



1760 N STREET, N. W.

WASHINGTON, D. C.

Vol. 11, No. 3, January 15, 1943

NAB PROTESTS NEW GAS REGULATIONS TO OPA

NAB has protested to OPA the Amendment No. 8 to the Gas Rationing Regulations which denies preferred mileage to workers in the broadcasting industry other than engineers and technicians employed by stations whose transmitters are remotely located, and which would bar preferred mileage to engineers on temporary remotes. No reply has been received as yet but NAB will follow the matter up.

The letter is as follows:

January 8, 1943

Mr. Leon Henderson, Administrator
Office of Price Administration
Washington, D. C.

Dear Mr. Henderson:

On behalf of the radio broadcasting industry, I desire to request relief from that portion of Amendment 8 to the Mileage Rationing: Gasoline Regulations (Radio Order 5c) which makes workers in this industry ineligible for "preferred mileage", except for engineers and technicians under certain conditions. The Amendment seems to me unduly restrictive and a serious impediment to the effective use of radio in wartime.

That radio broadcasting is considered essential in support of the war effort is attested by letters from numerous government agencies, copies of which are attached. The Selective Service System has designated radio broadcasting as essential in Local Board Release No. 115, as amended July 15, 1942, copy of which is also attached.

Of particular concern is the new regulation which prohibits the issuance of "preferred mileage" to engineers and technicians for necessary travel to and from temporary installations. For sometime prior to Pearl Harbor, and ever since then, the War Department has been actively interested for reasons of morale in the broadcasting of shows from Army camps, maneuvers in the field, and other such remote pickups which can only be done through the use of temporary installations, and which in many instances require gasoline for the transportation of the engineers and their equipment in their own automobiles.

I am entirely in sympathy with the rationing program, and realize the difficulties your office is faced with. However, for the reasons indicated, I respectfully request that the Amendment be stricken, in so far as it relates to radio broadcasting.

Sincerely,
NEVILLE MILLER.

NM/mmr

"A CALL TO WORSHIP"

Several NAB member stations have written to headquarters asking for information upon which to base a decision with respect to the request received from the Le Tourneau Foundation to broadcast a transcribed announcement entitled, "A Call To Worship."

The Le Tourneau Foundation was immediately contacted and we are advised that the purposes and objectives of this organization are: "To teach, promulgate and disseminate the Gospel of Jesus Christ throughout the world and also to unite in Christian fellowship the large number of con-

secrated Christians in the various evangelical churches; and for such purpose, to appoint and engage ministers, evangelists, missionaries and others to actively pursue and accomplish the foregoing purposes."

The Foundation further advises that it has not and does not contemplate participating in any paid publicity campaign in any medium. They disclaim any intention to secure any promotion or advantage from including the credit reference for the suggestion contained upon the transcriptions.

It may be mentioned, incidentally, that Mr. Le Tourneau, the president and chief benefactor of the Foundation, is the owner of two radio stations, WRLC, Toccoa, Georgia, and WHEB, Portsmouth, New Hampshire, both of which are members of NAB.

The inquiring members have been advised of these facts. The question of whether or not any stations broadcast the announcements is, of course, entirely within the discretion of the management.

Broadcast Advertising

For three days, from Sunday evening, December 13, 1942, to 1:00 AM on Thursday morning, December 17, 1942, twelve New York City newspapers ceased publication while the members of the newspaper delivery unions were on strike.

Heavy schedules of planned newspaper advertising couldn't be published. Some retailers turned to radio advertising; others sat tight, expecting the strike to end momentarily.

To the credit of broadcasting, no New York City station tried to capitalize unduly on the misfortune of another medium. Where good time and good features were available, stations offered them for sale. Where time was at a premium, with only early morning or late evening open, stations declined to have broadcast advertising judged on the basis of such availabilities.

WHAT HAPPENED?

Department stores' sales boomed along as though nothing had happened. Here are the actual figures from the Weekly Federal Reserve Index of Department Stores' Value of sales:

	Week Ending December 19
Increase for New York City	4%
Increase for Entire District	4%

And the entire Federal Reserve district includes such war-busy markets as: Buffalo, Rochester, Syracuse, Utica, Albany, Troy, N. Y. and Newark, N. J. Despite the vastly expanded buying power in the rest of the district, New York City stores held their own against the field.

