

COMPREHENSIVE INDEX—1943 REPORTS

With this mailing of the NAB REPORTS there goes a comprehensive index to Volume XI, the 1943 NAB REPORTS. Members will find this valuable in making full use of their 1943 REPORTS.

DISTRICT AND COMMITTEE MEETINGS SCHEDULED

A number of important committee meetings, as well as the District Meetings required by the By-Laws to be held this year, have been definitely scheduled. All of these meetings are important to the conduct of the Association and to the determination of industry policy. Following is the complete schedule:

Monday, January 10—Tuesday, January 11:
NAB Board Sub-Committee on Finance, Hotel Roosevelt, New York

Tuesday, January 11—Wednesday, January 12:
Program Directors Executive Committee—Waldorf-Astoria, N. Y.

Friday, January 14:
Board Sub-Committee on Convention Site and Program, Palmer House, Chicago, Ill.

Tuesday, January 18—Wednesday, January 19:
Sales Managers Executive Committee—Roosevelt Hotel, N. Y.

Thursday, January 20—Friday, January 21:
Public Relations Executive Committee—Roosevelt Hotel, N. Y.

Tuesday, February 1:
8th District Meeting (Michigan, Indiana)—Columbia Club, Indianapolis, Indiana

Friday, February 4—Saturday, February 5:
10th District Meeting (Iowa, Nebraska, Missouri)—Hotel Fontenelle, Omaha, Neb.

Monday, February 7—Tuesday, February 8:
14th District Meeting (Colorado, Idaho, Montana, Utah, Wyoming)—Denver, Col., Cosmopolitan Hotel.

Friday, February 11:
16th District Meeting (Arizona, Southern California and New Mexico), Los Angeles, Cal.

Monday, February 14—Tuesday, February 15—Wednesday, February 16:
Canadian Association of Broadcasters—Quebec (NAB will be officially represented at this meeting by several members of the Board)

Thursday, February 17:
13th District Meeting (Texas)
Baker Hotel, Dallas, Texas

Monday, February 21:
12th District Meeting (Kansas, Oklahoma), Topeka, Kansas

Thursday, February 24—Friday, February 25:
6th District Meeting (Arkansas, Louisiana, Mississippi, Tennessee)
Peabody Hotel, Memphis, Tennessee

Monday, February 28—Tuesday, February 29:
3rd District Meeting (Delaware, Pennsylvania, Maryland)
Pittsburgh, Pennsylvania

Wednesday, March 1—Thursday, March 2:
2nd District Meeting (New York, New Jersey)
Place not yet determined

Wednesday, March 8—Thursday, March 9:
NAB Board of Directors, Hotel Statler, Washington, D. C.

Wednesday, March 15—Thursday, March 16:
Radio News Committee—Roosevelt Hotel, New York

Neville Miller, president, Lewis H. Avery, director of Broadcast Advertising, and Willard D. Egolf, assistant to the president, will attend all District Meetings.

Further details respecting meetings will be given as soon as word is received from the respective district directors. In all of the even numbered districts, in which meetings are to be held, the selection of a director, for the two-year term beginning at the 1944 annual convention, will be held.

Those planning to attend district meetings should take immediate steps to secure hotel reservations.

SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

Both sales problems and subjects of interest to Public Relations Directors will be discussed at the forthcoming District Meetings. Sessions devoted to these discussions will be presided over by the District Chairmen of the Sales Managers and Public Relations Committees, respectively.

Such chairmen are urged to submit their suggestions for these sessions to the NAB staff members assigned to these committees—Lewis H. Avery for sales and Willard D. Egolf for public relations. The topics to be discussed will be reviewed at the Sales Managers Executive Committee meeting scheduled in New York on January 18 and 19, 1944 and at the Public Relations Executive

(Continued on page 2)

1944 REPORTS BINDERS

Slight delay has been experienced in shipping the binders for the 1944 REPORTS. They are now, however, being prepared and should reach all member stations before the middle of next week.

Neville Miller, *President* C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; 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*.

SALES MANAGERS AND PUBLIC RELATIONS DIRECTORS SESSIONS TO BE HELD AT DISTRICT MEETINGS

(Continued from page 1)

Committee meeting, also booked for New York on January 20 and 21, 1944.

