



BOARD MEETING

Washington, D. C.

When this issue of NAB REPORTS went to press, the Board of Directors was in the midst of its opening session, Thursday afternoon, June 3. At the conclusion of the meeting a Special Bulletin will be issued to all member stations.

CHAIN BROADCASTINGS REGULATION AMENDED BY FCC

The chain broadcasting regulations will become effective as of June 15 the FCC has decided, having refused to make any change in its ruling in that regard. The Commission made public the following amended chain broadcasting regulations:

The Commission having under further consideration its order, entered in Docket No. 5060, as amended, promulgated regulations applicable to radio stations engaged in chain broadcasting.

IT IS ORDERED, That the Commission order, entered in Docket No. 5060, as amended, BE, AND THE SAME IS HEREBY, FURTHER AMENDED in the following particulars:

Section 3.103 of the regulations set forth in said order, as amended, is hereby further amended to read as follows:

3.103. *Term of affiliation*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

The last paragraph of said order is hereby amended to read as follows:

"It is further ordered, that these regulations shall become effective 12:01 a. m., Eastern War Time, June 15, 1943, unless otherwise required by court order: *Provided*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties: *Provided further*, that the effective date of Regulation 3.106 shall be suspended indefinitely with respect to regional network organizations; and *Provided further*, that the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

OCR OK's FARM BATTERIES

WPB, on June 1, put into operation a program worked out by the Office of Civilian Requirements to provide farmers with supplies required to increase food production.

Radio batteries were included in the list of 66 items. This is a case in which action to provide farmers with radio batteries preceded by many weeks the inauguration of a broader farm program. Increased production of farm radio batteries began last March after NAB conferred with the Office of Civilian Supply and Consumers Durable Goods.

Push Production to Limit

Consumers Durable Goods, where implementation of the farm radio battery program is placed, stated yesterday that it is diligently watching the situation to make sure that all battery manufacturers produced farm batteries to the very limit of capacity, commensurate with the needs of the military.

Reasons for maximum production are known and appreciated by all manufacturers.

CODE COMMITTEE TO MEET IN NEW YORK

(Released by NAB News Bureau)

The Code Compliance Committee will meet at the Roosevelt Hotel in New York, Wednesday and Thursday, June 16 and 17. Principal item on the agenda is consideration of questions raised by the Radio Committee of the Na-

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**IMPORTANT NOTICE!
CHANGE OF MAIL ADDRESS**

In compliance with the recent system of zoning established by the Post Office, covering deliveries in metropolitan centers, all mail to NAB should hereafter be addressed as follows:

National Association of Broadcasters
1760 N Street, N. W.
Washington 6, D. C.

The numeral 6 is enlarged herein so as not to escape your notice.

Compliance with this suggestion will assure prompt handling of mail.

If you are located in a city which has been zoned by the Post Office, please notify NAB of your zone number.

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*.

CODE COMMITTEE TO MEET IN NEW YORK

(Continued from page 259)

tional Council on Freedom from Censorship with reference to Labor on the air.

The Radio Committee, made up of Thomas R. Karskaddon, chairman, Morris S. Novik, Paul F. Lazarsfeld and Norman Thomas, will meet with the Code Committee to discuss these questions: 1) Should trade unions have the right to buy time for entertainment programs with incidental reference to auspices? 2) Should trade unions have the right to buy time to explain the philosophy and purposes of trade union organization, and with the right to solicit membership? 3) What additional facilities should be extended to labor spokesmen in connection with programs on sustaining time? 4) How can a viewpoint more acceptable to labor interests be included in general commercial entertainment features? 5) How can trade unions take greater advantage of the radio as a medium for getting their claims and interests before the public?

The Code Committee for 1943-44: William B. Quarton, WMT, chairman; Neville Miller, NAB, ex officio; Grant F. Ashbacher, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Herbert R. Kendrick, WJLS; Eugene O'Fallon, KFEL; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW, and Russell P. Place, NAB, secretary.

WJW HEARING SET

In connection with the recent KOA Supreme Court decision the FCC has set the case of WJW, Akron, Ohio, for hearing on its application for modification of construction permit. The hearing is to be held June 30 before Commissioner Durr. In connection with its formal order the Commission states that the hearing will be on the following issues:

1. To determine the extent of any interference which would result from the simultaneous operation of Station WJW as proposed in its application for modification of construction permit (B2-MP-1662) and Station KOA, Denver, Colorado;
2. To determine the areas and populations which would be expected to lose primary or secondary service particularly from Station KOA should Station WJW operate as proposed and what other broadcast services (primary or secondary) are available to these areas and populations;
3. To determine the areas and populations which would be expected to gain primary service should Station WJW operate as proposed and what other broadcast service is available to these areas and populations;
4. To determine the areas and populations now receiving primary service from WJW which may be expected to lose such service should this application be granted and what other broadcast service is available to these areas and populations;
5. To determine the extent of any interference which would result from the simultaneous operation of Stations

