

PETRILLO PROBE STARTS

James C. Petrillo, president of the American Federation of Musicians, will be the first witness next Tuesday (January 12) when a Senate Interstate Commerce subcommittee starts hearing on Mr. Petrillo's recording ban.

Mr. Clark, chairman of the subcommittee, said that he would seek approval of his bill to bring the musicians' union within the scope of the anti-trust laws to subject it to possible injunctions preventing the enforcement of the prohibition against musicians playing for recorded music.

"If we can't get anywhere with this bill, which I plan to re-offer in the new Congress, then I'll appeal directly to the President," Senator Clark added.

"He has authority to take over plants where production has been halted by strikes. I am sure he has wartime power to curb the power of Petrillo to deny popular music to millions of Americans, including troops at home and abroad.

"So far as I know, Petrillo has not offered any concrete proposal as a compromise to either the broadcasting stations, the record and transcription manufacturers or others involved.

"This matter goes far beyond any labor dispute. Elmer Davis, director of the Office of War Information, told our committee recently that a continuance of the ban would force the closing of many small radio stations essential to our wartime communications.

"He also said, and he spoke for the War and Navy Departments, that the withdrawal of popular music from the radio stations and 'juke boxes' would seriously endanger wartime morale on the home front as well as that of our troops on the battlefield.

"Quite a few stations have already closed or sold out for nominal sums."

COX ASKS FCC INVESTIGATION

Representative Cox (D-Ga.) on Wednesday, opening day of the new session of Congress, introduced a resolution calling for an investigation of FCC. During former Congresses, Mr. Cox has introduced similar resolutions, and while hearings have been held, no further action has been taken on them. The Cox resolution was introduced as follows:

"Resolved, That there is hereby created a select committee to be composed of five Members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

"The committee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the Federal Communications Commission with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

"The committee shall report to the House (or to the Clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the

results of its investigations, together with such recommendations as it deems desirable.

"For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to require the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member."

Discussing his resolution, Mr. Cox said, "I have introduced Resolution for House Investigation of the Federal Communications Commission, which, I am confident, will be adopted by the House at some early date.

"The story of the operations of the Commission under the Chairmanship of Mr. Fly will prove shocking. It has almost completely established terroristic control of all media of communications. It maintains a gestapo, the equal of which has never been seen in free government, and has developed the smear business into a fine art. Of all abuse of power by bureaucrats, nothing approaches the record of this Commission."

GAS REGULATIONS AMENDED

An amendment, effective January 2, 1943, to the Mileage Rationing: Gasoline Regulations (Ration Order 5C, Amendment 8) affects broadcasters. Under the amendment, the only employees of radio stations eligible for "preferred mileage" (Class C coupon books) are engineers and technicians for necessary transportation between home or lodgings and a radio broadcasting transmission station or between such station and other permanent facilities for radio broadcasting, for purposes necessary to the operation of such station, but only if such station, because of its power, is located in a rural or suburban area.

The amended Regulation appears as Section 1394.7706 (n).

Section 1394.7706 (o) (2), previously covering "preferred mileage" for broadcasting (See NAB REPORTS, November 13, 1942, p. 647), has been amended to exclude radio broadcasting.

NAB is seeking relaxation of the regulation to include "preferred mileage" for temporary remotes.

The "rationale" accompanying the amendment, issued by OPA, follows:

"PRESENT REGULATIONS

"Eligibility for Preferred Mileage is provided for a 'worker', including an executive, technician or office worker * * * for necessary travel to, from, within or between * * * telephone, telegraph, radio, or communication systems.

"Newspaper facilities are not included in the present provisions, and no ration is allowable for driving to, from,

(Continued on page 8)



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WASHINGTON

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GAS REGULATIONS AMENDED

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within, or between such facilities in excess of 470 miles of occupational driving per month.

PROPOSED CHANGE

"A distinction is to be made between radio-telephone or radio-telegraph facilities, which are actually communication systems in the same sense as telephone and telegraph systems, and radio broadcasting facilities.

"The present provisions insofar as they allow Preferred Mileage for necessary travel to, from, within or between radio-telephone or radio-telegraph facilities shall be retained.

"Preferred Mileage shall not be allowed with respect to radio broadcasting facilities except for travel between home or lodgings and radio broadcasting transmission station, or between such stations and other permanent facilities for radio broadcasting, by engineers or technicians whose work is essential to the physical operation of the station, and only where the station because of its power, is located in a rural or suburban area. No Preferred Mileage shall be allowed for any travel between a radio broadcasting transmission station and temporary radio broadcasting facilities.

"This change shall be effective upon the issuance of new ratations or upon renewal of ratations.

REASONS FOR CHANGE

"It has been claimed by representatives of various newspapers that the present Regulations give an advantage to employees of radio broadcasting facilities as against employees of newspapers. The same considerations governing the exclusion from Preferred Mileage of travel with respect to newspaper establishments should govern the exclusion of travel with respect to radio broadcasting facilities since both perform similar functions.

"A distinction can be made with respect to the necessary travel of engineers and technicians to and from radio broadcasting transmission stations, because of the physical requirements of broadcasting. The Federal Communications Commission has recommended that high-powered transmitters be erected at some distance from cities in order to obtain more effective range of transmission. Approximately one third of all stations are located at distances of between 10 and 15 miles from the center of municipalities. Unless Preferred Mileage is allowed for travel to such transmission stations by engineers and technicians essential to their operation, they will be forced to close.

"Newspaper establishments, on the other hand, are located in municipalities, and their operations can be continued with the mileage allowed in "B" books, without the necessity of granting eligibility for Preferred Mileage."

DEFERMENT MATERIAL COMING

The NAB yesterday sent to all stations by fourth class mail material to help them in securing occupational deferment of radio repairmen. Be on the lookout for it.

Engineering

WPB BATTERY LIMITATIONS

Recent WPB limitations on the manufacture of dry cell "B" batteries, in smaller sizes, brings another wartime problem to many broadcasters. Batteries of this type have been used extensively for the power supply of field amplifiers used for broadcasts originating outside the studios.