If you are unable to send your suggestions to NAB headquarters before the Executive Committee meetings are held, address your letter to the New York office of NAB at 535 Fifth Avenue, New York 17, N. Y.

NEW POLICY RE COMMISSION EMPLOYEES

Judge Fred M. Vinson, Director of Economic Stabilization, recently announced in a letter to the Commissioner of Internal Revenue a uniform policy for treatment of employees under the stabilization program during 1944. The Commissioner is authorized and directed to apply the same stabilization rule to commission earnings and related methods of compensation coming under his jurisdiction as are now applied by the National War Labor Board with respect to commission salesmen earning less than \$5,000 per annum.

Under the NWLB's rule no approval for any increase or decrease in total annual commission earnings is required so long as the commission rate on the individual transaction is not changed. Judge Vinson's announcement extends this policy to those commission salesmen earning in excess of \$5,000 per annum.

Any increase or decrease in the commission rate or any change from salary to commission basis will require the approval of the Commissioner of Internal Revenue or NWLB, depending on which agency has jurisdiction.

The restrictions under the stabilization program on changes of basic hourly piecework or salary rates are equally applicable to changes in commission rates.

This announcement does not involve any change in the policy on the salesmen's own sales. Although regulations were issued by the Commissioner on September 4, 1943, designed in general to limit total commission earnings to those of the previous year, this regulation was subsequently suspended as to commissions on the salesman's own sales. That suspension harmonized the commission rule applied by the Commissioner with those of the NWLB with respect to direct commissions. The action approved by the Economic Stabilization Director unifies the principles to be administered in 1944 not only for direct commissions, but as well for compensation based on a percentage of the sales of others, a percentage of profits and other like arrangements. With respect to these latter employment contracts, the Director's action taken pursuant to the Commissioner's recommendation modifies the restriction on increases in total earnings administered by the Commissioner of Internal Revenue during 1943.

In connection with the commission rule applied by the National War Labor Board, the Economic Stabilization Director, in his letter to the Commissioner stated, "I am satisfied the commission rule applied by the National War Labor Board is not in conflict with the basic principles of the stabilization program and further that it rests on sound considerations of administrative necessity. I shall not, on the basis of present information, direct any change in the principle applied by the National War Labor Board with respect to commission earnings. Accordingly, I am moved by your recommendation to conclude that the same principle should apply for the calendar year 1944 to commission earnings and related methods of compensation subject to your jurisdiction. You are authorized and directed to take appropriate action to effectuate this policy."

Any further announcements on the subject will be made by the Commissioner and in due course regulations will issue from his office implementing the announced policy.

Errata

It has been called to our attention that an error appeared in the notice of the IRE Winter Technical Meeting on page 507 of December 24 NAB REPORTS.

The joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers will be held on Thursday evening, January 27 and not on Saturday evening as erroneously stated.

VIEWS ON TUBE PRODUCTION DIFFER

Tube manufacturers received from WPB this week a directive authorizing the production and distribution of specific types and quantities of tubes for household receivers. For the most part the tubes are limited to those most urgently wanted, as disclosed in NAB's tube survey of some months ago.

There is difference of opinion as to the date these tubes will reach distributors in quantity.

Radio and Radar Division of WPB is more optimistic than the trade. Whereas the former thinks tubes will reach outlets by next February 1, trade believes that it will be some weeks later.

At the factories, it is reported, there seems to be no clear and complete correlation between the directives received and orders on hand. Seemingly some time would be required for resolving this and other differences of opinion which are reported to exist.

Engineering

RTPB PANEL 4 ORGANIZATIONAL MEETING

Forty members, alternates and observers were present at the first meeting of Panel 4, Standard Broadcasting, held in New York on January 5. Nearly all organizations participating in the work of the Panel were represented.

Chairman Howard S. Frazier, on opening the meeting shortly after ten o'clock, made the following statement

concerning the importance of the studies to be undertaken by the Panel.

"We hear much talk about a period of dual AM and FM operation after the war, to be followed by abandonment of regional and local AM channels. Your chairman does not share this view, but believes that dual operation will be the general practice for many years. Both types of service are broadcasting, and in time, each service will find its permanent place and function in serving the public.