WJW as proposed in its application for modification of construction permit (B2-MP-1662), KOA, Denver, Colorado, and WHDH, Boston, Massachusetts, as proposed in its application for construction permit (B1-P-2201);

6. To determine the areas and populations which may be expected to lose primary or secondary service particularly from Station KOA as a result of the proposed operation of Stations WJW and WHDH, and what other services are available to these areas and populations;

7. To determine whether Station WJW should be authorized to operate unlimited time on the frequency of 850 kc. as proposed;

8. To determine whether in view of the evidence adduced under the foregoing issues, public interest, convenience or necessity would be served through the granting of this application;

IT IS FURTHER ORDERED, That the hearing in the above-entitled matter be consolidated with the hearing on the application of Matheson Radio Company, Inc. (WHDH), Docket No. 5453.

Labor

48-HOUR WEEK

The War Manpower Commission has added nine cities to its critical labor shortage list where a 48-hour week is obligatory unless an exemption (complete or partial) is obtained.

The nine cities:

Akron, Ohio; Chambersburg, Pa.; Pine Bluff, Ark.; Salt Lake City, Utah; San Francisco, Cal.; Sturgeon Bay, Wis.; Trenton, N. J.; Wilmington, Del., and Jacksonville, Fla.

In cities on the critical area list, radio stations must put all employees on a 48-hour week (with time and one-half for overtime for those covered by the Wage and Hour Act) unless the Area WMC Director sanctions a shorter work week for all or part of the employees.

The NAB has forms for the use of those stations seeking exemptions. Newly affected stations are also advised to read the *NAB Reports*, pp. 67, 68, 118.

NEWSPAPER JOB CLASSIFICATION

The Wage and Hour Division has issued a pamphlet classifying newspaper jobs as to Wage and Hour coverage. Since some of the jobs are similar to those of radio newsmen, stations may be interested. Copies are obtainable at the NAB or at your nearest Wage and Hour office.

INDIVIDUAL SALARY ADJUSTMENTS

The War Labor Board by General Order No. 31 has amended its General Orders No. 5 and No. 9 dealing with individual salary adjustments which need no Board approval. Since most salary adjustments in radio stations, other than those covered by union contracts, are made on an individual basis, this new order is of great importance to the industry.

Individual increases can be given without Board approval if they are made as a result of:

- (a) Individual promotions or reclassifications,
- (b) Individual merit increases within established rate ranges,
- (c) Operation of established plan of wage increases based upon length of service within established rate ranges,
- (d) Increased productivity under piece work or incentive plans,
- (e) Operation of an apprentice or a trainee system.

Paragraph (a) as applied to a radio station would mean that an announcer, for instance, could be promoted to a program director and receive an increase without Board approval. It *does not mean* that an announcer, without any change in duties, can be "promoted" or "reclassified" with just a change in title and be given an increase without Board approval.

Paragraphs (b) and (c) hinge upon the establishment of definite salary increase plans, in writing and followed without deviation. Such plans may provide for an automatic increase based on length of service or for merit increases at specified intervals (usually not more than every six months) with a minimum and maximum for each classification.

Stations would do well to consider the advisability of instituting such a plan. It can be instituted and adjustments made under it without any Board approval if the top figure in the plan does not exceed the top figure paid today. However, if institution of a plan means extension of the current rate range, WLB approval of the plan must be obtained.

Any station desiring the assistance of NAB in setting up an individual salary schedule should communicate with the Director of Labor Relations.

Engineering

FCC-NAB TECHNICIAN SURVEY

The FCC and NAB are jointly exploring the possibility of uncovering available technical personnel from the FCC list of licensed operators not presently employed in the communications field. It will be remembered that Chairman James Lawrence Fly first mentioned this activity at the NAB War Conference in Chicago. Since that time, the Economic Unit of the FCC and NAB staff members have conferred for the purpose of determining sampling techniques.

The FCC is now mailing a double postal card to licensed operators. A few simple questions concerning the eligibility of the licensee for employment is on the return portion of the card. The NAB questionnaire places particular emphasis on the requirements of the broadcast industry and is mailed together with a self-addressed stamped envelope for return.

The FCC mailing list has been divided in order to avoid duplication. After returns have been received from both surveys, another joint conference will be held in order to compare results and to determine the final method of surveying the remaining portion of the FCC operator lists. Already NAB has received several applications for placement in the broadcast industry as a direct result of this new recruiting method.

These surveys are for the purpose of bringing new technical personnel into the communications field.

WHK-WCLE ENGINEERS START RADIO SCHOOL

Cleveland broadcasters and other radio interests will look for at least a part of their licensed technical personnel in the months ahead to the recently organized Broadcast Technical Institute.

While Broadcast Technical Institute is operated under the supervision of the engineering staff of WHK-WCLE, United Broadcasting Company has no direct concern or interest in the Institute.

A fee of \$48 is charged for the sixteen weeks primary course. Intermediate and advanced courses will be avail-

able for those who already have a fundamental knowledge of radio.