Throughout the industry there are many different types of field amplifiers in general use. Some are 100% A.C. operated and others employ 100% dry batteries. Six volt storage batteries are again coming into use as the stocks of dry batteries disappear. Of the recommendations noted here probably no one selection will be applicable for all cases; however, it should be possible to select a supply which will fulfill the requirements of any particular type of portable amplifiers.

The conversion of 100% dry battery portable equipment to 100% A.C. operation is not recommended as this seriously limits the scope of operation. Such conversions also generally require extensive modification of the amplifier circuits and the substitution of heater type tubes.

The following types of power supplies have been recommended for consideration by NBC engineer George McElrath.

1. *100% Dry Battery Operation*—This recommendation presupposes that the number of types of batteries heretofore available may be reduced in number to three, namely: 4FH, #6 cell, and heavy duty "B." Fibre or plywood carrying cases to accommodate the #6 cells and 10308 "B" batteries can be constructed. They should be divided into three separate units to distribute the weight. They can be carried from pickup to pickup or left on the job where recurring programs originate. The two "B" battery cases may be plugged into the "A" case and the "A" and "B" voltages carried by a cord to the amplifier. Standard 3-way straight or twist lock plugs can be used.

2. *Combination Dry Battery and A.C. Operation*—Employ dry batteries for filaments but limit the quantity used by equipping all amplifiers with an A.C. operated plate supply. In this manner, the total number of batteries used will be greatly reduced. This method will not reduce the number of filament batteries; however, the supply of 1½ volt batteries (#6 cell and 4FH) does not appear to be critical at this time, and information received from the manufacturers indicate that there will be an ample supply of single cell batteries available.

3. *Combination Dry Battery (Filament) and Storage Battery Operation (Plate)*—Employ dry batteries for the filament supply and vibrator packs for the B supply. This method has the advantage over the previous recommendation in that it makes possible operation under any and all conditions. The Mallory Type VP551 vibronack, or similar type, with synchronous rectifier external filter and a small 6-volt motorcycle storage battery can be made into a reasonably light weight supply of this type. If difficulty is encountered in securing new parts for this purpose it may be possible to modify the "B" power supply of an automobile receiver for this purpose.

4. *100% Storage Battery Operation with Vibrator*—This type of power supply is applicable only to those amplifiers employing heater tubes. The storage battery used to operate the vibrator for plate supply would also serve as the heater power source for the filaments. If the vibrator interference is objectionable it may be possible to overcome this difficulty through the use of filter circuits or, in extreme cases, the use of separate storage batteries for A and B supply.

NAB Engineering Department invites correspondence from station engineers who have other helpful suggestions or may be experiencing difficulty in solving problems in connection with the modification of field amplifiers.

1000 CYCLE AUTOMATIC ALARM

A simple, yet effective automatic alarm receiver, which sounds an alarm and raises the receiver gain upon receiving a constant 1000 cycle modulated tone is described in the December 1942 issue of *Communications*.

The design and construction is fully outlined by C. H. Topmiller, Chief Engineer of WCKY. Most of the materials required to build the device will be found around the average station.

The use of this alarm should greatly increase the reliability of contact with key stations and eliminate the necessity of monitoring two programs simultaneously.

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RADIO FIXED CAPACITORS

WPB has announced that the exemption from price control of radio fixed capacitors for military use was extended from January 1 to April 1, 1943.

Capacitors, known also as condensers, are essential parts of radio apparatus. Production for military uses has expanded at a rapid rate but the program has not reached the desired point of stability for the purposes of price regulation, OPA announced.

During the additional exemption period it is believed the industry will complete its expansion program and in the meanwhile responsibility over prices of fixed radio capacitors remains with the Army and Navy.

The extension of the exemption from price control was effected through the issuance of Amendment No. 64 to Maximum Price Regulation No. 136 (Machines and Parts and Machinery Services) effective January 1.

PEABODY AWARD MEETING

To make a preliminary digest of this year's entries for the George Foster Peabody Radio Awards, a special University of Georgia faculty committee has been appointed, according to Dean John E. Drewry of the Henry W. Grady School of Journalism, which, in conjunction with the National Association of Broadcasters, administers these awards.

Members of this committee are Tyus Butler, journalism, chairman; Hugh Hodgson, music; Carolyn Vance, radio and speech; L. M. Ballew, drama; B. O. Williams, sociology; and Warren Jones, journalism, clerk.

This committee's report will be considered by the advisory board which makes final selections, and which will meet in New York January 15. The board report is not expected to be ready before March. Members of this board are: Bruce Barton, Advertising, New York; John H. Benson, Advertising, New York; Dr. Ralph Casey, University of Minnesota; Jonathan Daniels, Raleigh *News and Observer*; Mark Ethridge, Louisville *Courier-Journal* and *Times*; Joseph Henry Jackson, San Francisco *Chronicle*; Waldemar Kaempffert, New York *Times*; Alfred A. Knopf, Publisher, New York; Mrs. Beatrice Sawyer Rossell, Chicago; Dr. I. Keith Tyler, Ohio State University; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, *Atlantic Monthly*, Boston; S. V. Sanford, Chancellor, University System of Georgia; and Earl J. Glade, Chairman, NAB Code Compliance Committee.

FTC ON RADIO ADVERTISING

The Federal Trade Commission in its annual report made public this week, discussing radio advertising, said that in its systematic review of radio advertising, it issues calls to individual stations, generally at the rate of four times yearly for each station. Discussing this further the Commission says:

"National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities

for all programs wherein linked hook-ups are used involving two or more stations. Producers of electrical transcription recordings each month submit typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material is supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

"During the fiscal year the Commission received copies of 1,053,875 commercial radio broadcast continuities and examined 1,001,450 such continuities. The continuities received amounted to 2,032,417 pages of typewritten script and those examined totaled 1,912,725 pages, consisting of 483,000 pages of network script, 1,416,606 pages of individual station script, and 13,119 pages of script representing the built-in commercial portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings of such recordings to individual stations. An average of 6,230 pages of radio script was read each working day. From this material, 17,925 commercial broadcasts were marked for further study as containing representations that might be false or misleading.

"In general, the Commission has received the cooperation of the three nation-wide network chains, 20 regional network groups, and transcription producers engaged in preparing commercial radio recordings, in addition to that of 841 commercial radio stations, 491 newspaper publishers, and 535 publishers of magazines, farm journals, and trade publications, and has observed a desire on the part of these broadcasters and publishers to aid in the elimination of false and misleading advertising.