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1760 N St., N. W.

WASHINGTON

Phone NAtional 2080

Neville Miller, President

C. E. Arney, Jr., Assistant to President

Lewis H. Avery, Director of Broadcast Advertising; Howard Frazier, Director of Engineering; Joseph L. Miller, Director of Labor Relations; Paul F. Peter, Director of Research; Russell P. Place, Counsel; Arthur C. Stringer, Director of Promotion.

BROADCAST ADVERTISING

(Continued from page 17)

But radio can not nor does it seek to claim credit for holding sales at such a high level in the face of very adverse shopping weather. The total volume of retail radio advertising actually increased but little.

WHAT HELD SALES UP?

The answer to that question can be debated by academic students of advertising and merchandising for years to come. Probably the effect does deserve psychological probing.

But three facts do stand out: Christmas shopping was not a new idea this year; it might be termed an established American custom. Furthermore, newspapers and radio had featured Christmas merchandise, built up the urge to buy for weeks before the newspapers ceased publication temporarily. Many New York City radio stations were carrying a substantial volume of retail advertising and that continued unabated during the period.

Actually, broadcasters cooperated with newspapers during the trying days. Almost all radio stations increased the number of their newscasts. Newspapers cooperated to increase the local news coverage of radio stations. Radio did not try to profit unnaturally from the predicament of the newspapers. One of the leading newspapers had already contracted for time over one of the leading radio stations to tell its readers what the newspaper would contain when it resumed publication. Then the strike was called off. But one newspaper, nearly a thousand miles away, decided the history of advertising during the strike should be reviewed.

THE RETORT DISCOURTEOUS

Totally unaffected by the strike in any way, shape or manner, the *Chicago Daily News* carried a story by its financial editor, Royal F. Munger, that seemed totally unnecessary and definitely unfounded. Said Mr. Munger in the course of his article, after pointing out that buying held up on Monday, began to thin out on Tuesday:

"By Wednesday, a buying slump was in full blast, and people who had forgotten to go shopping were beginning to say, 'Oh, well, it's a war Christmas anyway.'"

"The Crowds had fallen off, and the attempts to use radio in place of the missing advertising were getting nowhere rapidly. In fact, even through their anguish, the newspaper advertising men grinned at the job radio didn't do."

Unfortunately, Mr. Munger's article has been reprinted as a news story in many newspapers; as a house advertisement in others.

Apparently neither he nor those who reprinted his article have seen the Federal Reserve figures for depart-

ment store sales during the week ending December 19, 1942.

Of course radio could answer this unprovoked and unjustified claim, but radio has more important things to do. Broadcasting as an industry has embarked, under the NAB Retail Promotion Committee, on a study of retailing and radio that should furnish concrete, factual evidence of the power of radio to help retailers solve some of the problems they face today. More reason why every radio station should subscribe to the Retail Promotion Committee Plan.

Bickering between media is the worst thing that could happen to advertising today. All media have a job to do today—the magnitude of which they have never previously faced. First and foremost, they must help to win the war and win it quickly. Then they must help manufacturers, distributors and retailers to meet utterly new problems; chart sales and institutional courses over unknown seas.

Perhaps this opportunity for inter-media cooperation is nowhere better expressed than it was on the "Inside Washington" page of *Printers' Ink* for January 1, 1943:

"Food Administrator Wickard and OWI's Elmer Davis did an admirable job of building up for their last Sunday night's broadcast (December 27, 1942) announcing that around 200 food products would be strictly rationed beginning sometime next February. First the Sunday morning newspapers carried top-head to the general effect that something big was cooking in Mr. Wickard's department—probably having to do with rationing—and that the double-barreled broadcast would reveal the whole plot. Then throughout the day, the forthcoming event was ballyhooed at intervals by the various broadcasting systems. Thus the interest of *hoi polloi* was really stirred up and they did not mind too much being deprived of their usual Charlie McCarthy half hour and other Sunday evening features. The execution was good, too. The dignified preliminary roundup by Mr. Davis and the forthright speech by Mr. Wickard covered the subject adequately and effectively. . . . There was not a thing wrong with the technique employed. Mr. Wickard's reminder that "your Monday morning newspaper will contain an interesting detailed announcement in this connection" was an effective stroke. The two mediums, newspaper and radio, were thus effectively hooked.

