

WORLD PREMIER RETAIL PROMOTION COMMITTEE PLAN

WASHINGTON, D. C., OCTOBER 12

One Hundred and Sixteen Presentations Planned

Culminating over eighteen months of painstaking effort on the part of leaders in the retailing and radio field, the Retail Promotion Committee Plan is ready for debut. Chairman Paul W. Morency, under whose able leadership this ambitious undertaking has been carried out, has announced the Premier Showing for Washington, D. C., on Tuesday, October 12. Capital city stations participating in the plan have formed a committee headed by Carlton Smith, WRC; the other members being Carl Burkland, WTOP; Henry Seay, WOL; Ben Baylor, WMAL, and Bennett Larson, WWDC. This committee will join with representative Washington retailers in sponsoring the inaugural showing in the Congressional Room of the new Hotel Statler. Reaction to the preliminary announcement indicates widespread interest on the part of government officials and industry leaders and every indication points to a large attendance. This showing will set the pattern for one hundred sixteen presentations to be made in as many cities from coast to coast.

MC's Selected

From the ranks of the radio industry fifteen men have been picked to serve as masters of ceremony for the showings. These men will be carefully trained in their MC duties in two especially arranged schools, one to be held in Detroit the week of October 4 and the other in New York the week of October 11. These men are M. F. Allison, WIW-WSAI, Cincinnati; Lew H. Avery, NAB, Washington, D. C.; Harry Burke, WOW, Omaha, Nebraska; Donald D. Davis, WHB, Kansas City, Missouri; James Gaines, NBC, New York; Arthur Hull Hayes, WABC, New York; Kingsley F. Horton, WEEL, Boston; Walter Johnson, WTIC, Hartford, Connecticut; John Nell, WOR, New York; John M. Outler, Jr., WSB, Atlanta, Georgia; Clyde Pemberton, KFJZ, Fort Worth, Texas; William C. Roux, NBC, New York; Frank Webb, KDKA, Pittsburgh, Pennsylvania; Frank P. Wright, San Francisco Retail Radio Bureau; and E. Y. Flanigan, WSPD, Toledo, Ohio.

All cities in which Master Showings are to be made have been notified of the dates and as soon as confirmations are received a complete schedule will be made public. Meantime Chairman Morency has released a list of the cities to be covered:

ALABAMA Mobile Montgomery	IOWA Cedar Rapids Davenport Des Moines Dubuque Fort Dodge Sioux City	MICHIGAN Flint Kalamazoo	NORTH CAROLINA Asheville Charlotte Durham Fayetteville New Bern Raleigh Winston-Salem	RHODE ISLAND Providence
ARKANSAS Little Rock	KANSAS Wichita	MINNESOTA Albert Lea Duluth Minneapolis St. Paul	NORTH DAKOTA Fargo Grand Forks	SOUTH CAROLINA Charleston Columbia Greenville Spartanburg
CALIFORNIA Los Angeles Oakland San Diego San Francisco	KENTUCKY Louisville	MISSOURI Kansas City St. Louis	OHIO Akron Canton Cincinnati Cleveland Columbus Dayton Springfield Toledo Youngstown	TENNESSEE Bristol Chattanooga Kingsport Knoxville Memphis Nashville
COLORADO Denver	LOUISIANA New Orleans Shreveport	NEBRASKA Lincoln Omaha	OKLAHOMA Oklahoma City Tulsa	TEXAS Austin Beaumont Dallas El Paso Fort Worth San Antonio
CONNECTICUT Bridgeport Hartford	MAINE Portland	NEW HAMPSHIRE Manchester	PENNSYLVANIA Altoona Philadelphia Pittsburgh	UTAH Provo
FLORIDA Gainesville Jacksonville Miami	MARYLAND Baltimore	NEW JERSEY Newark		VIRGINIA Danville Lynchburg Newport News Norfolk Richmond Roanoke
GEORGIA Atlanta Columbus Macon	MASSACHUSETTS Boston Fall River Greenfield Pittsfield Springfield Worcester	NEW YORK Albany Buffalo New York Rochester Utica		
INDIANA Evansville Fort Wayne Indianapolis				

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*; Arthur C. Stringer, *Director of Promotion*.

WASHINGTON	Parkersburg
Seattle	Wheeling
Spokane	•
Tacoma	WISCONSIN
WEST VIRGINIA	La Crosse
Beckley	Milwaukee
Charleston	Racine
Huntington	Wausau

The committee which has devoted much time and energy to the successful production of this plan to its present point of showing is, in addition to Chairman Morency, as follows:

Robert E. Bausman, WISH, Indianapolis, Ind.
 Gene L. Cagle, Texas Star Network, Fort Worth, Texas.
 Dietrich Dirks, KTRI, Sioux City, Iowa.
 John Esau, KTUL, Tulsa, Okla.
 James V. McConnell, NBC, New York, N. Y.
 Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.
 Arthur Hull Hayes, WABC, New York, N. Y.
 Walter Johnson, WTIC, Hartford, Conn.
 C. L. McCarthy, KQW, San Jose, Calif.
 John M. Outler, Jr., WSB, Atlanta, Ga.
 Oliver Runchey, KOL, Seattle, Wash.
 William Crawford, WOR, New York, N. Y.

Lewis H. Avery, NAB Director of Broadcast Advertising has served as secretary.

DECCA-WORLD MAKE A.F.M. SETTLEMENT

Decca Records, Inc. and World Broadcasting System, Inc. announced to the War Labor Board this week that they had concluded a contract with the A. F. of M. for a period ending December 31, 1948, and that the contract would be put in writing by Monday, September 27th.

Decca and World under the terms of the verbal arrangement began recording at once, although it is believed that the recordings so made cannot be released by the companies until the contract is actually signed.

A. Walter Socolow speaking on behalf of the remaining transcription companies urged that the men return to work simultaneously for the other companies so that World and Decca would not receive any undue advantage, but the Union opposed this request and the Chairman of the Panel reserved decision on it.

Although Decca and World refused to make the terms of their deal with the Union public at the Panel hearing, a press release distributed on behalf of these companies gave some of the essential terms. The release shows the following schedule of payments:

1/4¢	on 35¢ records
1/2¢	" 50¢ "
3/4¢	" 75¢ "
1¢	" \$1 "
5¢	" \$2 "

On library transcriptions 3% of the gross rental fee of the transcriptions. No payment is to be made on transcriptions used only once.

World and Decca announced that no part of these payments would be passed along to the consumer.

It is not yet clear whether the payment is to be made to the musicians who are actually employed by World and Decca, or directly to the Union itself. It will be remembered that the Statement of Principle to which all of the record and transcription companies including World and Decca subscribed on February 23, 1943, included a statement that the companies would not accept the principle of making payments directly to the Union. This Statement of Principle received the support of the last NAB Convention.

Mr. Socolow stated to the Panel of the War Labor Board that the other transcription companies which are party to the proceeding would not accept the principle of making payment directly to the Union and that if this were part of the contract they wanted the case to continue before the Panel upon its merits. The Chairman of the Panel has announced that the War Labor Board will continue its jurisdiction in the dispute and that if the terms of the deal between the Union on the one hand and World and Decca on the other are not made public on Monday, he will again entertain the motion of other companies that the strike be ended as to all companies.

Meanwhile, WOR Recording Studios, which was never a party to the proceeding, which is engaged solely in the manufacture of commercial transcriptions, has agreed to execute any contract with respect to commercial transcriptions that may be executed by World and has received the right to commence the manufacture but not the distribution of transcriptions at once.

An editorial with respect to the principles in the proposed contract which appeared in the *New York Times* of September 23rd is reprinted herewith:

Why Petrillo Wins

One of the phonograph record companies has succumbed in large part to Mr. Petrillo's demands. It has signed a four-year contract with him agreeing to pay fees on every record it sells, ranging from one-quarter of a cent on records selling for 35 cents to 5 cents on a \$2 disk. It has still not been made entirely clear to whom these fees are to be paid. According to earlier reports they were to be paid to the musicians actually engaged in making the recordings. It was understood that the musicians, in turn, would be taxed by the Petrillo union to aid its unemployed members. Later reports, however, are that the fees will be paid by the record company direct to the union and not to the musicians making the disks.

Either of these arrangements would be unsound in principle, though the second would be the worse. In either case Mr. Petrillo would be levying a private tax—in one case on employers, in the other on members of his own union. The second arrangement would be unobjectionable if the members of his union were in fact as well as theory merely voluntary members free to remain with or to leave the union as they saw fit. But their membership is, in fact, obligatory. Through the irresponsible powers that Mr. Petrillo is free to exercise under existing law a musician, no matter how competent, can be effectively prevented from making a livelihood unless he is a member of the Petrillo union. Nevertheless, the membership of the union would presumably retain at least a nominal control over the funds that they were forced to turn into its treasury.

If the fees on record sales are to be paid directly to the Petrillo union, however, the resulting situation would be much worse. In that case Mr. Petrillo would be levying his private tax on employers. At best he would be administering a private system of unemployment relief. But there would be no public control whatever of the manner in which he used these funds. If only a small part of the funds actually went for paying unemployed musicians, if the bulk of them were used instead to increase the salaries or expense accounts of Mr. Petrillo and other union leaders, neither the record companies nor the consuming public that ultimately paid this private excise tax through higher record prices would have anything to say about the

matter. If Mr. Petrillo can succeed in getting this principle established, he will render himself and his fellow union leaders financially independent even of the members of their own unions.

It would be lacking in clarity of thought to put the primary blame for the resulting situation either on Mr. Petrillo personally or on any record company that succumbs to his terms. The primary blame must be placed on the Administration and Congress, who, by their official labor policy, have placed in the hands of labor leaders the private irresponsible powers which enable them to drive such anti-social bargains.

HOUSE JUDICIARY COMMITTEE REJECTS DURR'S PETITION TO OUST H. I. C. CHAIRMAN COX

Asserting "no jurisdiction," and "no responsibility as a committee with reference to the subject matter," Representative Sumners, (D. Texas) Chairman of the House Judiciary Committee, this week made public his Committee's decision to reject F.C.C. Commissioner Durr's petition to oust Representative Cox (D. Georgia) as Chairman of the special House committee investigating the F.C.C. Durr's petition claimed "bias and personal interest."

Last May, Commissioner Durr directed his petition to Speaker of the House, Sam Rayburn (D. Texas), who referred it to the House Judiciary Committee. When Congress convened this month, Durr addressed himself directly to the Judiciary Committee, asking to be heard on the petition.

Durr's letter of September 14 charged that the procedures of the Cox committee "have more than confirmed my original feeling that an investigation by a committee created and staffed as this one is, could serve no purpose except to prostitute the investigatory powers of Congress."

Broadcast Advertising

LOCAL WAR ADVERTISING POOL

Community support is needed to insure the success of the various war campaigns to buy bonds, to combat the black markets, to fight inflation, to lessen absenteeism, etc. In a number of cities the media have joined together to raise a local war advertising pool by donations of space, radio time and money from local advertisers, which has been administered by a local committee which allocates the pool among the advertising media and among the various war campaigns in accordance with the campaign's importance under local community conditions. Such a plan has been very successfully operated by all media jointly in Cleveland and in some other cities.

Immediate Action Needed

Representatives of the War Advertising Council last summer worked on a proposal for a national plan which it was hoped could be put into operation in most of the cities of the country. However, announcement of a national plan has been abandoned, although the War Advertising Council still believes the plan is sound and would be helpful in all cities which could promote it. If such a plan is not in operation in your city, it is suggested that you give it serious consideration now, jointly with other media if possible, or separately if joint action is impossible.

Outline of Plan

Due to the fact that the NAB does not know the circumstances existing in each city, we are outlining a general plan which can be modified to fit local conditions.

Raising the Pool—Donations should be requested from local advertisers of advertising space, radio time and money. Assurances should be given that each donor will not be again solicited for support of war programs for a stated period.

Committee—A committee should be formed composed of community leaders. Radio and newspaper executives perhaps will have to take the lead, but local business executives from all branches of business should be included.

Allocation of fund—The local committee should allocate the pool among the local media participating.

Preparation and execution of the plan—The local committee should have charge of the preparation and execution of the plan. In many cities where the plan has been in operation, a local advertising agency has been retained to assume responsibility for the execution of the plan, working under direction of the local committee.

Campaigns—Food will be the subject of a national campaign in November, followed by anti-inflation in December. There will be local campaigns on absenteeism, womanpower, etc. Complete information on all these campaigns will be supplied by OWI.