Fifty students met for the first class on May 26 in WHK-WCLE studios where all classes will be held—3 evenings per week.

Instructors have been recruited from WHK-WCLE engineering staff. Many have had experience in teaching "Fundamentals of Radio," the ESMWT course prepared and promoted by NAB.

FINAL CALL FOR PHOTOS

Seventeen more member stations have forwarded photographs of women technicians and appropriate copy for inclusion in the forthcoming NAB brochure on technical womanpower. They are:

WGAR—Cleveland; WFAA-KGKO—Dallas; WDAY—Fargo; WTIC—Hartford; WKBH—LaCrosse; WAVE—Louisville; WGRC—Louisville-New Albany; WLVA—Lynchburg; WHBQ—Memphis; WRAL—Raleigh; WRVA—Richmond; WSYR—Syracuse; KTUL—Tulsa; WDW—Tuscola; KXEL—Waterloo; WKBN—Youngstown.

Deadline for receiving material is June 7.

SUPPLEMENTAL GAS FOR TRUCKS IN EASTERN SHORTAGE AREA

A priority system has been established for the Eastern gasoline shortage area to assure the continuance of essential automotive transportation, the Office of Defense Transportation announced Sunday.

The system, based on a list of essential services which includes Radio Broadcasting, will be used in granting supplemental gasoline allotments to commercial motor vehicles in the shortage area.

Additional gasoline will be allotted only for essential commercial services which could not be continued under the 40 per cent gasoline ration "stretch-out" announced by ODT last week.

WGAR GOES 'ALL OUT' FOR ITS PERSONNEL IN THE NATION'S ARMED FORCES

Many stations are engaged in numerous activities associated with their men and women in the Armed Forces and station managers are interested in keeping these fine and worthy endeavors in high gear and in amplifying and extending them.

In the spirit of cooperation, NAB is asking for reports from stations as to what they are doing in this line and one of the first and most complete has come from Carl George, director of operations at WGAR.

Enclosed with his report, Carl sent NAB two copies of the WGAR monthly service bulletin, "Home News", which is sent to the station's people in the services.

This bulletin is a thorough job, almost magazine-complete in its scope. It has everything from WGAR staff news to a crossword puzzle and from news about Cleveland to reprints of letters from the boys and girls in uniform. It also has real photographs of staff members at work in the studios, to give a real, homey touch. The front cover is attractively mimeographed in seasonal style.

That's not all—but let Carl tell you in his own words:

"Aside from the monthly bulletin, we encourage our people to write to as many of the men in service as they can. When they leave us, we always have a luncheon and give them some kind of remembrance which is purchased from a fund which we have established for this purpose. We collect 40 cents each month from each staff member to avoid having to solicit our organization

each time someone leaves. A committee supervises the payments from this fund, so there is seldom any hesitation to buy a little remembrance for a man in one of the armed services.

"We have a bulletin board on which most of the letters we receive from our men are posted. Last Christmas, we sent each of our men a Christmas package which contained shaving necessities, fruit cake, candy, books, records, stationery, etc. We got some wonderful letters back telling how a whole gang of fellows gathered round the Christmas tree to help open the package, and how all of them envied the fellow who had been associated with an organization which remembered its employees.

"At Christmas last year, we invited the wives and children of each of our Honor Roll men to our annual staff Christmas party, and gave them an afternoon of movies, games, gifts, etc. These men's wives know that our doors are always open here to help them when any problem comes up which they have not anticipated. If there is an accident in the family, or some unfortunate circumstance develops, we want them to let us know right away and we will do anything we can to help them out, whether it be in a financial way or taking time off to talk to their insurance man or lawyer, or other contact."

Such is WGAR's contribution to the morale of its people in the services. NAB wants more stories like this for inclusion in NAB REPORTS and for a permanent file. Send along your station's story on what it is doing for its people in uniform to Willard Egolf, assistant to the president, NAB.

As another example of how radio people are contacting the people in service, "On The Beam," written and published by the student members of the Central Radio Workshop of the Radio Council (WBEZ) of the Chicago Public Schools, is mentioned. This newsy, entertaining little mimeographed pamphlet is sent to former members of the workshop now in the Armed Forces. George Jennings, acting director of the council, is supervisor of the publication and Hilly Rose is editor.

NEVILLE MILLER ELECTED TRUSTEE OF PRINCETON

(Released by NAB News Bureau)

Neville Miller was elected alumni trustee at large of Princeton University at the recent National Alumni Association's annual meeting held in connection with Princeton's 197th commencement. Miller formerly was assistant to Princeton president Harold W. Dodds.

ANDRE MAUROIS PAYS TRIBUTE TO RADIO IN ARTICLE

(*Andre Maurois, famous French writer and biographer, in the June, 1943, Reader's Digest, in an article entitled "Why I Love America", reprinted from Common Sense magazine, paid the following tribute to American broadcasting*)

"I never fail to be impressed by the American talent for self-government, and by your ability to thrash out a problem in debate. America was

born in a town meeting; today through its enormous networks it has become one immense town hall. It sometimes seems to me that the whole nation turns every night into a gigantic radio forum. 'For God's sake, let us hear both sides of the question', cried Thomas Jefferson, while the Constitution was being framed. Today *all* sides of the question are being canvassed by fervent champions. This unceasing discussion creates a highly charged current of public opinion, so vigorous and healthy that encrustations of error are scoured away. . . ."