"During the fiscal year, 86.5 per cent of the radio and periodical cases resulted from the routine survey of advertising material as described above and 13.5 per cent result from complaints by or information received from other Government agencies, competitors, and other members of the public.

"An analysis of the questioned advertisements, which were assembled by cases and given legal review, discloses that they pertained to 2,638 commodities in the proportions indicated below:

CLASSIFICATION OF PRODUCTS

Commodity	Per cent
Food, drugs, devices, and cosmetics:	
Food (human)	10.6
Food (animal)	2.9
Drugs	44.3
Cosmetics	15.4
Devices	2.4
	<hr/> 75.6
Other products:	
Specialty and novelty goods	5.4
Automobile, radio, refrigerator, and other equipment	1.3
Home study courses	1.6
Tobacco products	1.0
Gasoline and lubricants9
Poultry and livestock supplies and equipment2
Miscellaneous, including apparel, fuels, house furnishings, and building materials	14.0
	<hr/> 24.4
Total	<hr/> 100.0

"The Commission during the fiscal year sent questionnaires to advertisers in 432 cases and to advertising agencies in 36 cases, and accepted 219 stipulations involving radio and periodical advertising, of which 27 were amended, substitute or supplemental stipulations.

"A total of 451 cases was disposed of by the various methods of procedure. Of this number, 207 cases were considered settled upon receipt of reports showing compliance with previously negotiated stipulations. In 17 cases the Commission waived compliance reports. Of the remaining 227 cases, 208 were closed without prejudice to the right of the Commission to reopen if warranted by the facts: 99 of them for lack of jurisdiction or lack of evidence sufficient to establish a violation of law, 94 because of discontinued business and practices or insufficient

public interest, 15 because corrective action by the Post Office Department made further action by the Commission unnecessary, and 19 supplemental investigations were filed without action for various reasons.

"In addition, the Commission in 42 cases directed issuance of complaints, 31 because advertisers failed to stipulate and 11 because of violations of previous stipulations. Field investigations were ordered in 28 cases.

"Seven hundred seventy-nine radio and periodical cases were pending on July 1, 1941, as against 726 on June 30, 1942.

"If it appears to the Commission that a published or broadcast advertisement may be misleading, a questionnaire is sent to the advertiser and request is made for a sample of the product advertised, if this is practicable, and the quantitative formula, if the product is a compound. Copies of all advertisements published or commercial continuities broadcast during a specific period are also requested, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used.

"Upon receipt of these data, the sample and formula are referred to the Medical Advisory Division of the Commission or to an appropriate technical agency of the Government for a scientific opinion. Upon receipt of the opinion, a list of such claims as then appear to be false or misleading is sent to the advertiser, along with pertinent portions of the opinion. The advertiser is extended the privilege of submitting evidence in support of his claims. He may answer by letter or, upon request, may confer with the Radio and Periodical Division in person or through counsel.

"If, after a consideration of all available evidence at hand, including that furnished by the advertiser, the questioned claims appear to be justified, the division reports the matter to the Commission with the recommendation that the case be closed. If it appears from the weight of the evidence that the advertising is false or misleading, the matter is referred to the Commission with recommendation either that complaint issue or that the case be stipulated, provided it is one appropriate for stipulation procedure and the advertiser desires to dispose of it by such voluntary agreement to cease and desist from the use of the acts and practices involved.

"If the Commission so authorizes, a stipulation is prepared and forwarded to the advertiser for execution. Should he object to any of its provisions, he may discuss them by mail or in person. If and when he agrees to the terms of the stipulation and signs and returns it, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed without prejudice to the right of the Commission to reopen the matter at any time the facts so warrant. If the Commission accepts and approves the stipulation, the advertiser is required to submit within 60 days from the date of acceptance a report in writing showing the manner and form in which he is complying with the provisions of his agreement."

MANPOWER PROGRAM

(This resume of the manpower program is presented to you for background. It is a summing up of developments that have been announced previously.)

The overall program for meeting the nation's labor supply program—both on a local and a national level—is now taking definite form after two and a half years of war production.

A many-angled program of supplying the necessary manpower to run the war plants throughout the nation has been undergoing evolutionary change since June 1940, when President Roosevelt set up the National Defense Advisory Council.

Today the various programs of the War Manpower Commission form a pattern which make it possible to see how the problem will be met.

All over the country today, workers and their employers are listening to a new term—job control, or job stabilization—and are wondering how it will affect them.

Some have heard it described as "job freezing" and are apprehensive.

Job control, or stabilization, is a new term and a new problem in a nation used to having plenty of workers.

It is a device to enable each war plant and community to make the fullest use of its labor—potential as well as present working force.

It is based upon policies the National Management-Labor Policy Committee of the War Manpower Commission has recommended. It is implemented locally only after thorough consultation with management and labor in area war manpower committees.

In recent months, the United States has streamlined its manpower program to such an extent that now, after a year at war, it has the plans for seeing that every man and every woman is enabled to do the most personally to help win this war. The demands of our war production, added to the demands of our armed forces, have made it necessary to harness the abilities of the American men and women in the most efficient way.

Intensive review of the operation of these plans is now under way by the Management-Labor Committee and the War Manpower Commission. Labor, management and government will confer early in January to study the operations of the first plan which has applied to the lumber and non-ferrous metal mining industries. Detailed plans which will then be announced will be based on solid experience.

Within three months, it is estimated, some plan of manpower control will be in effect in every major industrial community in the United States. There are 270 such areas. War labor shortages have developed in 102 of these and are anticipated soon in 77 more. Only 91 have enough labor to meet current war production schedules, and future war contracts will be channeled to these "labor surplus areas" in larger numbers now under new War Production Board policies.

The purposes of manpower control are:

1. To protect war production from the disruption caused by employers pirating skilled workers from each other or by workers leaving one job to seek the higher wages offered by another, while at the same time providing means by which workers can change jobs if the change will help the war effort.
2. To enable each war plant to make the best use of the workers available and to enable workers to use their highest skills.
3. To stop needless influxes of workers to areas where transportation, housing and health facilities are already taxed to the breaking point.
4. To provide adequate recruiting, training and upgrading programs for workers in every area.