Contact Your Local Newspaper

Rowan D. Spraker, representative of the National Editorial Association, on the War Advertising Council has just announced a plan similar to the one outlined above entitled "Small Community War Advertising Plan," which has been sent to the publishers of small community newspapers. This plan recommends joint action, stating:

"It should be emphasized in connection with each request that the plan is not the plan of any one group or of any one advertising medium, but that it is a *community* plan for community war advertising which should include the combined support of all business, agricultural and civic interests in the community."

Therefore, it is suggested you contact your local newspaper publisher, as it is believed that the plan will be more successful in most cities if all media join in the promotion of a joint plan.

Local Responsibility

This type of plan has operated successfully in many cities. However, its success depends upon action of the local executives of radio stations, newspapers and billboard companies. The OWI will continue to furnish complete information on all campaigns, but the raising of the pool, its allocation, the keying of the campaigns to local conditions and the execution of the plan depends upon action by the local committee.

The NAB will be glad to supply additional information and advice on request.

YOUNG & RUBICAM'S TRIBUTE TO MEDIA

Young & Rubicam will publish shortly full page advertisements paying tribute to the contribution to the war program made by newspapers, magazines and radio. These advertisements will appear in the *New York Times*, *Time*, *Newsweek*, *Fortune*, *Editor & Publisher* and *Broadcasting Magazine*. The tribute to newspapers will appear September 26, followed a week later by the tribute to magazines, and the following week by the tribute to radio.

Copies of advertisements will be sent to the respective media. All stations will receive a copy of the radio advertisement shortly after October 10. Watch for it as it will tell a story of which you will be proud and will want to retell in your own community.

NAB NEWS COMMITTEE TO WORK UP PROPOSED NEWS TRAINING CURRICULUM

(Released by NAB News Bureau)

Practical plans to assist schools and colleges to install courses in radio news technique and broadcasting is the first major undertaking of the newly-organized Radio News Committee of the National Association of Broadcasters, it was announced at the closing session of the Committee's first meeting here today.

Curricula already established in such centers of news education as Columbia and Northwestern Universities will be studied and educators will be consulted to expedite placing such courses in as many universities and schools as possible to help alleviate the serious personnel shortage in radio news bureaus.

The Committee, meeting at the Waldorf-Astoria hotel in a two-day session, heard Charter Heslep, radio division, Office of Censorship, in a talk entitled "After 12,000 Newscasts" offer the following comments on broadcast news operations:

1. Accuracy: copyreading of material to be broadcast is highly essential; complete authority of the news operation should be vested in the news editor.

2. Honesty: broadcasters should do away with phony buildups of news analysts; false labels of personnel and service; lack of credit lines on sources; overworking of the terms "bulletin" and "flash"; establishing of a 30-minute pre-broadcast deadline for "bulletin" material.

3. Integrity: there should be no sponsor "censorship" of news; controversial issues in line with the broadcast code should be played impartially and fairly; broadcasters should be alert to propaganda; time "chiselers" should be banned from the air.

4. Responsibility: news editors should be aggressive in asserting their rights and responsibilities; radio stations should provide the most complete coverage within their means; there should be more coverage of local news to establish a closer bond between the community and the radio station.

Heslep spoke his own opinions formed after monitoring more than 12,000 newscasts in the Office of Censorship in the last year.

Russell Hogin, division of information, War Production Board, talked on "A Government Press Agent Looks at Radio" and said radio is giving too much "what" treatment of news without the "why"—too much bulletin stuff and not enough detail and qualification. He recommended that radio continually experiment to find new techniques in news broadcasting to give the listener the fullest service possible.

In a joint luncheon the first day with the NAB Public Relations Committee, the Radio News Committee had as guests the Association of Radio News Analysts. Neville Miller, president of NAB, was toastmaster and H. V. Kaltenborn, ARNA vice president, talked briefly on the place of the news analyst in broadcasting.

Bruce Robertson, associate editor of Broadcasting Magazine, spoke at the second day's luncheon on "News of Radio Within the Industry" and discussed trade press news presentation and standards.

In considering problems of radio newscast operation and standards of news broadcasting, the Radio News Committee took no action at the initial meeting, preferring to hold over definite recommendations to the industry to the next meeting after due consideration of the material presented.

In considering the problem of editorializing on the air and the operation and functions of news commentators and analysts, the Committee took the following position jointly with the Public Relations Committee:

"Responsibility for all broadcasting, including talks by news analysts, rests and must continue to rest on individual

station and network managements. The industry recognizes and accepts this responsibility and the Radio News Committee of the National Association of Broadcasters is certain that various management policies, however they may occasionally differ, are designed to further the public interest."

Members of the Radio News Committee are: L. Spencer Mitchell, WDAE, Tampa, Fla., temporary chairman; Paul White, director of news and special events, CBS; Bill Brooks, director of news and special events, NBC; Tom Eaton, news editor, WTIC, Hartford, Conn.; Rex Howell, manager, KFXJ, Grand Junction, Colo.; Bill Dowdell, news editor, WLW, Cincinnati, Ohio, and Walt Dennis, NAB news bureau chief, secretary. Karl Koerber, managing director, KMBC, Kansas City, Mo., chairman, was not able to attend.

P. R. COMMITTEE ADOPTS WORKING PLAN

(Released by NAB News Bureau)

A complete working plan of public relations for the radio industry was adopted by the Public Relations Committee of NAB at its two-day meeting in New York Sept. 15-16.

The "grass roots" policy of this Committee, announced after its first session in Chicago in April, finds concrete expression in the finished working plan, which calls for active participation of local station management.

A completed panel of District Public Relations Chairmen was presented to the Committee by Willard D. Egolf, NAB Assistant to the President, who perfected the details of the working plan. The panel was completed yesterday with the appointment of three more district chairmen, C. T. Hagman, WTCN, Minneapolis, (11); Mrs. G. M. Phillips, KIDO, Boise, Idaho, (14), and W. H. Summer-ville, WWL, New Orleans, Louisiana, (16). An outline of activities will be given all seventeen district chairmen in the immediate future.

"Under the plan adopted by the Committee," said Edgar Bill, WMBD, Peoria, Ill., chairman, following the meeting, "radio's place in American life will be asserted and substantiated wherever there are broadcast facilities."

Mrs. Dorothy Lewis, coordinator of listener activity for NAB, presented reports of her contemplated fall tour of twenty-two cities in the interest of radio's role in the war, as well as details of the organization of the Association of Women Directors of NAB, of which there are now more than 600 members.

Also present at the two day meeting, Committee members and district chairmen, were Leslie Joy, KYW, Philadelphia; Edgar H. Twamley, WBEN, Buffalo; Frank M. Russell, NBC, Washington; George Crandall, CBS, New York; Neville Miller, NAB President, Washington; Edward E. Hill, WTAG, Worcester; Michael R. Hanna, WHCU, Ithaca; George D. Coleman, WGBI, Scranton; Vernon H. Pribble, WTAM, Cleveland, and John W. Elwood, KPO, San Francisco.

EGOLF ANNOUNCES FULL LIST OF P. R. CHAIRMEN

Completed panel of district public relations chairmen for the 17 NAB districts as announced by Willard Egolf at the recent Public Relations Committee meeting in New York is as follows:

DISTRICT 1—Edward E. Hill, Director, Radio Station WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass.

DISTRICT 2—Michael R. Hanna, Manager, Radio Station WHCU, Cornell University, Ithaca, New York.

DISTRICT 3—George D. Coleman, Radio Station WGBI, Scranton Broadcasters Inc., Scranton, Pennsylvania.

DISTRICT 5—W. Walter Tison, General Manager, Radio Station WFLA, The Tribune Company, Tampa, Florida.

DISTRICT 6—W. H. Summerville, Manager, Radio Station WWL, Loyola University, New Orleans, Louisiana.

DISTRICT 7—Vernon H. Pribble, Radio Station WTAM, 815 Superior Avenue, Cleveland, Ohio.

DISTRICT 8—Clarence Leich, Manager, Radio Stations WGBF-WEOA, Evansville on the Air, Inc., Evansville, Indiana.

DISTRICT 9—Edward E. Lindsay, Manager, Radio Station WSOY, Commodore Broadcasting Inc., Decatur, Illinois.

DISTRICT 10—Merle Jones, General Manager, Radio Station KMOX, Columbia Broadcasting System, St. Louis, Missouri.

DISTRICT 11—Clarence T. Hagman, Radio Station WTCN, Minnesota Broadcasting Corp., 115 East Grant Street, Minneapolis, Minnesota.

DISTRICT 12—Robert D. Enoch, General Manager, Radio Station KTOK, Oklahoma Broadcasting Company, Inc., Oklahoma City, Oklahoma.

DISTRICT 13—Karl O. Wyler, Manager, Radio Station KTSM, Tri-State Broadcasting Company, Inc., El Paso, Texas.

DISTRICT 14—Mrs. C. G. Phillips, Manager, Radio Station KIDO, Boise Broadcast Station, Boise, Idaho.

DISTRICT 15—John W. Elwood, General Manager, Radio Station KPO, National Broadcasting Company, San Francisco, California.

DISTRICT 16—J. G. Paltridge, Director of Public Relations, Earle C. Anthony, Inc., Radio Stations KFI-KEA, 141 North Vermont Avenue, Los Angeles, California.

DISTRICT 17—Harry Buckendahl, Radio Station KALE; KALE, Incorporated, Portland, Oregon.

Engineering

"RADIO TECHNICAL PLANNING BOARD" ORGANIZED BY NINE INDUSTRY AND SERVICE GROUPS

Nine industry and service groups have joined in organization of a "Radio Technical Planning Board" for studies to develop postwar radio services and products. Preliminary organization of the RTPB technical advisory group, which will formulate recommendations to the Federal Communications Commission and other organizations concerned, was effected at a meeting of the nine groups on September 15 at the Roosevelt Hotel, New York City. The organization plan for RTPB, sponsored and presented jointly by the Radio Manufacturers Association and the Institute of Radio Engineers, was approved unanimously by the initially invited "sponsors." These included, in addition to RMA and IRE, the following:

American Institute of Electrical Engineers
American Institute of Physics
American Radio Relay League
FM Broadcasters, Inc.
International Association of Chiefs of Police
National Association of Broadcasters
National Independent Broadcasters

Other sponsors are expected to later join RTPB for work on many technical projects, including utilization of the broadcast spectrum and systems, standardization for many public radio services, including television and frequency modulation.

The general plan for organization of RTPB, approved unanimously at the New York meeting on September 15, will be developed in detail at another meeting in New York on September 29. President Paul V. Galvin of the Radio Manufacturers Association and Dr. L. P. Wheeler,

President of the Institute of Radio Engineers, have issued the invitation for the RTPB meeting on September 29 for detailed panel and other organization procedure.

Neville Miller and Howard S. Frazier will represent the National Association of Broadcasters.

MILLER CITED FOR MERITORIOUS SERVICE

Neville Miller, member of the National War Fund Committee, of which Winthrop W. Aldrich is President, has received a citation for meritorious service from the National War Fund "in behalf of those in our country's service, our valiant allies, and our neighbors at home, for his outstanding contribution to the 1943 National War Fund Campaign."

SHARP TO WPB RADIO AND RADAR DIVISION

Harold R. Sharp of Philadelphia has been appointed assistant director of labor of the WPB Radio and Radar Division, according to an announcement made Friday by Ray C. Ellis, director of the division.

Mr. Ellis has designated to Mr. Sharp responsibility within the division for handling labor problems, determining manpower needs in critical plants and areas, and securing appropriate inter-agency action to alleviate plant and community hindrance to the most effective use of available manpower. Mr. Sharp also will analyze individual plant manpower requirements upon request, in conjunction with Selective Service National Headquarters, advise regional WPB radio specialists on labor problems and make any necessary recommendations as to readjustment of production schedules.

RADIO TO PLAY PROMINENT PART IN UNITED CHURCH CANVASS

Final plans are nearing completion for the United Church Canvass, in which all churches and synagogues have been invited to participate.

Niles Trammel, president, National Broadcasting Company, is radio chairman and Neville Miller is NAB representative.

The eight practical results of the canvass, according to Mr. Trammel are:

1. Increased church attendance.
2. Cooperation of laymen.
3. Increased community interest in church affairs.
4. Good will between local churches.
5. Sharing of common problems.
6. Cooperation of the finance committees of the churches.
7. A spiritual revival of interdenominational unity and consecration.
8. Increased giving.

During October and early November local committees will increase the tempo of their activities to peak as Canvass Day approaches. It is recommended by the United Church Canvass committee that the local canvass take place between November 21 and December 12.

Partial List of Sponsors

Among the national sponsors are:

Charles E. Wilson, Washington, D. C., Chairman; Vice Chairman, War Production Board; former President, General Electric Company.

Judge Florence E. Allen, Cleveland.

Dr. Ferdinand Q. Blanchard, Cleveland, Moderator, Congregational Christian Church.

