

Retail Promotion Campaign

Chairman Paul Morency of the Retail Promotion Committee reports most enthusiastic response to the plan. At the six District meetings thus far held a genuine interest has been evidenced. Many questions have been asked of Lew Avery but no serious objection has yet been presented by any broadcaster. Resolutions unanimously endorsing the project have been adopted at each meeting and a considerable number of pledges have been received.

The following is a list of the signed pledges already in the hands of the Committee:

WATL—Atlanta, Ga.	WOW—Omaha, Nebr.
WBLJ—Dalton, Ga.	WPAP—Parkersburg,
WBLK—Clarksburg,	W. Va.
W. Va.	WPAX—Thomasville, Ga.
WBML—Macon, Ga.	WPTF—Raleigh, N. C.
WBTM—Danville, Va.	WRBL—Columbus, Ga.
WCBI—Columbus, Miss.	WRDW—Augusta, Ga.
WCHS—Charleston, W. Va.	WREC—Memphis, Tenn.
WCOV—Montgomery, Ala.	WSAZ—Huntington,
WDBJ—Roanoke, Va.	W. Va.
WDOD—Chattanooga,	WSIX—Nashville, Tenn.
Tenn.	WSJS—Winston-Salem,
WFIG—Sumter, S. C.	N. C.
WFOR—Hattiesburg, Miss.	WSLS—Roanoke, Va.
WGGA—Gainesville, Ga.	WSM—Nashville, Tenn.
WGPC—Albany, Ga.	WSPA—Spartanburg, S. C.
WGTC—Greenville, N. C.	WSPD—Toledo, Ohio
WHBQ—Memphis, Tenn.	WTIC—Hartford, Conn.
WHO—Des Moines, Iowa	WTMA—Charleston, S. C.
WHUB—Cookeville, Tenn.	WTMJ—Milwaukee, Wis.
WIS—Columbia, S. C.	WWNC—Asheville, N. C.
WJPR—Greenville, Miss.	KANS—Wichita, Kansas
WKPT—Kingsport, Tenn.	KATE—Albert Lea, Minn.
WKZO—Kalamazoo, Mich.	KFAC—Los Angeles, Calif.
WLAC—Nashville, Tenn.	KFEL—Denver, Colo.
WLBK—Bowling Green, Ky.	KGHL—Billings, Mont.
WLVA—Lynchburg, Va.	KRE—Berkeley, Calif.
WMBD—Peoria, Ill.	KTBS—Shreveport, La.
WMBR—Jacksonville, Fla.	KTHS—Hot Springs, Ark.
WMC—Memphis, Tenn.	KVOO—Tulsa, Okla.
WMGA—Moultrie, Ga.	KWKH—Shreveport, La.
WOPI—Bristol, Tenn.	KXRO—Aberdeen, Wash.

The following stations have promised their pledges:

WAGA—Atlanta, Ga.	WCOS—Columbia, S. C.
WALB—Albany, Ga.	WJLS—Beckley, W. Va.
WBBB—Burlington, N. C.	WMAB—Macon, Ga.
WBT—Charlotte, N. C.	WTOC—Savannah, Ga.

The Retail Promotion Committee meets in New York, Friday, November 6, to canvass the situation and develop further plans. A full account will be given in next week's REPORTS.

District Meetings

DISTRICT 6

District Director Hoyt B. Wooten, WREC, called the two-day meeting of the Sixth District of NAB to order Friday morning (October 30) in the audience studio of WSM. To participate in the discussion of "Broadcasting in Wartime", fifty-one broadcasters, government and industry representatives were present.

The revised OWI plan for industry cooperation was presented by Douglas Meservey, Carl Haverlin and K. W. Husted of the OWI Headquarters' staff. Several OWI regional consultants and branch managers were present. Following a discussion of the OWI proposals, Eugene Carr of the Office of Censorship outlined various interpretations of the Code and urged more careful study of its provisions.

At the afternoon meeting, Major J. R. Crittenden, in charge of occupational deferment under Selective Service in the State of Tennessee, discussed various phases of the Selective Service Act and subsequent rulings that relate to broadcasting.

After a discussion of manpower and the problems created by the increasing shortage of technicians and announcers, the meeting listened to an outline of the AFM-Petrillo problem by President Miller and Mr. Haverlin. At the conclusion of this discussion, the meeting unanimously passed a resolution endorsing the NAB stand on this situation.

The second day's meeting was devoted to a discussion of wartime radio advertising. The meeting was presided over by Joe Eggleston, WMC, Sales Managers Chairman for the Sixth District. Lew Avery led a panel discussion of a variety of topics of interest to the commercial men in radio. John M. Outler, Jr., Chairman of the Sales Managers Executive Committee also participated. Unanimous endorsement of the Radio Promotion Plan was voted.

Following is the attendance:

Burt Adams, NBC; E. A. Alburty, WHBQ; Lewis H. Avery, NAB; Claude Barrere, NBC; J. W. Birdwell, WBIR; H. K. Carpenter, WHK; Eugene Carr, Office of Censorship; Madelinn Chace, Regional Director OCD; S. A. Cisler, WGRC; Marvin Cox, Regional Director OWI; Edwin W. Craig, WSM; Jack M. Draughon, WSIX; Louis A. Draughon, WSIX; Winston S. Dustin, WSM; Eunice Eckhoff, OWI; Joe Eggleston, WMC; Elaine Ewing, OWI; Bert Ferguson, WJPR; Albert E. Gibson, WSM; James C. Hanrahan, WMPS; Carl Haverlin, BMI-OWI; K. Wallace Husted, OWI; Ewing Johnson, OWI; Kenneth K. Kellam, KTHS; George A. Kercher, Edward Petry & Co.; M. L. Medley, WHUB; Douglas W. Meservey, OWI; John

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

Lewis H. Avery, *Director of Broadcast Advertising*; Howard Frazier, *Director of Engineering*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Russell P. Place, *Counsel*; Arthur C. Stringer, *Director of Promotion*.