REPLACEMENT SCHEDULES

Announcing that available manpower of military age will permit only about 1,500,000 industrial deferments at the end of this year, Chairman Paul V. McNutt of the War Manpower Commission on Tuesday urged employers of the approximately 3,000,000 men now deferred for occupational reasons to cooperate for their orderly induction by promptly filing out manning tables and replacement schedules.

When an employer files a manning table and a replacement schedule, Chairman McNutt pointed out, he gives the War Manpower Commission a picture of his personal requirements that is helpful to its entire program, together with a time table by which the Selective Service Bureau can plan its inductions. The manning table, he said, presents the over all picture, while the replacement schedule implements orderly induction.

Stressing the need for prompt filing of manning tables and replacement schedules, Chairman McNutt also stated that the estimate of 1,500,000 men who can be deferred in industry as of next December 31 takes into consideration those who will become 18 before that date and also men with dependents who had been classified in former Class 3-B.

Three Million 2A or 2B

"On May 1," he said, "there were approximately 1,000,000 Selective Service registrants 18 to 38 years old in Class 2-A, as necessary men in essential civilian activities, or in Class 2-B, as key men in war production other than agriculture. There also were around 2,000,000 men with dependents who are engaged in essential activities many of whom will be reclassified into Class 2-A or Class 2-B from former Class 3-B. In addition, there will be deferments during the remainder of the year of registrants who become 18 each month, such as students who are completing scientific or professional courses.

"On the other hand, on May 1 our pool of physically fit men between 18 and 38, including those becoming 18 each month until the end of the year, was about 6,000,000, of whom around 900,000 must be deferred during the year as necessary men in agriculture. This leaves 5,100,000 from whom approximately 2,700,000 must be inducted into the armed forces by the end of this year, if their goal of around 11,000,000 men is to be reached. There then remains about 2,400,000 of whom it is estimated approximately 900,000 will be men deferred for dependency reasons, leaving 1,500,000 as the maximum number of men who can be deferred for occupational reasons, other than agricultural at the end of this year."

6,000 Employers Cooperating

Already, Chairman McNutt said, approximately 6,000 employers throughout the United States are cooperating with the War Manpower Commission through manning tables and replacement schedules. However, he emphasized that the foregoing statistics make it urgent that employers, and particularly those who are engaged in activities essential to the war effort, get in touch with

their WMC Regional or Area Directors and arrange to provide this data.

A manning table is a plant or industry analysis made up from a complete and detailed survey of the personnel requirements of an employer. It is filed with the WMC director of the region or area in which the plant or activity is located.

A replacement schedule lists employees liable for military service with regard to their Selective Service status and states definitely when each can be replaced. Normally this schedule is based upon data developed in preparing a manning table, but a State Service Director may accept a replacement schedule for immediate operation without a manning table.

When accepted by a state Selective Service director, a replacement schedule is used to guide local boards having jurisdiction over the individual registrants so that they may be called for induction with a minimum of interference to the war effort. Each schedule is in effect, unless revised, for six months. At the end of each six months period, the employer must file a new schedule projecting the replacement of registrants into the next succeeding six months period.

DOROTHY LEWIS IS NOW A GRANDMOTHER

(Released by NAB News Bureau)

Having traveled 80,000 miles, visited hundreds of cities in 47 states and Canada, and not having missed or been late to an appointment or conference in the last three years, Dorothy Lewis, NAB coordinator of listener activity, was on time this week as her first grandchild was born in Ithaca, N. Y. Dorothy arrived in Ithaca May 16 and a few hours later Thomas Lewis Gage was born to her daughter.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, June 7th. It is subject to change.

Monday, June 7

Further Hearing

WJRM—Allegheny Broadcasting Corp., Elkins, W. Va.—Modification of C. P., under C. P.; 1240 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WCCO—Columbia Broadcasting System, Minneapolis, Minn.—Adopted orders granting petition for rehearing directed against the grant of special service authorization to station WNYC for increase in nighttime operation on 830 kc.; set aside the grant to WNYC, and designated application

for special service authorization (B1-SSA-52) for hearing on issues to be specified, WCCO to be made a party to the hearing, and denied petition of Clear Channel Group for rehearing and intervention directed against the WNYC grant.

WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa.—Adopted orders granting petition for rehearing directed against action of the Commission April 14, 1942, granting without hearing the application of KSJB, Jamestown Broadcasting Co., Inc., Jamestown, N. Dak., for modification of license to change frequency from 1400 to 600 kc., and power from 250 watts day and night to 100 watts night, 250 watts day, unlimited time; set aside the grant to KSJB, and designated application for hearing upon specified issues, WMT to be made a party to the hearing. On its own motion the Commission granted a special service authorization to KSJB so as to permit operation of that station on 600 kc. with 100 watts night, 250 watts day, pending hearing and determination by the Commission on KSJB's application for modification of license.