"AM broadcasting has not yet been utilized to the fullest extent possible with the present development of the art. Most stations are plagued by serious interference at night and many areas of the country are without primary service, both day and night. There are indications that the problem of static may be solved by the application of a recent development.

"According to information released by the FCC in June 1938, there were approximately 10,000,000 inhabitants of this country living outside the daytime service area of any broadcast station. The same survey indicates that more than 21,000,000 people are living outside of the nighttime service range of all stations. When it is realized that the total population of Canada is slightly more than 11,000,000, the relative importance of this problem can be evaluated. Perhaps the greatest service this panel could hope to perform, would be the development of standards and methods which would eventually bring reliable radio reception to most of these people. A review of the agenda will indicate that several topics have been proposed for study which may contribute to the solution of this problem. Newer methods of broadcasting and television are not expected to contribute materially to the improvement of rural service. Obviously then, the responsibility for the solution of this problem rests with this panel. It is hoped that while exploring methods of improving the areas of rural coverage, much can also be done to alleviate existing interference conditions and increase present signal intensities of many stations."

The agenda of the meeting follows:

- I. Review of RTPB purposes and procedure.
- II. Proposed organization of Panel 4.
- III. Discussion of suggested study projects.
 - A. FCC rules governing standard broadcast stations and standards of good engineering practice.
 - (1) Discussion of average sky wave curves, second hour.
 - (2) Should operation of compressor amplifiers be regulated?
 - (3) Review present FCC rules governing standard broadcast stations and standards of good engineering practice and report suggested revisions and additions thereto.
 - (4) Measurement of directional antenna power.
 - (5) Should the use by local stations of regional and/or clear channels be encouraged and under what conditions?
 - (6) Use of directional antennas by local channel stations to improve signal strength in local coverage areas.
 - B. Coverage and interference studies.
 - (1) Proposed use of 540, 530 and 520 kc to better serve large rural areas.
 - (2) General study and comparative analysis of methods to improve and extend rural coverage, including low frequency broadcasting.
 - (3) Use of VHF relays to control standard broadcast satellite transmitters.
 - (4) Should the use of half wave antennas by local stations be encouraged?
 - (5) Are there recent improvements in antenna design which should be adopted by standard broadcasters?
 - (6) Should channels be provided for VHF program connecting facilities between stations? If so, under what circumstances and what standards should be adopted?

- (7) Consideration of the advisability of establishing an additional class of broadcast stations to utilize channels made available by the expansion of the broadcast band to 520 kilocycles.

C. Transmitter design standards (including studio equipment).

- (1) Determination of ideal audio frequency response characteristic (this study to be coordinated with receiver design).
- (2) Estimated practical carrier frequency deviation tolerance.
- (3) Problems involved in extending frequency range to 520 kilocycles.
- (4) General consideration of standards for transmitter and studio equipment, including microphones.
- (5) Standards and channel requirements for VHF studio-transmitter relays.

D. Receiver design standards.

- (1) Problems involved in modification of receivers now in use to receive frequencies from 550 to 520 kc.
- (2) Problems involved in extending the standard band width from 1600 to 520 kc.
- (3) Determination of ideal audio frequency response characteristic (to be coordinated with transmitter design).
- (4) General consideration of receiver standards.
- (5) Practical methods of reducing receiver radiations and secure universal adoption by manufacturers.
- (6) Investigation of the Goodyear Static Neutralizer and other similar devices.

E. Long range problems.

- (1) Ideal allocation standards for recommendation to Panel 1.
- (2) Number of channels, classes of stations and number of stations in each classification such ideal allocation should provide for.

F. Miscellaneous.

- (1) NAB Recording Standards.
- (2) Use of sub-audible frequencies for signaling and other purposes.

IV. Determination of study topics.

- A. Acceptance or rejection of suggested study projects.
- B. Adoption of additional study projects not included in this agenda.

V. Organization of subcommittees.

VI. Subcommittee organizational meetings.

VII. Reports from subcommittees.

VIII. Liaison appointments to other RTPB panels.

IX. Discussion of procedure for the conduct of Panel 4 business by mail.

X. Time and city of the next Panel 4 meeting.

The Panel approved a plan of organization providing for three sub-committees. The committees, RTPB code designation and officers are as follows:

ALLOCATION COMMITTEE (P4a)

Chairman, Andrew D. Ring, Ring & Clark
Vice Chairman, Stuart L. Bailey, Jansky & Bailey
Secretary, Clyde M. Hunt, Station WTOP

The study topics originally assigned to this group will be found in sections III-A and B of the agenda.

