

Broadcast Advertising

SMALL STATIONS WAR CONFERENCE COMMITTEE NAMED

On the Thursday morning program at the War Conference, the role of advertising in time of war will be discussed. In addition to talks by Chester LaRoche, director of the Advertising Council, and William B. Lewis, of the OWI, there will be a talk by a representative of a small station, who will outline the problems faced by small stations.

Many in the industry have expressed keen interest in the small stations problems, and many solutions have been suggested, including government payment for time. So that the views of the industry on these various subjects may be presented at this meeting, Neville Miller is requesting the following broadcasters to serve on a committee to consider these subjects and make the report.

James W. Woodruff, Jr., WGPC, Albany, Ga.—
Chairman

James R. Curtis, KFRO, Longview, Tex.

John Elmer, WCBM, Baltimore, Md.

Leo Fitzpatrick, WJR, Detroit, Mich.

John J. Gillin, Jr., WOW, Omaha, Neb.

Herbert Hollister, KANS, Wichita, Kans.

Robert Hudson, Rocky Mountain Radio Council,
Denver, Colo.

William F. Maag, Jr., WFMJ, Youngstown, Ohio

Marshall Pengra, KRNR, Roseburg, Ore.

Fred Schilplin, KFAM, St. Cloud, Minn.

H. E. Studebaker, KUJ, KRLC, Walla Walla,
Wash.

Art Thomas, WJAG, Norfolk, Neb.

The committee will meet at 6:30 p. m., Tuesday, April 27th, to discuss the subjects and to prepare a report for the Conference. Members of the industry are urged to send to any member of this committee their views.

Woodruff, who is a NAB director-at-large representing small stations, in addition to acting as chairman of the committee will also preside at the Thursday morning War

Conference session at which these subjects will be discussed.

Labor

WAGE AND SALARY FREEZING

President Roosevelt on April 8 eliminated "inequalities" from the list of reasons for increasing wages or salaries—and thus eliminated the mainstay for most recent increases.

The only remaining grounds for increases are the "Little Steel" (15 per cent) formula and "substandards." Your guess is as good as the next one as to what constitutes a "substandard" wage or salary. The War Labor Board doesn't know.

The text of the President's statement and the accompanying executive order, elsewhere in this issue of the reports.

NAB PROTESTS IBEW AWARD

The NAB has asked the San Francisco Regional War Labor Board for permission to appear and to file a brief when the board considers an arbitration award in a controversy between Station KPAS, Pasadena, and the International Brotherhood of Electrical Workers.

The board has taken the NAB request under advisement.

In setting the new wage scale for KPAS, George Cheney, a Labor Department conciliator acting as arbiter, announced two principles which the NAB contends are wholly fallacious:

(1) That the wages of broadcast technicians and building trades technicians are comparable.

(2) That all broadcast technicians do the same work, no matter what the size or condition of the station; and that all should receive equal pay.

It is probable that Executive Order 9328, printed in this issue, will forestall board approval of the award, but the

(Continued on page 162)

Radio and The War

That's the principal business of the NAB Radio War Conference to be held April 27-29 at the Palmer House in Chicago. Broadcasting is a war weapon. The War Conference will give you pointers and ask your advice on how to wield it best in the cause of freedom.

Neville Miller, *President*

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

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

NAB PROTESTS IBEW AWARD

(Continued from page 161)

NAB intends to proceed with its contest of the principles involved.

RELIEF TAX ABOLISHED

Members of Local 802, American Federation of Musicians, New York, voted Monday at a meeting in Carnegie Hall to abolish the 3 per cent tax which the union has levied on its working members for the last seven years to aid its unemployed musicians. **Increased employment was one reason advanced why the tax should be abolished.**

Of \$752,904.49 collected for last year's relief and organizational fund, the 3 per cent tax accounted for \$485,911.74, according to Local 802's official journal. The other methods of raising funds for unemployment relief will continue, it was said. In another vote yesterday the musicians defeated a resolution which would have limited a member to one steady job.

AFM PULLS OUT OF CTLC

The American Federation of Musicians has resigned from the Canadian Trades and Labor Congress because delegates to a recent congress convention in Winnipeg, including two members of the musicians' union, voted to let a children's orchestra entertain them.

The story of how the Canadian labor representatives "hooted down" the A. F. M. official who sought to object to the concert by the nonunion youth group, appears in the minutes of the federation's executive board meeting on February 6. The minutes are published in the new issue of *The International Musician*, the union's organ.

The minutes on the matter follow:

"Report is received from Brother Arthur Dowell of Toronto of an incident which happened at the convention of the Canadian Trades and Labor Congress held in Winnipeg recently, at which he was the official representative of the A. F. M.

'Out of Order'

"During one of the sessions of the convention, a children's orchestra played and when Brother Dowell attempted to object he was hooted down and declared out of order by the chairman.

"On this occasion Brother D. Swailes of Local 190, Winnipeg, and Ed Jamieson of Local 145, Vancouver, spoke in favor of the children's orchestra and expressed disapproval of the position taken by Brother Dowell.

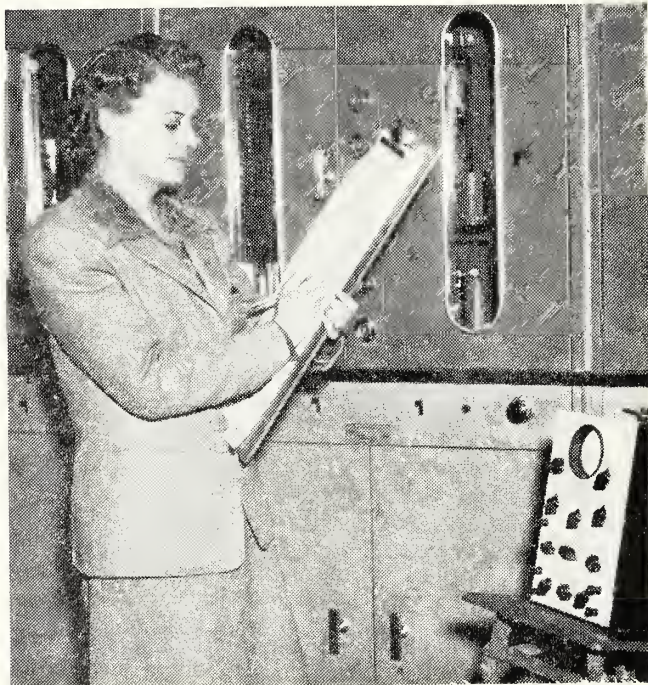
"In view of the treatment accorded our representative and the permitting of a non-federation orchestra to play at a trade union convention, the board, on motion, decides to resign from the Canadian Trades and Labor Congress.