Consider that important announcement and the manner of its release. Broadcasting was used to condition the minds of the people—to prepare them for more drastic sacrifices necessary to win the war. To newspapers were left the details of how that program would be implemented.

Some of the ablest men from broadcasting and newspapers are on the staff of OWI. When they agree on such a technique, doesn't that suggest the tremendous importance of broadcasting as the prime means of communication?

Don't let your retail accounts be misled by the misinformation that has unfortunately been published in connection with the strike of the New York City newspaper delivery unions. The statements set forth in this report are verifiable facts. Use them wherever and whenever necessary to spike fraudulent claims.

But don't forget: broadcasting will progress and grow, as it has in the past, through constructive selling on your part and the part of everyone else connected with the industry.

SELL A BOOK TO SELL STAMPS

One of the most offensive attempts to tie a commercial campaign into the war effort is the recent letter of Farrar & Rinehart, Inc., book publishers of New York City, urging stations to follow "The Treasury Star Parade" programs with an announcement plugging a book of the same name containing the scripts of these programs. And the reason why you should do this? If people buy the book containing the scripts, they will be stimulated to buy more War Bonds and Stamps. It would be much more effective

to broadcast "The Treasury Star Parade" twice and so make a direct appeal. We hope no NAB member station will succumb to this appeal. Let the publishing house pay card rates for the announcements following these programs.

MORE P-I INSURANCE

Many member stations have forwarded letters from the Charles Edson Rose Company of Chicago, Ill., offering advertising of several types of insurance policies on a graduated P-I basis. The continuity is described as "snappy." We hope all NAB member stations will therefore bounce the continuity back to the agency with an urge to buy on a standard rate-card basis.

WINNER LEFT AT THE POST

Described as a "winner," the "Record of Service" wall certificate offered to radio stations by the Midwest Advertising Company of Springfield, Ill. should be left at the post by all NAB member stations. Try to get the business on a straight rate-card basis. If the deal is as good as the agency says it is, they certainly ought to buy and quickly.

COVERAGE CLAIMS

A recent FTC case, wherein a radio station stipulated to desist from making certain claims as to its coverage, serves as a warning to stations. Extreme care should be taken to insure that no coverage claims are made that cannot be substantiated by reliable evidence. Statements made in brochures and direct mail constitute advertising just as much as advertisements in the trade papers.

Programs for Victory

OUTSTANDING LOCAL PROMOTION

Edgar Bill's WMBD (Peoria) sends word of a one-hour program under the title "Forward Peoria" which gained much local attention. The program was designed to congratulate and honor the organizations and the men who had been principally engaged in the local war effort. These men reported the results of their activity. Music for the program was furnished by the Municipal Band through the courtesy of the Peoria Musicians Union.

Those reporting were the chairman of the war bond campaign; of the Advertising and Selling Club, the Defense Council, War Price and Rationing Board, the Junior Chamber of Commerce, the CIO Publicity and Educational Director, American Legion, Association of Commerce, Selective Service Board and the Local Committee for Economic Development. It was an outstanding success and the idea may be of interest to other stations.

HAVENS PRESENTS BOND IN TITLE CONTEST

WMBG, Richmond, Va., had a half hour program of song and wit known as "The Show Without a Name." It's now known as "Everything Goes."

Station President, Wilbur M. Havens, recently presented Miss Carrie Moore with a \$25 war bond for suggesting the new title which more accurately describes the program.

CLIPP WRITES REGIONAL DIRECTOR OF OPA

Roger W. Clipp, General Manager, WFIL, recently wrote to the Regional Director of the Office of Price Administration regarding a practice which they have inaugurated

to aid OPA in its effort to cut down pleasure driving. Says Mr. Clipp in his letter:

"Feeling that many folk are often undecided whether or not to go out of an evening, we are advising them to stay home, thereby saving gas, tires and transportation facilities. The suggestion is made additionally attractive by pointing out three or four of the top comedy, musical, dramatic and news programs available for their listening pleasure over WFIL for the current evening."