DISTRICT MEETINGS

(Continued from page 633)

C. McCormack, KWKH; Joseph H. McGilvra, Joseph H. McGilvra, Inc.; Bob McRaney, WCBI; Neville Miller, NAB; H. L. Patterson, WFOR; Bill Reeves, WHUB; H. W. Slavick, WMC; F. C. Sowell, WLAC; Burt Squire, SESAC, Inc.; Powell Stamper, WSM; Jack Stapp, WSM; Harry Stone, WSM; Jess Swicegood, WKPT; J. T. Ward, WLAC; T. P. White, WJZM; W. A. Wilson, WOPI; Earle Winger, WDOD; Jack Wolever, WSIX; Hoyt B. Wooten, WREC; C. J. Wright, WFOR; E. S. Tanner, WSIX; Milton Blink, Standard Radio; Harry G. Templeton, WLS; C. O. Langlois, Lang-Worth Feature Programs; Carter Parham, WDOD; John M. Outler, Jr., WSB; and Ken D. Given, WLBj.

DISTRICT 12

At a luncheon meeting, following the opening session of the two-day gathering at Hotel Tulsa of the broadcasters in the Twelfth NAB District, A. V. Harris, Manager of the Tulsa branch of the USES, paid tribute to and thanked the broadcasting station executives for the co-operation and genuine help they have given the USES in the reallocation of men from non-essential to war industries.

"In my estimation," he said, "the major credit for the success of this effort belongs to the radio stations."

He added that broadcasting stations in this area have given unstintingly of their time and facilities to carry appeals of the USES to the vast listening audience.

The business was called to order in Hotel Tulsa at 10:00 a. m., on Monday morning by William B. Way, KVOO, District Director. Among those who spoke at the sessions were Herb Hollister of KANS, Director-At-Large; Neville Miller, President of NAB; Carl Haverlin of the Office of War Information; Eugene Carr, of the Office of Censorship; and Lewis H. Avery of the Department of Broadcast Advertising.

Following a report by President Miller and Carl Haverlin on the policy and activity of NAB in respect to the Petrillo ban on recorded music, a resolution endorsing the stand taken by the trade association was unanimously approved.

On Tuesday the Sales Managers met in an all-day session. Clark A. Luther, KFh, Sales Managers Chairman for the Twelfth District presided. The Retail Promotion Plan was enthusiastically received and unanimously endorsed and several pledges were forthcoming and promises of more were given.

The following were present:

L. H. Avery, NAB; Ellis Atteberry, KCKN; Burt Adams, NBC; Phillip Alexander, ASCAP; Lucille Burns, KOMe; Tams Bixby, Jr., KBIX; Claude Barette, NBC; Owen Balch, KSAL; Jimmie Barry, KBIX; Hillis Bell, KVSO; Matt Bonebrake, KOCY; Gustav Brandborg;

KVOO; Ken Brown, KVOO; Eugene Carr, Office of Censorship; Fred Case, KWON; Plez S. Clark, KFh; I. T. Cohen, ASCAP; Walt Dennis, KVOO; Willard Egolf, KVOO; Maxine Eddy, KGFF; Harold Grimes, KOMe; B. M. Grotkop, KOMe; William C. Gillespie, KTUL; Herbert Hollister, KANS; Gus Hagenah, SESAS; Howard Hamilton, KVOO; Carl Haverlin, OWI-BMI; Lillard Hill, KADA; Jack Howell, KOMA; Clark A. Luther, KFh; Eugene McNally, KVOO; David R. Milsten, KVOO-KOMe; Clem Morgan, KVGB; Milton Blink, Standard Radio; Neville Miller, NAB; Allen Page, KVOO; Howard Phillips, KVOO; Albert Riesen, KVSO; Fred Schwartz, KOMe; E. Fred Scraper, KFh; Larry L. Sisk, OWI; Weldon Stamps, KADA; J. W. Slates, KFPW; Joe Story, WIBW; Jack Todd, KANS; Karl Troeglen, WIBW; William B. Way, KVOO; Adelaide L. Carrell, WBBZ; John Esau, KTUL; Robert Enoch, KTOX; and Helen Lee, KTUL.

DISTRICT 13

The two-day meeting of District 13 was called to order Wednesday morning in Dallas by Martin B. Campbell of WFAA-WBAP-KGKO, acting as Chairman in the absence of District Director Kern Tips of KPRC.

Among the representatives of Government departments and agencies, who discussed the relation of the war and the war effort to broadcasting, were: Col. Royden Williamson, Chief, Public Relations Office, Eighth Service Command; Capt. C. L. Steinmetz, Signal Corps, and Lt. H. B. Decherd, Jr., Public Relations Officer, Third Army—Southern Defense Command; Lt. Louis Read and Lt. Harold Banks, Eighth Naval District; Lt. Lester W. Lindow, Public Relations Officer, Camp Wolters, Texas; Carl Haverlin, Headquarters Consultant; Larry L. Sisk, Regional Consultant; Robert Wear, Fort Worth Manager; Paul White, Dallas Manager; Maurice Gardner, Houston Manager; David R. McGuire, Jr., New Orleans Manager; Marvin McAlester, Kansas City Manager; Harrington Wimberly, Oklahoma City Manager; all of OWI, and Eugene Carr of the Office of Censorship.

Strong resolutions regarding OWI and A. F. of M. Petrillo were unanimously passed.

