

PHILIP COHEN NAMED TO HEAD OWI RADIO BUREAU

As this issue of the REPORTS went to press, Palmer "Ep" Hoyt announced that Philip Cohen had been appointed chief of the radio bureau, domestic branch, OWI, to succeed Don Stauffer, who is resigning to return to the advertising agency business.

KESTEN ANSWERS FLY

At the conclusion of a prepared address given by FCC Chairman James Lawrence Fly before the Radio Executives Club of New York at the Hotel Shelton, October 7, the club extended an invitation to CBS to reply to Mr. Fly at an early meeting. In accepting this invitation for CBS, Paul W. Kesten, executive vice president, replied briefly as follows:

Text of Mr. Fly's speech was printed in the NAB REPORTS of October 8.

Mr. Kesten's Statement

"CBS is just as vigorous a champion of free speech as is Mr. Fly. We believe, however, that freedom of speech does not mean freedom for a privileged few. We do not believe that such freedom is achieved by giving a small group of men, broadcasting in regular news periods, any encouragement to use this time to advance their personal prejudices or to pulpioneer for their own point of view. The real essence of our news policies is to keep our news broadcasting and news analysis as objective as humanly possible, rather than to let it degenerate into partisan propaganda. There is plenty of space on the air for special pleading. We merely say that news broadcasts are not the place for it."

Mr. Kesten gave two examples of news copy to illustrate the point. Both dealt with a journalist's impressions on a two-week visit to the troops in North Africa. In the one, the hypothetical journalist did careful reporting and factual analysis. In the other, he used the facts only as a sounding board for his personal bias. They are, in order:

Eye-Witness

1.

I've just returned from two weeks with the troops in a quiet sector of the front and I've eaten with them, slept with them, dived into fox-holes with them when Stukas came over—and I've talked with them. Mostly the talk—American soldier talk—was about home and girls and the usual grousing about Army life. But one thing struck me as strange. Unless I brought up the subject, there was never any talk about what we Americans are fighting for, never anything said about the conflict in political ideas behind this war. Whenever I asked a soldier, "Are you

NAB DIRECTORS' MEETING

The next meeting of the NAB Board of Directors has tentatively been set for either November 10-11 or November 17-18. Definite dates will be announced shortly.

fighting Fascism?" he'd blink as though this were some original thought. Remember that I'm talking about hundreds of conversations, not just a few. I'd ask these soldiers what they thought of Darlan and Badoglio and they hadn't much to say. The consensus seemed to be that we should treat with anyone we could in order to get the war over in a hurry so that everybody could call it a day and go home. It seemed to me there was a world of difference in the political education of the American soldiers and the British soldiers whom I visited last month. The British Command has prepared a complete course of instruction for its troops in regard to the differences between democratic and Fascist ideas. I couldn't help wondering whether our own high command is making adequate plans to train the minds, as well as the bodies, of our fighting men.

Eye-Witness

2.

American soldiers in this theatre of war don't have the slightest idea of why they are fighting. I've just come from the front where I talked with them and I know. They don't realize that they are on a holy crusade to stamp out Fascism and that the only way you can do that is to exterminate Japs and Germans. They don't know or care how our government has betrayed them by dealing with a Darlan and a Badoglio. They don't realize that this is a people's war, that what is happening is a world revolution and that the only way we can preserve the four freedoms is to crush our enemies completely and that the only way we can save our democratic integrity is to treat solely with democratic elements in the countries we liberate. Well, our soldiers just don't know those things. And the High Command is to blame. They should educate the troops. Last month I visited British soldiers and found out that they were getting thorough political education. We're supposed to be quick and bright and the British dull and slow-witted. Well, the British are a lot quicker and brighter than we are in this kind of training. Our soldiers shouldn't spend their spare time sitting around grousing and talking about girls and what they will do when they get home. No, they should be taught the meaning of the conflict in terms of ideology—they must be made to see that Fascism must be stamped out in every root and branch and that they are fighting for the world's little people. Otherwise, they may win victories on the field of battle, but they will lose the peace.



THE NATIONAL ASSOCIATION OF BROADCASTERS

1760 N St., N.W.

WASHINGTON

Phone NAational 2080

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*.

REP. LEA REOPENS FCC INVESTIGATION

Representative Clarence Lea held a hearing on Thursday in connection with the FCC investigation at which time testimony of four witnesses taken in New York City recently was introduced into the record. Following this, Representative Lea said that these hearings will now be resumed from time to time to take specific evidence.

Thursday's hearing was adjourned subject to the call of the chair.

In reopening the hearings, Chairman Lea said:

"The hearings of the Committee now contain a large volume of information. The object of this meeting this morning is to place in the record additional information which has been assembled in order that the hearings up to date may be placed in permanent form for more convenient study and analysis.

"It is expected that further progress of the investigation will result in much information yet to be furnished and assembled. The evidence so far presented embraces a large number of accusations against the conduct of the commission and its personnel which are within the scope of the investigation as directed by the House of Representatives.

"The ultimate performance of the duties of the Committee requires the determination of the facts as to each substantial accusation. It is assumed that the report finally made to the House by the Committee will include its findings as to those accusations together with such recommendations as may be found appropriate.

"In order to aid the Committee to assume their responsibilities after the hearings are completed it has been arranged to obtain a study and analysis of all the information presented so that the facts for and against each accusation may be conveniently assembled for the use of the Committee members. That work will begin immediately with a view of bringing such an analysis of the testimony up to date and hereafter continuing it concurrently until the hearings are completed.

"Further hearings will proceed as promptly as the work of the Committee will permit and the plans of the Committee will be announced as the occasion may seem to require."

CENSORSHIP RELAXES CODE WEATHER CLAUSE

Following is a letter received at NAB headquarters from the Office of Censorship:

NOTE TO BROADCASTERS:

On October 11th, Director Byron Price of the Office of Censorship announced that effective at 12:01 A. M., Eastern War Time, October 12th the weather clause of the Code of War Time Practices for American broadcasters would be relaxed.

This relaxation permits the broadcast of official forecasts issued by the Weather Bureau; reports of current and past weather, as long as wind directions and barometric pressure are deleted.

This is formal notification to radio station managers that the Code of War Time Practices for American Broadcaster's Weather Clause should be amended immediately, as follows:

On pages 1 and 2, strike out all of Section 1 (a) and substitute the following:

"Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities.

(Signed) J. H. RYAN,
*Assistant Director of Censorship in
Charge of the Broadcast Division.*

PALEY ACCEPTS OWI CALL; KESTEN GETS PROMOTION

William S. Paley, president of CBS, has accepted a special assignment for a limited period from the Office of War Information, Elmer Davis has announced.