WAML—The New Laurel Radio Station, Inc., Laurel, Miss.—Granted application for renewal of license on a regular basis (B3-R-709).

WJMA—Earl M. Key, Covington, Va.—Granted request to change call letters of station from WJMA to WKEY.

DESIGNATED FOR HEARING

WPAT—Frank Falkner and Rex Schepp (Transferors), Donald Flamm (Transferee), North Jersey Broadcasting Co., Inc. (Licensee), Paterson, N. J.—Designated for hearing application for consent to transfer of control of North Jersey Broadcasting Co., Inc., licensee of station WPAT, from Frank Falkner and Rex Schepp to Donald Flamm (B1-TC-318).

MISCELLANEOUS

KGNC—Plains Radio Broadcasting Co., Amarillo, Texas.—Granted motion to dismiss without prejudice application for modification of license to operate on 860 kc., 500 watts night, 5 KW day, unlimited time. (Docket No. 6493)

Incorporated Village of Rockville Center, N. Y.—Granted motion to dismiss without prejudice application for construction permits for new police radio system. (Docket No. 6515)

WJRM—Allegheny Broadcasting Corp., Elkins, W. Va.—Granted motion for continuance of hearing in re application for modification of construction permit to extend construction and completion dates; hearing continued to June 28. (Docket No. 6488)

KFMB—The First National Trust and Savings Bank of San Diego, Executor of the last Will and testament of Warren B. Worcester, deceased, Transferor; and The First National Trust and Savings Bank of San Diego, as Trustee under Declaration of Trust for Warren B. Worcester, Deceased, Transferee, San Diego, Calif.; KFMB, Worcester Broadcasting Corp., San Diego, Calif.—Granted motion for authority to amend application and remove from hearing docket the application for voluntary transfer of control of Worcester Broadcasting Corp., and application for renewal of license.

WWL—Loyola University, New Orleans, La.—Granted amended petition to intervene in the hearing on application of KGNC, Plains Radio Broadcasting Co., Amarillo, Texas, for modification of license to operate on 860 kc., 500 watts night, 5 KW day, unlimited time.

WMMN—Monongahela Valley Broadcasting Co., Fairmont, W. Va.—Granted license to cover construction permit as modified, for changes in directional antenna for night use, and increase in power (B2-L-1765); granted authority to determine operating power by direct measurement of antenna power (B2-Z-1520).

WHAZ—Rensselaer Polytechnic Institute, Troy, N. Y.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1521).

KGDK—Helen Townsley, area of Great Bend, Kans.—Granted further extension of relay broadcast station license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than July 1, 1943 (B4-SRY-240).

WAEA—W. A. Patterson, area of Chattanooga, Tenn.—Granted further extension of relay broadcasting station license upon

a temporary basis only, pending determination upon application for renewal of license, in no event later than July 1, 1943 (B3-SRY-132).

The Baltimore Radio Show, Inc.; WEGI, area of Baltimore, Md.; WEGJ, area of Baltimore, Md.—Cancelled relay broadcast station licenses in accordance with written request (B1-RRE-143; B1-RRE-144).

APPLICATIONS FILED AT FCC

830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Authority to determine operating power by direct measurement of antenna power for auxiliary transmitter.

1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Construction permit to move formerly licensed 500-watt main transmitter from Walker Township, Grand Rapids, Michigan, to on Town Road between Division Street and Eastern Avenue, South of Grand Rapids, Michigan (site of new main transmitter), and use same as an auxiliary transmitter with power of 500 watts, employing directional antenna night.

1400 Kilocycles

WABY—Adirondack Broadcasting Co., Inc., Albany, N. Y.—Construction permit to install a new transmitter.

FM APPLICATION

W47R—WHEC, Inc., Rochester, N. Y.—License to cover construction permit (B1-PH-96) for a new high frequency (FM) broadcast station.

TELEVISION APPLICATION

NEW—The Journal Company (The Milwaukee Journal), Milwaukee, Wisc.—Construction permit for new experimental television relay broadcast station to be operated on frequency 30000-312000 kc., 25 watts power, A5 emission. (Formerly W9XCV)

MISCELLANEOUS APPLICATIONS

WBEZ—Board of Education, City of Chicago, Chicago, Ill.—Construction permit for reinstatement of construction permit (B4-PED-22, as modified) for new non-commercial educational broadcast station.

NEW—Stanley G. Boynton, Detroit, Mich.—Authority to transmit programs to CKLW, Windsor, Ontario, Canada, from Highland Park Baptist Church, Highland Park, Michigan, each Sunday evening from 8 to 8:45 p. m., EST.

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.