Dr. Paul H. Bowman, Bridgewater, Va., Moderator, Church of the Brethren.

Dr. John Stewart Bryan, Williamsburg, Va., President, William and Mary College.

Bishop A. R. Clippinger, Dayton, United Brethren in Christ.

Dr. Henry Sloane Coffin, New York, Moderator, Presbyterian Church in the U. S. A.

William H. Danforth, St. Louis, Chairman of the Board, Ralston Purina Mills.

David Davies, Newport, Ky.

Judge Hubert Delaney, New York, Court of Domestic Relations.

Dr. Harold M. Dodds, Princeton, N. J., President, Princeton University.

Bishop S. H. Gapp, Bethlehem, Pa., President, Moravian Church in America.

Dr. L. W. Goebel, Chicago, President, Evangelical and Reformed Church.

Mrs. Maurice L. Goldman, President, National Council of Jewish Women.

William Green, Washington, D. C., President, American Federation of Labor.

Bishop J. A. Hamlett, Kansas City, Kans., Colored Methodist Episcopal Church.

Judge William H. Holy, Chicago, United States District Court.

Herbert Hoover.

Dr. Douglas Horton, New York, Executive Secretary, Congregational Christian Church.

James L. Kraft, Chicago, President, Kraft-Phenix Cheese Corp.

Dr. John Howland Lathrop, Brooklyn, First Unitarian Congregational Society.

Herbert H. Lehman, New York, Director, Office of Foreign Relief and Rehabilitation.

Dr. C. E. Lemmon, President, Disciples of Christ.

Henry R. Luce, New York, Editor, "Time."

William G. Miller, Treasurer, Moravian Church in America.

George L. Morelock, Chicago, Executive Secretary, Board of Lay Activities of The Methodist Church.

John R. Mott, New York.

C. D. Pantle, St. Louis.

Mrs. Howard S. Palmer, New Haven, President, Women's American Baptist Home Mission Society.

Bishop W. W. Peele, Richmond, Chairman, Council of Bishops, The Methodist Church.

Rev. Jacob Prins, Grand Rapids, President, General Synod, Reformed Church in America.

Dr. William Barrow Pugh, Philadelphia, Stated Clerk, Presbyterian Church in the U. S. A.

Stanley Resor, New York, President, J. Walter Thompson Co.

Dr. Joseph C. Robbins, Newton Center, Mass., President, Northern Baptist Convention.

Hon. Owen J. Roberts, Washington, D. C., Justice of the Supreme Court.

Harl L. Russell, Marshalltown, Iowa, President, Council of Men's Work, Church of the Brethren.

Governor Leverett Saltonstall, Massachusetts.

Dr. Charles Seymour, New Haven, President, Yale University.

Harper Sibley, Rochester, N. Y.

Frank J. Sladen, M.D., Detroit, Chief Physician, Henry Ford Hospital.

Miss Cornelia Otis Skinner, New York.

Governor Charles A. Sprague, Oregon.

Former Governor Harold E. Stassen, Minnesota.

Paul Sturtevant, New York.

Charles P. Taft, Cincinnati, Assistant Coordinator, Federal Security Agency.

John H. Trent, New York, Vice President, Johns-Manville Corp.

Rt. Rev. Henry St. George Tucker, New York, Presiding Bishop, Protestant Episcopal Church.

Bishop Ernest Lynn Waldorf, Chicago, The Methodist Church.

Dr. Luther A. Weigle, New Haven, Dean, Yale Divinity School.

Judge Curtis B. Wilbur, San Francisco, U. S. Circuit Court.

Wendell L. Willkie, New York.

Dr. W. Bruce Wilson, Pittsburgh, General Secretary, United Presbyterian Church.

FREC EXECUTIVE COMMITTEE PLANS FUTURE ACTION

James Lawrence Fly, addressing the executive committee of the Federal Radio Education Committee in Washington last Friday, discussed the five educational channels that have been set aside by FCC in the ultra high frequency band for exclusive non-commercial broadcasting and urged that "educators actually get busy and fill them with educational stations." (Full text of Chairman Fly's speech may be found in Federal Communications Commission section.)

Harold B. McCarty, representing the National Association of Educational Broadcasters, took issue with Chairman Fly for adopting what he described as "scare tactics" but he was assured by both Chairman Fly and by George P. Adair, who later addressed the meeting on procedures for licensing an FM educational station, that there was no intention to do anything more than to try to create an awareness in the minds of educators throughout the country of the need for making plans now which will justify retention of the frequencies for educational use when pressure for them for commercial use is intensified.

Under the general topic, "How Can Radio Be More Effective as an Aid to Teaching?" Dr. Lyman Bryson, Director of Education of CBS, addressed the meeting from the angle of what the network broadcaster considers his responsibility to be in the planning of educational programs. Dr. Bruce E. Mahan, Director of Extension Division, State University of Iowa, evaluated the efforts of the networks to develop educational programs. The use of radio by State departments of education was reported by Dabney S. Lancaster, State Superintendent of Public Instruction, Virginia. Some of the extra-curricular uses of radio that might make it seem important in a school system that may not be giving attention to its use as a classroom teaching aid were discussed by the Rt. Rev. Msgr. George Johnson, of the National Catholic Welfare Conference.

Training Standards

The FREC, for many years, has published an annual list of colleges offering courses in radio but no attempt has been made to evaluate the courses. The need for some sort of evaluation of the work being done and the creation of standards for vocational training in radio as well as for teacher training courses, was regarded as a legitimate function of the FREC. The chairman was instructed to appoint a committee to develop a set of criteria for consideration at the next meeting of the committee.

The new network program-listing service for schools is to be launched late in September, when lists will be circulated to State Departments of education for re-circulation and promotion among city and county school systems.

Post-War Planning

Dr. Levering Tyson, heading the sub-committee for the study of post-war educational radio, made a brief report of his committee, which included (1) that steps be taken to guarantee the continuity of the FREC; (2) that the educational world in general be kept informed continuously and accurately through the FREC, of the technical developments in radio in relation to education, with particular emphasis at this time upon the utilization of FM facilities reserved exclusively for education; (3) that the FREC assist in the formation of local and regional radio councils

and committees for the promotion of better understanding of the use of radio in the public interest; (4) that FREC continue its efforts to stimulate interest in the use of radio by teachers and to raise the standards of teacher training courses in colleges and universities; (5) that FREC study the financial implications of developing radio as an educational medium, and wherever possible to recommend adequate support for it by school administrators throughout the country.

The program for the meeting was planned by a sub-committee comprising the members residing in Washington, D. C., under the chairmanship of Neville Miller, NAB President. Members were guests of the NAB at luncheon at the Hotel Statler. Another meeting is slated for mid-December.

FEDERAL COMMUNICATIONS COMMISSION

Talk by James Lawrence Fly, Chairman, Federal Communications Commission, before the Luncheon Session of the Executive Committee of the Federal Radio Education Committee, September 17, 1943, Hotel Statler, Washington, D. C.

When your Chairman, Commissioner Studebaker, asked me to have lunch with you this noon and to address you on educational FM radio stations, I told him that I would be delighted to have the lunch, but as for a talk afterward, I had only one thing to say. "Say it," was the reply.

Now I find that George Adair, the assistant chief engineer of the F.C.C. is to follow me on the program at 2:30 this afternoon, and that he has a great deal to say about FM and radio in education. So I want to get my word in edgewise here, and leave the rest of the subject to George.

My own single thought can be briefly stated. Following a prolonged struggle, which began long before the present Federal Communications Commission was set up, the present Commission has found it possible to set aside five educational channels the country over exclusively for the use of non-commercial educational institutions. Those five channels afford room for hundreds of FM stations all over the country. It is not unlikely that every school board or other educational body which so desires can find room on one of these channels for a long time to come. Moreover, the five are among the choicest channels in the spectrum; they immediately adjoin the 35 channels set aside for commercial FM broadcasting, so that programs broadcast on these channels will be audible not merely on special school receivers but on most ordinary FM home receivers as well. The rules of the Federal Communications Commission specifically provide for adult educational and other programs aimed at the community generally to be broadcast over the school stations, provided only that they remain non-commercial. Thus education now has what it has sought through bitter battle over more than a decade—a home of its own on the air.

But—and this is the point I want chiefly to stress—those choice channels were not set aside for *absentees*. The ether is far too crowded, the pressure from other interests seeking to use radio far too great, to permit continued reservation of those channels, unless educators actually get busy and fill them with educational stations. There is no room for what the railroad industry calls "deadheading." If education doesn't want and doesn't need those channels, and if it doesn't prove its desires

and needs by actually making intensive use of them, history is going to repeat itself, and education will again find that it is left with memories of a lost opportunity.

Some of you have memories long enough to recall what I mean. You will remember that in the early 1920's, when broadcasting was first capturing the attention of the American people and opening up vistas of unlimited service in the cause of human enlightenment, educational institutions—the colleges chiefly but the schools as well—were among the first to pioneer in this new medium. A considerable proportion of all the early radio broadcasting licenses issued were to educational institutions.

One by one the majority of those early educational stations have fallen by the wayside. There have been exceptions! I need only mention Harold McCarty's Station WHA which has survived lean years and fat at the University of Wisconsin, serving the state well throughout the years. And other examples of survivors could be mentioned. But certainly you will have to look a lot farther for a bona fide educational station in the standard broadcast band today than you would have 15 years ago.

Some persons have blamed the old Federal Radio Commission, predecessor to the present Communications Commission, for that tendency of educational stations to fall by the wayside. Others have placed the blame on monopolistic policies within the broadcasting industry which have one by one either ousted or absorbed the pioneer educational stations. Here again I want to express no opinion. But I do want to suggest, talking here to a group of educators, that educators themselves were not altogether free of blame. As competition in the radio field became more and more intense, as equipment became better and therefore more expensive, as program quality rose and therefore required more effort, too many educational stations tended first to lag behind, and thereafter to abandon their licenses. After 1929, when educational budget problems became particularly acute, educational radio stations were among the first to feel the axe.

All that is now ancient history, and FM opens a new chapter. It was George Canning who said more than a century ago:

"I called the New World into existence to redress the balance of the Old."

Similarly it may be suggested that, at least as far as educational broadcast stations are concerned, the new FM radio band has been called into existence to redress the balance of the old standard broadcast band.

The Commission, I think I can fairly state, has now done everything in its power to redress that balance. It has assigned a sufficient number of choice frequencies, and has established rules and regulations governing non-commercial educational FM stations which should allow ample latitude. If in practice any Commission rules or procedures stand in the way of further educational radio progress, I can assure you that suggested changes will be given the fullest attention of the Commission.

But there are some things we cannot do for you. We can't build stations for you. We can't operate stations for you. And we can't supply programs for you. These are things education must supply for itself. And it must do so promptly if its channels are to be maintained. For, as I cannot too strongly suggest, if education does not move into the home set aside for it, there will be plenty of others who will first seek and then demand admission to the vacant rooms.

George Adair, who will speak later, will give you the technical details. He'll tell you roughly how much a station costs to build and to run, what the licensing procedure is, and so on. If you have any doubtful points, ask him questions, either now or later. I'd like to pass on instead

to a further point—namely what to do with your stations after they are built.

On the new FM band, let me assure you, you're going to be travelling in fast company. Your programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio can offer. And remember, it's easy to play hookey from a radio school. A mere twist of the dial will shut out 17th century history or trigonometry and bring in Jack Benny or the results of the World Series. I am myself a great believer in competition, and I have a notion that, if educators do their part and do it well, competition between the adjacent commercial and non-commercial FM bands will result in improved program service on both hands.

In one sense, of course, all radio is educational, for better or worse. The local commercial stations and the networks alike are educating listeners every hour of the day and night. I suppose the Symphony and the Opera are music education whether they are treated in the classroom or are sponsored by a roofing company. Similarly the news programs which have done so much to make commercial radio an indispensable part of our daily lives are no less educational because they are not called courses in current events. The techniques for reaching and impressing mass audiences so skillfully developed by commercial radio can and indeed must be applied, though perhaps in somewhat modified form, if the new educational FM stations are to live up to their promise.

By that I don't mean to suggest that such slogans as "the square of the hypotenuse is equal to the sum of the squares of the other two sides" should be set to music and plugged home to the tune of "Twice as much for a nickel, too—Pepsi-Cola is the drink for you." But I do want to suggest that the dramatic and narrative techniques which have proved successful in commercial competition are not without their lessons to the educator seeking to use a new and sensitive medium. Much progress has already been made in the direction of introducing "listener interest" in educational programs. If the new FM stations are to succeed, that progress must continue.