Mr. Paley will join C. D. Jackson, director of all OWI operations in Italy, North Africa, and the Middle East. He will operate with the Army's Psychological Warfare Branch at General Eisenhower's headquarters.

"Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area," Mr. Davis said. "As president of the Columbia Broadcasting System since its organization, Mr. Paley is one of the outstanding men in American radio. We are gratified to have a man of his experience and ability in our Overseas operations."

CBS directors have granted Mr. Paley a leave of absence to accept the war area assignment.

Paul W. Kesten has been named executive vice-president of the network.

TEXT OF SENATOR WHEELER'S INTERNATIONAL COMMON CARRIERS RESOLUTION

We print the following verbatim text of Senate Resolution No. 187, submitted by Senator Wheeler (for himself, Senator White and Senator McFarland) in the Senate on October 12, for your information: (The resolution was referred to the Committee on Interstate Commerce, which Thursday ordered a favorable report.)

RESOLUTION

Whereas efficient communication by wire and radio between the United States and foreign countries is important to the diplomatic, military, and commercial interests of the United States; and

Whereas such international communications by wire and radio and the facilities and personnel employed therein are in substantial measure subject to the jurisdiction, control, and influence of foreign governments and foreign nationals; and

Whereas it is necessary in the interests of the United States that a national and an international policy of the United States with respect to international communications should be determined and declared, and that the highest practical standards of operations and of service should be made effective at fair and just rates: Now, therefore, be it

Resolved, That the Interstate Commerce Committee of the Senate or a subcommittee thereof appointed by the chairman be, and it hereby is, authorized and directed to make a thorough study and investigation of international communications by wire and radio, and in particular of

such communications from and to the United States; to receive and hear evidence as to (1) the ownership, control, the services rendered, the rates charged therefor, and the methods of operation, of United States carriers engaged in such communications; (2) the extent and nature of the control and influence, direct or indirect, of foreign governments over communication carriers authorized by them, the extent to which foreign governments own and operate such foreign communication services, whether such operation by government is direct or otherwise, the character and extent of the competition between foreign companies, whether owned by governments or privately, in communications to and from the United States, and in particular the nature and degree of competition of such foreign companies with American companies in such communication services; (3) the character and adequacy of services furnished by American companies now engaged in international communications to the people and the diplomatic, military, and commercial interests of the United States; (4) the developments and improvements in the art of communication by wire or radio affecting, or which may be expected to affect, such international communications; (5) whether there should be competitive services between American companies in particular areas or circuits in international communications; (6) desirable forms and standards of organization of American communication companies, and in particular whether such companies should be permitted or required to merge or consolidate and the general terms, conditions, and obligations which should be imposed in the event of such permitted or required merger or consolidation; (7) the form and authority of the regulatory body of the United States to be charged with carrying out the policies in international communications declared by the Congress; and (8) generally to consider and to make recommendations to the Congress as to all other matters and things necessary in its judgment in meeting the purposes of the studies herein specifically set forth.

WIP LAUNCHES NEW PUBLIC FORUM PROGRAMS

Beginning Sunday, October 17th, at 2:30 to 3:00 EWT, WIP, in co-operation with the University of Pennsylvania, will present the first of a new series of public discussion programs featuring members of the University faculty, together with specially invited guests who are expert authorities in their particular fields.

The series is titled: "The Forum of Public Opinion" and is to be broadcast from WIP studios.

First topic is "Juvenile Delinquency". Moderator for this broadcast will be Dr. E. Scully Bradley, professor of English at the University.

Participating will be Dr. J. S. Shalloe, assistant professor of Sociology at the University, Robert C. Taber, director of Pupil Personnel and Counseling, of the School District of Philadelphia; Thomas A. Merryweather, executive director, Crime Prevention Association of Philadelphia; James D. Paige, of the Committee on Merit System, Municipal Court; Dr. Tanner G. Duckrey, principal of the Paul Lawrence Dunbar Public School, and Captain Gibbons, officer assigned to Crime Prevention Division.

The Radio Committee of the University of Pennsylvania co-operating with Station WIP, plans to invite important persons brought to the city by conventions and for other reasons to appear on these programs of "The Forum of Public Opinion."

NAB APPROVES ARBITRATION ASSOCIATION

The NAB recommends that selection of arbiters in labor contracts be left to the American Arbitration Association.

The work of this association has been endorsed not only by leading business organizations, but also by most of the principal labor unions. It has offices throughout the country; has standardized rules for arbitration, and has an excellent panel of arbiters.

The American Arbitration Association recommends the following arbitration clause for labor contracts:

Any dispute, claim, grievance or difference arising out of or relating to this agreement shall be submitted to arbitration, upon notice of either party to the other party, under the Voluntary Labor Arbitration Rules, then obtaining, of the American Arbitration Association and the parties agree to abide by the award, subject to such rules and regulations as any Federal agency having jurisdiction may impose. The parties further agree that there shall be no suspension of work when such dispute arises and while it is in process of arbitration.

This may be modified, of course, to suit individual circumstances.

Further information can be obtained at the NAB or at any of the AAA's branch offices listed below.

ALBANY 7
Standard Building
ATLANTA 3
Mortgage Guarantee Building
BOSTON 10
Chamber of Commerce Building
BUFFALO 2
Chamber of Commerce Building
CHARLOTTE 2
Liberty Life Building
CHICAGO 4
The Rookery
CINCINNATI 2
Chamber of Commerce Building
CLEVELAND 13
Standard Building
DALLAS 2
Texas Bank Building
DENVER 2
Chamber of Commerce Building
DES MOINES 9
Walnut Building
DETROIT 26
Penobscot Building
INDIANAPOLIS 4
Underwriters Building
KANSAS CITY 6 (MO.)
Waltower Building
LOS ANGELES 14
Van Nuys Building
MEMPHIS 3
Shrine Building
MILWAUKEE 3
Plankinton Building
MINNEAPOLIS 1
McKnight Building
NEW HAVEN 10
Second National Bank Building
NEW ORLEANS 12
Barrone Building
OKLAHOMA CITY 2
Commerce Exchange Building
OMAHA 2
Woodmen of the World Building
PHILADELPHIA 2
1420 Walnut Street
PITTSBURGH 22
Investment Building
PORTLAND 5
Pittock Block

ST. LOUIS 2
Cotton Belt Building
 SALT LAKE CITY 1
207 South Main Street
 SAN FRANCISCO 4
Chamber of Commerce Building
 SEATTLE 4
Marine Building
 WASHINGTON 5, D. C.
Denrike Building

NATIONAL EDITORIAL ASSOCIATION RESOLVES ON RADIO LEGISLATION

(The following resolution was passed by the Advisory Council of the National Editorial Association at a meeting in Chicago on October 10, 1943:)

WHEREAS, There are now pending in the United States Senate a Bill introduced by Mr. White and Mr. Wheeler on March 2, 1934 (S. 814) and in the House of Representatives a Bill introduced by Mr. Holmes on July 2, 1943 (H. R. 3109), both of which propose the amendment of the Communications Act of 1934, As Amended, and

WHEREAS, It now appears that, among other things, the question of freedom of speech over the air waves and the extent to which it is to be limited by governmental regulation through an administrative agency is properly before the Congress of the United States and should receive the immediate and complete consideration of the Congress,

NOW THEREFORE BE IT RESOLVED:

That the officers and directors of the National Editorial Association urge the Congress and the proper committees thereof to give immediate and careful consideration to this legislation so as to insure the fundamental right of freedom of speech.