Here is how it works:

The first step in each community would be the appointment of an area director to represent the commission. This director would then organize a committee of recognized leaders of labor and industry in the community. This Area War Manpower Committee would meet and draw up a program for stabilizing employment according to the peculiar local needs.

Such a program will control the transfer of workers from one job to another in the 35 industries or activities which the War Manpower Commission has already designated as essential. There may be exceptions to this. In Louisville, for example, only certain highly skilled workers are stabilized. In some communities, such as Baltimore, the first such area established, the job control covers all occupations in the area. In general, however, the list of 35 industries will be used as the basis for determining the extent of job control.

No worker, under such job control, may transfer from one job to another without the approval of his employer or of the United States Employment Service. This is

not, however, a job freeze. Actually, the program encourages workers to change jobs when the change will aid the war effort. Each program provides circumstances under which an employee may transfer. Although each program will be adapted to the local situation, almost all will permit a man to transfer if:

1. The worker is competent to perform higher skilled work than his employer can provide.
2. When the worker is employed for a substantial period for at less than full time.
3. When the distance between the worker's home and his job is unreasonably great and when the prospective new job is much closer or more accessible.
4. When the worker has compelling personal reasons for making the change. Some plans prevent the hiring of workers from outside the areas.

Also, in some plants, as in Detroit, a worker who leaves a plant where he can perform a greater service to the war effort will retain his seniority at his first and regular job.

In most communities where manpower control is now in effect, the employee may get a signed okay from his employer which will be accepted by the new employer to whom he applied for a job, thereby eliminating his going to the USES. Should the employer refuse to grant such a release, a worker may then appeal to the USES if he feels that the employer's action was unfair.

Any disputes as to the application of the program may be appealed to the area manpower committee.

Where agreements stabilizing employment in a community or area have already been worked out by employers without WMC participation or supervision, such agreements will not be recognized by the War Manpower Commission and participants will be told that continuance of such agreements is contrary to war manpower policy.

The WMC employment stabilization, or job control plan, is designed to enable local citizens to work out the manpower controls for each area, in much the same way as local citizens, sitting on Selective Service boards, now direct inductions of all local men into the armed forces.

The WMC area committee—on which both the employee and employer has his representatives—works out a solution to the problems facing the community and provides a place where disagreements can be worked out.

But this job control program is only a phase of an overall program with which the War Manpower Commission intends to get the working force to turn out the munitions which will enable our men at the fronts to crush the enemy.

The commission will make a survey of the number of workers in non-essential industries who possess skills needed by war plants. These workers will be urged to transfer to war work. President Roosevelt has urged employers to keep the seniority right of such employees intact so that after victory has been achieved they may wherever possible return to their former jobs with their former rights, as will those who left to go into the armed forces.

In addition, training courses are available for everyone from the housewife who wants to become a welder to the technician who wants to become a plant manager.

Preemployment training outside of war plants is now being provided free to 160,000 persons throughout the country and 320,000 to 500,000 more should be taking these courses today to meet the labor needs of the war plants. Employers prefer workers with such training, and thousands of those who have completed the courses now are making a greater contribution to the war effort and receiving higher wages. Then, too, more than 6 million workers in 6500 plants are receiving in plant training "on the job."

These training programs will be expanded.

Manning tables have been developed which enable the Government to take inventory of the number and types of workers as well as the number and types of jobs in

each plant. This helps to make it possible for each employer to use every worker in such a way that the employee is using his highest skills. It also provides a way of determining what training must be provided to fit workers for jobs that will be available in the future.

These manning tables, and the supplementary replacement schedules, enable the employer and the Selective Service Bureau of the Commission to plan inductions of employees in such a way and at such a rate that production is not disrupted and so that replacements can be adequately trained. They also provide a fair basis for deferring workers.

Once the manning tables are in full effect, industrial specialists—similar to the labor utilization inspectors of England—will make analyses of war plants and report to the WMC area directors whether they are putting the workers to the most efficient use. The WMC plans to hire one or more such specialists in each war industry area.

The Office of Defense Health and Welfare is assisting the states in the promotion of child care and other programs in these areas.

The War Manpower Commission now has authority over the induction of men into the armed forces. This civilian commission has the authority to determine which group of workers are most needed on their jobs and which can best serve at the fighting fronts. It has determined that essential farmers shall remain on the farm so that the nation—and the world—may eat. It has plans to keep students with special aptitudes in college so that the nation may continue to get a supply of doctors, chemists and technicians.

Its program is to get and keep each person in the job where he or she can best serve.

That is the program. The manpower problem is essentially a series of local problems and it is being met on that basis by the local people in a way which gives everyone concerned a voice in the program.

FEDERAL COMMUNICATIONS COMMISSION

GROSS TO NAVY

Gerald C. Gross, Assistant Chief Engineer in charge of the Common Carrier Division since December, 1941, has received a leave of absence for the duration of the war from the Federal Communications Commission to become a Lieutenant Commander in the Navy. He has held a commission in the Naval Reserve since 1932.

CALL LETTER RULE ACTION

The FCC has adopted Section 2.65 relative to the announcement of call letters which reads as follows:

Adopted Section 2.65, relative to the announcement of call letters, which reads as follows:

"Section 2.65. Station Identification. When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

- "1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.
- "2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every fifteen minutes during an exchange of communications."

The Commission also adopted Sections 4.27 and 4.38 providing for station identification by relay and ST (studio transmitter) broadcast stations, as follows:

"Section 4.27. Station Identification. Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

"Section 4.38. Station Identification. Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified."

918 STATIONS

During the month of November, 1942, the FCC granted no permits for the construction of new stations, and no operating licenses were issued. One station was deleted. A comparative table by month follows:

	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1
Operating	882	887	891	893	897	899	906	906	905	905	907	909	908
Construction	37	36	32	31	27	25	18	19	16	15	12	10	10
	919	923	923	924	924	924	924	925	921	920	919	919	918

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

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

Monday, January 11

WISH—Capitol Broadcasting Corporation, Indianapolis, Ind.—C. P., 1310 kc., 5 KW, unlimited, DA-night.

Consolidated Hearing

WALB—Herald Publishing Company, Albany, Ga.—Renewal of license, 1590 kc., 1 KW, DA-night, unlimited.