The complete attendance roster follows:

M. E. Danbom, KGKB; E. P. Duffie, KGKB; James G. Ulmer, KGKB; James R. Curtis, KFRO; C. K. Beaver, KARK; Paul Godt, KARK; Jack McGrew, KPRC; C. B. Locke, KFDM; Bert Mitchell, Roosevelt Properties; George Cranston, WBAP-KGKO; Ed Lally, WBAP-KGKO; John Rosser, WTAW; G. E. Zimmerman, KARK; Jimmie Pate, Lone Star Chain; Charlie Nethery, KXYZ; T. Frank Smith, KXYZ-KRIS; George Erwin, KFJZ; Bert Horswell, KNET; A. M. Herman, WBAP-KGKO; Wes Izzard, KGNC; Harold Hough, WBAP-KGKO; Ralph Maddox, WFAA-KGKO; Ralph Nimmons, WFAA-KGKO; Harfield Weedon, WFAA-KGKO; Martin Campbell, WFAA-WBAP-KGKO; Alex Keese, WFAA-KGKO; Boyd Kelley, KRLD; Earle Fletcher, KAND; H. R. Turner, WBAP-KGKO; T. B. Lansford, KRMD; Hugh Half, WOAI; W. L. Klein, KTSM; Jack Keasler, WOAI; Jack Mitchell, KTSA; Aubrey Escoe, KTBC; Lofton Hendrick, KRRV; Leslie Pierce, KWFT; J. W. Crocker, KRLD; Joe B. Carigan, KWFT; Clyde Rembert, KRLD; Eugene Roth, KONO; Pete Teddlie, WRR; Chas. B. Jordan, WRR; Lewis Lacey, KTSA; Wendell Mayes, KBWD; Lewis O. Seibert, KPLT; Howard Barrett, KRBC; Eugene Carr, Office of Censorship; Harrington Wimberly, OWI; Lt. Harold Banks, PRO, Eighth Naval District; George Kercher, Edward Petry Company; Marvin McAlester, OWI; David R. McGuire, Jr., OWI; Maurice Gardner, OWI; Lt. L. W. Lindow, PRO, Camp Wolters, Texas; Larry L. Sisk, OWI; Capt. C. L. Steinmetz, Signal Corps, Third Army—Southern Defense Command; Lt. H. B. Decherd, Jr., PRO, Third Army—Southern Defense Command; Col. Royden Williamson, Chief, Public Relations Office, Eighth Service Command; Lt. Louis Read, PRO, Eighth Naval District; Wilbur Keith, Social Security Board; Herbert Denny, Standard Radio; Tom Martin, OCD; Robert Wear, OWI; Carl Haverlin, OWI; Claude

Barrere, NBC; Lew Avery, NAB; Paul White, OWI; Philip O. Alexander, ASCAP; Milton Blink, Standard Radio; I. T. Cohen, ASCAP; Burt Adams, NBC; Gus Hagenah, SESAC; and, Neville Miller, NAB.

NEXT WEEK'S MEETINGS

Immediately ahead of the travelling party, which consists of Neville Miller, Lewis H. Avery, Carl Haverlin and Eugene Carr as the permanent members, and a number of others who are attending some of the meetings, lies the 14th District meeting which has been changed from Ogden, Utah, to Denver, Colorado. This 14th District meeting will be held at the New Albany Hotel on Monday and Tuesday, November 9 and 10. District Director Ed Yocum and Sales Managers Chairman W. E. Wagstaff have made a thorough canvass of the District and a goodly attendance is assured.

From Denver the party goes to Los Angeles for a two-day meeting on Thursday and Friday, November 12 and 13. There District Director Calvin Smith, KFAC, and Sales Managers Chairman Charles Storke, KTMS, and Lawrence W. McDowell, KFOX, President of the Southern California Broadcasters Association report a lot of enthusiasm.

Programs for Victory

"Commando Corps of the Court of Honor" is the title of a highly successful war stamps and bonds sales program.

Up to October 13, as the result of this program, Jack Gelzer of WKBW-WGR, Buffalo, reports that the good work with the kids has resulted in turning over \$192,000 to Uncle Sam—cash, not pledges.

Because programs which sell this kind of volume are out of the ordinary, we have asked the station for details which appear below:

Commando Corps of the Court of Honor

I. THE COMMANDO CORPS

- A. An organization of nine- to fifteen-year old boys and girls committed to the sale of United States War Bonds and Stamps.
 1. Original unit of ten members selected from dramatic staff, scout troops, or similar youth organization.

B. MEMBERSHIP

1. Sales of ten dollars is required for membership to prove sincerity of volunteer's enlistment.
2. Recruit is officially accepted into Corps when he takes Commando Corps Oath.
3. Group expands by volunteers.
4. Total membership is unlimited but growth and expansion of the Corps should not be too rapid.

C. INDUCEMENTS TO MEMBERSHIP

1. Official Commando Corps Armband
 - a. Bright red felt.
 - b. Royal blue insignia—chevrons, stars, bars.
 - c. White lettering of "Commando Corps" in quarter arc above insignia. "Court of Honor" on horizontal plane below insignia. Call letters at right and left of insignia.
2. Radio Broadcast (thoroughly covered under (II) Court of Honor).

D. RANK AND SALES NECESSARY FOR PROMOTION

<i>Rank</i>	<i>Total Sales</i>
Corporal	\$ 25
Sergeant	75
Staff Sergeant	175
2nd Lieutenant	375
1st Lieutenant	675
Captain	1,175
Major	2,000
Lt. Colonel	2,500
Colonel	3,000
Brigadier General	4,000
Major General	5,000
Lt. General	10,000
General	20,000

E. PROMOTIONS

1. Promotion of but one rank permitted each week.
2. Sales are accumulative, i.e., Commando does not lose credit for sales over and above his quota necessary for next rank, but the excessive amount is credited toward next promotion.
 - a. Bond Sales are credited at cost price—not maturity value.
3. An accounting of all sales is kept by one staff member to maintain an accurate record of each individual's sales.
4. Variation in amounts, necessary to attain various ranks, eliminates possibility of all Corps Members progressing through the ranks as a unit. All ranks add to the glamour, incite the spirit of competition and pride.