WORKING PLAN OF PUBLIC RELATIONS SENT COMMITTEE AND DISTRICT CHAIRMEN

Personal copies of the Working Plan of Public Relations for the National Association of Broadcasters are now in the mails to members of the Public Relations Committee and District Public Relations Chairmen. The Plan will serve as a permanent guide and reference.

The completed roster of District Public Relations chairmen is published here with apologies to Irvin G. Abeloff, WRVA, chairman District 4, whose name was omitted from the list in NAB REPORTS of September 24.

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, general manager, Radio Station WGBI, Scranton Broadcasters Inc., Scranton, Pennsylvania.

DISTRICT 4—Irvin G. Abeloff, program director, Radio Station WRVA, Larus Brother & Company, Inc., Richmond, Virginia.

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, manager, 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, vice-president and general manager, 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-KECA, 141 North Vermont Avenue, Los Angeles, California.

DISTRICT 17—Harry Buckendahl, director of commercial relations, Radio Station KALE; KALE, Incorporated, Portland, Oregon.

MORE ON THE FAT CAMPAIGN

"Butcher shops in our whole coverage area complained because they bought up waste fats and then had to throw it out," so states F. E. Mayhew, supervisor, KASA, Elk City, Okla. "In other words," he said, "we find conditions out here in the remote sections of the country the same as described by Harper M. Phillips, general manager, KYUM, Yuma, Ariz., in his letter." Mr. Phillips reported that waste fat was collected and thrown in the Colorado river.

Peoria

Vernon A. Nolte, program director, WMBD, Peoria, says the waste fat salvage program is inefficient in Peoria. "There is a campaign in Peoria," he said, "to collect waste fat and grease. However, this campaign does not always operate smoothly. It depends on the Girl Scouts in the community calling at each home once each month, on one collection day. This is a big order and the girls do not get around to every home. As a matter of fact, it has been my personal experience they have not picked up the waste fat in my home for four months.

"The station has received many complaints about this situation and I have talked repeatedly to the chairman of the drive and she has promised to do what she can. I know this committee is working hard and trying to do a good job but the organization is not as good as it should be.

"I believe that the government agencies in charge of these salvage programs should make a periodic check, not only on the results, but on the system of organization because that is where we can have the most trouble. If the organization set-up is not correct the government agency should be in a position to make suggestions and to give any possible assistance in a reorganization so that the job can be done properly."

Greensboro

The research department of WBIG, Greensboro, conducted a thorough investigation in that city. Among leading merchants three stores collected no pounds of waste fat per week; one collected 1 pound; one collected 5 pounds; one collected 6 pounds; one collected between 40 and 50 pounds per week; one collected between 100 and 130 pounds; while one collected between 100 and 150 pounds per week.

Grocers say the price is too low to offer any incentive to the housewife and that the housewife makes use of many fats she might otherwise turn in because of rationing of lard and butter. Grocers in "better" neighborhoods said that most customers regard the collection of waste fat as not worth the trouble. Grocers in "poorer" neighborhoods said that most customers have so few waste fats that collection is almost useless. No difficulty in handling waste fats turned in was reported.

Public apathy to waste fat collection, it was found, results in much trouble and work for small grocers handling insignificant amounts of waste fats.

Suggested Remedy for Situation

Manager Frank, of the Carolina By-Products Company, said that since price provided no incentive for housewife to turn in collection, that the awarding of meat ration points for waste fat collection or any other plan whereby housewife would receive privilege of buying edible fats in return for collection of inedible fats would furnish incentive.

He further suggested that shortage of soap, particularly toilet soap, be explained to the public as a result of the shortage of fats with which to make soap. Public should understand that waste fats are used to make soap and that glycerine is a by-product of the soap manufacturer. Explanation, he said, should make the housewives more anxious to cooperate with the grocer, not only to increase the available supply of soap but also glycerine for war.

St. Paul, Minneapolis

Kenneth M. Hance, vice president, KSTP, surveyed the situation in the Twin Cities. The WPB regional director told him that "our trouble is not getting fats to the renderers but in not receiving enough fats from the housewives."

WCCO also checked and reported that, "complaints had been made in this territory that butchers would not accept fats. Every complaint received is followed through by WPB."

Sarasota-Bradenton

According to John B. Browning, manager, WSPB, Sarasota, "butchers are complaining about the delay in collecting fats and greases though people are turning them in to local butchers fairly satisfactorily." Because the renderer collects fats in five week periods, merchants must keep a large part of their refrigerators full of fats in containers received from housewives.

Portland, Ore.

H. J. Foster, war program manager, KGW-KEX, Portland, reported by enclosing a recent release by the Oregon State Salvage Committee. This report pointed out that housewives have been reusing their fats for cooking purposes in their own kitchens, and that there is now no such thing as "waste" fats. The Salvage Committee is now asking for "used" household fats to emphasize that these reused fats are entirely satisfactory.

Sault Ste. Marie

How additional fats are gathered in Sault Ste. Marie was reported by Stanley R. Pratt, general manager, WSOO. In this city not only does a soap company send trucks to pick up local fats, but also fats from all boats on the Great Lakes passing through the locks.

Jackson, Miss.

At one time during the past summer markets were not taking fats and housewives discontinued saving them.

When this became known to W. P. Harris, director, WJDX, Jackson, local dealers were contacted and an agreement secured from them to receive waste fats in 100 pound quantities. Widespread promotion re-established the fat saving habit and today the plan in Jackson is working out to the satisfaction of all concerned.

Other Cities

Reports of satisfactory fat collection are acknowledged from W. O. Talbot, Jr., operations & commercial, KSLM, Salem; Earl Williams, station manager, KFAB-KFOR, Lincoln; L. W. Trommlitz, manager, KORE, Eugene; Mel D. Marshall, general manager, KYOS, Merced; "Red" Cross, commercial manager, WMAZ, Macon; G. O. Shepherd, general manager, WAYS, Charlotte; H. W. Wilson, manager, KPRO, Riverside; KCMC, Texarkana, and WRAL, Raleigh.