WALB—Herald Publishing Co. (Assignor), Albany Herald Broadcasting Co. (Assignee), Albany, Ga.—Voluntary assignment of license, Station WALB; 1590 kc., 1 KW, DA-night, unlimited.

WALB—Herald Publishing Co., Albany, Ga.—C. P., 1550 kc., 1 KW, DA-night, unlimited.

Tuesday, January 12

KMTR—KMTR Radio Corporation, Los Angeles, Calif.—Renewal of license, 570 kc., 1 KW, unlimited.

Wednesday, January 13

NEW—Eastern Broadcasting Company, Inc., Long Island, New York—C. P., 1520 kc., 1 KW, limited to WKBW, Buffalo, New York.

Thursday, January 14

WBRB—Monmouth Broadcasting Company, Red Bank, N. J.—C. P., 1240 kc., 100 watts, SH-WGGB & WFAS.

WBRB—Monmouth Broadcasting Company, Red Bank, N. J.—Renewal of license, 1240 kc., 100 watts, SH-WGGB & WFAS.

Friday, January 15

NEW—The Fort Hamilton Broadcasting Co., Hamilton, Ohio—C. P., 1450 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATION GRANTED

W49FW—Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.—Granted license (B4-LH-29) to cover construction permit, in part, for high frequency broadcast station, using temporary antenna.

FINAL ORDER

The Commission has adopted an order making final its Proposed Findings of Fact and Conclusions (B-157) denying the application of West Allis Broadcasting Company, Inc., for a construction permit to establish a new standard broadcast station at West Allis, Wisconsin, to operate on 1480 kc., 250 watts, daytime only.

YANKEE NETWORK DECISION

The Commission en banc approved the transfer of control of The Yankee Network, Inc., licensee of four standard broadcast stations, four relay stations, two experimental stations, and two high frequency stations, through the sale of the capital stock of The Winter Street Corporation (which owns 100 per cent control of The Yankee Network), from John Shepard, 3rd, and George R. Blodgett, trustees, to The General Tire and Rubber Company, Akron, Ohio. Commissioners Walker and Durr dissented.

The sum of \$1,240,000 will be paid, plus an additional amount to be determined on the date of the transfer equal to 94 per cent of the aggregate net quick assets of the seller over \$100,000.

There is also being sold to The General Tire and Rubber Company, as a part of the same transaction, all of the capital stock of The Colonial Network, Inc., which is owned 50 per cent by John Shepard, 3rd, and 50 per cent by his brother, Robert F. Shepard. Colonial is not a licensee of a broadcast station, its income being derived principally from the sale of station time and wired transcription service to subscribers.

In addition to its position of licensee, The Yankee Network, Inc., is engaged in the operation of a network broadcast system employing as outlets the four broadcast stations licensed to it and 17 contract outlets or affiliated stations located in the States of Maine, Massachusetts, Connecticut, New Hampshire and Vermont.

Commissioner Walker set forth the following views in connection with his dissent:

"The application should be set for hearing. A finding that a transfer shall be in the public interest is mandatory. The application herein does not show on its face, or contain therein, convincing facts that the public interest would be served by the proposed transfer. A public hearing would, therefore, seem advisable.

"The application should, in any event, be set for hearing on the issue of transferring broadcast stations to another industry. The instant application involves not only the control of certain broadcast stations but also of The Yankee Network, Inc.

"Broadcasting is of such public interest and importance that an effort should be made to keep it separate from other businesses. If a transfer of chain broadcasting interests, as herein proposed, may be granted to a tire and rubber company, may it not likewise be granted to a motor company or to a public utility? The precedent having once been established of transferring licenses controlling a network to other interests, where can the line be drawn? Chain broadcasting is of such vital public consequence and public interest that it should be a business in and of itself, and disassociated from any other business."

STATEMENT OF COMMISSIONER DURR

I think the application should be set for hearing.

First, a question of absentee ownership and control is presented. The stations involved in the transfer are all located in New England. The control is now in the hands of people who are residents

of New England and familiar with its problems and needs. Transferee is an Ohio corporation with its principal place of business in Akron. Its officers and directors are residents of Ohio with the exception of one who resides in Florida. With the exception of two brokerage houses in New York City, all stockholders owning 1% or more of the outstanding capital stock are residents of Ohio. Nor does the application show that the transferee and those controlling it have a familiarity with or interest in the problems of the New England area. Accordingly, I do not believe that sufficient showing has been made to warrant a finding that the transfer of control would be in the public interest.

Second, the transferee is a large manufacturing concern whose products have a nationwide distribution. By this transfer it will acquire, as an adjunct to its private business operations, a number of broadcasting stations which together serve a major portion of the New England states. With the networks to be acquired as a part of the same transaction, it will have access by radio to virtually the entire New England area.

The issue presented here is not whether interests engaged in other lines of business should be prevented from owning any broadcasting stations, but rather the extent to which they should be permitted to go in the acquisition of such stations. Unless some limitation is imposed, they may embark upon a program of station acquisition which will force their competitors, and even concerns in entirely different lines of business, to follow the same course in order to survive. Such a course would tend to make radio broadcasting an adjunct of private commercial enterprise instead of the independent medium of entertainment and expression which it must be if it is really to serve the public interest. Moreover, the war has greatly accelerated the tendency toward bigness in industrial concerns which has long been under way. Will it be in the public interest to consolidate under a common control the economic power of large business establishments and the power to mold public opinion which is inherent in the operation of broadcasting stations?

These are questions which I believe should be carefully investigated before the application is granted.