"On motion, it is decided that Brothers Swailes and Jamieson be directed to show cause why charges should not be preferred against them for their attitude on this occasion."

YOU, TOO, CAN DO THIS!



Terry Teal



Mrs. Ruth Dorin

These women are full-time technicians employed by Station WRNL, Richmond, Va. Miss Teal operates the studio controls, while Mrs. Dorin takes a meter reading at the transmitter. They were trained first as part-time station personnel by the chief engineer and took the ESMWT courses at the same time. With the continually increasing war manpower needs draining technicians, station operators are urgently advised to undertake training of women. They are proving up as good as men and are turning in able performances, according to reports.

PLAUDITS GIVEN BY DAVIS

Bravery of American correspondents and enterprise of American communications and news media, including radio, were cited by Elmer Davis, director, OWI, with giving the American people "frank and complete information about the war."

In giving the roll of the correspondents killed and wounded in line of duty, Davis mentioned Don Bell, anti-Japanese radio news commentator in Manila, killed by occupying forces, and Frank Josef Cuhel, of MBS, killed in an overseas plane crash en route to cover a war assignment.

'SUBLINE FAITH'

(Reprinted from *Variety*)

Simon & Schuster, the book publisher, has discovered radio advertising produces customers with sublime faith in the advertiser. During the final lap for federal income tax returns, the publisher received filled-out tax forms with money attached, plus a note asking that the figures be checked and the contents relayed to the collector of internal revenue.

S. & S. had used spot radio to plug its \$1 edition on how to make out the federal tax return, and some of the purchasers figured that the publisher wouldn't mind granting the additional service.

THE BEAM

Due to the current revision of the membership list of the Association of Women Directors of NAB, station operators who received The Beam with last week's reports are asked to pass it on to their women broadcasters as it will not be sent to the AWD list.

BMI TOP TUNES

(These songs currently are listed by *Variety* "sheets" as being among those most played on the air.)

BRAZIL—Southern Music Publishing Co.

DON'T CRY—National Music Co.

CANTEEN BOUNCE—Edward B. Marks Music Corp.

I DON'T BELIEVE IN RUMORS—BMI.

DO I KNOW WHAT I'M DOING—Melody Lane.

IT STARTED ALL OVER AGAIN—Embassy.

SHO' NUFF—Republic.

I HEARD YOU CRIED LAST NIGHT—Campbell, Loft and Porgie.

IN A LITTLE SWISS CHALET—Top Music.

NIGHT TRAIN FOR MEMPHIS—Southern Music.

913 STATIONS

During the month of March 1943, the FCC licensed three stations and two stations were deleted. A comparative table by months, follows:

	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1
Operating	897	899	906	906	905	906	908	910	909	910	910	910	911
Construction	27	25	18	19	16	14	11	9	9	7	6	5	2
	924	924	924	924	925	920	919	919	918	917	916	915	913

Listener Activity

DOROTHY LEWIS TOUR CUT SHORT BY FAMILY ILLNESS

Dorothy Lewis, on tour of southwestern and eastern cities for the Office of War Information and NAB, was forced to cut short her itinerary at Birmingham, Ala., because of the serious illness of her daughter. Mrs. Lewis missed stops at Atlanta, Winston-Salem, Richmond, Greensboro and Washington, D. C.

Following are reports of meetings Mrs. Lewis attended on the completed portion of her trip:

St. Louis

Meeting held March 29, with George Burbank, KSD, presiding. A planning committee was appointed to set up a Radio Council for the St. Louis area. The Association of Women Directors of St. Louis radio stations met during the morning and expressed the need of enlisting services of community leaders to help tell the war story and to create better local understanding of government directives.

Columbia, Mo.

Plans were made to establish a Radio Council of Columbia at a meeting at Stephens College with representatives of KFRU and Sherman Lawton, of Stephens College radio division, cooperating.

Kansas City, Mo.

On April 1 a luncheon was held at the Womens City Club with Mrs. George P. Truitt acting as chairman. A Radio Council plan was approved and Mrs. Truitt named temporary chairman, with Mrs. Marisha Pugsley as secretary. Both the Federation of Womens Clubs and the P.-T. A. Council (71 units), Mrs. R. L. Dominick, president, pledged support. Representatives from Topeka, Independence and Grand View were present. Dr. Clarence Decker, president, Kansas City University, offered cooperation. Radio station executives approved all proposed council projects.

Tulsa, Okla.

A conference on children's programs was held with representatives of all local stations attending, followed by a luncheon at the chamber of commerce, April 2, at which Mrs. Lewis made the principal speech, "The Listeners Stake in American Radio." An afternoon meeting in KVOO's studios was held with station representatives from the three local stations voting to hold a Radio Council organization meeting later.

Oklahoma City, Okla.

Meeting was held April 3 at the YWCA with representatives from the four local stations and 12 civic and service organizations present. A Radio Council was approved with Dr. Alice Sowers of the University of Oklahoma and representatives of the Junior League and local P.-T. A. named to head a planning committee.

VICTORY VOLUNTEER WEEK

The President has proclaimed May 16 as "I Am An American Day." The program sponsored by the "I Am An American" Foundation provides for Victory Volunteer Week with days assigned as follows: Sunday, May 9, Churches; Monday, May 10, Labor; Tuesday, May 11, Management; Wednesday, May 12, Law Makers; Thursday, May 13, Schools; Friday, May 14, Organizations; Saturday, May 15, Farmers; Sunday, May 16, the climax of Victory Volunteer Week of Rededication when citizens of all ages, faiths and occupations are asked to join in the solemn pledge to give, to work, to sacrifice for victory and freedom, and to join in public "exercise designed to assist our citizens, both native-born and naturalized, to understand more fully the duties of citizenship and its special responsibilities in a nation at war."