II. THE "COURT OF HONOR" (Broadcast)

A. TIME

1. Early evening preferred
2. 30 Minutes
3. Once weekly

B. TALENT

1. Orchestra and Soloist
2. Two or more announcers
3. Army Officer to act as Commanding Officer of Commando Corps.

C. LOCALE

1. Auditorium Studio

D. COST

1. Variable

Court of Honor Routine

Effect:	Drum Roll (Fade For).
Commando:	I am a Commando of the Court of Honor. It is my duty to sell War Bonds and Stamps. It is your privilege to buy them.
Music:	Introduction to Theme:
Announcer:	The Commando Corps presents its Court of Honor!
Music:	Theme: March of the Commandos.
Announcer:	Program Introduction.
Music:	Fanfare.
Commando:	Explanation of program.
Music:	Patriotic number.
Commando:	Explanation of how to become a member of the Commando Corps.
Music:	Fanfare.
Announcer Orderly:	Preparation for Sales Reports. Military Routine. Introduction of Commanding Officer.

Commanding Officer: Recognizes Orderly . . . Asks for Sales Reports.

Announcer Orderly: Calls Roll for first half of Corps.

Commandos: Reports his presence and makes individual Sales Report, followed by appropriate comment from Commanding Officer.

Music: Patriotic number.

Announcer Orderly: Continues Sales Reports. Reports Week's Sales and Grand Total.

Commanding Officer: Brief talk on men or materials affected by Sale of War Stamps and Bonds.

Commando: Appeal for support of public and tie-in description of Armband.

Music: Patriotic number.

Announcer Orderly: } Induction of new members.
 Commanding Officer: }

Commandos: Each Commando identifies himself.

Announcer Orderly: Now raise your right hands and repeat after (Commanding Officer) the Commando Oath!

Commanding Officer: I take this oath . . .
 To aid My Country . . .
 To the best of my ability . . .
 To respect my rank . . .
 As a Commando of the Court of Honor . . .
 To preserve the ideals . . .
 On which this Court was founded . . .
 And to be a loyal American in thought and conduct.
 (Commandos repeat each line after Officer.)

Commanding Officer: Brief address to new members.

Commando: Lead group in pledge to the Flag.

Commando: Star Spangled Banner.

Music: National Anthem.

Announcer: Next week the Commando Corps will again broadcast its Court of Honor. Listen next Saturday at seven when you will hear:

Commando: I am a Commando of the Court of Honor. It is my duty to sell War Bonds and Stamps. It is your privilege to buy them.

Music: March of the Commandos.

Announcer: Sign off.

Music: Theme up to end.

TIRE RATIONING

Passenger cars used by "executives, engineers, technicians and workers" in the communications industry (which includes radio broadcasting) are eligible for retreading and recapping of tires and for new inner tubes under the Tire Rationing Regulations issued by the Office of Price Administration. The provisions relative to retreading and recapping are found under List B (a) (3) of the regulations effective February 19, 1942, and the provisions as to new inner tubes are found under Amendment No. 4 to the regulations effective April 10, 1942.

"The eligible classes in List B are not automatically qualified to purchase retreaded or recapped tires," Mr. Henderson has said. "The regulations require anyone on List B to establish to the satisfaction of the local board that his car is used exclusively on service essential to the community and to the Nation."

Appeal from decision of a local board should be taken by letter to the State Rationing Administrator at the State capital.

The above corrects the article on Tire Rationing appearing on page 594 of NAB REPORTS of October 9, which should have read that buses used by workers in the communications industry are eligible for new tires.

SCHOOL BROADCAST CONFERENCE

The annual Chicago School Broadcast Conference is scheduled for Wednesday and Thursday, November 11 and 12. Tentatively scheduled as speakers on the two-day program are Vice President Henry Wallace and Elmer Davis, Director of the Office of War Information. Lt. Col. Edward M. Kirby, head of the Radio Branch of the War Department's Bureau of Public Relations and former NAB Director of Public Relations, will also speak, as will Thomas D. Rishworth, NBC; Leon Levine, CBS; Erik Barnouw and Allan Nevins, Columbia University; Mildred Batchelder of the American Library Association; Prof. John Frederick of Northwestern University and Nelson Olmsted, producer of "World's Greatest Stories" on NBC.

A most interesting program including panel discussion of topics of deep interest to educators and broadcasters is scheduled.

TELEPHONE PRIORITIES

The New York telephone company reports that all went smoothly the first day of priorities on long distance calls in New York City. Only 33 priority calls were made, and regular service was uninterrupted. Broadcasters are entitled to make priority calls when essential to the war effort.

COMMISSION "FREEZING"

The Treasury Department says that the *rate*, not the amount, of commissions is "frozen" under the recent salary stabilization order. The same system, presumably, would apply to bonuses based on a percentage of income, profits, etc.

PER INQUIRY AND FREE TIME

Huber and Sons, 699 Madison Ave., New York City, offer two per-inquiry deals for books, "The Modern Home Physician" and "The World's Greatest Books."

Stephen Powers Shoemaker, Halliburton Bldg., Los Angeles is attempting to sell Frederick Murphy's book, "How to Pay Taxes and Live" on a booking order at day-time rates or on a per-inquiry basis.

The Curtiss Candy Co. seeks free time to publicize their efforts to aid the scrap metal drive.

READ FORTUNE SURVEY

A survey on a radio subject appearing on page 20 of November, 1942, "Fortune" should be read by all broadcasters. It will give you the kind of a surprise you like to get.

CAPT. HARDER FROM WESTINGHOUSE

It's now Captain George A. Harder, Chemical Warfare Service, Edgewood Arsenal, Maryland.

Until next week, when he will report for active duty, Captain Harder is still on the job as advertising and publicity manager of Westinghouse Radio Stations.

SENIOR MUNIZ VISITS NAB

Recent visitor at NAB headquarters was Felix Muniz, manager, WIAC, San Juan, Puerto Rico, of which Enrique Abarca is owner. WIAC is a member of the National Association of Broadcasters.