It is certainly not too early to begin plans for these five educational channels. During the war period, of course, equipment and manpower shortages are preventing immediate expansion. After the war, however, equipment will be freely available; plans should be laid now to get going at the earliest possible date. For inevitably, after this war, there will have to be a reshuffle of frequency assignments. Whole new portions of the spectrum, formerly deemed useless, have been opened up through wartime research, while the expanding need for worldwide communications and especially the vast new aviation uses of radio, will in all probability crowd the postwar ether even more tightly than the comparatively smaller spectrum was jammed before the war. In such a reshuffle, the friends of educational radio will certainly want to hold their own. If their plans are ready, and they can show both the real use to which educational frequencies are being put and the proposed use for which plans have been fully laid, the necessary frequencies will no doubt remain available. But if lethargy prevails, and others seeking to expand their own services are able to show that the channels reserved for educational stations are going to waste, then it will almost certainly be either difficult or impossible to continue the reservation of unused frequencies.

I trust that the meeting here today will help prevent that unfortunate result, and that it will take real steps towards the fullest possible utilization of the FM educational band in the service of American education.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, September 27th. They are subject to change.

Wednesday, September 29

Broadcast

Oral Argument Before the Commission

REPORT No. B-184:

WFLA—The Tribune Company, Tampa, Florida.—C. P. to increase power (night) and make changes in DA. 970 kc., 5 KW, unlimited, DA-night. Present power: 1 KW night, 5 KW day.

REPORT No. B-169:

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—C. P., 1150 kc., 1 KW, DA-night, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WCBT—J. Winfield Crew, Jr. (assignor); WCBT, Inc. (assignee), Roanoke Rapids, N. C.—Granted consent to voluntary assignment of license of Station WCBT from J. Winfield Crew, Jr. to WCBT, Inc., a corporation organized by S. Ellis Crew, W. Lunsford Crew, and J. Winfield Crew (brothers), (B3-AL-373).

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted petition for 90 days extension of temporary license pending Commission's decision in so-called Wilkes-Barre cases.

The Commission on September 20 granted petition of five FM stations, Philadelphia, Pa., for waiver of requirements of Rule 3.261 to permit operation under cooperative plan, for the period ending May 1, 1944.

KWJB—Bartley T. Sims, tr/as Sims Broadcasting Co. (assignor), Gila Broadcasting Co. (assignee), Globe, Arizona.—Granted consent to voluntary assignment of license of Station KWJB from Bartley T. Sims, tr/as Sims Broadcasting Co. to Gila Broadcasting Co., for a consideration of \$20,000 (B5-AL-376).

WFTL—Ralph A. Horton, The Fort Industry Co., Ft. Lauderdale, Fla.—Adopted Order granting petition of Ralph A. Horton and The Fort Industry Co., asking that the hearing be expedited in re applications of Ralph A. Horton for assignment of license of WFTL, WAAD and WRET (Docket 6542), for license to cover construction permit as modified (Docket 6543), and of The Fort Industry Co. for modification of license (Docket 6544); ordered that a consolidated hearing on said applications be set for October 11, 1943, in the city of Miami, Fla.; and further ordered that the presiding officer at said hearing be authorized to adjourn the same to such other points as he deems necessary for the expedition thereof.

DESIGNATED FOR HEARING

KDRO—Albert S. and Robert A. Drohlich, d/b as Drohlich Brothers (assignor), Sedalia, Mo., Milton J. Hinlein.—Designated for hearing application for assignment of license of Station KDRO from Albert S. and Robert A. Drohlich, a partnership, d/b as Drohlich Brothers, to Milton J. Hinlein of Philadelphia, Pa. (B4-AL-367).

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Designated for hearing application for construction permit to move transmitter and main studio from Albany, Ga., to West Point, Ga., and change frequency from 1450 to 1490 kc. (B3-P-3545). To be heard jointly with application listed in following item.

L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Designated for hearing application for construction permit for new station at West Point, Ga., to operate on 1490 kc., 250 watts, unlimited time, to be heard jointly with application of WGPC (above noted), (B3-P-3543).

LICENSE RENEWALS

Granted renewal of following station licenses for the period beginning October 1, 1943, and ending not later than October 1, 1945:

WJMS, Ironwood, Mich.; WLAP, Lexington, Ky.; WLPM, Suffolk, Va.; WMBH, Joplin, Mo.; WMFJ, Daytona Beach, Fla.; WRLC, Toccoa, Ga.; KFIZ, Fond du Lac, Wisc.; KRBM, Bozeman, Mont.; KRIC, Beaumont, Tex.; KTRI, Sioux City, Iowa; KVAK, Atchison, Kans.; KWBW, Hutchinson, Kans.

WGGA—Blue Ridge Broadcasting Co., Gainesville, Ga.—Granted renewal of license for the period ending not later than April 1, 1945 (B3-R-1151).

WCBT—J. Winfield Crew, Jr., Roanoke Rapids, N. C.—Granted renewal of license for regular period (B3-R-2015).

W39NY—City of New York Municipal Broadcasting System, New York, N. Y.—Granted license to cover construction permit (B1-PH-83 as modified) in part, subject to the condition that licensee take immediate steps to comply fully with the Rules, Regulations and Standards of the Commission when materials and personnel become available (B1-LH-38).

MISCELLANEOUS

R. O. Hardin & J. C. Buchanan, d/b as Nashville Broadcasting Co., Nashville, Tenn.—Granted telegraphic request for extension of time to file request for oral argument in re application for construction permit for new station at Nashville, Tenn.; time extended to September 24, 1943. (Docket 6191)

WJBW—Charles C. Carlson, New Orleans, La.—Granted petition to accept appearance filed late in re application for renewal of license of WJBW. (Docket 6529)

WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Granted modification of construction permit which authorized increase in power, installation of new equipment and DA for night use, for extension of completion date to September 25, 1943 (B1-MP-1724).

WABY—Adirondack Broadcasting Co., Inc., Albany, N. Y.—Granted license (B1-L-1772) to cover construction permit which authorized installation of new transmitter.

WAGM—Aroostock Broadcasting Corp., Presque Isle, Maine.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1546).

WTAX—WTAX, Inc., Springfield, Ill.—Granted authority to determine operating power by direct measurement of antenna power (B-4-Z-1545).

KFXM—J. C. Lee and E. W. Lee (Lee Bros. Broadcasting Co.), San Bernardino, Calif.—Granted authority to determine operating power by direct measurement of antenna power (B5-Z-1531).

WNAC—The Yankee Network, Inc., Boston, Mass.—Granted license (B1-L-1770) to cover construction permit which authorized increase in power from 1 KW night, 5 KW day, to 5 KW day and night, installation of DA for night use; changes in equipment, and move of transmitter from Dorchester St., Quincy, Mass., to corner Vershire St. and Meritt Avenue, Quincy, Mass. Also granted authority to determine operating power by direct measurement of antenna power (B1-Z-1541).

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Adopted Order denying petition requesting reconsideration of Commission action of June 15, 1943, in designating for hearing application for modification of license to increase nighttime power from 1 KW to 5 KW. (Docket 6522)

APPLICATIONS FILED AT FCC

560 Kilocycles

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Modification of construction permit (B4-P-2827, as modified) which authorized change in hours of operation, move of transmitter and directional antenna for change in directional antenna system.

590 Kilocycles

WTBC—State Capital Broadcasting Assn., Inc., Austin, Texas.—Authority to determine operating power by direct measurement of antenna power.

1230 Kilocycles

WPHO—M. C. Reese, Phoenix, Ariz.—Voluntary assignment of license to Phoenix Broadcasting, Inc.

1260 Kilocycles

WSLS—Roanoke Broadcasting Corp., Roanoke, Va.—Authority to determine operating power by direct measurement of antenna power.

NEW—Charles Swaringen, Alex Teitlebaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitlebaum, John J. Laux, Louis Berkman, Joseph M. Troesch, John L. Merdian—partners d/b as Buckeye Broadcasting Co., Akron, Ohio.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power, unlimited hours of operation. Amended: to change type of transmitter.

1340 Kilocycles

KWOC—A. D. McCarthy, O. A. Tedrick and J. H. Wolpers, d/b as Radio Station KWOC, Poplar Bluff, Mo.—Authority to determine operating power by direct measurement of antenna power.

1420 Kilocycles

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Construction permit to move transmitter from #4 Trujillo St., Ponce, Puerto Rico, to Barrio Cerrillos-Military Road, San Juan to Ponce, Puerto Rico, Puerto Rico, and install new antenna.

1490 Kilocycles

WGPC—J. W. Woodruff and J. W. Woodruff, Jr., d/b as Albany Broadcasting Co., Albany, Ga.—Construction permit to change frequency from 1450 kc. to 1490 kc. and move transmitter and studio from Albany, Ga., to West Point, Ga. Amended: re transmitter site.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

American Art Clay Co., Indianapolis, manufacturer of educational supplies such as crayons, chalk, paint sets and art materials, is charged in a complaint issued with violation of the Robinson-Patman Act by discriminating in price between different purchasers of its products of like grade and quality and by granting certain favored customers discounts in consideration of the furnishing of merchandising and selling services, which discounts are denied to other customers. (5049)

Imperial Candy Company—Use of lottery methods in the sale of peanuts to ultimate purchasers is alleged in a complaint issued

against Imperial Candy Co., 800 Western Ave., Seattle, Wash. (5046)

Rudd Manufacturing Co., 17 West 17th St., New York, designing and cutting fabrics which are manufactured into men's and boys' pants and other articles of wearing apparel, is charged in a complaint with violation of the Wool Products Labeling Act of 1939. (5047)

Standard Business Institute, Inc.—A complaint has been issued charging Standard Business Institute, Inc., of Chicago, with misrepresentation in the sale of its correspondence courses of instruction in accounting and business administration. (5050)

Unity Stamp Co., Inc., 7 West 30th St., New York, processing, manufacturing and selling made-to-order straight line stamps, commonly referred to as rubber stamps, is charged in a complaint with violation of the Robinson-Patman Act. (5048)

CEASE AND DESIST ORDERS

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

Columbia Research Company, 417 South Hill St., Los Angeles, has been ordered to cease and desist from misrepresentation in the sale of envelopes and questionnaires referred to by bill collectors as "lures" and which are designed to obtain information concerning debtors. (4867)

Milk and Ice Cream Can Institute, Cleveland, Ohio, and its eight member manufacturers have been ordered to cease and desist from entering into, carrying out or continuing any combination or conspiracy to fix uniform prices and restrain competition in the sale of metal milk and ice cream cans. (4551)

STIPULATIONS

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

Artloom Corporation, Allegheny and Front Streets, Philadelphia, selling and distributing upholstery fabrics, including a fabric designated "Artwist," has entered into a stipulation in which it agrees to cease and desist from use of the word "mohair" or other words of like meaning as a designation for any upholstery fabric the face or pile of which does not consist wholly of mohair, the hair of the Angora goat; provided, however, that in the case of an upholstery fabric the face or pile of which is composed in substantial part of mohair and in part of other fibers or materials, such word may be used as descriptive of the mohair content if there are used in immediate connection therewith, in letters of at least equal size and conspicuousness, words truthfully describing such other constituent fibers or materials. (3718)

Bill Adams Company, James Acuff, Richard Mockler, Willard Hoffman, and Wayne Hoffman, trading as "Bill the Diamond Man" and the "Bible Study Club," Omaha Building and Loan Building, Omaha, Nebr., engaged in the mail order distribution of imitation jewelry and books, have stipulated in connection with the sale and distribution of their merchandise, to cease and desist from use of the word "free," the term "absolutely free," or other expression of like import with reference to an article not actually given as a gratuity, the recipient thereof being required to pay the whole or a part of its purchase price, to purchase some other article, or to render some service to obtain it; from representing that an advertised offer is unusual or special so long as no price reduction or other trade concession is made with it; from stating that merchandise sold in connection with an alleged free gift or gratuity has a designated sales value in excess of the price for which it is customarily sold; and from designating their rings as "Rolled Gold Finish" or referring to insets used in their imitation jewelry as diamonds or simulated diamonds. (3723)

Clare-Ann Hat Company and Clare-Ann Hat Co., Inc., 153 North Wabash Ave., Chicago, manufacturing and selling women's hats, has stipulated to cease representing that hats composed in whole or in part of used or second-hand materials are new, by failure to stamp in some conspicuous place on the exposed surface of the inside of the hat in conspicuous and legible terms, which cannot be removed or obliterated without mutilating the hat itself, a statement that the products are composed of second-hand or used materials, provided that if substantial bands, placed similarly to sweat bands in men's hats, are attached to the hats in such manner that they cannot be removed without rendering the hats unserviceable, then such statements may be stamped upon the exposed surface of such bands in conspicuous and legible terms which cannot be removed or obliterated without mutilating the bands; representing in any manner that hats made from old, used, or second-hand materials are new or composed of new materials and from use of the abbreviation "Inc." or any other abbreviation or word connoting the words "incorporated" or "incorporation" as part of his trade name, or in any manner which may convey the belief that his business is conducted by a duly accredited and authorized corporate entity. (3721)