Inquiries concerning Victory Volunteer Week should be addressed to Benjamin Neal, Taft Building, Los Angeles, California.

Materials

YOUR REPORT IS NEEDED

Information requested from stations on March 26 has been received from cities listed below. Included are several which reported after the bulletin-letter of April 14 was mailed.

It is our hope that the desired information will soon be received from all other cities not listed.

Information is reported en route from Cincinnati, Kansas City, Mo., Memphis, Philadelphia, Richmond, Southern California and Toledo.

Reporting Cities

ALABAMA—Birmingham, Muscle Shoals (Sheffield)
ALASKA—Ketchikan
ARKANSAS—Little Rock
CALIFORNIA—Hollywood, Eureka, Fresno, Merced, Monterey, Los Angeles, Sacramento, Stockton, Santa Barbara, San Luis Obispo
COLORADO—Denver
FLORIDA—Miami, Tampa
GEORGIA—Gainesville, West Point
ILLINOIS—Chicago, Peoria, Quincy, Rockford, Tuscola
INDIANA—Fort Wayne, Kokomo, Muncie, Terre Haute
IOWA—Burlington, Clinton, Des Moines, Mason City, Shenandoah, Sioux City
KANSAS—Coffeyville, Dodge City, Emporia, Wichita
KENTUCKY—Louisville, Owensboro
LOUISIANA—Baton Rouge, Shreveport
MAINE—Portland
MARYLAND—Baltimore
MASSACHUSETTS—Springfield
MICHIGAN—Grand Rapids, Kalamazoo, Pontiac
MINNESOTA—Virginia
MISSISSIPPI—Greenville
MISSOURI—Columbia, St. Louis, Springfield
NEBRASKA—North Platte, Omaha
NEW MEXICO—Albuquerque
NEW YORK—Albany, Binghamton, Elmira, Jamestown, Syracuse, Utica, Watertown, Ithaca

NORTH CAROLINA—Asheville, Charlotte, Greensboro
NORTH DAKOTA—Jamestown
OHIO—Canton, Lima, Marion, Youngstown
OKLAHOMA—Tulsa
OREGON—Albany, The Dalles, Corvallis, Eugene, Portland
PENNSYLVANIA—Pittsburgh, Sunbury
SOUTH CAROLINA—Charleston
SOUTH DAKOTA—Yankton
TENNESSEE—Knoxville, Nashville
TEXAS—Dallas, Houston, Longview, San Antonio, Waco
UTAH—Ogden
VIRGINIA—Charlottesville, Danville, Lynchburg, Norfolk-Portsmouth, Roanoke, Suffolk
WASHINGTON—Aberdeen, Vancouver, Wenatchee
WEST VIRGINIA—Beckley, Morgantown, Wheeling
WISCONSIN—LaCrosse, Sheboygan

Ohio Radio Institute

High point of NAB participation in the 14th Institute for Education by Radio, Ohio State University, April 30-May 3, at the Deshler-Wallick hotel, Columbus, will be at 8 p. m. Saturday, May 1, with Neville Miller presiding.

The Peabody awards will be presented at that time with Dr. S. V. Sanford, chancellor, University System of Georgia, making the presentations, and Earl Glade, of KSL, NAB code committee chairman, will speak on "What is the public interest, convenience and necessity?" as applied to radio.

Also participating in the various sessions from NAB will be Willard D. Egolf, assistant to the president; Lewis Avery, director of broadcast advertising; Howard S. Frazier, director of engineering, and Dorothy Lewis, coordinator of listener activity.

Under the general heading of "Radio in the War and After" the Institute breaks down into the following sub-sessions and meetings:

April 30

8 p.m. "Radio's Wartime Strategy," Arthur J. Klein, dean, college of education, Ohio State University, presiding.
10:15 p.m. "Meeting for Chairmen," I. Keith Tyler, director, Institute for Education by Radio, chairman.

May 1

9 a.m. "Problems of Wartime Operation," Howard L. Bevis, president, O.S.U., presiding.
10:45 a.m. "Problems of News Broadcasting," Harvey H. Davis, vice president, O.S.U., presiding.
12:15 p.m. "Religious Broadcasts Luncheon," Albert W. Palmer, president, Chicago Theological Seminary, chairman.
1:50 p.m. "Of Men and Books Demonstration," Wilfred Eberhart, assistant professor of education, O.S.U., chairman.
2 p.m. "Preparatory General Meeting."
2:30 p.m. "Agricultural and Homemaking Broadcasts," Maurice L. Du Mars, radio service, office of information, U. S. Department of Agriculture, presiding.
2:30 p.m. "Broadcasting by National Organizations," Tom Stewart, American Junior Red Cross, chairman.
2:30 p.m. "Children's Programs," Gloria Chandler, Association of Junior Leagues of America, chairman.
2:30 p.m. "Recordings for School Use," R. R. Lowdermilk, U. S. Office of Education, chairman.
2:30 p.m. "Research in Educational Broadcasting," H. B. Summers, manager, public service division, BLUE network, chairman.
2:30 p.m. "School Broadcasting," George Jennings, radio council, Chicago Public schools, chairman.
2:30 p.m. "College Courses in Radio," Albert Crews, radio department, Northwestern University, chairman.
2:30 p.m. "Music Broadcasts," Burton Paulu, manager station WLB, University of Minnesota, chairman.

- 5 p.m. "Documentary Reporting," T. C. Holy, bureau of educational research, O.S.U., presiding.
- 8 p.m. "In-School Broadcasting," Marguerite Fleming, radio workshop, South high school, Columbus, presiding.
- 8 p.m. "National Association of Broadcasters," Neville Miller, president.
- 8 p.m. "National Association of Educational Broadcasters," Gilbert D. Williams, program director, WBAA, Purdue University, presiding.
- 8 p.m. "National Association of Women Directors, NAB," Ruth Chilton, station WSYR, Syracuse, presiding.
- 8 p.m. "Teacher Education in Radio," Luella Hoskins, New York University, presiding.
- 8 p.m. "The Negro and Radio in Education," Walter N. Ridlev, Virginia State College for Negroes, presiding.
- 8 p.m. "Radio Editors," Wauhilla La Hay, *Chicago Sun*, presiding.
- 8 p.m. "Public Health Broadcasts," David Resnick, National Society for the Prevention of Blindness, presiding.