MISCELLANEOUS

- WFTL—Ralph A. Horton, Fort Lauderdale, Fla.—Granted modification (B3-MP-1682) of construction permit (B3-P-3355) for extension of completion date from 1-5-43 to 3-5-43.
- WSBT—The South Bend Tribune, South Bend, Ind.—Granted license (B4-L-1742) to use present licensed auxiliary transmitter as main transmitter. Also granted license (B4-L-1743) to use present licensed main transmitter as auxiliary transmitter.
- WAAB—The Yankee Network, Inc., Worcester, Mass.—Granted license (B1-L-1734) to cover construction permit (B1-P-3194) for increase in power to 5 KW, installation of new transmitter and DA for day and night use, and move transmitter and studio; also granted authority to determine operating power by direct measurement (B1-Z-1476).
- WTMA—Atlantic Coast Broadcasting Co., Charleston, S. C.—Granted license (B3-L-1668) to cover construction permit (B3-P-2985) to install new transmitter, directional antenna for night use, change frequency to 1250 kc., increase power to 1 KW and move transmitter. Also authority to determine operating power by direct measurement (B3-Z-1401).
- WRDW—Augusta Broadcasting Co., Augusta, Ga.—Granted license (B3-L-1738) to cover construction permit (B3-P-2966) for change of frequency to 1480 kc., increase in power to 5 KW, installation of new equipment and DA for night use, and move of transmitter. Also authority to determine operating power by direct measurement (B3-Z-1480).
- KTKN—Edwin A. Kraft, Ketchikan, Alaska.—Granted authority to install new automatic frequency control equipment (B-F-252). Also authority to determine operating power by direct measurement (B-Z-1486).
- WGST—Georgia School of Technology, Atlanta, Ga.—Granted authority to determine operating power by direct measurement (B3-Z-1441).
- WHAZ—Rensselaer Polytechnic Inst., Troy, N. Y.—Granted authority to determine operating power by direct measurement (B1-Z-1484).
- WKBN—WKBN Broadcasting Corp., Youngstown, Ohio.—Granted modification (B2-MP-1679) of construction permit (B2-MP-

1679) for extension of completion date from 12-31-42 to 3-1-43.

- WLAB—Larus & Brother Co., Inc., Richmond, Va.—Granted license (B2-LRE-424) to cover construction permit (B2-PRE-418) for new relay station to be used with applicant's standard broadcast station WRVA; frequencies 31,620, 35,260, 37,340, 39,620 kc., 30 watts.
- WAAD—Ralph A. Horton, Portable-Mobile, Area of Ft. Lauderdale, Fla.—Granted license (B3-LRY-288) to cover construction permit (B3-PRY-259) for new relay broadcast station to be used with applicant's standard station WFTL; 1646, 2090, 2190, 2830 kc., 100 watts.
- KBTB—Red River Broadcasting Co., Inc., Duluth, Minn.—Granted license (B4-LRY-289) to cover construction permit (B4-PRY-289) which authorized move of transmitter to Front St. and 63rd Ave. West, Duluth.
- W6XDU—Don Lee Broadcasting System, Portable-Mobile, Area of Los Angeles.—Granted modification (B5-MPVB-90) of construction permit (B5-PVB-83), for extension of completion date of television relay station from 12-1-42 to 4-1-43.
- KBTB—Red River Broadcasting Co., Inc., Duluth, Minn.—Granted renewal of relay broadcast station license for the period ending October 1, 1944.
- KGBK—Helen Townsley, Area of Great Bend, Kans.—Present license for relay broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending February 1, 1943.
- WAEA—W. A. Patterson, Area of Chattanooga, Tenn.—Present license for relay broadcast station was further extended upon a temporary basis only, pending determination upon application for renewal, for the period ending February 1, 1943.
- The Metropolis Co., Ocala, Fla.—Granted motion to dismiss without prejudice application (B3-L-1382) for license to operate on 1490 kc., 100 watts, unlimited time; facilities of WTMC.
- Bay County Publishers, Inc., Panama City, Fla.—Granted motion to dismiss without prejudice application (B3-L-1383) for license for new station to operate on 1230 kc., 100 watts night, 250 watts day; unlimited; facilities of WDLF.
- WISH—Capitol Broadcasting Corp., Indianapolis, Ind.—Granted petition to dismiss without prejudice application (B4-P-3496) for construction permit to operate on 1310 kc., 5 KW, unlimited, DA-night.
- WBRB—Monmouth Broadcasting Co., Red Bank, N. J.—Granted petition to withdraw without prejudice to refile, and cancellation of hearing on application (B1-P-3337) for construction permit to operate on 1240 kc., 100 watts; S-WGBB and WFAS; and application (B1-R-185) for renewal of license.
- Gloria Dalton—Granted petition to intervene in the hearing on application of KMTR, Los Angeles, for renewal of license; continued hearing from January 12 to March 1; dismissed without prejudice request for transfer of hearing to Los Angeles.

APPLICATIONS FILED AT FCC

920 Kilocycles

- WMMN—Monongahela Valley Broadcasting Co., Fairmont, W. Va.—Modification of construction permit (B2-P-2913 as modified which authorized changes in directional system and increase in power) for extension of completion date from 2-3-43 to 5-4-43.

1140 Kilocycles

- KGDM—E. F. Peffer, Stockton, Calif.—Modification of construction permit (B5-P-3199 as modified which authorized change in frequency, hours of operation, increase in power, directional antenna for night use and new transmitter) for extension of completion date from 1-20-43 to 2-20-43.

1240 Kilocycles

- KMAC—W. W. McAllister and Howard W. Davis d/b as The Walmac Co., San Antonio, Texas.—Voluntary assignment of license to Howard W. Davis tr/as The Walmac Company.

1340 Kilocycles

WEMP—Milwaukee Broadcasting Co., Milwaukee, Wis.—Voluntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. La Follette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley and James E. Markham, co-partners d/b as the Milwaukee Broadcasting Company.

1450 Kilocycles

KVAK—Carl Latenser, Atchison, Kansas.—Voluntary assignment of license from Carl Latenser to S. H. Patterson.

MISCELLANEOUS APPLICATION

KICA—Hugh DeWitt Landis, Clovis, New Mexico.—Authority to determine operating power by direct measurement of antenna 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.

