conspiracy to suppress and lessen competition in the manufacture and sale of popular priced formal evening dresses is alleged in a complaint against Evening Dress Guild, Inc., and its 16 member manufacturers, all of New York City. Offices of the guild are at 152 West 42nd Street. (4751).

Golden Gate Factory—Misrepresentation in the sale of water softening devices is alleged in a complaint issued against Elmer R. Haslett and Priscilla Haslett, whose residence address is 33-80th St., Jackson Heights, Queens, New York, and whose last known business address was Sausalito, Calif. The respondents trade as Golden Gate Factory, The Factory of the Golden Gate Farm, Alkali-Trap Co., and Alkali-Trap Manufacturing Co. (4752)

New York Merchandise Co., Inc., 32 West 23rd St., New York, wholesaler of domestic and imported merchandise, is charged, in a complaint, with misrepresentation in the sale of sun glasses. (4754)

Rohm & Haas Co., Inc.—A complaint has been issued charging Rohm & Haas Co., Inc., Philadelphia, with misrepresentation in the sale of "Plexiglas," a synthetic plastic material resembling glass. The respondent manufactures "Plexiglas" at its factory in Bristol, Pa., and sells it to manufacturers or fabricators who utilize it in producing various articles which in appearance are imitative of merchandise made of glass. (4750)

F. A. Stuart Co., Marshall, Mich., distributor of "Stuart's Laxative Compound Tablets," and Benson & Dall, Inc., 327 South

La Salle St., Chicago, advertising agency, are charged, in a Federal Trade Commission complaint, with false advertisement of the Stuart Company's preparation. (4753)

CEASE AND DESIST ORDERS

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

Freeman's Products, Howard City, Mich., formerly of Grand Rapids, Mich., has been ordered to discontinue misrepresentations in the sale of a medicinal preparation designated "Freeman's Pyletts." (4615)

Dr. A. M. Loughney, 318 Henshaw Building, Oakland, Calif., has been ordered to cease and desist from misrepresentation in the sale of a health regimen consisting of a brochure entitled "Dr. A. M. Loughney's Dependable Guide to Self-Help" and medicinal preparations designated "Anti-Spasm-Oyl" and "Bowelkleen." (4531)

Nu-Tone Laboratories, Inc., 115 South Market St., Chicago, radio equipment manufacturer, has been ordered to discontinue misleading representations in the sale of products designated "aerial eliminators" and "line noise eliminators." (4665)

STIPULATIONS

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

Beauty House, 100 Fifth Ave., New York, distributors of "Beauty House" cosmetics, has entered into a stipulation to cease representing as the customary prices of their products prices and values which are fictitious and in excess of the customary prices; to cease quoting a figure purporting to be the regular or actual value of an article but which is in excess of the price for which the same or similar merchandise is sold or may be usually available in the retail market; and to discontinue representing that an advertised offer is unusual or special so long as no price reduction or other trade concession is made therewith. The respondents further agree to cease referring to their blend of face powder as "Hollywood" or otherwise using geographic or cosmetic names signifying an origin, process or formula which the production so denoted does not in fact possess. (3466)

Electro-Technical Products, Inc., 113 East Center St., Nutley, N. J., stipulated to cease certain representations in the sale of fabrics treated with a coating of various mixtures, including formaldehyde or synthetic resin diluted with mineral spirits. The respondent sells these products to purchasers engaged principally in the fabricating from such fabrics of food container covers for bowls, dishes, glass bottles and similar articles. The respondent corporation agrees to cease employing the word "odorless" or any similar term as descriptive of fabrics not actually free from odor. (3469)

Evansville Mattress & Couch Co., Inc., 1500 West Missouri St., Evansville, Ind., mattress and bedding manufacturer, stipulated to cease designating as new, products made in whole or in part of used or second-hand materials, and to discontinue failing clearing and unequivocally to disclose that such products are composed in whole or in part, as the case may be, of used or second-

hand materials. The respondent further agrees to discontinue employing any false, fictitious or misleading price representation which purports to be the retail sales price of the products but which actually is in excess of the price for which they are customarily sold in the retail trade. (3467)

Farmers' Mail Order House, 75 Grand St., New York, dealers in wearing apparel, blankets and other merchandise, entered into a stipulation to cease and desist from certain representations in the sale of their products. (02972)

Marvel Products Co., 1573 Milwaukee Ave., Chicago, has entered into a stipulation to cease certain representations in the sale of a line of bowl covers and food bags, sold under the brand

name "Red Seal." The respondent Nicholas agrees to cease using the word "odorless" or other term of similar implication as descriptive of bowl covers, food bags or other articles which are not actually devoid of scent or odor. (3468)

Schultz, Baujan & Co., Inc., Beardstown, Ill., selling poultry and livestock feeds, and Mace Advertising Agency, Inc., Peoria, Ill., which disseminated advertisements on behalf of the products of Schultz, Baujan & Co., Inc., stipulated to cease representing that "Critic Egg Mash" is a superior feed or contains an ingredient that gives it a plus value; that "Critic Growing Mash" develops chicks into profitable layers; that "Honest Starting and Growing Mash" develops robust, producing pullets, or contains adequate amounts of vitamins, minerals or proteins for growth, and that "Honest Broiler Ration" of itself produces fast growth or fat accumulation in the shortest time. (02971)