May 2

- 9:30 a.m. (Saturday afternoon sessions continued.)
- 2:30 p.m. "Radio Interpreting a Region," W. W. Charters, War Manpower Commission, presiding.
- 3:30 p.m. "Radio and Manpower," Judith Waller, public service director, NBC, Chicago, presiding.
- 7 p.m. "Annual Institute Dinner," Sir Gerald Campbell, K.C.M.G., British minister and special assistant to the British Ambassador, speaker on topic "Developing Understanding Among the United Nations."

May 3

- 9:45 a.m. "Production Techniques," Kenneth W. MacGregor, program director, WGN, chairman.
- 9:45 a.m. "Promotion of Educational Programs," Jennin^os Pierce, public service manager, NBC, Hollywood, chairman.
- 9:45 a.m. "College Public Relations Broadcasting," Joseph F. Wright, station WILL, University of Illinois, chairman.
- 9:45 a.m. "Foreign Language Teaching by Radio," W. S. Hendrix, professor romance languages, O.S.U., chairman.
- 9:45 a.m. "Public Events Broadcasts in the War," John L. Carpenter, stations KOIN-KALE, chairman.
- 9:45 a.m. "Radio Writing Under War Conditions," Robert J. Landry, program writing director, CBS, chairman.
- 9:45 a.m. "Television and Education," Paul Thornton, educational department, RCA, chairman.
- 9:45 a.m. "Hate Propaganda and Its Effect Upon War and Peace," Carl Friedrich, director, Radiobroadcasting Research Project, chairman.
- 9:45 a.m. "Children's Program Idea Exchange," Harriet Hester, formerly with station WLS, chairman.
- 9:45 a.m. "Radio and Civilian Defense," B. H. Darrow, information officer, OCD, Cleveland, chairman.
- 9:45 a.m. "Teaching Radio Program Discrimination," Alice Sterner, Barringer high school, Newark, N. J., chairman.
- 2 p.m. "Radio and the Post-War World," Mr. Tyler, presiding.

Tharin should be made now with Jarrett. W. K. Charles continues as chief of press and Wallace L. Kadderly as chief of radio.

STATEMENT BY THE PRESIDENT

The Executive Order I have signed today is a Hold-the-Line order.

To hold the line we cannot tolerate further increases in prices affecting the cost of living or further increases in general wage or salary rates except where clearly necessary to correct substandard living conditions. The only way to hold the line is to stop trying to find justifications for not holding it here or not holding it there.

No one straw may break a camel's back, but there is always a last straw. We cannot afford to take further chances in relaxing the line. We already have taken too many.

On the price front, the directions in the Order are clear and specific.

All items affecting the cost of living are to be brought under control. No further price increases are to be sanctioned unless imperatively required by law. Adjustments in the price relationships between different commodities will be permitted if such adjustments can be made without increasing the general cost of living. But any further inducements to maintain or increase production must not be allowed to disturb the present price levels; such further inducements whether they take the form of support prices or subsidies, must not be allowed to increase prices to consumers. Of course, the extent to which subsidies and other payments may be used to help keep down the cost of living will depend on Congressional authorization.

Some prices affecting the cost of living are already above the levels of September 15, 1942. All of these cannot be rolled back. But some of these can and should be rolled back. The Order directs the reduction of all prices which are excessively high, inequitable, or unfair. The Stabilization Act was not intended to be used as a shield to protect prices which were excessively high on September 15, 1942.

No Further Wage Increases

On the wage front the directions in the Order are equally clear and specific.

There are to be no further increases in wage rates or salary scales beyond the Little Steel Formula, except where clearly necessary to correct substandards of living. Reclassifications and promotions must not be permitted to affect the general level of production costs or to justify price increases or to forestall price reductions.

The Order also makes clear the authority of the Chairman of the War Manpower Commission to forbid the employment by an employer of any new employee except in accordance with regulations of the Chairman, the purpose being to prevent such employment at a higher wage or salary than that received by the employee in his last employment unless the change of employment will aid in the prosecution of the war.

It further calls the attention of all agencies of the federal government and of state and municipal authorities concerned with the rates of common carriers and public utilities to the stabilization program in the hope that rate increases will be disapproved and rate reductions ordered so far as may be consistent with federal and state laws.

For sometime it has been apparent that this action must be taken because of the continued pressure for increased wages and increased prices. I have heretofore refrained from acting because of the contention of the supporters of the Bankhead bill that under the Act of October 2, 1942, I had no authority to place ceiling prices on certain commodities at existing levels. My views on that question were set forth in my message of April 2, vetoing the Bankhead bill.

Two pre-conference meetings on April 30 are:

"International Radio as a Means to Understanding," at 10 a.m. with Sterling Fisher, director, Inter-American University of the Air, presiding, and an informal tea for newcomers at 3 p.m. with Mr. Tyler, chairman.

USDA APPOINTS JARRETT

Henry Jarrett has been named assistant director of information, Department of Agriculture, in charge of press and radio. He succeeds Whitney Tharin who is resigning from the Government service to become Washington manager of the Agricultural News Service. Jarrett has served as reporter and copyreader on the *Baltimore Sun* papers. Since 1934, he has done press and radio work on the AAA and Department of Agriculture staffs. In 1941 he served as chief of press for the Department. For a time in 1942 he was on the staff of the *United States News*. He returned to the Department in 1942 as special assistant to the Secretary, from which position he returns to the Office of Information. Contacts formerly made with

'Cannot Permit Upward Spiral'

The Senate did not vote upon the question of passing the bill over the veto. Its author moved to recommit the bill to the Committee on Agriculture, stating that there were not sufficient votes to override the veto.

I am advised that weeks or months from this date the bill may be reported for consideration. I am also advised that in the history of the Congress no bill vetoed by a President and recommitted to a committee has ever become law.

I cannot wait to see whether the Committee at some future date will again report the bill to the Senate. I cannot permit a continuance of the upward spiral of prices.

Some groups have been urging increased prices for farmers on the ground that wage earners have unduly profited. Other groups have been urging increased wages on the ground that farmers have unduly profited. A continuance of this conflict will not only cause inflation but will breed disunity at a time when unity is essential.