STATION COVERAGE RECOMMENDATION

In a communication from the American Association of Advertising Agencies received Thursday, October 7th, NAB is invited to confer with AAAA Committees on methods for determining station coverage.

The NAB Membership approved a recommended station coverage method at the War Conference in Chicago last April. This was prepared by the NAB Research and Sales Managers Executive Committees in consultation with agency time buyers. The resolution approving the method incorporated an instruction to submit the recommendation to the AAAA's for review and for permission for stations to use some sort of "official stamp of approval" of that association if the method were found acceptable. The AAAA's research and time buyers' committees considered the proposals in a meeting Thursday, September 30th.

The details of the method appear on pages 194, 195 and 196 of the April 30 NAB "Reports." Progress of the conferences will be published in NAB "Reports."

Statement on the Use of the Name and Emblem of the American Red Cross in Advertising Approved by the Administrative Committee, August 11, 1943

Section 4 of the Act of Congress incorporating the American Red Cross, approved January 5, 1905, as amended June 23, 1910, and quoted completely hereinafter, prohibits the use of the name or emblem of the Red Cross "for the purpose of trade or as an advertisement to induce the sale of any article whatsoever." The only exceptions relate to cases where the name or emblem was used commercially prior to 1905.

Many advertisers have expressed a desire to assist the American Red Cross in its wartime services by calling public attention to some of its special needs, financial or otherwise, by preparing and paying for advertisements devoted to these special messages to the public, either in the form of newspaper and magazine advertisements, or commercial time over the radio. The Red Cross appreciates the generous motives which inspire these offers but advises that the acceptance of advertising, limited to the above three fields, should be restricted by the general and specific conditions set forth below:

- I. That such advertising must be in complete harmony with the humanitarian purposes of the American Red Cross and consistent with its policies and broad responsibilities to the public;
- II. That advertisements appealing for funds for the Red Cross must be restricted exclusively

to the period immediately prior to and during national campaign for funds;

- III. That other advertisements must be devoted to approved Red Cross statements or messages concerning one of its recruitment, enrollment, or service programs, except in the case of advertisements of benefits authorized under the Red Cross benefit policy.

Subject to the above *general* conditions it is permissible to accept offers of advertising space or radio time which conform to the following *specific* requirements:

- a) If the entire advertisement is exclusively devoted to the Red Cross, only the corporate name and address but not the trade-mark, product, or service of the advertiser may be printed modestly in a byline to indicate the sponsorship at the bottom of the advertisement or briefly announced at the opening and/or at the conclusion of the radio program.
- b) If only a portion of space within a particular advertisement or a part of the time on a commercial radio program is to be devoted to the Red Cross, the Red Cross message must be so placed as to make it distinctly separate and apart from the rest of the advertisement or radio program. On radio programs the Red Cross in certain instances may request the inclusion of a sentence to the effect that "the mention of the American Red Cross and/or the appearances of Red Cross personnel on this program does not constitute an endorsement of our products or services by the American Red Cross since the American Red Cross does not endorse any products or service."
- c) If the name or emblem of the Red Cross is to be used in an advertisement which is to appear in more than one city or on a radio program to be carried by more than one station, advertisers are invited to submit proofs of text and art for the advertisement and script for the radio program in advance of publication or use to the director of Publicity, American Red Cross, Washington, D. C., for helpful review. This is unnecessary where the material used has been reviewed or issued previously by the American National Red Cross.
- d) In cases of advertising of purely local character in one city where the name or emblem of the Red Cross is to be used, the advertising copy or radio script may be submitted to the local chapter for review and will be approved only if it conforms to the conditions listed above.
- e) If an advertisement is to be illustrated by Red Cross uniformed personnel care should be exercised to see that the proper uniform is depicted.

In connection with advertising it should be noted that the American Red Cross neither adopts nor endorses any article of merchandise as an "official" item of its equipment. Where particular commercial articles are purchased by the national organization or its chapters, it is a violation of the law for the manufacturers of such articles to advertise the fact that they are furnishing them to the American Red Cross.

Section 4 of the Act of Congress, mentioned earlier reads as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section four of the Act entitled 'An Act to incorporate the American National Red Cross,' approved January fifth, nineteen hundred and five, is hereby amended to read as follows:

'Sec. 4. That from and after the passage of this Act it shall be unlawful for any person within the jurisdiction of the United States to falsely or

fraudulently hold himself out as or represent or pretend himself to be, a member of or an agent for the American National Red Cross for the purpose of soliciting, collecting, or receiving money or material or for any person to wear or display the sign of the Red Cross or any insignia colored in imitation thereof for the fraudulent purpose of inducing the belief that he is a member of or an agent for The American National Red Cross. It shall be unlawful for any person, corporation, or association other than The American National Red Cross and its duly authorized employees and agents and the Army and Navy sanitary and hospital authorities of the United States for the purpose of trade or as an advertisement to induce the sale of any article whatsoever or for any business or charitable purpose to use within the territory of the United States of America and its exterior possessions the emblem of the Greek Red Cross on a white ground, or any sign or insignia made or colored in imitation thereof, or of the words "Red Cross" or "Geneva Cross," or any combination of these words; *Provided, however*, That no person, corporation, or association that actually used or whose assignor actually used the said emblem, sign, insignia, or words for any lawful purpose prior to January fifth, nineteen hundred and five, shall be deemed forbidden by this Act to continue the use thereof for the same purpose and for the same class of goods. If any person violates the provision of this section he shall be deemed guilty of a misdemeanor, and upon conviction in any federal court shall be liable to a fine of not less than one or more than five hundred dollars, or imprisonment for a term not exceeding one year, or both, for each and every offense.'"

TELEVISION AIDS POLICE

This month, for the first time, television was used to broadcast photographs of missing persons in the New York area by the New York police department. The broadcast ran 10 minutes and was beamed over Station W2ZWW, covering a 50-mile radius. Seven likenesses were transmitted.

FEDERAL COMMUNICATIONS COMMISSION

BLUE NETWORK TRANSFER IS APPROVED BY FCC

Before the
FEDERAL COMMUNICATIONS
COMMISSION
Washington, D. C.

In the Matter of
RADIO CORPORATION OF AMERICA, *Transferor*
and

AMERICAN BROADCASTING SYSTEM, INC., *Transferee*.

Docket No. 6536

DECISION AND ORDER

This is an application pursuant to Section 310(b) of the Communications Act for the Commission's consent to the transfer of 100% of the stock of the Blue Network, Inc., from Radio Corporation of America to American Broadcasting System, Inc. The Blue Network, Inc., is the licen-

see of Stations KGO, San Francisco, WENR, Chicago, WJZ, New York, and 48 relay stations. In addition, it operates a nation-wide network consisting of 163 affiliated stations besides the three stations it owns. The consideration for the transfer is \$8,000,000 cash.