Darrington's, Marshfield, Oreg., selling a dehydrated goat's milk product designated "Dar-Sal," recommended for the treatment of various human ailments, has stipulated to cease representing that the product is made by a secret process; that it possesses unique or special properties which are not present in other dehydrated goat milk products; that it has any therapeutic value when used in connection with the treatment of run-down conditions, nervous disorders, stomach trouble, eczema, asthma, hyperacidity, rheumatism, paralysis or arthritis; that it is a cold preventive; or that it will improve the user's health or build up the user's resistance to infectious diseases. (03143)

Loye Distributing Company, Wheeling, W. Va., selling a medicinal preparation designated "Blue Bonnet Mineral Water Crystals," has stipulated to cease and desist from representing that use of the preparation will correct excess acidity, build up the system or keep the body healthy, or help one regain good health; will increase resistance to colds, grippe and other ailments; will insure good appetite, sound sleep or restore energy; will be beneficial for conditions of fatigue, listlessness or lack of pep, or that it will rid the system of, or keep it free from, poisons. (03141)

Stanco Incorporated, 216 West Fourteenth Street, New York, selling drug products designated "Mistol Drops" and "Mistol Drops with Ephedrine"; and McCann-Erickson, Inc., 50 Rockefeller Plaza, New York, an advertising agency, which disseminated advertisements for Stanco, Incorporated, have stipulated to cease and desist from disseminating any advertisement which fails to reveal that Mistol Drops and Mistol Drops with Ephedrine should not be administered to undernourished infants, abnormally weak children or debilitated elderly persons; that frequent or excessive use of Mistol Drops should be avoided; that frequent or excessive use of Mistol Drops with Ephedrine may cause nervousness, restlessness or sleeplessness, and that individuals suffering from high blood pressure, heart disease, diabetes or thyroid trouble should not use this preparation except on competent advice, provided, however, that such advertising need contain only the statement: "CAUTION: Use only as directed" if and when the directions for use, whether they appear on the label or in the labeling, contain a caution or warning to the same effect. (03140)

Dr. J. F. True & Co., Inc., Auburn, Maine, selling a drug product called "Dr. True's Elixir," and S. A. Conover Co., 75 Federal St., Boston, an advertising agency disseminating advertisements for the product, have stipulated to cease and desist disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, vomiting, or other symptoms of appendicitis are present; provided, however, that such advertisement need contain only the statement, "CAUTION: Use Only as Directed," if and when the directions for use wherever they appear on the label or in the labeling contain a caution or warning to the same effect. (03144)

W. G. Reardon Laboratories, Inc., Port Chester, New York, selling a mouse poison designated "Mouse Seed," and **H. B. LeQuatte, Inc.**, 200 Madison Ave., New York, an advertising agency which disseminated advertisements for the product, have stipulated to cease and desist from representing that mice cannot resist eating "Mouse Seed"; that use of "Mouse Seed" will rid the house of all mice, and that mice, having eaten the preparation in one's house, will not die in the house. (03142)

Bernhard Ulmann Company, Inc., 107-113 Grand St., New York, selling and distributing knitting yarns, has stipulated to cease and desist from use of the word "Saxony" or other words connoting any foreign geographical origin as a designation for or descriptive of a product not imported from or made of materials imported from the country or locality indicated by the use of such geographical designation. (3720)

Universal Trading House, 370 Grand Street, New York, selling and distributing knitting yarns, has stipulated to cease and desist from the use of the word "Angora" or any word of similar import as descriptive of a product that is not composed entirely of the hair of the Angora goat; provided, however, that in the case of a product composed in substantial part of the hair of the Angora goat and in part of other fibers or materials, the word "Angora" may be used as descriptive of the Angora fiber content if there are used in immediate connection therewith, in letters of at least equal size and conspicuousness, words truthfully describing such other constituent fibers and materials; and further provided that in connection with a product composed wholly or in substantial part of Angora rabbit hair, the words "Angora rabbit hair" may be used as descriptive of the product if composed wholly of Angora rabbit hair or as descriptive of such

portion of the product as is composed of Angora rabbit hair. (3719)

U. S. Enterprises, Beverly Hills, Calif., assembling and selling so-called first aid kits, and **Stephen P. Shoemaker**, Los Angeles, preparing the radio advertising disseminated by the other respondents, have entered into a stipulation to cease and desist from representing that the first aid kits sold by them meet with the suggestions of the Office of Civilian Defense, that the kits are adequate for the requirements of homes generally, or that they have been recommended or approved by the Office of Civilian Defense; that the items included in the kits are of such quality, quantity and kind as to comprise an adequate supply of the medical and surgical aids needed in the home or for civilian defense; that such aids would meet the needs in the event of a major catastrophe that might befall a community; that the price at which the kit is offered for sale is a special price, that is, other than the price customarily charged for the kit in the usual course of business; that it can be purchased at the offered price only by those who avail themselves of the opportunity to buy during a specified limited period of time, or that the offered price is less than that for which the items comprising the kit can be purchased separately at retail. (3722)

J. Warshal & Sons, Seattle, Wash., has entered into a stipulation that, in connection with the sale of so-called "Nestle Down" garments, they will cease and desist from use of the words "Nestle Down" or "Down" as a trade name or designation for any product the filling of which does not consist wholly of down, and from use of the word "Down" or other words of like meaning in any manner which tends to convey the impression that a product is composed of or filled with down, when such is not a fact. (3717)



The full text of the attached bulletin appears in this issue of the "NAB Reports." Please route this copy to your sales executive.

National Association of Broadcasters

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

Sept. 24, 1943 BROADCAST ADVERTISING BULLETIN

No. 5

Local War Advertising Pool

Community support is needed to insure the success of the various war campaigns to buy bonds, to combat the black markets, to fight inflation, to lessen absenteeism, etc. In a number of cities the media have joined together to raise a local war advertising pool by donations of space, radio time and money from local advertisers, which has been administered by a local committee which allocates the pool among the advertising media and among the various war campaigns in accordance with the campaign's importance under local community conditions. Such a plan has been very successfully operated by all media jointly in Cleveland and in some other cities.

Immediate Action Needed

Representatives of the War Advertising Council last summer worked on a proposal for a national plan which it was hoped could be put into operation in most of the cities of the country. However, announcement of a national plan has been abandoned, although the War Advertising Council still believes the plan is sound and would be helpful in all cities which could promote it. If such a plan is not in operation in your city, it is suggested that you give it serious consideration now, jointly with other media if possible, or separately if joint action is impossible.

Outline of Plan

Due to the fact that the NAB does not know the circumstances existing in each city, we are outlining a general plan which can be modified to fit local conditions.

Raising the Pool—Donations should be requested from local advertisers of advertising space, radio time and money. Assurances should be given that each donor will not be again solicited for support of war programs for a stated period.

Committee—A committee should be formed composed of community leaders. Radio and newspaper executives perhaps will have to take the lead, but local business executives from all branches of business should be included.

Allocation of fund—The local committee should allocate the pool among the local media participating.

Preparation and execution of the plan—The local committee should have charge of the preparation and execution of the plan. In many cities where the plan has been in operation, a local advertising agency has been retained to assume responsibility for the execution of the plan, working under direction of the local committee.

Campaigns—Food will be the subject of a national campaign in November, followed by anti-inflation in December. There will be local campaigns on absenteeism, woman-power, etc. Complete information on all these campaigns will be supplied by OWI.

Contact Your Local Newspaper

Rowan D. Spraker, representative of the National Editorial Association, on the War Advertising Council has just announced a plan similar to the one outlined above entitled "Small Community War Advertising Plan," which has been sent to the publishers of small community newspapers. This plan recommends joint action, stating:

"It should be emphasized in connection with each request that the plan is not the plan of any one group or of any one advertising medium, but that it is a *community* plan for community war advertising which should include the combined support of all business, agricultural and civic interests in the community."

Therefore, it is suggested you contact your local newspaper publisher, as it is believed that the plan will be more successful in most cities if all media join in the promotion of a joint plan.

Local Responsibility

This type of plan has operated successfully in many cities. However, its success depends upon action of the local executives of radio stations, newspapers and billboard companies. The OWI will continue to furnish complete information on all campaigns, but the raising of the pool, its allocation, the keying of the campaigns to local conditions and the execution of the plan depends upon action by the local committee.

The NAB will be glad to supply additional information and advice on request.

Broadcast Advertising Bulletin

NOVEMBER 12, 1943 * * * * * No. 6

1760 N St., N. W. NATIONAL ASSOCIATION OF BROADCASTERS Wash. 6, D. C.

Special Committee Considers Plans for Fourth War Loan

Meets With Treasury Department Officials; Maps Radio's Greatest Effort

Radio is justly proud of its record in the War Loan campaigns. An analysis of the support accorded these all-important drives by the broadcasting stations has revealed that more than \$7,000,000 worth of time alone was devoted to the Second War Loan with that figure stepped up to more than \$12,000,000 during the Third War Loan.

Considering the limitations of time alone, this was a greater contribution proportionately than that made by any other medium of mass communication!

But industry leaders have long recognized that this support could be substantially augmented if a greater variety of prepared programs and announcements could be made available for sponsorship over local radio stations by national, regional and local advertisers.

To examine that possibility and to make specific recommendations to the Treasury Department, a special committee, composed of Irving G. Abeloff, WRVA; Stanton P. Kettler, WMMN, and Edward C. Obrist, WFIL (representing John E. Surrick, also of WFIL), together with Willard D. Egolf, Arthur Stringer and Lewis H. Avery of the NAB staff, held an all-day meeting with Vincent F. Calahan and Emerson Waldman of the Treasury Department at NAB headquarters today.

The details of the discussion are incidental to the concrete recommendations submitted to the Treasury Department officials. These include:

1. Complete array of quarter-hour and five-minute programs and announcements of various lengths for local sponsorship.

2. Portfolio describing the programs and containing samples of the announcements.
3. Certificate signed by the Secretary of the Treasury for radio advertisers who support the Fourth War Loan.
4. Samples of the transcribed programs to be sent to each radio station well in advance of the campaign for auditioning to local prospects.
5. Repetition of network bond day to take place near the beginning of the campaign, with ample notice on the activity to the affiliated stations.
6. Local bond day, similar in intent to the network feature, but to take place near the end of the campaign.
7. Network programs devoted to the Fourth War Loan will provide time for station "cut-in" announcements to localize the effect of the program and the appeal.
8. Appointment of a special committee of radio station farm editors to counsel with the Treasury Department on the most effective approach to the farm audience.

The Committee recommended that the quarter-hour programs be patterned after the popular Treasury Star Parade, with the actual transcription 14½ minutes in length. Provision would be made for a one-half minute musical "open-end" at the beginning and a one-minute musical "open-end" at the close. By this arrangement, the actual program content would be contained within 13 minutes.

Similarly, the five-minute musical programs would provide for a 25-second musical "open-end" at the beginning and a 45-second musical "open-

end" at the close. In a lengthy discussion of program ideas for the five-minute series, opinion was somewhat divided, with a substantial majority favoring musical programs while a minority expressed a preference for narrative-type shows. It is possible that programs of both types would be included in the proposed series.

In that connection, the Committee hopes that radio station executives will submit any unusual five-minute program ideas that they believe would be suitable for such Treasury Department programs. All suggestions should be submitted to NAB headquarters and will be reviewed by the Committee at an early meeting.

Several series of announcements will be prepared for local sponsorship. Some will be 100 words in length, while others will be condensed to 35 words, in an effort to cover all types of availabilities on all types of stations.

The portfolio for salesmen will contain an open letter from the Secretary of the Treasury, recommending the use of broadcast advertising in support of the Fourth War Loan. As previously stated, it will also contain a complete description of the quarter-hour and five-minute programs, as well as samples of the announcements.

In discussing the sale of the proposed programs to national, regional or local advertisers, the Committee emphasized the need for sample transcriptions to be submitted to radio stations as far in advance of the opening date of the campaign as possible.

At the conclusion of the meeting, Messrs. Callahan and Waldman agreed to review the recommendations of the Committee in relation to the over-all plans for the Fourth War Loan, and to meet with the group again at an early date.

The National Association of Broadcasters

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

No. 9

SPECIAL INFORMATION BULLETIN

Sept. 24, 1943

Radio Newscasting and News of Radio

(Herewith are presented two addresses given before the first meeting of the NAB Radio News Committee at the Waldorf-Astoria Hotel, New York, Sept. 15-16. Because both talks contain information of interest to station operators, news personnel and publicity personnel, NAB is presenting the full texts below. Titles and identity of the speakers are listed with each address.)