Under the Act of October 2, 1942, Congress directed that so far as is practicable, wages, salaries and prices should be stabilized as of the level of September 15. Under that direction inflation has been slowed up. Now we must stop it.

We cannot stop inflation solely by wage and price ceilings. We cannot stop it solely by rationing. To complete the job, Congress must act to reduce and hold in check the excess purchasing power. We must be prepared to tax ourselves more, to spend less and save more. The details of new fiscal legislation must be worked out by the appropriate committees of the House and the Senate. The executive departments stand ready to submit suggestions whenever the committees desire.

I am exerting every power I possess to preserve our stabilization program.

I am sure the Congress will cooperate.

EXECUTIVE ORDER

By virtue of the authority vested in me by the Constitution and the statutes, and particularly by the First War Powers Act, 1941, and the Act of October 2, 1942, entitled "An Act to Amend the Emergency Price Control Act of 1942, to Aid in Preventing Inflation, and for Other Purposes," as President of the United States and Commander in Chief of the Army and Navy, and in order to safeguard the stabilization of prices, wages and salaries, affecting the cost of living on the basis of levels existing on September 15, 1942, as authorized and directed by said Act of Congress of October 2, 1942, and Executive Order No. 9250 of October 3, 1942, and to prevent increases in wages, salaries, prices and profits, which, however, justifiable if viewed apart from their effect upon the economy, tend to undermine the basis of stabilization, and to provide such regulations with respect to the control of price, wage and salary increases as are necessary to maintain stabilization, it is hereby ordered as follows:

1. In the case of agricultural commodities the Price Administrator and the Administrator of Food Production and Distribution (hereinafter referred to as the Food Administrator) are directed, and in the case of other commodities the Price Administrator is directed to take immediate steps to place ceiling prices on all commodities affecting the cost of living. Each of them is directed to authorize no further increases in ceiling prices except to the minimum extent required by law. Each of them is further directed immediately to use all discretionary

powers vested in them by law to prevent further price increases direct or indirect, to prevent profiteering and to reduce prices which are excessively high, unfair or inequitable. Nothing herein, however, shall be construed to prevent the Food Administrator and the Price Administrator, subject to the general policy directives of the Economic Stabilization Director, from making such readjustments in price relationships appropriate for various commodities, or classes, qualities or grades thereof or for seasonal variations or for various marketing areas, or from authorizing such support prices, subsidies or other inducements as may be authorized by law and deemed necessary to maintain or increase production, provided that such action does not increase the cost of living. The power, functions and duties conferred on the Secretary of Agriculture under section 3 of the Emergency Price Control Act of 1942 (Public Law 421, 77th Cong.) and under section 3 of the Act of October 2, 1942 (Public Law 729, 77th Cong.) are hereby transferred to, and shall be exercised by the Food Administrator.

2. The National War Labor Board, the Commissioner of Internal Revenue and other agencies exercising authority conferred by Executive Order No. 9250 or Executive Order 9299 and the regulations issued pursuant thereto over wage or salary increases are directed to authorize no further increase in wages or salaries except such as are clearly necessary to correct substandards of living, provided that nothing herein shall be construed to prevent such agencies from making such wage or salary readjustments as may be deemed appropriate and may not have heretofore been made to compensate, in accordance with the Little Steel Formula as heretofore defined by the National War Labor Board, for the rise in the cost of living between January 1, 1941 and May 1, 1942. Nor shall anything herein be construed to prevent such agencies, subject to the general policies and directives of the Economic Stabilization Director, from authorizing reasonable adjustments of wages and salaries in case of promotions, reclassifications, merit increases, incentive wages or the like, provided that such adjustments do not increase the level of production costs appreciably or furnish the basis either to increase prices or to resist otherwise justifiable reductions in prices.

3. The Chairman of the War Manpower Commission is authorized to forbid the employment by any employer of any new employee or the acceptance of employment by a new employee except as authorized in accordance with regulations which may be issued by the Chairman of the War Manpower Commission, with the approval of the Economic Stabilization Director, for the purpose of preventing such employment at a wage or salary higher than that received by such new employee in his last employment unless the change of employment would aid in the effective prosecution of the war.

4. The attention of all agencies of the Federal Government, and of all State and municipal authorities, concerned with the rates of common carriers or other public utilities, is directed to the stabilization program of which this order is a part so that rate increases will be disapproved and rate reductions effected, consistently with the Act of October 2, 1942, and other applicable federal, state or municipal law, in order to keep down the cost of living and effectuate the purposes of the stabilization program.

5. To provide for the consistent administration of this order and Executive Order No. 9250, and other orders

and regulations of similar import and for the effectuation of the purposes of the Act of October 2, 1942, the Economic Stabilization Director is authorized to exercise all powers and duties conferred upon the President by that Act, and the Economic Stabilization Director is authorized and directed to take such action and to issue such directives under the authority of that Act as he deems necessary to stabilize the national economy, to maintain and increase production and to aid in the effective prosecution of the war. Except insofar as they are inconsistent with this order or except insofar as the Director shall otherwise direct, powers and duties conferred upon the President by the said Act and heretofore devolved upon agencies or persons other than the Director shall continue to be exercised and performed by such agencies and persons.

6. Except insofar as they are inconsistent with this order, Executive Order 9250 and the regulations issued pursuant thereto shall remain in full force and effect.

Franklin D. Roosevelt.

The White House,
April 8, 1943.

Here Are a Couple of Roses

OFFICE OF PRICE ADMINISTRATION

Mr. Neville Miller, President,
National Association of Broadcasters,
Washington, D. C.

DEAR MR. MILLER:

I wish to take this opportunity to express on behalf of the Office of Price Administration and myself the deepest appreciation for the fine public service rendered by your industry during the past few months in helping explain to the American people the essential facts concerning recent rationing programs instituted by this agency.

We in OPA have been faced recently with the problem of implementing complex rationing programs covering footwear, processed foods, and meats and fats. The task of instilling in the American people an understanding of (a) the reasons underlying these programs and (b) the mechanics of their operation has been a difficult one. In certain cases we have had to get information out to every household and to thousands of merchants with a minimum of delay. We turned, of course, to our system of free radio for aid in this important work.