Radio Corporation of America, the transferor, besides owning 100% of the stock of the Blue Network, Inc., also owns 100% of the stock of the National Broadcasting Company which is the licensee of five standard broadcast stations and likewise operates a nation-wide network.

American Broadcasting System, the transferee, is wholly owned by Edward J. Noble who has diverse business interests including the ownership of Station WMCA in New York. Accompanying the application is an affidavit of Mr. Noble that he intends to dispose of WMCA upon approval by the Commission of the Blue Network transfer, and at the hearing he testified that he has executed a contract for the sale of the station, contingent upon Commission approval.

There are at present four nation-wide network organizations, two of them wholly owned by Radio Corporation of America. Our investigation into chain broadcasting (Docket 5060) established that the ownership of two networks by a single organization operated as a restraint on competition, handicapped the Blue Network, gave RCA a competitive advantage, and resulted in an undue concentration of control in a field where because of physical limitations on the number of available radio facilities the public interest imperatively demanded the elimination of restraints on competition and as wide a dispersion of control as possible. As a result we promulgated Regulation 3.107 directed against multiple ownership of networks serving substantially the same area. The regulation was suspended indefinitely,¹ after RCA had freely conceded desirability of disposing of one network and had indicated its intention of selling the Blue at an early date, in order to make possible the orderly disposition of the network without a time deadline which would unduly depress the price. The transfer of the Blue Network will result in four independent nation-wide networks. This will mean a much fuller measure of competition between the networks for stations and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech. The mechanism of free speech can operate freely only when the controls of public access to the means for the dissemination of news and issues are in as many responsible ownerships as possible and each exercises its own independent judgment. The approval of the transfer will promote such diversification.

Our investigation into chain broadcasting similarly concluded that the control of two stations in any area by one network organization is not in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and thus in that respect effectuate the policy of Regulation 3.106.

We find that the American Broadcasting System, Inc., and Mr. Noble, the owner of its entire stock, are legally, financially and technically qualified to operate the stations being transferred. All the stockholders and officers of the transferee are citizens of the United States. The transferee has sufficient funds to effect the purchase and it is apparent from the balance sheet of the Blue Network that its finances after the transfer will be such as to permit continued operation. Mr. Noble testified that he saw the need of raising additional capital for expansion of the public service of the Blue Network, and he stated that this capital could be secured either from his own resources or from sale of stock to interested persons.

Mr. Noble also testified that he intended to continue to employ the operating personnel of the Blue Network and those present officers and directors of the Blue Network who are not employees of RCA. Hence, the transferee will be technically qualified to operate the stations being transferred.

At the hearing Mr. Noble was requested to submit a writ-

ten statement as to the policies with respect to the allocation of time on the air which would guide him in the exercise of his discretion as a licensee. This statement has now been submitted. In it Mr. Noble declares in part:

"I am prepared to say that my policy, stated in general terms, will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discriminations. More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network."

At the hearing it appeared that under present practice, which is quite general in the industry, requests for the sale or furnishing of time tend to be disposed of on the basis of rules-of-thumb and fixed formulae. Mr. Noble's commitment to consider each request with an open mind on the basis of the merits of each request and without any arbitrary discrimination is, in our view, the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible.

In view of the entire record it is our opinion that the transfer of the Blue Network is in the public interest.

It is, therefore, ordered, this 12th day of October, 1943, that the transfer of control of the Blue Network, Inc., from Radio Corporation of America to American Broadcasting System, Inc., be and the same is hereby, approved.

BY THE COMMISSION.

T. J. SLOWIE,
Secretary.

FLY SAYS NETWORK RULES ARE WORKING ALL RIGHT

The industry has not yet had enough experience with the new network regulations for FCC to know how they are working out, but up to now they have worked for the betterment of both stations and listeners FCC Chairman James Lawrence Fly said at a press-radio conference October 11.

The Commission, Mr. Fly said, must keep an open mind in connection with the regulations and modify them if it deems necessary at any time. The record on the new rules he said is pretty good insofar as reports reaching the Commission are concerned.

The Chairman has been making a number of remarks recently about listener interest and he said at the conference that this subject is up to the industry.

Mr. Fly told newsmen he has had a conference with Representative Lea of California since he has been appointed chairman of the Select Committee of the House but, Mr. Fly refused to discuss his talk with Representative Lea. Mr. Fly said that when the committee is ready to hear him it will not have to subpoena him.

Reverting to the sale of the Blue network and the new network regulations the Chairman said that on the whole the regulatory rules have aided network broadcasting generally. He said that since January, 1942, the Blue has added some 50 stations to its network. In January, 1942, he said the Blue had 116 stations while it now has 166. He said that this is partially due to the reduced line

¹ Simultaneously with this order, we are making Regulation 3.107 effective six months hence.

charges made possible through FCC action, which has undoubtedly resulted, he said, in bringing more stations to the networks.

Answering questions about news commentators, Mr. Fly said that he is not yet sure whether the Commission has the right under the law to regulate them and he suggested that for the time being this is a matter up to the industry. He indicated that he had not looked up the law on this point.

FCC ASKS COMPLETION AND RETURN OF EMPLOYEE FORM

Prompt Action Requested

The FCC on October 9th sent a letter and forms to networks and licensees of standard, international and television stations to obtain information on employees and compensation for broadcast stations and networks. The information is to be furnished for the week beginning October 17th.

It will be recalled that NAB last year asked the commission that since the employee data required in the annual report was to be given for a week in October that the information be collected in October and tabulated as soon as possible. In former years the information has been required by the FCC as one schedule of the Annual Financial and Employee Data Report filed in the spring. Tabulations from these reports have not been available until the fall or early winter following the date of filing. Thus the employee data gathered had been at least a year old before it was available for use.

The employee data derived through these reports is of paramount importance to the industry in labor negotiation and for that reason the proposal was made to the FCC to collect the information early, to tabulate it quickly, and to make the information available to the industry at the earliest possible moment.

FCC cooperated in the matter last year and has given every indication it will do so this year. The procedure last year was not altogether satisfactory because some stations were slow in returning the forms. Please see that your form is returned at the earliest possible time.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, October 18th. It is subject to change.

Monday, October 18

KWSC—State College of Washington, Pullman, Wash.—Modification of license, 1030 kc., 1 KW night, 5 KW day, unlimited. Request facilities of KOB.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WCSH—Adeline B. Rines, Executrix of the Estate of Henry P. Rines, Deceased (Transferor), Adeline B. Rines, William H. Rines, Mary R. Thompson, Trustee (Transferees), Port-

land, Maine.—Granted consent to transfer of control of Congress Square Hotel, licensee of station WCSH, from Adeline B. Rines, Executrix of the Estate of Henry P. Rines, Deceased, to Adeline B. Rines, William H. Rines, and Mary R. Thompson. No monetary consideration involved (B1-TC-329).