Senor Muniz said that the NAB course, Fundamentals of Radio, was being taught at the University of Puerto

Rico, days, and that another radio class was taught, nights, at Central High School, Santurce.

RADIO PLAQUE

At the Cleveland convention radio station WGAR presented the broadcasters with an attractive pin bearing the words, "Radio—In Service of Home and Nation." A replica of this pin in the form of a plaque, 12 inches in diameter, has been made. Neville Miller is carrying a copy of this with him on the tour of District meetings where it is exhibited. Any broadcaster desiring one of these plaques may secure it by addressing an order to NAB enclosing a check for \$5.00. These make a splendid decoration for the lobby of a radio station or in the manager's office. We will be very glad to hear from any broadcasters interested.

OWI SHORT WAVE

The OWI and Office of the Coordinator of Inter-American Affairs announced the government has leased the short wave broadcasting facilities of five companies for the duration of the emergency. In an official statement the government agencies said:

Under the terms of the lease, the broadcasters are to continue operating their facilities, without profit, in return for which the government will pay the cost of operations. In effect, the government is buying the short-wave broadcast time from the five companies for the duration of the emergency.

The United States, for the period of the war, will use these facilities for preparing and transmitting its own short wave programs. The government has arranged to build certain of its short wave programs in collaboration with the programming staffs of the Columbia Broadcasting System and the National Broadcasting Company.

The facilities of the ten stations operated by the five companies involved in the leasing transaction will serve as a nucleus for the government's short wave expansion program which, according to present plans, calls for the construction of twenty-two additional short wave transmitters.

The purpose of the government's action is two-fold. First, it will materially improve reception of United States short wave broadcasts all over the world thereby effectively increasing the listening audience. Secondly, it will improve the quality of short wave programs by the coordination of news and other material broadcast for international consumption.

The companies which have leased their international broadcasting facilities to the government are the Columbia Broadcasting System, the Crosley Corporation, the General Electric Company, the National Broadcasting Company and Westinghouse Radio Stations, Inc.

The ten short wave stations owned by these companies are:

Columbia Broadcasting System Stations:

Location: New York
WCRC
WCBX
WCDA

Crosley Corporation Station:

Location: Cincinnati
WLWO

General Electric Company Stations:

Location: Schenectady
WGEO
WGEA

General Electric Company Station:

Location: San Francisco
KGEI

National Broadcasting Company Stations:

Location: New York
WRCA
WNBI

Westinghouse Radio Stations, Inc. Station:

Location: Boston
WBOS

Negotiations for the government were conducted jointly by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. Two-thirds of the time leased from the radio companies will be used by the Overseas Division of the Office of War Information headed by Robert E. Sherwood. The remaining time will be used by the Information Department of the Office of the Coordinator of Inter-American Affairs, headed by Wallace K. Harrison, which will broadcast programs to the other American republics.

Elmer Davis, Director of the Office of War Information, in commenting on the agreement, said:

"International Radio Broadcasting is an important weapon in this war. This fact has been proved by our enemies. They use this weapon constantly and powerfully. Their ammunition is falsehood. Our ammunition is truth.

"The various shortwave broadcasters are showing a fine sense of public service in cooperation with the government in this emergency. This cooperation will continue. We expect to increase our broadcasting facilities so that the voice of America will be heard clearly by our allies and our enemies, and neutral nations everywhere.

"One of the most important aspects of our shortwave broadcasting is programs of news from home sent to our own forces in all parts of the world."

Nelson A. Rockefeller, Coordinator of Inter-American Affairs said:

"Short wave broadcasting is of great importance in the inter-American program, for it is a significant medium of communication among the allies and neighbors of the new world.

"Hemisphere cooperation can have real meaning only with the fullest participation of the people of the 21 American republics. Such participation is dependent upon wide knowledge and understanding, which can be materially fostered by improvement and expansion of short-wave broadcasting facilities.

"These new agreements, reached with the fullest cooperation of the radio industry, signal an important step forward toward the inter-American goal."

FEDERAL LEGISLATION

HOUSE RESOLUTION

H. Res. 564 (Gehrmann, R.-Wisc.) INVESTIGATION OF SALE OF RADIO TIME—To investigate alleged discrimination against cooperatives and others by major broadcasting companies in the sale of radio time. Referred to Committee on Rules.

FEDERAL COMMUNICATIONS COMMISSION

WAKEFIELD DISCUSSES ISSUES

Following is part of a speech made by Commissioner Ray C. Wakefield in San Francisco on October 30:

At the present time there are certain controversial issues in the broadcasting field to be decided by the courts and the Commission. I refer particularly to the chain broadcasting or network regulation, the radio-newspaper inquiry, and the Petrillo controversy. The network regulations were adopted over a year ago and while some of them have been placed into effect voluntarily by the networks, they are not legally binding as regulations pending the outcome of litigation testing the Commission's power to issue them. The regulations were issued after considerable complaint of network practices and after extensive hearings.

Without going into any detailed discussion of these rules, I would like to discuss them briefly and the philosophy underlying them. These rules were designed to

prevent monopoly by the networks in the control of radio time, first through the ownership of too many stations, and second, through the type of affiliation contracts offered non-owned stations. In prevailing contracts, the networks would so tie up the individual stations that it would be impossible for a station to take the programs of another network even though it had free time and the program, no matter how popular or meritorious, was not being broadcast in its community. They also prohibit the broadcasting of non-network programs of local interest such, for example, as a Commonwealth Club meeting, if the network required the time, no matter how great the importance of the local broadcast. The licensee's freedom of selecting programs was curtailed and the possibility of additional networks was severely limited. In its regulations, the Commission sought to prevent stations from entering into contractual relationship with networks which made it impossible for them to fulfill their duty in the public interest, as the station licensee might determine what was the public interest for his community. Incidental to this purpose, there was the desire to stimulate or, at least, permit the growth of other networks. I must emphasize this point because of the argument commonly made by the existing networks that the Commission seeks to destroy network broadcasting. Nothing is further from the truth except perhaps another charge that those rules are some sort of forerunner of government operation of radio. I am satisfied that all of the benefits of the present network system can be retained without its handicap of monopolistic practices and that the result of the adoption of these rules will be a freer and more independent broadcasting industry. They are, in fact, just about as much a prelude to government operation as is the Sherman Anti-Trust Law.