The industry has responded magnificently. You have helped us in three principal ways: (a) Through your regular news broadcasts you have enabled us to get basic information out almost simultaneously; (b) through your commentators you have aided us in dissemination of explanatory material designed to secure wide understanding and acceptance of our programs; and (c) by making available time on your stations for myself and other OPA officials you have made it possible for us to make detailed explanations of OPA problems.

Your cooperation has proved to be a vital factor in the success of these "home front" measures which are related intimately to the winning of the war. For that we in OPA extend to you our grateful thanks and appreciation.

Sincerely yours,

PRENTISS M. BROWN.

TREASURY DEPARTMENT

April 15, 1943.

Mr. Art Stringer,
National Association of Broadcasters,
1760 N Street N. W.,
Washington, D. C.

DEAR MR. STRINGER:

On behalf of the Treasury Department, we want to express to you and all associated with NAB our heartiest thanks for the invaluable cooperation given us in planning and publicizing RADIO DAY to launch the 2nd War Loan.

April 12, 1943 should go down in radio history as the greatest all-out cooperative effort ever accomplished by the industry. The Treasury Department is deeply grateful to the nation's broadcasters who gave so unsparingly of their time and effort to make Radio Day such a tremendous success. Since it is impossible personally to thank the thousands of people who contributed toward the radio launching of the 2nd War Loan, we hope that you will pass on to all your stations our sincere and heartfelt THANKS.

Sincerely

VINCENT F. CALLAHAN,
*Director of Radio, Press
and Advertising.*

MARJORIE L. SPRIGGS,
*Chief, Radio Section,
War Savings Staff.*

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 19th. They are subject to change.

Monday, April 19

Further Consolidated Hearing

To Be Held in Room 324, Old Post Office Building,
Atlanta, Georgia

WALB—Herald Publishing Co., 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, April 20

Further Hearing

WKBW—Buffalo Broadcasting Corp., Buffalo, N. Y.—Renewal of license (main and auxiliary), 1520 kc., 50 KW, unlimited, DA-day and night.

WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Renewal of license (main and auxiliary), 550 kc., 1 KW night, 5 KW day, unlimited, DA-night.

Wednesday, April 21

WMAN—M and M Broadcasting Co., Marinette, Wis.—Modification of license, 570 kc., 100 watts night, 250 watts day, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

LICENSE RENEWALS

WBRW—McDowell Service Company, Welch, W. Va.—Granted renewal of license for the regular period (B2-R-1086).

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.; KSFO, The Associated Broadcasters, Inc., San Francisco, Calif.—Granted renewal of license for station KQW for the period ending February 1, 1944, authorizing unlimited time operation on 740 kc. with 5 KW, using directional antenna. The Commission also adopted Decision and Order denying without prejudice the applications for construction permits of KQW and KSFO, and ordered that Proposed Findings of Fact and Conclusions of the Commission (B-162), except for paragraph 7 thereof, be adopted as the Findings of Fact and Conclusions of the Commission.

W1XTG—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—Granted license for Class 2 Experimental Broadcast Station, the same to conform with that dated July 16, 1940, except as follows: (1) antenna supporting structure to be painted and lighted in accordance with Specification 'B' (to conform to requirements issued WTAG for the structure); and (2) transmitter to be described as General Electric Type GF-101-A (to conform to a cross index filed by the manufacturer); and (3) for the term beginning the date of grant and ending April 1, 1944.

KGDM—E. F. Peffer, Stockton, Calif.—Granted license (B5-L-1759) to cover construction permit (B5-P-3199 as modified), for change in frequency to 1140 kc., hours of operation to unlimited, increase in power to 5 KW, installation of directional antenna for night use, and new transmitter; also authority to determine operating power by direct measurement of antenna power (B5-Z-1510).

MISCELLANEOUS

KRED—Redwood Broadcasting Co., Inc., Portable-Mobile, area of Eureka, Calif.—Granted license to cover construction permit for new relay broadcast station (B5-LRY-290).

APPLICATIONS FILED AT FCC

1340 Kilocycles

WDAK—L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen and Aubrey Gay, d/b as Valley Broadcasting Co., West Point, Ga.—Construction permit to move transmitter and studio from General Tyler Hotel, West Point, Georgia, to 1028½ Broadway, Columbus, Georgia.

1460 Kilocycles

KINY—Edwin A. Kraft, Juneau, Alaska.—Modification of construction permit (B-P-3089, which authorized increase in power and changes in equipment and antenna) for change in frequency from 1460 to 1050 kc., changes in transmitting equipment, and extension of commencement and completion dates from 9-9-41 and 3-9-42 to 20 days after grant and 30 days thereafter, respectively. Amended: to install new transmitter, omit request for change in frequency, and extend commencement and completion dates from 9-9-41 and 3-9-42 to 10 days after grant and 90 days thereafter, respectively.

1470 Kilocycles

WCBA—Lehigh Valley Broadcasting Co., Allentown, Pa.—Authority to determine operating power by direct measurement of antenna power.

WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Authority to determine operating power by direct measurement of antenna power.

TELEVISION APPLICATION

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

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

No complaints were issued by the Federal Trade Commission last week.

CEASE AND DESIST ORDERS

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

Garment Box Manufacturers Association and its members and officers, all of New York City, have been ordered to cease and desist from fixing prices and engaging in other restraint-of-trade practices in connection with the sale of garment boxes. The association members are assemblers of garment boxes, their volume of sales constituting a substantial part of all such products sold in the United States. (4777)

Grabosky Brothers, cigar manufacturers with plants at Philadelphia and Perth Amboy, N. J., have been ordered to cease and desist from violation of the Robinson-Patman Act in the sale of their products. (4740)

STIPULATIONS

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

Bond Stores, Inc., 261 5th Ave., New York, operating manufacturing plants at Rochester, N. Y., and New Brunswick, N. J., and retail stores in various cities, has entered into a stipulation to cease and desist from certain representations in connection with the sale of men's clothing. (3632)

Boomer's Mail Order Service, 815 County St., Portsmouth, Va., engaged in the sale of a coal tar hair dye designated "Blackstone Hair Coloring," entered into a stipulation to cease and desist from representing that the product restores hair to its natural color and that it is safe and harmless. According to the stipulation, the preparation contains ingredients which may cause skin irritation on certain individuals. (03097)