"After 12,000 Newscasts"

**By Charter Heslep, News Editor, Broadcasting Division,
Office of Censorship**

Mr. Chairman and Gentlemen:

This meeting is not concerned directly with war-time censorship and I wish the record to show plainly that I am not here representing the Office of Censorship or the government. Some of these remarks may be critical and it should be understood that any opinions ventured or suggestions made do not in any particular reflect the views—official or otherwise—of Censorship Director Byron Price or of the Assistant Director who heads the Broadcasting Division, J. Harold Ryan.

In fact, the Office of Censorship not only has no criticism of Radio's handling of news but is proud of the record being made by the industry as a co-partner in the unprecedented experiment of voluntary, civilian censorship. As of last Saturday, this record showed only 177 confirmed violations of the Broadcasting Code in a total of 12,044 news shows heard or read by the Broadcasting Division's radio news desk. That's a batting average of 98.3 per cent for the radio news editors of the nation acting as their own

censors. It is convincing evidence that Radio, working with an equally alert Press, has succeeded so far in throwing up an effective security screen around our global war operations.

My only fear in telling this is that you may get overconfident, complacent or careless. Any violation—tho it may be the *only* one in a hundred broadcasts—can be tragic. Just last month, there was a serious breach of the Code which may have endangered the lives of a group of Army communications specialists. We must not relax our day-to-day, hour-to-hour vigilance for a single newscast, commercial or continuity. And the Code should be required reading for every new staff member as well as for the veterans. A veteran of today, according to *The New Yorker*, is an employe who has served loyally for a full six weeks!

Monitor Millions of Words

Walt Dennis asked me to talk shop with this committee from the viewpoint of an experienced newsman who has had an unusual opportunity to

observe news broadcasting. The topic assigned—"After 12,000 Broadcasts"—means that through the operation of two simple controls set up to check on Code observance throughout the country, the radio news desk of Censorship has monitored, reviewed or precensored every one of those 12,044 shows I mentioned earlier.

The two controls are a monitor of network programs which enables us to catch 400 to 600 shows a month and spot checking of selected groups of stations which brings us about the same number of news scripts every 30 days.

These uncounted millions of words include, up to now, the outgivings of more than a hundred network commentators and newscasters and at least one entire week's news production from more than a third of all the stations of the country. These stations include everything from 100 watters to 50 kilowatters. Some have been checked in every state in the Union.

These remarks may seem heavily slanted on the newspaper side. This is because of 15 years as a newspaperman and less than 3 years in Radio. And because I feel that Radio, to use a mixed metaphor, is today the world's widest read newspaper. And that Radio should live up to the opportunities and responsibilities that go with this newly acquired position in the life of our nation.

The National Association of Broadcasters is making a sound move in setting up this distinguished committee to formulate standards to be set before the industry that will improve the overall presentation of news on the air. And any apparent shortcomings that may be discussed here do not represent an indictment of all broadcasters. In most cases, the practices cited are found in relatively few stations. I may even be accused of fly specking. But if any points made here help this committee in its important task, the effort will have been worthwhile.

I had instilled into me by editors I almost worshipped, some high standards of journalism. Working the various beats, departments, news desks and finally as a managing editor, I tried to live up to these ideals. We realize that no paper or service ever achieves perfection. Sometimes my paper fell down miserably. There were moments when I felt cheap, mean and discouraged. But always there were these guiding standards, these goal posts, to give me a fresh start.

The standards that seem pertinent to this committee's discussions are ACCURACY, HONESTY, INTEGRITY AND RESPONSIBILITY. Let's start with ACCURACY.

Accuracy

A well known newspaper buys a lot of spot announcements. The punch line of these messages has been: "When You Read It in The Star, It's TRUE." Some cynics scoff at this paper as dull and uninteresting. But I was part of its opposition for 12 years. I know that this insistence on accuracy built up a remarkable reader confidence—a blind loyalty that would cause me to boil when some of my friends just couldn't conceive that our paper could be equally as accurate as its older competitor. And advertisers have reacted to this prestige by making this paper the nation's lineage leader for more than a decade.

How can radio achieve such an enviable position? Especially when it must carry the burden of the careless listener. The records of Censorship do not reflect the hundreds of inquiries we have from listeners—sometimes including generals and admirals who are willing to take an oath they heard the Code being violated. Most of you in this room have had requests from us to check on such charges. And most of the time we find it was imperfect listening. How to deal with the careless listener is more a matter of style and technique of radio writing but Radio always can have one complete answer—the story as actually broadcast was ACCURATE. And—as long as the war lasts—didn't cross the Code!

No single move will do more to achieve accuracy than *copyreading*. I hope this committee will recommend that no broadcaster ever put a line of news on the air unless it has been read carefully by someone. Consider the care a well-edited paper exercises. Every story is read by the city editor, telegraph editor, or department head. Then a copyreader goes over it, word by word. The news editor gives it a look-see. The composing room proofreads it and the managing editor or some editorial executive checks the proofs before the paper locks up. That's five operations. No wonder bad bulls in the Press are collectors' items.

'Bust It, Bust It. . . '

What happens in some radio stations? The ticker buzzes merrily in a corner. Shortly before the next newscast, an announcer bounds over, measures up on his arm the amount of copy he needs or snips off the last roundup and rushes to the mike. Before NBC sent me to Censorship, I had a spot on a small station right here in New York. One afternoon, while mulling over some

stuff for the next day, I heard this: "San Francisco—The Western Defense Command today ordered the evacuation of all bust it, bust it . . . I beg your pardon." The announcer hadn't even glanced at the copy to notice that there had been a wire break.

This case, I hope, is an extreme one. But of the 340 stations spotchecked to date, more than half originate NO news. That means several million listeners get only what comes over the tickers and what is fed from the networks. It seems reasonable to conclude also that in many of these same stations there isn't a single person employed who possesses much newspaper experience. This situation places a terrific responsibility on the networks and the news services serving radio. Doubtless the manpower shortage explains some of this lack of enterprise by individual broadcasters.

Copyreading comes as natural as breathing to a newspaper. A \$40 a week desk man has no inferiority complex about cutting the stuff of a \$1000 a week columnist. Even a printer will come to the copy desk, holding a pencil smeared piece of copy of perhaps a famous writer and ask: "Isn't this dope all wet here or do you want it to go that way?" But in radio, there is too much reverence for big names, too much standing in awe of the name commentator or newscaster. One night a top news analyst violated the Code. When the originating station was called, the news editor on duty said: "Gee, Mr. Heslep. I thought it was wrong but who am I to question Mr. X. I'm just an announcer here in charge of news."

Station managements should give their news editors complete authority to copyread all material and have the final word—even if that word means ordering control to cut the program if a commentator tries to use material the editor has ordered out. No commentator, analyst, ace reporter or expert who is not a complete stuffed shirt or afflicted with a messiah complex is going to resent competent and intelligent copyreading.

Check Wire Stuff

Don't take your wire service as the last word in perfection. This is no reflection on the great news organizations serving Radio and Press. But any telegraph editor worth his salt is quick to detect inaccuracies that inevitably appear on any news wire. I recall that while night editor for NBC, one news service began winning the war every night in its roundup. After steering news writers along a more realistic approach for a few nights, we protested to the service. I presume

some managing editors did likewise. The situation was corrected.

Dozens of stations, particularly those in semi-rural communities, are attempting considerable local coverage. The police blotter, courts, city government, community meetings and that lifeblood of the small newspaper—the personals—are being used. The station usually pastes up clippings from the local paper or just marks up a copy of the paper—a throwback to the early days of newscasting. A few really are doing a neat job of processing this news in interesting fashion. Here, too, accuracy should be paramount, especially where the relation between station and listener is apt to be very personal.

We've all acquired habits as voluntary censors that should be carried over to post war broadcasting. I refer to the Code requests to verify all messages sent in by telephone, to check the source of emergency notices, to edit letters from overseas and to check personal items to see that no clues are given to troop or ship movements. All of these checks promote accuracy—as well as security. Accuracy should be one of the cornerstones in any set of radio news standards.

Honesty

Honesty is the next standard. When debating over making the switch from city room to radio news room, an old broadcasting veteran said to me: "The biggest thing you've got to realize is that you're going into the show business." Well, after I got into radio, and especially after a year on an observation post in Washington, I wonder if radio management wouldn't do well to forget it is in the show business when it is promoting its news department. Legitimate promotion of commentators and services—yes. Frenzied overwriting and extravagant claims for this or that "news boy"—no.

Today, Radio tosses around the words "commentator", "news analyst," "editor," "newscaster" and "reporter" like so many balls kept in the air by a juggler. I know this committee will attempt to evaluate these terms and give them definite meaning to the public. Here is some comment that may be useful. An opening commercial or top sheet breathlessly tells you that this or that "international expert, famous newspaperman, ace reporter" and so forth is about to give his keen analysis of the news and comment on the great events of the day. And what comes next? A collection of from 10 to 15 stories clipped from a wire service. In some cases there isn't a

single pencil mark on the copy! This phoney buildup also hits a network now and then. A commentator fairly new to the airwaves is a good newspaperman and a friend of mine. However, like most newsmen who haven't made a trip abroad, my friend has a fairly obscure background. Both of us get a chuckle and then feel a little uneasy over the false glamor that the network press agents weave around him.

Then, there is the plagiarist. A wire service man comes up with a good think piece. Or a correspondent gets a real beat. Or a rewrite man happens to do a particularly fine piece of writing. How many commentators give the service or the man credit? In one instance, a Washington correspondent did an excellent piece of deduction on a night when newsbreaks were few. I happened to listen to three commentators that use this service. The first analyst appropriated the story completely as his own. The second merely read the story. The third had the honesty to report it as an excellent story on the wire service he was using—even giving the writer credit.

Give Source Credit

This deception also extends in a lesser degree to the stations. Your newspaper labels most of its material. The press and picture associations call you quickly and loudly when you omit that log or agate credit line. But some stations blithely present the news "as gathered by the WWWW newsroom." This committee may see fit to recommend that all material be identified where such labeling contributes to more honest news presentation.

A station discovers it has an announcer who is very facile in reading news. He may never have written a story or handled a piece of copy in his life. But in no time at all he may become a commentator. Why, he'd be paralyzed if he had to write his own script. I recall an instance when an excellent news announcer—newscaster seems to be the right word—was asked to address a prominent women's club. He rushed about the newsroom seeking to get some lowly scribe to ghost the speech for him.

Take another amusing case. It was shortly after the fall of Crete and the top news had shifted suddenly to Russia. A "news analyst" was looking over the copy served up to him neatly by a newsroom writer. "Say," he exclaimed, "there isn't any news from the Mediterranean tonight, eh?" Before the writer could explain, there came this explanation from the bogus commentator:

"Oh well, THAT war down there is over now, anyway."

Remember how you cursed in the old days when you put out a nickel for an extra that amounted to a fake? Well, Radio has abolished most of the newspaper extras—both legitimate and spurious—but has appropriated this vice as its very own. One salutary effect of the war is the virtual banning of the word "flash." I shudder every time I read a show whose format calls for insertion of a last minute bulletin. Some radio men seem to think they can order news to break to suit station schedules. This vicious practice often forces a news editor to prostitute his judgment and give listeners a completely phoney bulletin. A famous network show used this trick for a while. One night, it inserted a "bulletin"—a story taken from the previous day's edition of a New York newspaper—and incidentally ran smack into a Code violation! Another night, a sports result came in just as a newscast went on the air. It was included in the news show—complete result. Thirty minutes later—on the same station—a sportscaster shouted: "And here is the result of that game just torn off the news ticker . . ." I don't think the listening public is so dumb that it isn't going to catch on and lose faith in the honesty of radio news.

Radio Has Speed, Freshness

Speed and freshness is one of the greatest advantages Radio has over the slower paced press. But I wonder if some radio operators realize that even tho it has the pace of a tortoise as compared with broadcasting, a good newspaper that gets a break on edition time can get on the street in 20 to 30 minutes? Today, with newscasts on the hour, quarter-hour, half-hour and sprinkled in between, the bulletin quality of any news break fades quickly. New millions have become regular radio news listeners—but we don't have to bulletin them to death to hold their interest. A good news writer can revamp his show smoothly to put a new top on it within 30 minutes of air time. Why not restrict the use of the word "bulletin" to those newsbreaks that occur within 30 minutes of air-time? It's so easy to keep the freshness of radio news before the listener by phrases like "less than 2 hours ago, a dispatch from North Africa said. . . ." If such a standard were accepted in the radio newsrooms of the country, the word "bulletin" would again come to mean something to the public.