Another issue in broadcasting which has engaged the attention of the Commission is the question of what restrictions, if any, should be placed upon the privilege of a newspaper or persons associated with newspapers to hold interests in a station license. This problem was brought to the attention of the Commission in part by the numerous applications of newspaper interests for FM stations and also by Congressional complaints of monopoly of radio. Hearings were held on this question during the summer and fall of 1941, but no decision has been made in this matter.

On the one hand the arguments are made that newspapers do not operate radio stations as independent media of public expression but rather that the newspaper-owned station tends to become an adjunct of the newspaper and a supporter of its editorial policy. Those who hold this view point out that the number of licensees of radio stations is limited by the number of available frequencies. They believe it desirable that the control of the media of public expression—the pipelines of information into the market place of thought, as described by one witness—be as diversified as possible and, therefore, they think it is better that further licenses should not be issued to newspapers. The proceeding does not contemplate the revocation of existing newspaper-held licenses.

On the other hand, it is contended that radio is in one sense a development of the work of the newspaper as a purveyor of public information and intelligence and that it is inequitable if not a violation of the principles of freedom of press to deny the right to hold licenses to the owners of newspapers. This, of course, is a very broad view of the issues and does not attempt to discuss the evidence or to indicate which view I consider the correct one since this matter is now before the Commission for decision.

The Commission's interest in the activities of the American Federation of Musicians, headed by James C. Petrillo, is twofold, namely, in the Union's action with reference to broadcasts by amateur musicians and its ban on recordings and transcriptions. One of the first matters which came to the Commission's attention was the cancellation of a broadcast by the National High School Symphony Orchestra from the Music Camp at Interlochen, Michigan, in the early summer.

Each summer the students at this camp are organized into a symphony orchestra, and a number of the country's leading symphony conductors visit the camp and assist in their training. The broadcast by the High School

Symphony Orchestra scheduled over the network of the National Broadcasting Company on July 11 of this year was cancelled. The Commission received many complaints.

Inquiry of all broadcasting stations has developed the fact that there have been other instances where amateur musicians have been kept off the air or permitted to broadcast only if professional standbys were specially employed for the occasion.

With reference to recordings and electrical transcriptions, I understand that the musicians' principal objection to the use of recordings and transcriptions on the radio is that they compete with live musicians and thus decrease the opportunities that musicians have for employment in the radio broadcast field. Mr. Petrillo, in a letter to the Commission, urges that this is something more than the usual objection which labor unions have raised to technological changes which create unemployment. He says that here the situation is unusual because the very devices which compete with live musicians are made by the musicians themselves.

The efforts of musicians to prevent the use of recordings and transcriptions are not new. In 1931 the Chicago Federation of Musicians, of which Mr. Petrillo was then president, called a strike of Chicago radio musicians effective at midnight New Year's eve. The strike had for its purpose, among other things, barring broadcasting of recordings for commercial purposes. The strike was settled when the Chicago broadcasters agreed to a reduction in the working hours of musicians.

Beginning in 1936 a series of suits were filed with the view to establishing that musicians have the right to prevent the unauthorized broadcasting of their recordings. The musicians urged that if a record was made for use only on home phonographs and so labeled, it could not be used for broadcasting. This contention prevailed in the Supreme Court of Pennsylvania. However, the United States Circuit Court of Appeals for the Second Circuit, subsequently decided otherwise.

In January 1937 the Chicago Federation of Musicians announced that effective February 1st it would not permit its members to make recordings of any kind, including transcriptions, except under such restrictions and upon such conditions as the Federation's executive board should deem best calculated to end "for all time the menacing threat of canned music competition," but again there was a settlement when the networks and their affiliates who had been spending \$3,500,000 yearly in wages to musicians agreed to boost the total by \$2,013,000, an increase of nearly 60 percent, which provided jobs for about 1,000 more union players.

The quota agreements expired early in 1940 and another strike was threatened. However, an armistice was reached in the early part of January and while no new contracts were entered into relations were continued on the basis of the quota agreements.

In July 1940, Petrillo who had been and still is head of the Chicago Union succeeded Joseph Weber as national president of the A. F. of M. At the convention held the following year the executive board was ordered to take action against recorded music. This culminated in Petrillo's announcement at the convention held in June of this year that effective August 1 members of the A. F. of M. would stop making records except for home consumption. The musicians apparently realized, however, that in view of the decision of the Second Circuit Court there is no way of guaranteeing that once a record is made it will not be used for broadcasting purposes. Accordingly, Mr. Petrillo's letter of June 25 to the recording companies extended the ban to the making of any mechanical reproduction of music.

The jurisdiction of the FCC is extremely limited in this matter since we deal only with radio licensees. However, we are deeply interested in the effect of the ban upon radio programs as it affects the ability of stations to stay in business and render the best service. You may feel that you do not like recorded or transcribed programs. As a matter of fact, they can be very good—so good you cannot tell them from a live program. In any event, to the extent that they are necessary or desirable there should be no artificial handicap to the best possible recordings and transcriptions. The Commission's study elicited the

fact that over 40 percent of the average station's total broadcast time is devoted to recorded music, and that the small non-network station depended on records for most of its program material. Much more than full time musical programs is involved as transcribed programs with only a musical background or interlude are involved as well as transcribed background for live programs.