Carter Products, Inc., 53 Park Place, New York, selling and distributing a medicinal preparation designated "Carter's Little Liver Pills," and Street & Finney, New York, advertising agency

preparing, editing and placing all advertising material for the corporate respondent, are charged in a complaint with false advertising and misrepresentation. The respondents are further charged with making disparaging statements and representations concerning the drug calomel and other laxative preparations. (4970)

Clark's Drugs & Sundries, Clark's Drugs, and Clark's, 426 South Spring St., Los Angeles, selling and distributing drugs and sundries, including male and female sex hormone preparations, is charged in a complaint with false advertising and misrepresentation. (4968)

Gladstone Brothers, 110 Fifth Ave., New York, and also doing business as Aaron Leonard Company, at the same address, are charged in complaint with misrepresentation in the sale of clothing, in violation of the Wool Products Labeling Act of 1939 and the Federal Trade Commission Act. (4969)

Helena Volay Cosmetics, Needles, Calif., selling and distributing a cosmetic preparation designated Helena Volay Face Oil, and Chicago Union Advertising Agency, Inc., 20 West Jackson Blvd., Chicago, are charged in complaint with misrepresentation. (4967)

U. S. Rubber Company, et al.—Two leading manufacturers of rubber and canvas footwear, United States Rubber Co., New York City, and Hood Rubber Co., Inc., Watertown, Massachusetts, are charged in separate complaints with violation of the Robinson-Patman Act by discriminating in price between different purchasers of their products. (4972-4971)

STIPULATIONS

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

Flamingo Sales Co., Hollywood, Calif., engaged in the sale of a nail lacquer designated "Seal-Cote," stipulated that it will cease and desist from disseminating any advertisement which represents that use of the preparation will cause nails to grow longer, will aid their natural growth, or will correct or prevent splitting or breaking of the nails. (3652)

Hicks Rubber Co., trading as Star Rubber Co., Waco, Tex., and Milt Goldbacher, Brown Mills, N. J., sales agent of the corporation, have entered into a stipulation to cease and desist from certain representations in connection with the sale of automobile tires. They agree to discontinue the use of any comparative statement or other representation, the effect of which tends to convey the belief that the service to be obtained from their tires is in excess of the service they actually will render, that the cord contained therein is any tougher or stronger than is actually a fact or that the rubber on the sidewalls or tread is any deeper or thicker than it actually is. (3651)

Paebur Co., Inc., and Alan F. Pater, 220 West 42nd St., N. Y., have entered into a stipulation to cease and desist from certain misrepresentations in connection with the sale of books, including a so-called year book of public opinion called "We, the People," a title known to the public as the name of a radio program sponsored by national advertisers. (3657)

Pitegoff Bros., Inc., 320 Van Buren St., Brooklyn, manufacturer of paint brushes sold under the brand name "Sumner," stipulated that it will cease and desist from use of the words "bristle and horse hair" as descriptive of the brushing part of its products and from use of such words to imply that the brushing part is composed wholly of the materials named. (3655)

A. Schreter & Sons, Inc., 16 South Eutaw St., Baltimore, distributor of men's neckwear, has entered into a stipulation to

cease and desist from advertising, labeling, invoicing or selling any neckwear made in whole or in part of rayon without clearly disclosing the fact by use of the word "rayon"; and, when a product is composed in part of rayon and in part of other fibers or materials, from failing to disclose each constituent fiber in the order of its predominance by weight, beginning with the largest single constituent, in immediate connection with and in type equally conspicuous as the word "rayon." (3653)

Western Medical Corp.—A stipulation to cease and desist from certain misrepresentations in the mail-order sale and distribution of medicinal preparations offered as treatments for epilepsy has been entered into by Western Medical Corp., 415 West 39th St., Chicago. (3656)

Willens Co., Inc., trading as Patriotic Stamp Co., 2130 Gladys Ave., Chicago, stipulated that it will cease and desist from misrepresenting the quality and origin of certain pens and billfolds it offers as premiums in connection with the sale of its so-called patriotic stamps. (3654)

CEASE AND DESIST ORDERS

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

Conway Tailors, 434 Elm St., Cincinnati, has been ordered to cease and desist from the use of lottery methods in the sale of men's clothing. (4910)

John F. Eberhard, Walter J. Keavney and Edmund Diaz, executives and officials formerly connected with Cyclopedia Corporation of America, Professional Circulation Co., Inc., and Professional Sales Corporation, located at 11 West 42nd St., and 55 West 42nd St., New York, engaged in the sale of combination or club offers of scientific books and magazine subscriptions, have been ordered to cease and desist from misrepresentation in connection with the offering for sale or distribution of such merchandise. (4639)

Hecht Company, also trading as Hecht Bros., Baltimore, operating department stores in Baltimore, Washington and New York, has been ordered to cease and desist from misrepresentation in the sale of mattresses. (4840)

Modernistic Candies, Inc., and Sol S. Leaf and Harry Leaf, officers of the corporation, 1734 West Hubbard St., Chicago, have been ordered to cease and desist from the use of lottery methods in the sale and distribution of their merchandise. (4605)

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National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

NO. 1

SPECIAL INFORMATION BULLETIN

June 4, 1943

Radio In The War

A Report By The War Advertising Council

Following is an excerpt from the speech of Chester LaRoche, director of the War Advertising Council, delivered in New York City, Thursday, May 27, before 150 radio time salesmen. This is "results from radio" testimony which everyone in the industry will be proud to carry in his portfolio.