This committee might well recommend definite standards to eliminate these petty frauds and trickery from news programming. If the public is to develop complete trust in radio's presentation of the news, we've got to be honest with it.

Integrity

The next goal post is INTEGRITY. Here, let us look at sponsor censorship, controversial issues, propaganda and time chiselers.

Just last week a friend asked me to read the manuscript of a proposed text on radio news writing and supervision. Several pages were devoted to "sponsor's rights." The author inferred that if a news spot was sponsored by an airline, for example, and a crash occurred on that line, the news should be played down!

Here's an angle that timid broadcasters (and newspapers) might be overlooking. It so happened one year that within a few months, I ran into some hot stories involving local business concerns. The first one caused an advertiser to cancel a 25,000 line contract. The second sent a smaller contract out of the window. The third resulted in the withdrawal of a 50,000 line account. The "front office" was getting dazed. But the stories were accurate, truthful and newsworthy. The editor stood firm and the paper's policy didn't change. And do you know, that within six months, all three of those accounts were back in the paper—one with a lineage boost? It seems fair to assume that respect for the paper's integrity plus its value as an advertising medium that couldn't be passed up must have figured in the return of this business.

All of us know of a large oil company that sponsors many newscasts. This firm has been in the spotlight on many occasions—sometime a most unfavorable spotlight. To my knowledge, the agency placing this radio business never has protested the use of stories critical of its client. I hope this committee will take a firm stand against any so-called sponsor's right or sponsor censorship. And that station managements will stand resolutely behind the judgments of its news editors if demands are made to suppress a story.

Editorializing

There is the much discussed problem of editorializing on controversial issues. As I understand it, the broadcast practice aims primarily at preventing the possibility of political control by any party over any segment of broadcasting. But

if you had read all the scripts that have passed over the radio news desk in Censorship, you would conclude this theory is a dead letter in many cases. Network commentators certainly reflect almost every shade of opinion on controversial subjects. And you don't often hear a disclaimer by the station or the chain. Two outstanding men appear to voice the views of extreme conservatives. A half dozen others expound the liberal viewpoint with the fervor of a crusader. The most conspicuous example has been the battle raging over our foreign policy.

There are stations who boldly label certain of their programs as "editorial." Several news programs devote a section to what is called openly "the editorial page." And this is not confined to national issues. In a western city, a local commentator poured out purple passages of vituperation against certain members of the City Council for a week. I've wondered if the station was sued for libel! But during the week reviewed, there was not a single word of rebuttal.

What appears to be a possibly dangerous practice is presentation of only one side of a question while claiming that what is said is the whole picture. The lead-ins may say there is much confusion about a certain issue. Then comes the punch line, delivered with finality: "Here to give you the FACTS on this issue is Mr. So-and-so." And then Mr. So-and-So proceeds to give all the facts—favorable to one side of the issue. The listener is NOT told that what he has heard is only one side of the question. If he has only a casual interest in the topic, he may think he has just heard the complete story. He has not, and I think this is a serious breach of any standard of integrity of radio news that this committee may set out.

Propaganda is a much abused word that means many things to many people. Some charge that all the government releases funnelled thru OWI into the stations are propaganda. Without discussing the merits of that contention, I think it fair to point out that other governments are bombarding radio news desks with free material. Some of it is definitely slanted to give the government's point of view. And it is being used. We have had numerous inquiries about this material. In a week's scripts from one station, there were eight newscasts consisting entirely of verbatim reading of handouts of governments other than our own. Three were from the Swedes, two each from the Dutch and the Belgians and one from the Australians. A very internationally minded sta-

tion, you may say. But what of this broadcaster's ability to protect the integrity of his news? This is not said in criticism of the excellent information services operated by the neutral and allied governments. But it is a red flag to radio news editors to weigh carefully all propaganda. Pressure groups and minorities in this country are active. Many have powerful backing and plenty of money. The flow of handouts and transcribed features to stations is going to increase. And all this imposes a heavy burden on the station management and its news editors to keep their judgments keen and sharp.

Adopt High Personnel Standards

Many of you will recall the scandal that resulted when a congressional investigation revealed certain interests were paying off renegade newspaper men behind the counter to write articles favorable to these interests. The expose was damaging to the prestige of journalism. If we are alert, we can prevent anything like that happening in Radio. A sound policy would be to adopt as qualifications for a station news editor the same high standards required for admission to the Radio and Press galleries of Congress. Require the news editor to divorce himself of outside promotion, lobbying, publicity and other work—and pay him accordingly. There aren't many stations today—even those originating no news—that cannot with profit to their service to the public employ a full time man in charge of news and coverage of special news events. And if they get the right man, the broadcasters will be taking a major step toward safeguarding the integrity of their news.

Now, for the time chiselers. At a cocktail party recently, a "public relations counsel" boasted that he was getting his clients' products plugged on 205 stations every week for only \$3.50 per station. That's the cost of producing a 15-minute show, the platter and mailing charges. The vehicle is a well written news feature with the free advertising worked in very skillfully. The press agent added that he was not dealing only in teakettles—that he had many big stations on his free list. All of us have been following the current argument about railroads buying thousands of lines of newspaper space but getting the same advertising free over the radio. Also, there are many anecdotes about commentators and newscasters "paying off" for free merchandise, free meals, free hotel bills and the like with sly plugs on the broadcaster's time. I don't know how true

these stories are and haven't seen much evidence of this in my brief years in radio. But news editors should be alert to guard against such infringements that may occur in their bailiwick and against subtle or cleverly concealed plugs that smear the integrity of the station's news.

Responsibility

The last goal post is RESPONSIBILITY. Perhaps here is where a plea should be made for more aggressiveness by individual stations in news handling. Several times "no broadcast" slugs have been slapped on stories on the wire services thru misunderstanding or just plain stupidity. But I have yet to hear the first complaint from a radio news editor.

Again, it sometimes appears that almost any shave-tail or one striper can scare the wits out of a station with a single phone call. Cases are on record of an officer—way out of bounds—ordering a broadcaster to suppress a program or story. Willy, nilly, it is done. Not many months ago, an Intelligence officer called up a network and said an innocent little show was dangerous to security. Without investigating, the network immediately ordered the format changed in such a way that the main feature of the show was killed. The next day, the owner of the show tossed the problem in the lap of Censorship. It did not remotely cross the Code. There was no security factor not already provided for. The show was restored to its original form—but not thru any aggressiveness of the network in protecting its rights.

I should state here that we have a huge Army and Navy with many newly indoctrinated officers. It is to be expected some will make mistakes or that some will try to throw their weight around. We always get 100 per cent cooperation in such cases from the top ranks in Washington.

I'll wager that if a general walked into any country weekly and started issuing orders, the editor would tell him to stick to running the Army or take the responsibility of declaring martial law. Once, while I was a managing editor, a three-star general practically demanded our paper not run a certain story. We weren't at war then. And the story wouldn't violate today's Code. Well, when the General refused to give the Army side of the issue and continued to insist on suppression of the story, I had to inform him acidly of a certain warm region where I was consigning him and his ancestors. It is the responsibility of news

editors to defend their stations against any unreasonable demands involving news.

Balance News Schedule

Is a station licensee obligated to provide news for his listeners? Most stations now find the news department they once kicked around is now a good money maker. It's so profitable that some of them are losing all sense of proportion and scheduling newscasts and commentaries in such profusion over the broadcast day that it is a wonder that the ratings of all news shows aren't dragged down by a bored public. But what about the leaner days that may come?

Well, I don't suppose any station will lose its license because it drops all its news shows. But can you think of any type of programming that provides such a complete answer to that much discussed phrase ". . . in the public interest . . ." as a well balanced schedule of newscasts and commentaries with special news events handled with judgment and intelligence?

War has brought us the biggest audience in radio history. It was news that did it. Is it going too far to say that it has become the duty of every broadcaster to provide his listeners with the best and most complete news coverage he can afford? Also, I feel that the radio news editor of today and in the future should rank as the equal in importance with other department heads. Of course, probably all of us here may not be unbiased judges of this question. But in pointing up some possible shortcomings of our present handling of news, we have only emphasized the vast importance of this segment of the broadcasting picture, especially in its impact on the public.

As soon as the war is over, many stations probably will not be content any longer to tear copy off the ticker and plug in the network. Of course, some stations are fat, rich and lazy. They may feel: "That's all I need. That gives them the whole story. Why put out more money for news?" Well, it isn't the whole story as I shall explain later. And I think it is unworthy of 50,000 watt stations—which should be the leaders in the industry—to follow such a course. But I can name a half dozen in this class that are content with this kind of coverage. Here's another angle of radio measuring up to its responsibilities—and opportunities. Some leaders in the industry are mystified that the public and Congress appear to have so little interest in the welfare and advancement of Radio. The average citizen will run a temperature when freedom of the press becomes an

issue in any part of the nation. But all of us know how little he bothers about matters affecting the freedom of Radio—which is freedom of Speech.

I understand that a survey is to be made to find out why Mr. and Mrs. Citizen seem to care so little for an institution that brings them so much. Some critics blame this condition on lack of an aggressive public relations policy of the industry. Some psychologists say it is because Mr. and Mrs. Citizen will have to pay out money for their newspaper and that radio is free. And that a person always feels a proprietary interest in something he pays for. Perhaps that factor will disappear in some future year when everyone owns a television and facsimile set and has to pay service charges to keep the receiver supplied with paper.

Need More Local News

But here I make a plea for a more adequate local coverage of news, for local commentators translating the news into terms of their own particular main street and crossroads, for objective but authoritative discussion of local problems. Perhaps I'm still a city editor who can't get out of the habit of thinking that, in normal times, local news sells the most papers. You will find that Army and Navy PRO's have drilled into them the importance of providing the home town paper with personal news about the boys and girls in the armed services. Any college press agent, and I was one, knows that altho it may be drudgery, home town items are tops in building interest in his school.

At least two small stations recently have hired reporters to gather just this kind of news and put it on the air. A few are devoting one spot a day entirely to local items. I'll wager a reasonable sum that the listeners of such stations will come to feel a more personal interest in the welfare of these broadcasters. And it is my belief that if station managements will assume the responsibility for developing adequate local coverage; if they will pay less money for promoting second rate commentators who parrot the news of rehash what the network men have said and give more thought to developing good local commentators, if all this happens, I believe you will see developing a closer relation between radio and its listeners that may serve Radio well if its welfare is imperiled—either by government or any combination of other interests.

In all of this finger pointing, I am speaking as one who is completely converted to Radio, who hopes to live the rest of his life with it. I have

tried to set out four important goal posts to which can be nailed practical suggestions looking to raising the standards of news handling by Radio.

Under ACCURACY, were discussed the importance of copyreading and complete authority of the news editor.

Under HONESTY, have been listed several petty deceptions such as phoney buildups, false labels, lack of credit lines, the overworked bulletin coupled with a suggestion for a 30-minute deadline for use of that term.

Under INTEGRITY fall the important topics of sponsor censorship, fair play in handling controversial issues, an alertness to propaganda and a ban on all time chisellers.

Finally, under RESPONSIBILITY, I have

pleaded for more aggressive defense by news editors of their rights and contended that it is the duty of every station to present the most complete coverage within its means. I have asked for more local coverage—both from the angle of listener appeal and as a catalyst to bring radio and its audience into a closer bond of friendship.

I wish to thank this committee for the honor of being asked to talk with you. And may I repeat, in conclusion, that my remarks are based on the study of those 12,000 broadcasts; that they represent only my personal views and have no official connection with my duties as a radio news editor for the Broadcasting Division of the Office of Censorship.

Thank you—and “Thirty.”

“News of Radio Within the Industry”

By Bruce Robertson, Associate Editor, Broadcasting Magazine

Looking at the radio trade press—but why should I pretend to be modest?—if I’m going to talk about industry news I’m going to talk about the way it’s handled in the sheet I work for, so I might just as well start out by saying BROADCASTING MAGAZINE and not go to a lot of trouble to think up fancy synonyms which would mean the same thing, anyway—looking at the current issue of BROADCASTING MAGAZINE, then, a reader who was not familiar with the broadcasting business might think that a broadcaster’s lot is not a happy one.

Here are a few headlines: “Cox Probe to Charge Fly with Contempt; Report to Suggest License Powers Be Stripped.” “FCC Turns Down NBC Petition.” “Way Calls Meeting in Chicago to Discuss Hitch Hike Problems.” “Disc Net Plan Offers Hope in AFM Fight; Threat of Petrillo Would Hit 160 Stations.” “New Definition of FCC Power Urged; Senator Smith Asks Radio Law to Nullify Supreme Court Blow at Free Speech”. The poor broadcaster, our innocent reader would think, every hand turned against him, not a friend in the world, how does he stand it?