Buenger Pharmacal Co., 1441 Welton St., Denver, have entered into a stipulation to cease and desist from representing that the medicinal preparation it sells under the name "Me-Ba" will relieve or cure gas pains, indigestion, heartburn or ulcers or that it goes to the cause of disorders of the stomach. (03096)

Chicago Mail Order Co., 511 South Paulina St., Chicago, engaged in selling medicinal preparations designated "Security Sup-

positories" and "Stillman's Suppositories," has stipulated to cease and desist from representing by use of the designation "security," or by any other means, that the preparation designated "Security Suppositories" gives security or complete protection against conception or that its preparations are non-irritating to normal vaginal tissues. (03099)

Consolidated Royal Chemical Corporation, 544 South Wells St., Chicago, selling a preparation designated "Krank's Hair Oil," and Benson & Dall, Inc., an advertising agency disseminating advertisements for the product, have stipulated to cease representing that "Krank's Hair Oil" will stop dandruff; that it is a cure or remedy for dandruff or has therapeutic value in the treatment of dandruff in excess of the removal of dandruff scales; that it will stop falling hair or early baldness; that it will promote the development of a good head of hair, or that Krank's Hair Oil will have any therapeutic value in the treatment of irritation of the scalp in excess of affording relief from minor irritation due to the presence of dandruff scales. (03098)

Cravenette Company, U. S. A., Hoboken, N. J., selling and distributing a compound or preparation designated "Cravenette" for use as a treatment for fabrics, has stipulated that, in connection with the sale of its product or of any other preparation of substantially the same ingredients, it will cease and desist from the use of representations, "SHEDS RAIN—SNOW—SLEET," "Won't Get Soggy," or from any other statement or representation of like meaning. (3630)

A. C. Horn Company, Horn Bldg., Long Island City, N. Y., selling and distributing alleged waterproofing and dampproofing materials, including products designated "Colorundum," "Dehydratine," "Ferro-Fax," "Hydratite" and "Metalon," has entered into a stipulation in which it agrees to discontinue use of the words "waterproof," "waterproofing," "watertight," "dampproofing" or other words of like meaning as descriptive of such products; provided, however, that if the product or products are effective waterproofers or dampproofers under certain conditions, then such words may be used if immediately accompanied in equally conspicuous type, by such words as will definitely and truthfully disclose the conditions or condition under which such products are effective for the purposes represented. (3628)

Jessop Steel Co., 534 Green St., Washington, Pa., stipulated that it will cease and desist from making any statement or representation which may tend to convey the impression that certain of its steel products designated "Silver-Ply Stainless-Clad Steel" are made of or are plated with silver or silver-ply. (3630)

Thomas Martindale & Co., 25 North Tenth St., Philadelphia, selling a medicinal preparation designated "Thomas Lecithin Capsules with Vitamin D." has stipulated to cease representing that the preparation will be beneficial in the treatment of nervous exhaustion, nervous headache, nervous insomnia, nervousness, or the symptoms of nervousness such as irritability or loss of temper; that it will increase "nerve energy" or is "brain food," or that the preparation, if used as directed, will furnish the average minimum daily requirement of phosphorus. (03101)

Milkmaid, Inc., 647 Fifth Ave., New York, and Lorr Laboratories, 200 Godwin Ave., Paterson, N. J., selling various cosmetics under the brand name of "Milkmaid," and The H. M. Kiesewetter Advertising Agency, Incorporated, 9 East 40th St., New York, advertising agency which disseminated advertisements for the products, have stipulated to cease representing that Milkmaid cosmetics will nourish the skin or that the cosmetics designated "Milkmaid Emulsion" contains milk or cream. The respondents also agree to cease and desist from use in the brand name of the cosmetic designated "Milkmaid Emulsion" or the word "Milkmaid" unless in direct conjunction therewith it is stated that the preparation does not contain milk. (03100)

Richman Brothers Co., Cleveland, Ohio, has been ordered to cease and desist from misrepresentation in the sale of men's clothing which it manufactures and distributes through 62 retail stores it operates in 57 cities. The respondent company also does a mail order business and employs some 600 salesmen. (4844)

United Sales Co., selling and distributing novelty jewelry stipulated that it will cease representing as the customary or regular prices of any article of jewelry, prices that are fictitious and in excess of the prices at which such products are regularly offered for sale and sold; using the words "REPLICA DIAMOND RINGS," "REPLICA GEMS" or other words of like meaning as descriptive of any ring inset or other product which is not in fact a true reproduction of the inset or gem named, that is to say, an article having the essential hardness, properties, and other characteristics of a diamond or other gem; using the terms "14 K Gold Plated," "14-KT Gold Finish" or "14-K Finish" or other term of like meaning as descriptive of a gold alloy covering which is not of actually 14 carat fineness and which is not of such substantiality as properly to be designated or described as "14 K Gold Plated"; representing that his jewelry is "high-quality," that its quality is such as to withstand tests by acid or fire or that it is acid proof; using the statement "Social leaders, millionaires and our finest people wear these . . ." or other representation of like meaning, or representing that he is directly cooperating with manufacturers in the sale of such jewelry or that he represents any jewelry manufacturer in the sale and distribution of merchandise. (3629)

The National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON, D. C.

April 16, 1943

SELECTIVE SERVICE HANDBOOK

Supplement No. 8

Certain local USES offices and a few local boards have advised musicians employed by radio stations that they are employed in non-deferable activities and that they should quit their jobs and seek employment in essential war activities. It is reliably reported that National Headquarters of the Selective Service System does not regard musicians employed by radio stations as employed in a non-deferable activity under Local Board Memorandum No. 181. [We have not printed LBM No. 181, as we believe it unnecessary to do so.] Therefore, stations may inform their musicians to disregard such statements. Such musicians are employed in an essential activity and until such time as the occupation of musician in a radio station, if that time ever comes, is listed as non-deferable, they are under no obligation to seek other employment.

CLASSIFICATIONS FOR SELECTIVE SERVICE REGISTRANTS

The classifications for Selective Service Registrants have been revised. The revised classifications are:

I-A Available for military service.

I-A-O Conscientious objector available for noncombatant military service.

I-C Member of land or naval forces of the United States, including men released from active service for essential work.