"We believe," says Mr. Clipp, further, "that the theme, 'Stay home tonight—save gas and tires—listen to WFIL,' will have a noticeable effect on civilian habits."

We pass this suggestion on to other stations for what use they may want to make of it.

THANKS FOR COOPERATION

Sincere thanks to the following stations for their cooperation in acquainting the public with the reasons why radio sets needing repairs should be taken to the radio repairman instead of asking him to call:

WADC—Akron; WHMA—Anniston; KMPC—Beverly Hills; WOPI—Bristol; KFVS—Cape Girardeau; KELA—Centralia; WGKV—Charleston, W. Va.; WBT—Charlotte; WAAF—Chicago; WCBI—Columbus, Miss.; KRIS—Corpus Christi; WDAN—Danville, Ill.; WHIO—Dayton; KPOF—Denver; WKBB & KDTH—Dubuque; KROD & KTSM—El Paso; KTSW—Emporia; WFNC—Fayetteville; KORN—Fremont; WHAI—Greenfield; WHP—Harrisburg; WDRC—Hartford; WJAX—Jacksonville; WCLO—Janesville; WJAC—Johnstown; WCLS—Joliet; KFUN—Las Vegas; WCOU—Lewiston; KFOR—Long View; WHAS—Louisville; KYSM—Mankato; WMAM—Marquette; KMYC—Marysville; WMC & WMPs—Memphis; WQAM—Miami; KVOX—Moorhead; WAJR—Morgantown; WISE—Nashville; WTAR—Norfolk; KLO—Ogden; KPDN—Pampa; WPAR—Parkersburg; WFIL—Philadelphia; KDKA—Pittsburgh; KWOC—Poplar Bluff; KBPS—Portland; WKIP—Poughkeepsie; WEXL—Royal Oak; KGLU—Safford; KJBS—San Francisco; KVEC—San Luis Obispo; WSNY—Schenectady; WHBL—Sheboygan; KGH—Sidney; WSPA—Spartanburg; KFIO—Spokane; WSPR—Springfield, Mass.; KFAM—St. Cloud; WFLA—Tampa; WIBW—Topeka; KVOO—Tulsa; KSUD—Vermillion; WACO—Waco; WAIR—Winston Salem; WFHR—Wisconsin Rapids; WSBA—York; WHIZ—Zanesville.

NEW SOLDIER MAIL RULES

Lt. Col. Edward M. Kirby, Chief of the Radio Branch of the Bureau of Public Relations of the War Department, has recently communicated to all networks with reference to the matter of mail to soldiers overseas. The problem is becoming an extremely acute one. The following press release from the War Department outlines the situation which will be of interest to all engaged in broadcasting which encourages the sending of mail to soldiers abroad.

A recent survey of conditions obtaining in the shipment of mail to our soldiers overseas revealed that more than eight times as much cargo space per man was utilized in November, 1942, for mail than in November, 1918, the War Department announced today.

The mail forwarded in November, 1942, consumed cargo space equivalent to the total capacity of three 11,000-ton ships of the "Liberty" class—ships that are vitally needed to provide food, ammunition, and the countless items of supply that are the raw material of victory. With the steady expansion of our forces overseas, this presents a problem of pressing and ever-growing importance.

Insofar as the overseas mail consists of letters to soldiers by their families and personal friends, it has been welcomed by the Army, and will continue to be welcomed. However, it is clear that waste must be eliminated in the interest of military efficiency.

The enormous amount of space consumed by packages,

and the fact that they so frequently contain objects that are already supplied by the Army in compact bulk shipments, have impelled the War Department, in cooperation with the Post Office Department, to issue new regulations. Effective January 15, no package may be sent to a soldier overseas unless it contains an article that has been requested by the soldier, and the request has been approved by the commander of the battalion or similar unit. The package will not be accepted by the post office unless the written request, bearing the commanding officer's approval, is presented.