KFJI—John A. Kincaid, Deceased (Transferor), George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased (Transferee), KFJI Broadcasters, Inc. (Licensee), Klamath Falls, Ore.—Granted involuntary transfer of control of KFJI Broadcasters, Inc., from John A. Kincaid, Deceased, to George Kincaid, Executor (B5-TC-334).

WMVA—Martinsville Broadcasting Co., Inc., Martinsville, Va.—Granted modification of license to change location of main studio from Church and Bridge Streets, Martinsville, to 1.3 miles north of city (B2-ML-1173).

Burns Avenue Baptist Church, Detroit, Mich.—Granted extension of authority to transmit programs to station CKLW, Ontario, Canada, from Detroit, Mich.

KFI—Earle C. Anthony, Inc., Los Angeles, Calif.—Granted motion for leave to take depositions in connection with hearing set for October 26, on application of Iowa State College of Agriculture and Mechanical Arts, licensee of station WOI, Ames, Iowa, for special service authorization to operate on 640 kc. from 6 a. m. to local sunrise, CST, with 1 KW power.

MISCELLANEOUS

WSAY—Brown Radio Service & Lab. (Gordon P. Brown, Owner), Rochester, N. Y.—Granted authority to determine operating power by direct measurement of antenna power (B1-Z-1540).

WHJB—Pittsburgh Radio Supply House, Greensburg, Pa.—Granted authority to determine operating power by direct measurement of antenna power (B2-Z-1551).

W9XBK—Balaban & Katz Corp., Chicago, Ill.—Granted license (B4-LVB-42) to cover construction permit for new experimental television broadcast station; frequencies 60000-66000 kc., 2 KW aural and 4 KW visual power.

W49D—John Lord Booth, Detroit, Mich.—Granted extension of special temporary authority to operate an RCA 10 KW transmitter on 44900 kc., using a temporary antenna, for the period October 9 to December 7, 1943, pending action on application for license to cover construction permit in part.

The Commission has adopted an order affirming the action of the motions Commissioner denying the petition of Stephen A. Vetter for leave to intervene in the hearing on the applications of Ralph A. Horton (assignor) and The Fort Industry Company (assignee) for voluntary assignment of construction permit as modified, of license of station WFTL and relay stations WAAD and WRET; Ralph A. Horton (WFTL) for license to cover construction permit and authority to determine operating power by direct measurement; and The Fort Industry Company (WFTL) for modification of license to move main studio from Ft. Lauderdale, Fla., to Miami, Fla. (Dockets 6542, 6543, 6544, respectively.)

KTRH—KTRH Broadcasting Company, Houston, Texas.—Dismissed application for special service authorization to operate on 740 kc., with 50 KW day and 25 KW night, employing temporary DA night, for period ending February 1, 1944, and authority to determine operating power by direct measurement (B3-SSA-85 and B3-Z-1547).

Sikeston Community Broadcasting Co., Sikeston, Mo.—Denied petition for reinstatement of application for construction permit for new station to operate on 1300 kc., as the Commission's policy of August 11, 1943, limits reinstatement of applications to those involving authorizations for local channels, whereas applicant requests a regional channel assignment.

KWSC—State College of Washington, Pullman, Wash.—Granted petition to dismiss without prejudice application for modification of license to operate on 1030 kc., 1 KW night, 5 KW day, unlimited time.

WJBW—Charles C. Carlson, New Orleans, La.—Granted petition to continue hearing on application for renewal of license from October 25 to November 8.

Head of the Lakes Broadcasting Co., Superior, Wis.—Granted motion to accept amendment to application for new FM station to specify equipment now used at W9XYH, and application removed from hearing docket.

The Commission announced adoption of Proposed Findings of Fact and Conclusions (B-194), proposing to deny the application of The Voice of the Orange Empire, Inc., Ltd., licensee of station KVOE, Santa Ana, Calif., for construction permit to change operation assignment from 1490 kc., with 250 watts, unlimited time, to 1480 kc. with 1 KW power, unlimited time.

This action is in conformity with the policy announced by the Commission in its Memorandum Opinion of April 27, 1942, with respect to the use of critical materials during the war period.

At the same time the Commission adopted Orders making final the Proposed Findings of Fact and Conclusions denying without prejudice the following cases:

Intermountain Broadcasting Corp., Station KDYL, Salt Lake City, Utah, for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 KW, make changes in directional antenna system for both daytime and nighttime use, and change the transmitter. (B-171)

Beauford H. Jester, et al., Waco, Texas, for construction permit to establish a new station to operate on 1230 kc., 250 watts power, unlimited hours of operation (B-176), and

Eastern Broadcasting Co., Inc., Long Island, New York, for construction permit to establish a new station to operate on 1520 kc., with 1 KW power limited to station WKBW, Buffalo, N. Y. (B-181)

APPLICATIONS FILED AT FCC

560 Kilocycles

KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Extension of special service authorization to operate on 560 kc., 500 watts night, 1 KW day, unlimited time, using transmitter authorized by B5-P-3150 as modified for the period ending 2-1-44.

WQAM—Miami Broadcasting Co., Miami, Fla.—License to cover construction permit (B3-P-2597 as modified), which authorized installation of new transmitter and increase in power.

WQAM—Miami Broadcasting Co., Miami, Fla.—Authority to determine operating power by direct measurement of antenna power.

570 Kilocycles

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—License to cover construction permit (B4-P-3288 as modified), which authorized increase in power and installation of directional antenna for night use.

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—Authority to determine operating power by direct measurement of antenna power.

710 Kilocycles

KMPC—KMPC, The Station of the Stars, Inc., Beverly Hills, Calif.—Modification of license to change location of the main studio from 9631 Wilshire Blvd., Beverly Hills, Calif., to 5939 Sunset Blvd., Los Angeles, Calif.

850 Kilocycles

WRUF—University of Florida, Gainesville, Fla.—Special service authorization to operate unlimited time, with power of 100 watts after sunset at Denver, Colo., and 5 KW prior to sunset at Denver, Colo., for the period ending 2-1-44.

930 Kilocycles

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Construction permit to change frequency from 910 kc. to 930 kc., and power and hours of operation from 500 watts daytime to 250 watts night, 500 watts daytime, unlimited hours of operation.

1040 Kilocycles

WHO—Central Broadcasting Co., Des Moines, Iowa.—Voluntary transfer of control of licensee corporation from Daniel David Palmer to B. J. Palmer, Mabel Palmer, Daniel David Palmer and William M. Brandon, Trustees.