TRANSMITTER COMMITTEE (P4b)
(Includes studio and other associated equipment)

Chairman, Ronald J. Rockwell, Station WLW
Vice Chairman, R. H. Williamson, General Electric Company
Secretary, Raymond F. Guy, National Broadcasting Company.

The study topics under section III-C of the agenda were assigned to this committee.

RECEIVER COMMITTEE (P4c)

Chairman, D. D. Cole, RCA—Victor Division
Vice Chairman, H. B. Canon, Wells-Gardner & Company
Secretary, R. T. Capodanno, Philco Corporation

Study topics under section III-D of the agenda were assigned to the Receiver Committee.

Following the luncheon recess, the three committees conducted separate meetings until 4:30 at which time the full Panel again convened for the purpose of receiving the committee reports and transacting the business remaining on the agenda. The preparation of reports on study topics has been assigned to individual committee members. These reports as received will be distributed to the entire panel membership, who will in turn mail their comments to committee chairmen. On the basis of these comments, final reports will be prepared for submission to the Radio Technical Planning Board.

Liaison representatives have been appointed to other RTPB panels in order that the broadcasters' requirements can be fitted into the complete spectrum frequency allocation.

Burgess Dempster, in charge of receiver engineering for the Crosley Corporation, is the Vice Chairman of Panel 4 and J. R. Poppele, chief engineer of WOR, is the Secretary. Andrew D. Ring was Acting Secretary of the meeting. The names and company affiliation of those attending follows:

G. P. Adair, Federal Communications Commission
Stuart Bailey, Jansky & Bailey
J. C. Bayles, Bell Telephone Laboratories
A. E. Barrett, British Broadcasting Corp.
M. R. Briggs, Westinghouse Radio Division
W. G. Broughton, General Electric Company
H. R. Butler, Federal Telephone & Radio Co.
R. D. Cahoon, Canadian Broadcasting Corp.
R. T. Capodanno, Philco Corporation
J. B. Coleman, RCA
Frank A. Cowan, A. T. & T. Co.
Burgess Dempster, Crosley Corporation
D. D. Cole, RCA
K. H. Emerson, Philco Corporation
Charles W. Finnigan, Stromberg Carlson Co.
Howard Frazier, National Association of Broadcasters
W. T. Freeland, Freeland & Olschner Products, Inc.
Martin A. Gilman, General Radio Co.
Paul F. Godley, Paul F. Godley
A. C. Goodnow, Westinghouse Elec. & Mfg. Co.
O. B. Hanson, NBC
K. B. Hoffman, Buffalo Broadcasting Co.
H. W. Holt, Station WOV
G. Porter Houston, Station WCBM
Clyde M. Hunt, CBS
C. M. Jansky, Jr., Jansky & Bailey
T. C. Kenney, Westinghouse Radio Stations
W. B. Lodge, CBS
Italo A. Martino, WDRC
Frank H. McIntosh, WPB
Philip Merryman, NBC
G. O. Milne, Blue Network Co., Inc.
C. R. Miner, General Electric Co. Receiver Division
Jack Poppele, WOR
A. D. Ring, Ring & Clark
R. J. Rockwell, Crosley Corporation
Lynne C. Smeby, Consulting Radio Engineer

Arthur Stringer, NAB
V. E. Trouant, RCA
R. H. Williamson, General Electric Co.
Grant Wrathall, McNary and Wrathall

BROADCAST PLEAS REDUCE ARMY DEPOT ABSENTEEISM

(From the Richmond, Va., News-Leader, Dec. 30, 1943)

Appeals over local radio stations yesterday resulted in increased attendance today at the Richmond Army Service Forces Depot, officials said. Absenteeism at the depot, which had been getting worse day by day since December 13 because of holiday spirit and flu, was on the decline today, despite bad weather and transportation difficulties, though there is much tardiness, it was announced.