These packages will be limited in weight to five pounds, and may not be more than 15 inches in length, and 36 inches in length and girth combined.

Under the new regulations, magazines and newspapers may be mailed to a soldier only by the publisher and only if the soldier is the subscriber. However, the soldier will be free to subscribe to any newspaper or magazine he wishes, and will not require special permission to do so.

The mailing to soldiers overseas of single copies of magazines and newspapers will be discontinued.

In this connection, it should be borne in mind that copies of many current publications are provided by the Special Service Division of the Army, and are available to the soldiers.

The only exception to these rules will be in the case of soldiers who have been sent overseas while packages, addressed to them at a station in the United States, were in transit. Such packages will be forwarded overseas.

Experience indicates that the new restrictions on packages will work no hardship. In the main, these rules will operate merely to prevent the duplication of items of food-stuffs, clothing, and other articles already adequately supplied by the Army. Every effort is made by the Special Service Division and the Army Exchange Service to provide items that are in general demand.

There is an obvious necessity for conserving the cargo space of airplanes as well as ships, and the V-Mail system was devised to meet this problem. V-Mail represents a saving of 98 per cent in cargo space as opposed to ordinary mail. Therefore, in loading planes bound for those overseas areas where facilities exist for the reproduction of V-Mail, air mail stamps on ordinary letters will be disregarded. The V-Mail letter will be the only type of letter bound for these destinations that will be assured of overseas transportation by air. The points at which reproduction installations for V-Mail are now available are the British Isles, Iceland, Greenland, Australia, the Near East, the Southwest Pacific, the Hawaiian Islands, and India. They will be available within the near future in North Africa.

V-Mail is quick—it goes to its overseas destination by air. It is safe—the negative from which it has been reproduced is never destroyed until the letter has reached its destination. One argument that has been advanced against it is its lack of privacy. This objection is a bit naive, since every letter sent out of the country in wartime whether by V-Mail, air mail or ordinary post, is subject to censorship.

To date, 15,000,000 V-Mail letters have been sent from and to the United States without the loss of a single one. However, the total volume of overseas mail handled by the Army has been as high as 15,000,000 a week. Army mail going overseas now exceeds the peak volume of foreign mail dispatched by the civil postal system in peace time.

The Army Postal Service, with the cooperation of the United States Post Office Department, has handled its tremendous job faithfully and well, although in the nature of things it will never be exempt from criticism. For example, when a man receives a letter dated December 15 and later gets one dated December 10, he is apt to think that somebody slipped. However, the enormous mass of

mail must be handled as it comes, and the facilities available at a later date may turn out to be more expeditious.

The problems of the Army Postal Service, and an important problem of the Army as a whole, will be greatly lightened when all citizens act on the request that they write only to those soldiers with whom they are personally acquainted. Experience shows that letters from the best-intentioned of strangers mean nothing at all to the average soldier. To the Army they mean, at best, the waste of cargo space that is needed for food and war materials.

MORE ABOUT 1,000 CYCLE ALARM

The article on page nine of NAB Reports for January 8 was not intended to convey the impression that stations using an automatic alarm device would not need to maintain a continuous listening watch. Audible electronic control devices may be used *only* to supplement the continuous listening watch and not as a substitute. Prior to the construction and installation of the device described in the December 1942 issue of COMMUNICATIONS or similar devices, it is suggested that Restricted Order No. 2 of the Federal Communications Commission dated September 1, 1942 be reviewed.

MAINTAINING HOME SETS

The National Association of Broadcasters is fully aware of the necessity for maintaining home radio receivers as the most effective means of mass communication. Despite the lack of specific published information, some of which can be classified as military secrets, we are confident that home radio receivers will be maintained in efficient operation throughout the duration of the war.

Materials Problem

The availability of replacement tubes and repair parts for home radio receivers is best summed up in a statement issued December 28, 1942, by Frank H. McIntosh, Chief, Civilian Radio Section, WPB Radio and Radar Division:

"The Victory line of tubes and parts will play a part to conserve material and the programs of distribution now in effect and planned for the near future will insure the necessary items of maintenance for the radios of this country. This to the extent that at least one set per home will be insured, and that the corresponding broadcasting needs will continue to be met on the basis of the conservation measures already in force or about to be put in force."