Allied News-Photo Service Corp., also trading under the names Allied News Photographic Service, Shelburne Studios, Shelburne Company, Miniature Gallery of New York, and Globe Press-Photo Service, 439 Madison Ave., New York, engaged in making and distributing photographs and "Goldtone Miniatures," are charged in a complaint with misrepresentation. (4884)

Booth Fisheries Corporation, with its principal offices in Chicago, is charged in a complaint with violation of the provisions of the Robinson-Patman Act by discriminating in price among its customers. (4883)

Commonwealth Training Institute, 120 Front St., Worcester, Mass., selling and distributing courses of study and instruction intended for preparing students for examinations for certain Civil Service positions, is charged in a complaint with misrepresentation. (4880)

Loomis Manufacturing Co., 1417 West Jackson Boulevard, Chicago, is charged in a complaint with the use of lottery methods in connection with the sale of cigarette chests. (4879)

Rhode Island Plush Mills, Inc.—Misbranding of textile fabrics, in violation of the Wool Products Labeling Act and the Federal Trade Commission Act, is alleged in a complaint issued against Rhode Island Plush Mills, Inc., Woonsocket, R. I. (4881)

C. H. Stenmons Manufacturing Co., 1024 McGee St., Kansas City, Mo., manufacturing and distributing arch supports designated "AirFlow Arch-Ezurs," is charged in a complaint with misrepresentation. (4882)

STIPULATIONS

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

Amorskin Corporation, 64 Wall St., New York, selling and distributing a cosmetic preparation designated "Amor Skin" for use on the skin, has stipulated in connection with the advertising of the preparation or any other preparation of substantially the same ingredients, whether sold under such name or any other name, to cease and desist from representing that the preparation will feed or nourish the skin or that its use will improve the structure or tissue of the skin or have any effect upon the contour of the elbows. (3593)

Advance Aluminum Castings Corp., 2742 West 36th Place, Chicago, entered into a stipulation to cease and desist from the use in its advertising and sales promotional literature of certain misrepresentations in connection with the sale of aluminum alloy cooking utensils, including a pressure cooker known as "Minit-maid" and pans, roasters and similar utensils designated "Miracle Maid," all designed for use in the so-called waterless method of cooking. (3588)

Craig Institute, 256 First Avenue North, Minneapolis, Minn., selling courses of instruction by mail designed to prepare students for field service examinations and positions, has stipulated to cease and desist from use of the word "Institute" as part of the trade name under which he carries on his business and from use of such word either alone or in connection with other words so as to convey the belief that the business conducted by him is that of an organization for the promotion of learning, philosophy, the arts or sciences. (3590)

Fenton United Cleaning and Dyeing Co., Inc., 2243 Gilbert Ave., Cincinnati, engaged in the cleaning, dyeing and storing business, has stipulated to cease and desist from use of the words "U. S. Approved Storage" or from representing directly or inferentially that either its storage facilities or its method of storage has received approval, endorsement or recommendation of the United States Government, or any agency or department thereof. (3586)

Free State Oil Co. and **Bernard J. Rogers**, trading as Free State Oil Co., 2100 West Baltimore Ave., Baltimore, selling and distributing motor lubricating oils, have entered into a stipulation in which they agree to cease and desist from the use of the hyphenated word "Pen-Pep" as part of the trade or brand name under which to sell motor lubricating oils that are not composed of Pennsylvania oil and from use of the word "Pen," or any abbreviation of the word "Pennsylvania," whether alone or in connection with other words, so as to convey the belief that the product referred to is composed of Pennsylvania oil, when in fact it contains oil other than Pennsylvania oil; from use of the phrase "2000 Mile Oil" to designate a motor lubricant which would not, in fact, efficiently lubricate a motor throughout the indicated mileage or any other phrase as purportedly indicative of the mileage competency of a motor lubricating oil; and from failing to clearly and unequivocally disclose the fact that each of the aforesaid brands of lubricating oils is composed of or contain, as the case may be, used or reclaimed oil, in all invoices and on the printed and advertising matter, sales promotional descriptions or representations thereof, however disseminated or published. (3584)

Gerson Bedding Co., 40 Warren St., Lowell, Mass., manufacturing and selling mattresses and studio couches, has stipulated to cease and desist from use of the word "doctor" or the abbreviation "Dr." either alone or in connection with a name so as to convey the belief that its products have been made in accordance with the design or under the supervision of a medical practitioner or that the products contain special scientific or health measures which are the result of medical determination or the services of a doctor of medicine; provided, however, if the name "Dr. Coleman" is used in connection with the marking, branding, or labeling of mattresses made in accordance with the directions of or

under the supervision of the named person, it shall be immediately accompanied by some other word or words such as "Osteopath," "Osteopathic Physician," or "Doctor of Osteopathy" so as to clearly indicate that the named person is other than a medical practitioner; and from use of the word "health" either alone or in connection with any other words as descriptive of mattresses so as to convey the belief that the products have therapeutic qualities which would be of value in connection with the cure or prevention of diseases or that they are of such nature as would guarantee or assure health to or the maintenance of health by their users. (3587)

Halex Co., Sappington, Mo., selling a medicinal preparation designated "Halex," has stipulated to cease representing that the preparation is of value for hay fever, asthma, catarrh, migraine, sinusitis, toothache, cold sores, drowsiness, fainting spells, lung colds, influenza or sore throat; or that prospective agents, salesmen, distributors or other representatives can make profits or earnings within a specified period of time which are in excess of the average net profits or earnings which have heretofore customarily been made in like periods of time by his active full-time agents, salesmen, distributors, dealers or other representatives in the ordinary and usual course of business and under normal conditions and circumstances. (03085)

Inter-Communication System of America, Inc., and Milton Meyer and Joseph Meyer, trading as Monarch Products Co., 2249 South Calumet Ave., Chicago, selling and distributing inter-communicative systems designated "Flash-A-Call," have stipulated to cease and desist from use of the word "free" or other term or expression of like meaning to describe or refer to products which are not given as a gratuity, and the recipient is required either to pay the purchase price or purchase some other article or to render some service to obtain the same; representing by use of the words "New Invention," "Utterly new product" or other words of like meaning that such products are representative of some new invention or are innovations that have not been heretofore used; representing that the products are non-competitive or that no competition will be encountered in their sale, that no selling effort is required in order to effect sales; that 99 out of 100 persons contacted or any specified number of persons can be depended upon to purchase the products, or that exclusive sales territory is allotted to agents or sales representatives; representing by means of statements such as "Men earning high as \$150 week," or in any manner, that sales representatives generally engaged in the sale of such products earn \$150 per week or any amount in excess of their actual earnings; or representing as earnings or profits which may be made during any specified period of time from the sale of the products any amounts in excess of the usual and customary amounts which actually have been earned by sales representatives generally, under usual and normal conditions. (3591)