The OWI-approved "spot" announcements, urging all daytime warehouse personnel to return to their jobs, will be continued today, officials said. Although yesterday's announcements instructed night shift workers to report at their usual time, many telephoned to offer assistance and others came early as a result of the appeal.

Officials said today's attendance was better, despite the weather, than it was in the days preceding Christmas. Yesterday, the condition was reported as "serious."

(Send your clippings to NAB REPORTS)

TRAMMELL EXTOLS RADIO AND PRESS

No writing of the history of this war will be complete without some recognition of the part played by the press and radio. Great metropolitan dailies and small weeklies, coast-to-coast networks and 100-watters in hamlets have devoted themselves unstintingly and unselfishly to the job facing us at the home front. These two great mediums of free speech are entitled to express some degree of satisfaction over their contribution.

Unfortunately, we are barely approaching the half-way point in the prosecution of the war. We cannot afford to relax, even momentarily, our devotion to the job ahead. The heartening news from all war fronts has given rise to increasing speculation as to the end of the war. This is understandable but regrettable. The sequence of victories tends to overshadow the grim business which faces us. Large-scale invasions, such as are now under contemplation, will exact a heavy toll of life. The imponderables of 1944 are many and complex. We still have a long, tortuous road to travel.

Under this stress of war, the broadcasting industry has risen to its greatest degree of usefulness. It is inextricably bound up in the war program. Yet progress and development of the art in the post-war world occupies the thoughts of the radio industry.

Television taxes the imagination and challenges our ingenuity as nothing else has since the days of Marconi. Today broadcasting is in its swaddling clothes; tomorrow will see the nation dotted with television stations broadcasting to every home by sight and sound everything in the realm of instruction and entertainment.

We shall see, as well as hear, great orchestras, fine drama, church services and athletic contests, variety shows and opera. We are about to enter a new era in which the poor and rich alike, for the modest price of a television receiving set, may be able to witness the happening of world events in their living rooms. Schools and colleges will use television in their curricula for better instruction in science, medicine and the arts.

A better world is ahead of us; a different world is not far-distant. We need but one thing—the blessings of peace.

The scourge of war, with the great sacrifice of human life still to come, hangs over the world like an ominous pall. Yet, withal, we must prepare for the tomorrow when men have laid down their arms. It will be difficult to bind up the nation's wounds, to borrow President Lincoln's immortal words. But to a degree we can make life easier and better, economically and spiritually, by a devotion to the principles on which America was founded. Our job is to never lose sight of them.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 10.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Robin Weaver, Sr., Clarksdale, Miss.—Granted construction permit for new local broadcast station at Clarksdale, Miss., to be operated on **1450 kc.** with power of 250 watts, unlimited time; granted subject to the approval of exact transmitter site. The grant of this application is in conformity to the requirements of the Commission's Supplementary Statement of Policy of August 11, 1943, regarding construction permits for local channel broadcast stations (B3-P-3557).

WTAL—Capital City Broadcasting Corp., Tallahassee, Fla.—Granted modification of license to increase power from 100 watts night, 250 watts day, to 250 watts, unlimited time; station operates on **1340 kc.** (B3-ML-1181).

WCOU—Jean B. Couture, Deceased (Clara Couture, Executrix), (Transferor), Faust O. Couture (Transferee), Twin City Broadcasting Co., Inc. (Licensee), Lewiston, Maine.—Granted consent to involuntary transfer of control of Twin City Broadcasting Co., Inc., licensee of Station WCOU, from Jean B. Couture, deceased (Clara Couture, Executrix), to Faust O. Couture. No monetary consideration involved (B1-TC-337).

MISCELLANEOUS

KEJK—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter in relay station (B5-LRE-428).

KNBC—National Broadcasting Co., Inc., area of San Francisco, Calif.—Granted license to cover construction permit to install new transmitter and reduce power from 100 to 75 watts in relay station (B5-LRY-294).

WSCH—The Ohio State University, Portable-Mobile, area of Columbus, Ohio.—Granted license to cover construction permit for new relay broadcast station to be used with standard station WOSU; frequencies **1622, 2058, 2150 and 2790 kc.**, 25 watts (B2-LRY-293).