In addition to appearing before the Senate Committee, the Commission prepared evidence in affidavit form for use by the Department of Justice in its antitrust suit to enjoin Petrillo from enforcing the order prohibiting members of the Union from making records. An injunction was refused by the Federal District Court in Chicago on October 12 on the ground that the matter was essentially a labor dispute and that under earlier decisions of the Supreme Court the Anti-Trust Law did not apply to labor unions under certain conditions. However, the Department of Justice is considering an appeal in this case, and the Senate has authorized an investigation of the situation and has made an appropriation for that purpose. New legislation may result from this investigation. In any event, I'm sure we have not heard the last of the Petrillo case.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, November 9. They are subject to change.

Thursday, November 12

WBOW—Banks of Wabash, Inc., Terre Haute, Ind.—C. P. to install new transmitter, 1230 ke., 250 watts, unlimited.

Friday, November 13

WINK—Mid-American Broadcasting Corporation, Louisville, Ky.—Modification of C. P., 1080 ke., 1 KW night, 5 KW day, unlimited, DA-day and night.

FEDERAL COMMUNICATIONS COMMISSION ACTION

MEETING POSTPONED

The regular Tuesday meeting of the FCC was postponed this week because of national elections. The meeting is slated to be held Friday of this week.

ACTION ON DOCKET CASE

The Commission has adopted an order making final its Proposed Findings of Fact and Conclusions (B-152), granting the application for renewal of license of Puerto Rico Advertising Co., Inc. (WPRA), Mayaguez, Puerto Rico (Docket No. 5929). In the same order the Commission denied the applications of Puerto Rico Advertising Co., Inc., for construction permits for new standard broadcast stations at Arecibo, Puerto Rico (Docket No. 5930), and at San Juan, Puerto Rico (Docket No. 5938), and also denied the application of Caribbean Broadcasting Association, Inc., for a construction permit for new standard broadcast station at San Juan, Puerto Rico (Docket No. 5898).

MISCELLANEOUS

WHIO—Miami Valley Broadcasting Corp., Dayton, Ohio.—Granted construction permit to install new sampling loops (B2-P-3514).

WFTL—Ralph A. Horton, Fort Lauderdale, Fla.—Granted modification of construction permit, as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and move of transmitter, for change in type of transmitter, and change in type of frequency and phase monitors (B3-MP-1658).

KMJ—McClatchy Broadcasting Co., Fresno, Calif.—Granted license to cover construction permit which authorized move of transmitter (B5-L-1717); granted authority to determine operating power by direct measurement of antenna power (B5-Z-1451).

WRNL—Richmond Radio Corp., Richmond, Va.—Granted license to cover construction permit for changes in directional antenna for night use (B2-L-1719); granted authority to determine operating power by direct measurement of antenna power (B2-Z-1454). Granted license to use directional antenna as specified under construction permit (B2-L-1720); granted authority to determine operating power by direct measurement of antenna power (B2-Z-1455).

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted license to cover construction permit as modified, for increase in power, change in hours of operation, move transmitter, installation of new transmitter and directional antenna for night use (B2-L-1712).

KGCX—E. E. Krebsbach, Sidney, Mont.—Granted license to cover construction permit for move of transmitter and studio, and make changes in antenna (B5-L-1706); granted authority to determine operating power by direct measurement of antenna power (B5-Z-1436).

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1446).

WENM—The Evening News Assn., Area of Detroit, Mich.—Granted renewal of relay broadcast station license for the period ending not later than October 1, 1944 (B2-RRY-122).

Granted further 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 December 1, 1942:

KBTB, Red River Broadcasting Co., Inc.; KGBK, Helen Townsley; WAEA, W. A. Patterson; WAFK, A. Frank Katzentine.

APPLICATIONS FILED AT FCC

610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—License to cover construction permit (B-P-3436) as modified, for increase in power and new transmitter.

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Authority to determine operating power by direct measurement of antenna power.

640 Kilocycles

WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction permit (B2-P-2834) to install new transmitter and directional antenna for day and night use, change frequency from 610 ke. to 640 ke., increase power from 500 watts to 50 KW, change hours of operation from daytime to unlimited time, move transmitter from Pleasant Valley Road, Village of Seven Hills, Ohio, to near Sharon Center, Ohio, Class II station. Amended: to request modification of license to change frequency from 610 ke. to 640 ke., change hours of operation from daytime to limited time, and omit request for move of transmitter, directional antenna and increase in power, and new transmitter.

790 Kilocycles

WWNY—The Brockway Company, Watertown, N. Y.—License to cover construction permit (B1-P-3265) as modified, for installation of directional antenna for night use, change frequency, increase power, change hours of operation, and move transmitter.

WWNY—The Brockway Company, Watertown, N. Y.—Authority to determine operating power by direct measurement of antenna power.

820 Kilocycles

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Transfer of control of licensee corporation from Aurelia S. Becker as Administratrix of the Estate of Frank V. Becker to Aurelia S. Becker (125 shares 50%).

830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Special Service Authorization to operate from 6 a. m. to 10 p. m., with power of 1 KW.

940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Georgia.—Modification of construction permit (B3-P-3043, as modified, which authorized change in frequency, increase in power, installation of directional antenna for day and night use, and move transmitter) for extension of completion date from 11-6-42 to 1-6-43.

1240 Kilocycles

WJW—WJW, Incorporated, Cleveland, Ohio.—Modification of construction permit (B2-P-3263, as modified, which authorized installation of new transmitter and directional antenna for day and night use, increase power, change frequency, and move transmitter) to change proposed location of transmitter from on East side of Akron-Boston Mills Road, Northampton Twp., Ohio, to N.W. of intersection of Ohio State Highway No. 94 and Walling Road, Cuyahoga County, Ohio, change type of transmitter, move studio from 41 S. High St., Akron, Ohio, to 815 Superior Ave., Cleveland, Ohio, make change in directional antenna for day and night use and extend commencement and completion dates from 8-15-42 and 1-13-43 to 60 days after grant and 180 days thereafter respectively.

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924, 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 11-23-42 to 5-1-43.