II-A Man necessary in his essential civilian activity.

II-B Man necessary to the war production program.

II-C Man deferred by reason of his agricultural occupation or endeavor.

III-A Man with child or children deferred by reason of maintaining bona fide family relationship.

III-C Man with dependents who is regularly engaged in agricultural occupation.

III-D Man deferred because induction would cause extreme hardship and privation to a wife, child, or parent with whom he maintains a bona fide family relationship.

IV-A Man 45 years old, or over, who is deferred by reason of age.

IV-B Official deferred by law.

IV-C Neutral aliens requesting to be relieved from liability for training and service as well as aliens not acceptable to the armed forces.

IV-D Minister of religion or divinity student.

IV-E Conscientious objector available for work of national importance.

IV-F Physically, mentally or morally unfit.

Furthermore, dependents acquired on or after December 8, 1941, are not considered as a basis for deferment. However, in view of section 622.33 of Selective Service Regulations, any child born after December 8, 1941, but before September 15, 1942, will be considered a dependent as the date of conception is a factor under the section.

Class III Deferments

Local Board Memorandum No. 123 has been amended and explains the amendments to Selective Service Regulations revising III-A classification, eliminating III-B classification and creating III-D classification. Pre-Pearl Harbor fathers maintaining a bona fide family relationship are kept in III-A and if they are engaged in agriculture they will be classified III-C, but if they are engaged in nondeferable activities or occupations as outlined in Local Board Memorandum No. 181 they will not be placed or kept in III-A. Hardship to a wife, child or parent if a registrant will be inducted warrants a Class III-D classification under the new classification procedure. All registrants presently classified III-A or III-B are to be reclassified. Men reclassified and placed in III-A will not be called until the Director of Selective Service issues the order. Men available for service and so classified are to be called in the following order (1) single men with no dependents (2) single men with collateral dependents (3) married men with wives only and (4) men with children.

LOCAL BOARD MEMORANDUM

No. 123

(Effective April 12, 1943)

SUBJECT: CLASS III DEFERMENTS

1. Changes made to accomplish manpower objectives.—Certain changes in Selective Service Regulations have been made in order to enable the Selective Service System to continue to meet the manpower requirements of the armed forces, war production, agriculture, and other essential civilian activities and, at the same time, protect as long as possible homes where there are children.

2. Revision of Class III-A.—Under the provisions of Section 622.31 as amended, any registrant, unless he comes within one of the exceptions mentioned below, shall be retained or placed in Class III-A if he and his child or children maintain a bona fide family relationship in their home and if such status was acquired prior to December 8, 1941. There are two exceptions:

(a) All such registrants who are also necessary to and regularly engaged in agricultural occupations or agricultural endeavors essential to the war effort shall be placed in Class III-C.

(b) The classification of all such registrants who are engaged in activities or occupations designated as non-deferable shall be governed by the provisions of Local Board Memorandum No. 181. [No keymen in radio broadcasting and no musicians employed in broadcasting are designated as "non-deferable."—Ed.]

3. Elimination of Class III-B.—Section 622.31-1, as amended, eliminates Class III-B. No registrant shall hereafter be placed in Class III-B.

4. Creation of Class III-D.—Section 622.32, as amended, creates a new class, designated as Class III-D, in which shall be placed any registrant not otherwise deferred if (1) it is determined that his induction into the land or naval forces would result in extreme hardship and privation to a wife, child, or parent with whom he maintains a bona fide

family relationship, in their home, and (2) by reason of such determination it is considered advisable that he be deferred.

5. **"Imminence of selection" eliminated.**—All reference to the "imminence of selection" rule has been eliminated from Selective Service Regulations.

6. **Child conceived prior to December 8, 1941.**—A child born on or before September 14, 1942, should be considered as having been conceived prior to December 8, 1941, and a child born on or after September 15, 1942, should be considered as having been conceived on or after December 8, 1941, unless there is affirmative evidence of a medical character which clearly establishes that birth was delayed.

7. **Reclassification from Class III-A and Class III-B.**—Local boards shall immediately reopen and classify anew all registrants now in Class III-A who are no longer entitled to remain therein. They shall also immediately reopen and classify anew all registrants now in Class III-B. In classifying such registrants anew, the local boards shall proceed as provided in Section 623.21, as amended, paying particular attention to the following questions:

(a) Should the registrant be deferred in Class III-C by reason of his agricultural occupation or endeavor? (See Local Board Memorandum No. 164 and Local Board Memorandum No. 164-A.)

(b) Should the registrant, when he is being classified out of Class III-B, be placed in Class III-A?

(c) Should the registrant be deferred in Class II-C by reason of his agricultural occupation or endeavor? (See Local Board Memorandum No. 164 and Local Board Memorandum No. 164-A.)

(d) Should the registrant be deferred in Class II-B or Class II-A by reason of his occupation? (See Local Board Memorandum No. 115 and Activity and Occupational Bulletins. [See Activity and Occupation Bulletin No. 29, Supp. No. 7 to NAB Selective Service Handbook.—Ed.] Local boards should bear in mind that lists of essential activities and essential occupations as set forth in the Activity and Occupation Bulletins are only guides to assist the local boards and do not preclude occupational classification of registrants found to be necessary men in essential activities or occupations not listed. It is incorrect to assume that a registrant cannot be occupationally classified merely because his activity or occupation is not contained on the list.)

(e) Should the registrant be placed in Class III-D? (The provisions of Section 622.32 are to be strictly construed in determining this question.)

8. **New Class III-A temporarily frozen.**—When registrants qualified for Class III-A, as defined in Section 622.31, as amended, have been retained or classified therein, they shall not be considered for reclassification into a class available for military service or work of national importance until such reclassification is ordered by the Director of Selective Service or a change in status occurs.

9. **Filling calls.**—Insofar as possible men who are finally classified in Class I-A, Class I-A-O, or Class IV-E who are available for induction or assignment to work of national

importance should be called for induction or assignment to work of national importance from the following groups in the order listed:

1. Single men with no dependents.
2. Single men with collateral dependents.
3. Married men with wives only.
4. Men with children.

A registrant should be placed in the foregoing groups based upon his status at the time he is ordered to report for induction or assignment to work of national importance.

Lewis B. Hershey, Director.