1240 Kilocycles

WGOU—Twin City Broadcasting Co., Inc., Lewiston, Maine.—Involuntary transfer of control of licensee corporation from Jean B. Couture, Deceased, by Clara Couture, Executrix to Faust O. Couture, 350 shares of common stock.

1290 Kilocycles

WKNE—WKNE Corporation, Keene, N. H.—Acquisition of control of licensee corporation by M. S. Wilder and H. C. Wilder through issuance of preferred stock.

1330 Kilocycles

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Construction permit to move transmitter from 8581 West 18th St., Los Angeles, Calif., to intersection of Rodeo Road and Santa Barbara Ave., Los Angeles, Calif., and install a new antenna.

1490 Kilocycles

KBKR—Baker Broadcasting Co., Baker, Oregon.—Transfer of control of licensee corporation from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, 170 shares.

MISCELLANEOUS APPLICATIONS

W6XIA—Television Productions, Inc., Los Angeles, Calif.—Modification of construction permit (B5-PVB-87 as modified, which authorized new television relay broadcast station to be used with W6XYZ) for extension of completion date from 11-1-43 to 2-1-44.

NEW—Voice of Longview, area of Longview, Texas.—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, and 2790 kc., 20 watts power and A3 emission.

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.

James G. Exum—A complaint has been issued charging James G. Exum, Snow Hill, N. C., with misrepresentation in connection with the sale of a preparation known as "Happy Jack Mange Lotion," advertised as a remedy for mange and other skin diseases of dogs and other animals. The preparation also is sold under the names "Happy Jack Sarcoptic Mange Medicine" and "Happy Jack." (5060)

Hutchings Brokerage Company—Violation of the brokerage section of the Robinson-Patman Act is alleged in a complaint issued against Norman Webb Hutchings, trading as Hutchings Brokerage Co., 120 North Water St., Mobile, Ala. (5059)

STIPULATIONS

During the past week the Commission announced no stipulations.

CEASE AND DESIST ORDERS

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

Superior Humus & Peat Moss Corp., 137-165 Queens Blvd., Jamaica, Long Island, N. Y., selling a commercial peat to wholesalers and retailers for resale; and direct to nurserymen, florists, farmers, poultrymen, and others in agricultural industry, has been ordered to cease and desist from misrepresentation of its product. (4654)

The National Association of Broadcasters

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

No. 11

SPECIAL INFORMATION BULLETIN

Oct. 15, 1943

A Great 'First' For Morgenthau

Henry Morgenthau, Jr., Secretary of the Treasury, has recorded, for broadcast purposes, a personal message of thanks to the manager of each radio station in the United States, its staff and its advertisers, for the great job done in the Third War Loan Campaign.

This is the first time each radio station has been thanked in this singularly effective manner and it reflects a unique appreciation and adept use of radio's facilities on the part of the Secretary of the Treasury.

Secretary Morgenthau's personal message to each station manager will be heard in the middle of the Treasury Star Parade record number 291, featuring Vincent Lopez, which will be shipped on or before October 23 and may be broadcast immediately upon receipt by your station.

Properly localized by the announcer on the record, who says, "Here is a message to the management and the personnel of this radio station from the Secretary of the Treasury," the Secretary's remarks are as follows:

"This is Henry Morgenthau, Jr., speaking. I want to thank you, as manager of this station, for the help you gave us in the Third War Loan. Your staff and your advertisers and your stars worked hard, and the results of the Third War Loan—the greatest financial undertaking in the history of the world—reflect your energy, effort and enthusiasm. You have served your country well. Because of what you have done, perhaps you have helped to shorten the war, and to save the lives of American fighting men. I think there could be no greater reward than that. Again thank you—thank you all."

Permission to Dub Off and Use As Local Spot

The Treasury Department has given each station permission to re-record the Secretary's statement and use it as a local announcement, preceded by a local introduction identifying the manager and station by name, as follows:

LOCAL ANNOUNCER: (FROM SCRIPT) We take pleasure in presenting Mr. Henry Morgenthau, Junior, Secretary of the Treasury, in a personal transcribed message to.....

RECORD:, manager of
This is Henry Morgenthau, Junior, speaking (etc.).

Good Taste

Good taste requires that the Secretary's statement, used as a local spot, be handled with great care and diligence to avoid needless repetition.

All Stations Should Obtain Treasury Star Parade No. 291

Some stations are not receiving regularly the Treasury Star Parade. To be certain that you receive number 291, address your request at once to the Radio Section, War Finance Division, Treasury Department, Washington 25, D. C., or to NAB.

WILLARD D. EGOLF,
Assistant to the President.

Retail Promotion Committee

OCTOBER 15, 1943 * * * * * No. 6

535 5th Avenue NATIONAL ASSOCIATION OF BROADCASTERS New York, N.Y.

Washington Premiere Acclaimed By Audience

Retail Promotion Presentation Is Pronounced Valuable Contribution to Radio-Retailing Cooperation

More than 600 merchants, government officials, editors, advertising executives and others attended the first public showing of "Air Force and the Retailer," the radio industry's ambitious 100 minute film presentation analyzing the problems of retail selling and distribution, October 12 in Washington.

The premiere, held in the Presidential rooms of the Hotel Statler, was "Washington gone Hollywood" with a new twist. District of Columbia retailers mingled with prominent officials of the Office of Price Administration, the War Production Board and other government agencies which have issued numerous wartime regulations affecting their business.

Representing the Retail Promotion Committee, which is sponsoring the presentation to the nation's merchants were Sheldon R. Coons, former Gimbel Brothers and Lord & Thomas, executive and counsel to the committee, who is starred in one of the films; Dr. Paul Lazarsfeld of Columbia University's Office of Radio Research, and Dr. Julius Hirsch, OPA consultant and widely known economist, whose scientific findings were incorporated into the study; Paul W. Morency, manager of Station WTIC, Hartford, and chairman of the broadcasting industry's Retail Promotion Committee, and Lewis H. Avery, of NAB, Committee Secretary.

After-showing comments on every hand indicated those attending were pleasantly surprised and enthusiastic about the completeness of the presentation and the excellent quality of the script and facts presented.

Arthur Robb, editor of Editor & Publisher, summed up his feelings by saying: "It was a fine, objective job and I'm going to write an objective story about it."

Broadcasters, themselves, after they had discovered their retail business and government executive guests were highly complimentary about the presentation, added their own praises to the general theme.

A masterful job of staging the presentation was done by the Washington Committee, headed by Carleton Smith, of WRC. Emcee of the Washington showing was Harry Burke, assistant general manager of WOW, Omaha.