1. **The Network Allocation Plan**—A statement by OWI says, "From the beginning of our efforts to effect radio coordination it was clearly evident that the large network commercial and sustaining programs offered the best and most easily coordinated facilities for war information."

"Early in 1942, the Advertising Council presented to the Office of Facts and Figures (predecessor agency to the Office of War Information) a plan for systematic allocation of war information on network programs *both sustaining and sponsored*—a plan which received the approval of all networks and network sponsors."

Since April, 1942, 65 different war information subjects have been handled under network allocation plan. In an average week this plan provides 7,500 station broadcasts to a maximum number of 100 million listeners.

2. **The Special Assignment Plan** was created to render personal service to a limited number of established network programs—both sustaining and commercial—which have volunteered to serve the war information effort either full or part time, *over and above* the Network Allocation Plan. Sixty-five commercial network programs are handling war subjects under this plan. Typical illustrations are The Aldrich Family, Fibber McGee and Molly and We the People, which build an entire program around a war theme. In an average week the Special Assignment Plan receives 4,200 station broadcasts to a maximum audience of 100 million listeners. There are fifty-six such programs per week, eight a day—or two daily on each national network.

3. **The National Spot Plan** in an average week is participated in by thirty-six commercially sponsored programs with 800 station broadcasts per week to a maximum listening audience of 10 million.

These three plans for the utilization of commercially sponsored and network sustaining programs reach a maximum listener audience of 210 million per week. Another 44 million weekly listeners are reached through OWI's own programs under three plans:

1. **Station Announcements**—Twelve a day from stations affiliated with one of the four major networks and sixteen a day from each independent station.

2. **Special Features**—The combined networks produce these programs which have to do with general background war information. These programs average 1,500 station broadcasts per week with a maximum listening audience of 15 million.

3. **Station Transcription Plan**—OWI produces and distributes two major transcription programs to 820 stations.

* A. **Uncle Sam**—five a week—under commercial sponsorship—on 226 stations.

B. **Other government transcriptions**—both serials and one-time topical programs.

The Station Transcription Plan disseminates 8,000 station broadcasts per week to a maximum audience of 4,000,000.

In addition to the 5 types of regular weekly operation, OWI also arranges special events broadcasts and local live programs.

Undoubtedly you all want to know some of the specific results of this great war theme radio campaign. Here are some results of the "action" messages broadcast under the network allocation plan.

RADIO'S "BOX-TOP" RETURNS

Candidates for Marine Officers schools jumped 40 per cent after two weeks on the Network Allocation Plan, June 8 through 21.

"Glider Pilots" was on the Network Allocation Plan for two weeks from July 6 to 20. Up to this time all efforts to recruit glider pilots had failed because the boys

* Uncle Sam is to be replaced by two 15-minute transcriptions per week. These will use radio's top-flight talent, and because of this cannot be sold to local sponsors.

wanted to fly motorized planes. At the end of this two-week period, however, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to August 10, increased the number of applications being received for Reserve Officers training at least 40 per cent.

"Army-Navy Nurses" ran for three weeks, from July 27 to August 17. The Army and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, volunteers were already coming in at 50 per cent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 per cent—and in many communities as high as 250 per cent above the pre-drive rate.

Signal Corps drive, August 10 through 23, upped recruits over 800 per cent.

"Army Specialists" ran on the Network Plan from October 5 to 19, and on the Baseball Allocation Plan from September 21 to October 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

"Non-Combat Pilots" was carried for one week on the Network Plan, beginning November 2. The CAA hoped for 50,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

Don't Travel at Christmas—Breakdown of transportation during Christmas loomed unless civilian travel curtailed. Radio went to work. On many railroads less traveled than last Christmas. Mr. Joseph Eastman reported much-feared breakdown completely averted. And *all* soldiers who wanted to get home got there.

V-Mail—Army and Navy problem—one sack of V-Mail equals 65 sacks of regular mail. Week before campaign one-half million V-Mail letters, during third week of campaign one-and-a-quarter million—116% increase. Today increase is between 150 to 200%.

Shoe Rationing—This campaign was so secret OWI called it the Oyster Campaign. Had to be broken on Sunday at 3:00 P.M. to eliminate run on shoe stores. No Sunday newspapers (all printed Saturday night). Radio had to not only tell consumers they couldn't buy without ration coupons, it also had to tell shoe dealers they couldn't open Monday. Very few instances of dealers not hearing.

Recruitment of War Workers at U. S. Employment Service gained 21% in January over previous month.