Columbia Broadcasting System, Inc., Hollywood, Calif.—Placed in pending file application for construction permit for new high frequency (FM) broadcast station (B5-PH-150).

Granite District Radio Broadcasting Co., Murray, Utah.—Adopted an order denying petition for reinstatement and grant of its application for construction permit for new broadcast station. It appears that Murray, Utah, is a part of the metropolitan area of Salt Lake City and now receives com-

plete day and night primary service from Stations KSL, KDYL and KUTA, Salt Lake City, which fact precludes a grant under the terms of the policy of the Commission of August 11, 1943 (Docket No. 6003; B5-P-2750).

APPLICATIONS FILED AT FCC

1010 Kilocycles

WINS—Hearst Radio, Inc., New York, N. Y.—License to cover construction permit (B1-P-3512) as modified, for change in frequency, increase power, change hours of operation, install new transmitter and directional antenna for day and night use, and move transmitter.

WINS—Hearst Radio, Inc., New York, N. Y.—Authority to determine operating power by direct measurement of antenna power.

1370 Kilocycles

WSAY—Brown Radio Service & Laboratory (Gordon P. Brown, Owner), Rochester, N. Y.—Modification of construction permit (B1-P-2924 as modified), which authorized change in frequency, increase in power, directional antenna, new transmitter and move, for extension of completion date from 2-1-44 to 8-1-44.

1450 Kilocycles

KVAK—S. H. Patterson, Atchison, Kansas.—License to cover construction permit (B4-P-3550) for increase in power, and changes in transmitting equipment.

KVAK—S. H. Patterson, Atchison, Kansas.—Authority to determine operating power by direct measurement of antenna power.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—License to cover construction permit (B1-P-3542), which authorized change in frequency and hours of operation.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Authority to determine operating power by direct measurement.

FM APPLICATION

NEW—Herman Radner, Dearborn, Mich.—Construction permit for new high frequency broadcast station, frequency **49500 kc.** or other available frequency, service area to be determined, location Dearborn, Michigan.

TELEVISION APPLICATION

NEW—Allen B. DuMont Laboratories, Inc., New York, N. Y.—License for new commercial television broadcast station, Channel **24, 78000-84000 kc.**, 1000 watts aural, 4000 watts visual, A5 and special for FM.

MISCELLANEOUS APPLICATIONS

WNBQ—National Broadcasting Co., Inc., area of Chicago, Ill.—License to cover construction permit (B4-PRY-294), which authorized construction of a new relay broadcast station.

NEW—Wescoast Broadcasting Co., Wenatchee, Wash.—Modification of construction permit (B5-P-3150 as modified, which authorized change in frequency, increase in power and installation of new transmitter and directional antenna) for extension of completion date from 2-1-44 to 5-1-44.

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.

Simon Ackerman Clothes, Inc., and Simon Ackerman Manufacturers & Tailors, Inc., both of 53 West 23rd St., New York, and the officers of the two corporations, Simon Ackerman, May Ackerman, Raymond Ackerman and Myron Ackerman, are charged in a complaint with misrepresentation in connection with the sale of men's clothing. (5109)

Standard Brands, Inc., 595 Madison Ave., New York, engaged in the sale of Fleischmann's Compressed Yeast, is alleged in a complaint to have disseminated false advertisements concerning the therapeutic properties of the product and its effectiveness in the treatment of vitamin deficiencies purported to exist among members of the purchasing public. The yeast product is manufactured in the respondent's plants at Peekskill, N. Y.; Langdon, District of Columbia; Pekin, Ill.; Sumner, Wash.; Chicago, and San Francisco. (5107)

S & S Tie Co., 412 West Sixth St., Los Angeles, is charged in a complaint issued with deceptive acts and practices in connection with the sale of patterns and instructions for making neckties. (5110)

W. W. Corp., et al.—A complaint has been issued charging a Brooklyn corporation and its three owners with unfair and deceptive practices in connection with the publication of a series of purported "Who's Who" biographical reference books which allegedly resemble in style, format and binding the well-known and recognized volume entitled "Who's Who in America," published and distributed exclusively since 1899 by the A. N. Marquis Co., of Chicago.