In addition to Mr. Burke of WOW, the masters of ceremonies who will go on swings around the country beginning October 18 are:

M. F. ("Chick") Allison, sales promotion manager, WLW, Cleveland

Lewis Avery, director of broadcast advertising, NAB

Donald D. Davis, president, WHB, Kansas City

James H. Gaines, stations relations,
NBC, New York
Arthur Hull Hayes, manager WABC,
New York
Kingsley F. Horton, sales manager,
WEEL, Boston
Walter Johnson, assistant general
manager, WTIC, Hartford
John M. Outler, Jr., sales manager,
WSB, Atlanta
Clyde Pemberton, commercial man-
ager, KFJZ, Fort Worth, Texas
William C. Roux, sales promotion,
NBC, New York
Frank Webb, commercial manager,
KDKA, Pittsburgh
Frank Parke Wright, manager, San
Francisco Retail Radio Bureau

Among those present at the premiere of the
Retail Promotion Committee's presentation were:

Frank R. Wilson, Special Assistant to Secretary
Jones; Federal Trade Commissioner Robert E.
Freer; Edwin R. Hawkins, former professor of
retailing at the Wharton School, University of
Pennsylvania and now chief of the Commerce De-
partment's Distribution Cost Unit; Walter A.
Crowder, Chief of that department's Distribution
Division; Walter Chamblin, Jr., executive director,
National Association of Manufacturers; Dr. David
R. Craig, president, American Retail Federation;
Richard H. Stout, president, Morris Plan Bankers
Association.

Jean Carroll, director, Food Price Division, Of-
fice of Price Administration; Fred Kaminows, Re-
tail Trade Division of the War Production Board;
W. R. Thomas, Office of Price Administration;
Russell I. Whyte, Department of Commerce;
Mount Taylor, National Association of Ice Indus-
tries; Milford L. White, Department of Commerce;
M. L. Wilson, War Food Administration; John
Shepard Bartlett, Electric Institute of Washing-
ton; John D. Battle, National Coal Association;
Robert I. Black, National Association of Manu-
facturers; Lea W. Turner, Retail Credit Institute
of America; Sumner Pike, Office of Price Ad-
ministration; Theodore K. Quinn, Office of Price
Administration; Bart Cumings, Office of Price
Administration; Don Stauffer, John Hymes of the
Radio Bureau of the Office of War Information.

City By City Itinerary of Retail Promotion Film

ALABAMA—Mobile, Oct. 21 and 22; Mont-
gomery, Oct. 26. ARKANSAS—Little Rock, Oct.

25. CALIFORNIA—Los Angeles, Oct. 20; Oak-
land, Nov. 2; San Francisco, Nov. 1. COLORADO
—Denver, Oct. 27. CONNECTICUT—Bridge-
port, Nov. 1; Hartford, Oct. 27.

FLORIDA—Gainesville, Oct. 19; Jacksonville,
Oct. 20; Miami, Oct. 18. GEORGIA—Atlanta,
Nov. 1; Columbus, Nov. 2; Macon, Nov. 3. IN-
DIANA—Fort Wayne, Nov. 3; Indianapolis, Nov.
2. IOWA—Cedar Rapids, Nov. 8; Davenport,
Nov. 9; Des Moines, Nov. 10; Fort Dodge, Nov.
11; Sioux City, Nov. 12. KANSAS—Wichita,
Oct. 28.

KENTUCKY—Louisville, Nov. 12. LOUISI-
ANA—New Orleans, Oct. 25. MAINE—Portland,
Oct. 21. MARYLAND—Baltimore, Nov. 11.
MASSACHUSETTS—Boston, Oct. 22; Fall River,
Oct. 19; Pittsfield, Oct. 18; Springfield, Oct. 28;
Worcester, Oct. 26. MICHIGAN—Grand Rapids,
Nov. 5; Flint, Nov. 3; Kalamazoo, Nov. 4. MINN-
ESOTA—Albert Lea, Nov. 11; Duluth, Oct. 20;
Minneapolis, Oct. 19; St. Paul, Oct. 18. MIS-
SOURI—Kansas City, Oct. 19.

NEBRASKA—Lincoln, Nov. 17; Omaha, Nov.
16. NEW HAMPSHIRE—Manchester, Oct. 20.
NEW JERSEY—Newark, Oct. 26. NEW YORK
—Albany, Oct. 25; Buffalo, Oct. 19; New York,
Nov. 9 and Nov. 10; Rochester, Oct. 20; Utica,
Oct. 21; Plattsburg, Oct. 29. NORTH CARO-
LINA—Asheville, Nov. 1; Durham, Oct. 18; Fay-
etteville, Oct. 21; New Bern, Oct. 19; Raleigh,
Oct. 19; Winston-Salem, Nov. 2. NORTH DA-
KOTA—Fargo, Oct. 22; Grand Forks, Oct. 21.

OHIO—Akron, Oct. 19; Canton, Oct. 21; Cin-
cinnati, Oct. 28; Cleveland, Nov. 3; Columbus, Oct.
26; Dayton, Oct. 27; Springfield, Oct. 25; Toledo,
Nov. 2. OKLAHOMA—Oklahoma City, Oct. 26;
Tulsa, Oct. 27. PENNSYLVANIA—Altoona,
Nov. 10; Philadelphia, Nov. 4; Pittsburgh, Nov.
8. RHODE ISLAND—Providence, Oct. 18.

ILLINOIS—Chicago, Nov. 1 and 2; Peoria, Nov.
4; Rock Island, Nov. 9. SOUTH CAROLINA—
Charleston, Oct. 25; Columbia, Oct. 26; Greenville,
Oct. 27; Spartansburg, Oct. 28. TENNESSEE—
Bristol, Nov. 8; Chattanooga, Nov. 4; Kingsport,
Nov. 8; Knoxville, Nov. 9; Memphis, Oct. 27;
Nashville, Nov. 10. TEXAS—Austin, Nov. 8;
Beaumont, Nov. 2; Dallas, Nov. 10; Fort Worth,
Nov. 9; San Antonio, Nov. 4. UTAH—Salt Lake
City, indefinite.

VIRGINIA—Danville, Nov. 3; Lynchburg, Nov.
8; Norfolk, Nov. 9; Richmond, Nov. 11; Roanoke,
Nov. 4. WASHINGTON—Seattle, Oct. 21; Spo-
kane, Oct. 25; Tacoma, Oct. 26. WEST VIRGINIA
—Fairmont, Nov. 22; Beckley, Nov. 15; Charles-
ton, Nov. 17; Huntington, Nov. 16; Parkersburg,
Nov. 18; Wheeling, Nov. 9; Clarksburg, Nov. 19.
WISCONSIN—La Crosse, Nov. 10; Milwaukee,
Nov. 8; Racine, Nov. 5; Wausau, Oct. 28.