1290 Kilocycles

KHSL—Golden Empire Broadcasting Co., Chico, Calif.—Modification of construction permit (B5-P-3100, as modified, which authorized installation of directional antenna for day and night use, and increase night power) for extension of completion date from 11-16-42 to 12-16-42.

1300 Kilocycles

KGLO—Mason City Globe Gazette Co., Mason City, Iowa.—License to cover construction permit (B4-P-3269) as modified, for changes in directional antenna for night use, install new transmitter, and increase power.

KGLO—Mason City Globe Gazette Co., Mason City, Iowa.—Authority to determine operating power by direct measurement of antenna power.

1400 Kilocycles

KVGB—Helen Townsley, Great Bend, Kansas.—Authority to determine operating power by direct measurement of antenna power.

1590 Kilocycles

WAKR—Summit Radio Corporation, Akron, Ohio.—License to cover construction permit (B3-P-3038) as modified, for increase in power, changes in directional antenna for night use only, and install new transmitter.

WAKR—Summit Radio Corporation, Akron, Ohio.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATION

WBIG—North Carolina Broadcasting Co., Inc.—Construction permit to install new transmitter, new directional antenna system for day and night use, change frequency from 1470 kc. to 640 kc., increase power from 5 KW to 50 KW, and move transmitter from near Greensboro, N. C., to north of Kearnersville, N. C. Amended: to make changes in licensed directional antenna for night use, and omit request for move of transmitter, new transmitter, and increase in power.

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.

American Viscose Corp., 350 Fifth Ave., New York, one of the world's largest producers of rayon yarn, is charged in a complaint with misrepresentation in the sale of its products. (4862)

Bristol-Myers Co., Rockefeller Center, New York, distributor of Ipana tooth paste; Pedlar & Ryan, Inc., and Young & Rubicam, Inc., both advertising agencies for the Bristol-Myers Co., are charged in a complaint with misrepresentation. Pedlar & Ryan, Inc., 250 Park Ave., and Young & Rubicam, Inc., 285 Madison Ave., New York, are advertising agents and have participated in the preparation and dissemination of the advertising matter to which reference is made in the complaint. (4861)

J. A. Folger & Company—Misrepresentation in the sale of coffee is alleged in two complaints, one against J. A. Folger and Company, a California corporation with offices at 101 Howard St., San Francisco, and the other against J. A. Folger & Company, a Nevada corporation, with offices at 330 West 8th St., Kansas City, Mo. (4859-4860).

CEASE AND DESIST ORDERS

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

Bee-Dew Cosmetic Company—An order to cease and desist from misrepresentation in the sale of "Bee-Dew" cosmetics, recommended as hair and scalp treatments, has been issued against Vivian S. Nash, trading as Bee-Dew Cosmetic Co., 703 East Forest Ave., Detroit. (4811)

United Drug Co., Boston, has been ordered to cease and desist from selling cosmetics in packages which mislead and deceive purchasers as to the quantity of the product contained therein. (3729)

Utah Beverage and Distributing Co., Salt Lake City, Utah, selling and distributing merchandise including candies, gum, clocks, and handkerchiefs, has been ordered to cease and desist from the use of lottery methods in the distribution of their products. (4591)

STIPULATIONS

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

Armi Mineral Water Co., 1711 Jefferson Ave., Toledo, Ohio, stipulated that he will cease and desist from misrepresentations concerning the therapeutic value of a preparation he sells under the name "Armi Mineral Water," which consists of city tap water supplemented by certain minerals in small quantities and by a relatively larger portion of sodium sulphate and through which has been conducted a current of electricity. (3553)

Beechams Pills, Inc., Bloomfield, N. J., and Atherton & Currier, Inc., New York agency which disseminates advertisements for the product, stipulated that they will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, stomach sickness, or other symptoms of appendicitis are present; provided, however, that such advertisements need only contain the statement "Caution: Use only as directed," if the directions for use, wherever they appear on the label or in the labeling, contain a warning to the same effect. (03068)

Benco-Forman Sales Co., Inc., 21 Maiden Lane, New York, engaged in the sale of radios, washing machines and electrical appliances, has entered into a stipulation to cease and desist from representing that it is a distributor; that the prices at which it sells its merchandise are wholesale prices; that firms to which it introduces prospective customers sell their merchandise at wholesale prices; that it is a cooperative buying or purchasing organization; or that it is a representative of or purchasing agent for an association of cooperative buyers. (3554)

Completex Manufacturing Corp., 221 East 38th St., New York, engaged in the sale of an insecticide designated "Completex Powder," stipulated that it will discontinue representing that one application of the preparation will rid premises of infestations by roaches, ants or other insects for one year or any other length of time in excess of the time that such preparation can be depended upon to control such infestations, or that the preparation destroys the eggs of insects or can be depended upon to destroy their larvae. (3552)

Man-O-Ree Products, Greensboro, N. C., has entered into a stipulation to cease and desist from representing that the preparation he sells under the name "Man-O-Ree" is an aid to digestion; will rid the system of poisons or gases; can be relied upon to relieve gastric disturbances, heartburn, stomach disorders, nervousness, and insomnia; possesses the rebuilding qualities of a tonic, and is capable of having any deleterious effect on the digestive organs.

The respondent also agrees to discontinue use of any advertisement which fails to reveal that the preparation should not be used when abdominal pains, nausea, or other symptoms of appendicitis are present and that its frequent or continued use may result in dependence on laxatives; provided, however, that such advertisement need contain only the statement "Caution: Use only as directed," if the directions for use, wherever they appear on the label or in the labeling, contain warnings to the same effect. (03067)

Maywood Publishing Co., 1107 Broadway, New York, and E. D. Debout, Marion, Ky., entered into identical stipulations with the Federal Trade Commission to discontinue certain misrepresentations in connection with the sale of a booklet designated "Bargain Buyers' Guide," containing a classified compilation of numerous articles of merchandise together with the names of the sellers, and several pages of "unusual bargains." (3555-3556)