Moffett Studio, Inc., 30 South Michigan Ave., Chicago, and Sidney M. Barton, who through due legal process has had his name changed from Seymour M. Blaufarb to Sidney M. Barton, trading as Continental Galleries, 250 East 43rd St., New York, both selling and distributing photographs, have stipulated to cease and desist from representing that any miniature or photograph not actually prepared for and displayed at an exhibit has been prepared for exhibition purposes or displayed at an exhibition, and from use of the phrase "the extremely low price of \$12.50" or any other words of similar implication in connection with the sale of "Gold Tone Miniatures" or any representation tending to convey the belief to the purchasing public that the usual price at which a product is sold in the ordinary course of business is a special price or is less than the usual or customary price. (3583)

Premier Pillow Corp., 121 North 11th St., Brooklyn, manufacturing and selling pillows, has entered into a stipulation in which it agrees to cease and desist from use of the term "100% Goose Down" as descriptive of the filling of its products which are not so filled and from use of the word "down" either alone or in connection with the word "goose" or with any other words so as to convey the belief that the products are filled entirely with down or that they do not contain any material or substance other than down. (3589)

Scranton Broadcasters, Inc., operating radio station WGBI, Scranton, Pa., engaged in selling the use of its radio transmittal facilities and power, has stipulated to cease and desist from representing that WGBI is the only radio station heard in the Scranton-Wilkes-Barre market area; that outside radio stations are not heard in that area; that WGBI is the only regional or clear channel station serving the Scranton-Wilkes-Barre market area; that the station covers the entire area of Northeastern Pennsylvania, or that a survey shows that 98 per cent of the daytime listeners or 96 per cent of the nighttime listeners in Scanton's home county of Lackawanna regularly listen to WGBI, or from misrepresenting in any manner the station's audience or coverage as shown by surveys or otherwise. (03086)

Three Palms Pharmacy, First and Main Streets, Los Angeles, selling and distributing medicinal preparations designated "Vitamalt," and "Natura Calcium Compound and Vitameal," has stipulated to cease and desist from representing that either of the preparations has any reducing action or that any weight loss resulting from following the directions for their use is other than such as would naturally result from a starvation diet or abstinence from food; that the preparations or the diet prescribed therewith can be depended upon to effect weight reduction of ten pounds in five days or that such diet will effectuate any weight reduction in excess of that actually resulting therefrom; that the diet prescribed with Vitamalt will not cause or result in weakness or hunger; that the use of either preparation with rich food has any building tendency or any practical significance from the standpoint of caloric intake; that either of the preparations will give new life and freshness to the skin or free it from pimples or blotches, keep the glands or nerves functioning or nourished, have any beneficial effect upon the body metabolism, "vitalize" the system, cause the pains of rheumatism, arthritis or lumbago to disappear or provide a competent treatment for nervousness, rheumatism, stomach trouble or constipation; or that use of the preparations as directed will effectuate a weight reduction safely without lowering resistance to disease or otherwise endangering the health. (3585)

Variety Hat Co., Inc., 1597 Hudson Boulevard, Jersey City, N. J., manufacturing and selling hats for women, has stipulated that it will cease and desist from representing that hats made in whole or in part from used or second-hand materials or manufacturers seconds or imperfects are composed of new materials, by failure to stamp on the exposed surface of the sweat bands, in conspicuous and legible terms which cannot be removed or obliterated without mutilating the sweat bands, a statement that the products are composed of second-hand, used, or manufacturers' seconds, as the case may be, provided that if sweat bands are not affixed to such hats then the stamping must appear on the bodies of such hats in conspicuous and legible terms which cannot be removed or obliterated without mutilating the bodies; and from representing in any manner that hats made in whole or in part from old, used or second-hand material or from manufacturers' seconds or imperfects, are new or are composed of new materials. (3592)

Bernhard Ulmann Co., Inc., 107 Grand St., New York, selling and distributing knitting yarn, has stipulated to cease and desist from use of the word "Cassimere" or any term or word connoting Cashmere to describe any product not composed entirely of the hair of the Cashmere goat; from use of the word "Shetland" or any similar word to describe a product not composed entirely of the wool of Shetland sheep raised on the Shetland Islands or the contiguous mainland of Scotland, and from use of the word "Angora" to denote any product not composed entirely of the hair of the Angora goat; provided, however, that in each case, if the product is composed in part of the hair of the animals designated and in part of other fibers or materials, such words may be used as descriptive of the fiber content if there is used in immediate connection or conjunction therewith, in letters of at least equal size and conspicuousness, words truthfully describing such other constituent fibers or materials. (3582)

CEASE AND DESIST ORDERS

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

Copper Roofs Corp., 161 West Wisconsin Ave., Milwaukee, has been ordered to cease and desist from certain misrepresentations in the sale of copper roofing material. (4561)

United States Maltsters Association, Chicago, and its 18 member manufacturers have been ordered to cease and desist from entering into or maintaining any combination or conspiracy to fix uniform prices for malt, a product sold principally to brewers for making beer, ale, porter, and other malt beverages. (3555)

FTC CLOSES CASE

La Vida Bottling Co., Inc., Placentia, Calif., and its officers, have entered into a stipulation with the Federal Trade Commission to cease and desist from misrepresentation in the sale of mineral water.

Upon acceptance of the stipulation the Commission closed without prejudice the case growing out of the complaint it had issued against the corporation and its officers, Paul G. Hausman, president; William N. Miller, vice president, and Alfred D. Mitchell, secretary.

Under the stipulation, the respondents agree to discontinue disseminating any advertisement which represents that the products designated "La Vida Mineral Water" and "La Vida Blue Label" have any therapeutic effect other than that afforded by their sodium bicarbonate content or that they are competent remedies or effective treatments for kidney and gall stones, diabetes, neuritis, rheumatism, stomach ailments, liver and bladder troubles caused by excess acid, or the condition resulting from excessive indulgence in alcohol; or that the products attack any ailment at its very foundation or add any minerals to the system in adequate quantity.

They also agree to stop representing that the usual or ordinary diet is "highly acid-forming"; that cooking destroys the alkaline content of foods, or that the respondents' products can be depended upon to restore alkaline balance.

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