National Association of Broadcasters

1760 N STREET, N. W. * * * * * WASHINGTON 6, D. C.

June 4, 1943

SPECIAL LEGISLATIVE BULLETIN

No. 3

BOARD MEETING

Washington, D. C., June 3-4, 1943

The following stories, released to radio and press by the NAB News Bureau, relate in full the proceedings of the NAB Board Meeting, called especially to analyze the import of the Supreme Court decision of May 10 upon the radio industry and to consider means of restoring "free radio" through new legislation.

CONFERENCES WITH WHITE AND WHEELER

Washington, D. C., June 4—"Absolute government control of radio is the worst thing that could happen to this country," Senator Burton K. Wheeler, Chairman of the Interstate Commerce Committee, told Directors of the National Association of Broadcasters, assembled from all sections of the United States, here today. "I will give serious and careful consideration to your problem," Wheeler promised the broadcasters, who called on him regarding hearings on the White-Wheeler Bill, now before Congress, which separates broadcasting from utilities such as telephone and telegraph and redefines the liberties and limitations of radio.

Wheeler, as co-author of the bill with Senator Wallace H. White, Jr. of Maine, and also Chairman of the Interstate Commerce Committee, before which the hearings will be conducted, is a major factor in the progress of new legislation.

After conferring with Senator White earlier in the day regarding various provisions of the bill, the NAB Directors issued a statement concerning the Supreme Court decision of May 10 which they say "gravely jeopardizes the maintenance of a free radio in America."

"The success of any broadcasting station has depended upon the degree to which it served the will and wishes of its listening public in the character and content of its programs," the resolution stated. "Management has therefore been extremely sensitive to the expressed wishes of its public.

"The Supreme Court decision says, 'It (the law) puts upon the Commission the burden of determining the composition of that traffic.' Thus the determination of the character and content of programs is transferred to a single federal appointed agency, remote from the people.

This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the First Amendment."

The Conference with Senator Wheeler closed a two-day session of the NAB Board called especially to consider the import of the Supreme Court decision of May 10 on the radio industry and means of restoring "free radio" through new legislation, Neville Miller, President, said.

BANKHEAD BILL

Washington, D. C., June 4—Maintaining the position of the radio industry against "acceptance of government funds for advertising or government loans or subsidy in any form," the Board of Directors of the National Association of Broadcasters here today resolved nevertheless that "if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communication."

The industry's Small Station Committee was instructed to determine what class or classes of stations should receive advertising under the Bankhead Bill, now before Congress, which calls for the government's expenditure of \$25,000,000 to \$30,000,000 in advertising.

The full resolution was as follows:

"WHEREAS, the broadcasting industry through the National Association of Broadcasters has opposed the acceptance of government funds for advertising or the acceptance of government loans or subsidy in any form, and;

WHEREAS, there is before Congress today proposed legislation which provides for the expenditure of government funds for advertising in newspapers,

Now, therefore, be it resolved, that the Board of Directors of the National Association of Broadcasters reaffirms its former actions but does now take the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communications and,

Be it further resolved that the Board of Directors direct its small stations committee to determine what class or classes of stations should receive such advertising and take such other action as may be necessary to carry out the provisions of this resolution.

ENLARGE SPECIAL LEGISLATIVE COMMITTEE

Washington, D. C., June 4—Enlargement of the Special Legislative Committee of the National Association of Broadcasters was voted today by the Board of Directors, to handle growing problems of legislation in light of the Supreme Court decision of May 10, Neville Miller, President and Chairman of the Committee, announced today.

Members added were James W. Woodruff, WRBL, Columbus, Ga.; Richard Shafto, WIS, Columbia, S. C.; Nathan Lord, WAVE, Louisville, Ky.; and Ed Yocum, KGHL, Billings, Montana.

The original committee consisted of Don S. Elias, WWNC, Asheville, N. C.; Clair R. McCullough, WGAL, Lancaster, Pa.; James D. Shouse, WLW, Cincinnati, O.; Frank M. Russell, NBC, Washington, D. C., and Joseph H. Ream, CBS, New York.

The Board of Directors also gave the committee authority to dispense funds and engage counsel consistent with its objectives.

FULL TEXT OF RESOLUTION

June 4, 1943—The Board of Directors of the National Association of Broadcasters, unanimously endorses the statement issued by its special committee in Washington, D. C. on May 19, 1943, especially the conclusion therein stated that the Supreme Court decision of May 10 gravely jeopardizes the maintenance of a free radio in America.

In furtherance of its position, the Board points out that the success of any broadcasting station has depended upon the degree to which it served the will and wishes of its listening public in the character and content of its programs. Management has therefore been extremely sensitive to the expressed wishes of its public.

The Supreme Court decision says "It (the law) puts upon the Commission the burden of determining the composition of that traffic." Thus the determination of the character and content of programs is transferred to a single federal appointed agency, remote from the people.

This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the First Amendment.

It is obviously the responsibility of the Congress to review the present law in the light of the Supreme Court decision and to enact legislation under which the functions and powers of the government regulatory agency are delimited and clear; and the right of the American people to collaborate with stations in determining the broadcast needs of their community, state and nation is restored.