But then he might look at some other headlines in the same issue: “Local Food Disc Series Starts on 80 Stations.” “Tobacco Sponsor Announces Plans.” “Wine Discs.” “Healthaids Promotes.” “Vick Renews.” “Information Please Returns.” “Sun-Ray Series,” and so on at great length, and he’d begin to think that maybe his first im-

pression had been wrong and that this broadcasting business is not a headache but a goldmine.

Of course there are a lot of other headlines in the issue such as “Italy Armistice Gives Radio New War Role,” “Radio War Effort Is Lauded by Hoyt,” etc., which I omitted because they didn’t fit into the point I’m trying to make, which is that we don’t have to worry about naivety on the part of our readers because they are definitely hep to what goes with radio.

Readers Are Broadcasters

Our readers are broadcasters—station and network owners, managers, department heads; advertising agency executives, particularly radio directors and time buyers; advertising managers and their assistants of the companies with national or regional distribution who pay most of radio’s bills by advertising on the air, and then there’s a fringe of Congressmen, radio attorneys, university libraries, etc., who make up the balance of our subscription list. I should of course have included the station reps and other service organizations in our list of readers, and at the moment there are quite a few copies going to men who are temporarily employed by Uncle Sam on an extermination project, but who want to keep in touch with what is going on in the industry they hope to come back to one of these days.

In other words, a trade paper is a business

paper, written and edited for members of the industry, who want to get all of the news and who can add up apparently conflicting headlines and articles into a composite picture of the industry as it is at the moment. They know what it's all about, so we can go ahead with our work without stopping to explain the implications of every news development.

Probably in no other business is there as much interest in the whole field as there is in radio. Radio lives in a goldfish bowl. Everybody in the business, it seems, knows everybody else's business. Radio has more rumors and more crises than any other area of human endeavor except possibly show business, per se, which radio isn't. Broadcasting is a hybrid of journalism, show business, the pulpit, the school, the dime novel and the continued story, not to mention the corner drug and grocery stores, from which all box-tops flow.

Such a business naturally produces a considerably varied flow of news from week to week which a good card-cataloger would probably cross-index under a thousand or more headings. But for my purpose today, I'll deal with them in 3 classes. First, there's industry news, which might be described as covering the relationships of the broadcaster to the rest of the world—for instance, the broadcasters contacts with the public both directly and through the public's elected representatives in Congress and its appointed representatives on the FCC and other government commissions and agencies; the broadcasters contacts with the American Federation of Musicians, with AFRA, ACA, IBEW and other labor organizations; the broadcaster's dealings with music licensing groups, news services, transcription library services, networks and other sources of programs and, perhaps, revenue. Station reps might also be included under the general industry news heading, or they might come under the second classification—business news. As long as they are definitely included in the picture, which they certainly ought to be, I don't think it matters very much which group they get put in.

Business and Personal News

Business news covers news about advertisers using radio for the first time, advertisers renewing and expanding and changing their use of radio, even on very rare occasions, advertisers discontinuing their radio campaigns—always because they've been so successful that the advertiser can't keep up with his orders, of course.

The third classification is personal news. This includes every thing from a Behind-the-Mike note that Joe Jolley has joined the announcing staff of WJUN, Juniper Patch, Ga., to a biographical sketch in which BROADCASTING MAGAZINE pays its respects to Joseph J. Jolley, president of the Rural Regional Network. Seriously, the personal columns of the MAGAZINE over the last 12 years contain the business histories of a good many of today's big shots from the time of their first jobs in radio. The only reason they aren't all there is that a lot of them were already big shots when we started publishing in October, 1931.

Before going into more detail about the handling of these three types of news for industry consumption, I'd like to read part of a memo I got Monday from Sol Taishoff when he told me about this assignment. Here's how he outlines our MAGAZINE'S general editorial policy:

"BROADCASTING magazine always has had a purpose and a mission. It has a definite editorial policy. It is 100% broadcasting industry; it does not owe its allegiance to any other field or business.

"BROADCASTING magazine's mission is to preserve a free, competitive industry, operated by the American Plan. It has been, and I hope always will be, the champion of an industry dedicated to public service but with the profit motive. That's the democratic way.

"We are a trade journal and a business paper. We have pioneered in the field. I think our formula has been right, though there is plenty of room for improvement.

"When we started out, radio was still regarded as a passing fad, something like the miniature golf course. The movies were on our tail; so were the newspapers. Radio had to sell the hard way.

"It gave to the public something it wanted. The educators early saw the prospects of the medium as a disseminator of information. They tried to get their cut of the wavelengths. So did other special groups and interests. Those were the knock-down drag-out days of the industry, happily about over. But some of the boys still are pot-shotting.

"We think radio should stand on its own hind legs. It should not play second fiddle to any other group or industry. By the same token, there shouldn't be any discrimination among classes of people or industries on station ownership. That is what the newspaper ownership fight is all about.

"So we get down to this on our editorial policy and overall philosophy:

Radio Must Be Independent

"Radio must be maintained as an independent entity. That goes for any radio development or invention having to do with the dissemination of information to the public. Radio is not a common carrier like the railroads or busses; it can't take all comers. When television comes along, it should be part of the radio industry, not a subsidiary of the motion picture field. It will get its greatest development that way.

"These constitute the reasons BROADCASTING magazine has always hammered away at independence for the industry. I repeat, it isn't the show business, it isn't the newspaper business, and it isn't a Government vehicle. It embodies all these fields.

"I think all of you know about our policy on industry problems, both regulatory and dollar-gouging. In the former, we have had a running fight about Government inroads in the form of radio regulation. In the second category follow such groups as AFM, the music licensing societies and others out for their pounds of flesh.

"It isn't that we feel the industry can do no wrong. We want to dispel the idea that radio is a key to the mint and that it is a sucker for these outfits. Publicly we defend radio at every turn. Privately, on occasions, we may hold a different view about certain things. But there is a certain amount of linen that shouldn't be washed in public."

Other News Handling

That pretty much sums up the treatment of industry news, under the limited definition we gave it as our first general classification. Most of this kind of news originates outside of your control; War Labor Board hearings on the musician's union ban on recordings, for example, is a story which we and the other trade papers will cover by having reporters present at the hearings; we don't expect to find that kind of news in station and network releases.

But occasionally you will have a good public service story which the station publicity man will write up and send to us. At the moment this story will probably concern the cooperation of the station with the Treasury Dept. in putting over the 3rd War Loan Drive. As soon as this drive was hinted at we at BROADCASTING began checking the Treasury for any information

they had about the part radio would be given in the drive, and as soon and as fast as this information was available we published it for your information and so you and all the other broadcasters could make your plans for promoting the drive in your areas.

Well, the drive is now on and we are being flooded, deluged and almost submerged with War Bond publicity stories and pictures from the national and regional networks and from some 900 individual radio stations, according to a memo I recently got from our managing editor, Frank Beatty, a very nice guy although somewhat of a professional pessimist, which seems to amount to an occupational disease for managing editors.

His memo said: "There will be hundreds and hundreds of pictures—War Bond Sales wagons, platforms and thermometers and other structures set up in the town square, guys on stilts and girls in or out of bathing suits. Out of great flocks we will try to cull with fairness and editorial judgment, a couple of good ones here and there, although there's a strong temptation to say to hell with the whole thing, as every one we print will make 890 other stations sore. So any war bond stuff we handle during this drive is merely designed to typify the sort of job the entire industry is doing and every publicity man whose stuff isn't included will figure we have no sense of news values and that we cater exclusively to our big advertisers."

About Pictures

I'll come back to that advertising angle later. It's a pat alibi for any publicity man whose stuff isn't used—and don't we all love pat alibis? But first let's get back to this industry news coverage. Every station is rightfully proud of its public service programs, rightfully pleased when some organization which it has helped gives it a public pat on the back by awarding the station a plaque or scroll. Usually the presentation ceremony is broadcast and the station publicity man naturally arranges to get a photograph of the station manager receiving the award from the head of the awarding organization. The picture is good for space in the local press, unless a radio-newspaper feud is going on, and it's also space-worthy in our magazine, *the first time*.

But so frequently the plan is worked out on a national scale. For instance, about a year ago the American Legion posts throughout the country began making awards of merit to stations which had given time to the Legion. The first picture

came in; it looked pretty good; the caption said that this legion chapter had awarded this station a plaque for its outstanding service to the cause, etc.; so it got printed. The next week we got two dozen duplicates, except for names and call letters. They did not get used because the story just wasn't news any more.

Speaking of pictures and repetition, I want to beg you to use all the influence you have to see that your station, at least, doesn't send us any more pictures showing a renewal contract being signed with the advertiser, station manager, salesman on the account and the artist on the program all standing around grinning like toothpaste ads. Oh, yes, the agency man is also usually on hand to show his teeth 15% worth.

Now, everybody knows that when the salesman has got the client to agree to renew, the contract is mailed out and signed without any ado about it; but everybody also knows that one of the major purposes of BROADCASTING MAGAZINE from our inception has always been the education of advertisers and agencies about radio as a new, virile and aggressive medium. Recently we have occasionally substituted "established, virile and aggressive medium," but you get the idea. Radio is good; radio advertising is good advertising. And there's no better way to prove it than by a commercial success story.

Business Pictures

Sometimes these success stories run to a page or more. But not necessarily. A one paragraph item can be a helluva success story. Every new account helps sell radio to other accounts. At least that's what our advertiser and agency subscribers tell us, and they can't both be wrong. And every renewal account is another good sales argument.

Certainly it's legitimate and welcome news. And certainly we like business pictures. But there ought to be some way of getting over the idea that a contract has been signed without actually depicting the pen-in-hand pose. Every once in a while some ingenious guy proves that it can be done. For example, a few weeks back we got a picture about a new milk account, with the boys drinking a toast to the sponsor in his own product. And the "boys" were good—president of the company, ditto of the agency, station manager and salesman. No trace of Milky Moe, your smooth-as-cream crooner.

And just this last week another smart publicity man worked a new twist by having everybody in

the picture offering his pen to the client. So it can be done. And the boys who do it get the breaks with us, which may account for a seemingly disproportionate number of pictures from a few stations. This brings me back to the squawks that we cater to our advertisers. We don't. We give in to the guy with the ideas. I was going to add that there isn't any connection between him and advertising, but it occurs to me that the station that is smart enough to work out new variations on a familiar theme will also probably be smart enough to be a consistent user of space in our magazine.

The same thing is true about stories as about pictures. The easiest thing for a station publicity man to do is to send us a carbon of what he's written for the local radio column, blithely ignoring the fact that the local columnist would be almost certain to delete the very part that we are most apt to use. Let me pass along a few remarks from managing editor Beatty, over whose desk all your copy goes, except that which is given a preliminary sifting by one of our branch offices.

Tips on Publicity

"I wish you could tell the boys how tough it is from our end to process some of the stuff they send out. For instance, we'll wade through a couple of windy paragraphs and after sifting out the cigars, diapers, future announcers and spurious emissions we discover that Bill Jones, announcer of WOOF, Wisteria, Del., is the father of a boy born Sept. 16.

"My special curse goes to the publicity man who writes a whole page of single-spaced stuff about Mary Belle Crooner who has a nifty new yellow sweater—keep your eyes on your copy, boys; Harry McGonigle is strutting high these days as he fondles a new 52-week contract with Dangerous Dan's Delicatessen. And we have to read through the tenth carbon they sent us to find out in the last sentence that Charles Coughin, formerly of WOOF, Wisteria, Del., has joined the announcing staff of KOWF, Throttlebottom, Cal.

"The boys who really click in feeding us are those who study what we print and then go about sending us news that conforms to our style. If all publicity men were on a string basis, they would use the keen judgment of the experienced freelancer as he maps a story to submit to an editor.

"You might remind the boys that we operate as a trade magazine for the commercial broadcasting industry and that we deem the industry an ad-

vertising medium as well as a purveyor of information, news and entertainment. Therefore we face a very considerable sifting and sorting job several times a day as we get tons of publicity and handouts. We want all the stuff they put out, but they must remember that we can't come up with a four-column head every time station WOOF sells another station break to Freddie the Furrier. We are doing a national job, but still want to give a cross-section of what is going on in the thousands of localities served by broadcast outlets. And if we happen to use WOOF's story when we have the same tale from a hundred other stations at the same time, we're thinking in national terms and hope the other hundred aren't peeved."

That pretty much covers the personal news category too, completing the third of the three general classifications into which I divided the whole field. I realize that I've only touched the highspots and if any of you would like to ask any questions I'll try to answer them. But before I

stop to do that I'd like to quote a little platform that we used to carry on our editorial page mast-head:

"American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile."

"That was back in Jan., 1940. It holds good today."