Named in the complaint as respondents are the corporation known as W. W. in the Western Hemisphere, Inc., and the individuals who own its stock and control its policies, Julius C. Schwartz, his wife, Freda, and his brother-in-law, Rubin Rocker. They have their principal place of business at 1029 Brighton Beach Ave., Brooklyn, and a mailing address at 315 Fifth Ave., New York. Their publications include "Who's Who in American Jewry," "Who's Who in Government," "Who's Who in Law," "Who's Who in the Clergy" and "Who's Who among Physicians and Surgeons." These volumes, the complaint charges, do not possess the high standard of selectivity, accuracy and reference value characteristic of "Who's Who in America." (5108)

CEASE AND DESIST ORDERS

The Commission issued no cease and desist orders last week.

STIPULATIONS

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

Cosby-Hodges Milling Co., Birmingham, Ala., engaged in the sale of a dry dog food preparation known as "Jazz Dog Food," has stipulated to cease and desist from representing that the product contains meat. (03183)

Electric Auto-Lite Co., Toledo, Ohio, has entered into a stipulation to cease and desist from representing that the Auto-Lite Spark Plugs it sells prevent gas waste due to poor ignition or restore gasoline economy, unless such claim is limited to cases where waste or lack of economy is due to defective plugs; that they end starting troubles; that they restore new engine performance, unless limited to cases where departure from new

engine performance is caused by defective spark plugs; or that, compared with other new spark plugs of standard make, Auto-Lite plugs produce a more effective spark, afford any savings, operate with less strain on electrical units, or effect a faster pick-up, more power per gallon of gasoline or a livelier or smoother running engine. (03184)

Godefroy Manufacturing Co., 3510 Olive St., St. Louis, entered into a stipulation to cease and desist from using, in connection with the sale of "Godefroy's Larieuse Hair Coloring," such slogans as "Ends gray hair," "Puts an end to dingy, off-color hair," "Get rid of dull, gray-streaked hair," the effect of which tends to convey the impression that the preparation will do more than dye the exposed hair to which it is applied, or that its use will cause the hair shaft, as it grows from the scalp, to be similar in color, type or condition to that portion of the shaft to which the preparation has been applied. (3786)

Good Luck Gardens—Stipulations to discontinue representing soy beans or any other coffee substitute as "coffee" have been entered into by E. Andrews Frew, trading as Good Luck Gardens, Paradise, Pa., and Edward F. Carey, Darby, Pa. (3784-3785)

Kansas City Wholesale Grocery Co., 1208 West 12th St., Kansas City, Mo., has entered into a stipulation in which it agrees to cease and desist from representing that its Pickwick Coffee is of a low acid content as compared with other coffees or has been scientifically proved to contain less acid than other coffees; that because of its lower acid content Pickwick Coffee will not disagree with the drinker or will keep the acidity of the body at a minimum; or that physicians request Pickwick Coffee for their own use because of its low acid content. (03180)

Moody's Herb Teas, entered into a stipulation to discontinue representing that the herb product he sells under the name "Gotu Kola" has therapeutic properties in excess of what it actually possesses or that the medical profession generally has knowledge of and uses or praises it. (3783)

Seductive Products, 24 East 21st St., New York, dealer in jewelry and other articles, stipulated that it will cease representing that the Talismanic rings it sells have mysterious power and will endow the wearer with luck, marriage, friends, happiness, love, wealth or success; that they are plated with 14-karat gold; or that they may be purchased at a reduced retail price, which, in fact, is the regular retail price. (03182)

United States Testing Co., Inc., 1415 Park Ave., Hoboken, N. J., has entered into a stipulation to cease and desist from certain misrepresentations in connection with its business of conducting tests of materials and commodities for manufacturing and merchandising concerns. (3781)

FREER NEW FTC CHAIRMAN

Commissioner Robert E. Freer, of Ohio, took office as Chairman of the Federal Trade Commission on January 1, to serve during the calendar year 1944. He succeeds Commissioner Garland S. Ferguson, of North Carolina, who was Chairman in 1943. The chairmanship of the Commission rotates annually.

Commissioner Freer first served as Chairman during 1939. He was appointed to the Commission as a Republican member by President Roosevelt on August 24, 1935, to fill the unexpired term of Commissioner George C. Mathews, who had resigned, and was reappointed on September 3, 1938, for the seven-year term authorized by statute.