The essential service of broadcasting during war time is succinctly described in a letter written to the NAB on October 6, 1942, by William B. Lewis, Chief, Radio Bureau, OWI:

"The OWI has a direct and vital concern with the maintenance of radio coverage in this country. It is one of the most important media for the conveyance of war information in general to the people, and may become of still greater importance when there is occasion for emergency messages from the national leadership."

Personnel Problem

Sufficient personnel to install radio parts and tubes is not a serious problem at the present time. To assist in preventing it ever becoming a serious problem, NAB has been working for some time with government training agencies, other groups and associations within the radio industry and with individual manufacturers. Prevention involves a training problem at the vocational level for men not acceptable for military service and for women. It will also involve the streamlining of service technique and its institution wherever indicated.

For some months NAB worked with the Manpower Commission to secure the recognition of the occupation

"Radio Repairman" as an essential occupation. Approved by War Manpower, the definition was forwarded through channels to Selective Service. On December 22, 1942, Selective Service issued Occupational Bulletin No. 42 and Radio Repairman was included among occupations which local boards should consider for deferment.

Philco Goes to Bat

Philco Corporation, manufacturers of home radio receivers, notified NAB this week that it is prepared to launch a nation wide plan to do its part in maintaining home radios throughout the emergency. A philco official is expected to visit headquarters next week.

Decision to implement the plan now rather than six months hence will be regarded with approval and enthusiasm throughout the radio industry. It is much easier to control a situation by locking the door before the horse escapes.

BATTERY SETS

Battery-run radios—particularly those used on farms—should be operated on the basis of obtaining at the very most only a single set of replacement batteries a year, the WPB Consumer Durable Goods Division said today.

Pointing out that production of farm radio batteries has been cut due to restrictions on zinc and to other factors, the Division urged radio owners to follow simple conservation rules for assuring maximum service from their present supply.

Wholehearted observance of the rules, it was stated, will go far towards keeping farm radios in operation despite wartime restrictions on production of batteries and will assist farm families to keep abreast of developments on the war fronts both at home and abroad.

The rules are:

1. Don't waste your batteries. Operate your radio only when there are programs that you particularly want to hear.
2. Avoid long, continuous radio operation. Break up your reception into a number of short periods.
3. Keep batteries away from heat.
4. Have the tubes checked regularly as insurance against battery wastage.
5. Disconnect the batteries from the radio when not in operation. This will be a double-check against the radio being left on accidentally. It is also a guard against young children in the family operating the radio unnecessarily.

The shortage of batteries, which has been experienced generally throughout the country for the past several months, is due to military requirements as well as to the zinc shortage, and has developed at a time when the war news and transportation restrictions have naturally resulted in greatly increased use of radios.

Last July 24, Order M-11-b (zinc) cut the use of zinc in all types of dry cell batteries fifty percent below 1941 consumption. In an effort to alleviate this situation, Order B-71 was issued on October 2 eliminating entirely production of batteries for portable radios and establishing specific quotas for production of farm radio batteries, flashlight batteries and other types for industrial and occupational use. The effect of this action was to limit the use of available zinc to the most essential batteries, in which were included radio batteries.

Most recent models of portable radios can be operated on household electric current; the remainder will have to be stored away for the duration once present stocks of batteries are exhausted.

Officials of the Consumer Durable Goods Division declared that WPB is fully cognizant of the need for maintaining farm radios in operation, both as a means of keeping America's farm population informed on the progress of the war effort, and also as a source of entertainment to replace drastically curtailed peacetime recreational

facilities. To attain that objective, more than half of the zinc allocated for civilian batteries is now used for production of farm radio batteries, but until military requirements are fully met there is little possibility of any additional allocations.

Also, the available supply of batteries has been allocated to various parts of the country on as equitable a basis as possible. Purchasers are urged to go only to their regular sources for replacements. No priority rating is granted or needed for purchase of radio batteries by consumers.

WSAV TRAINING COURSE

In cooperation with Dr. R. L. Sweigert of the Georgia School of Technology, State Director of the Engineering Science Management War Training Program for Georgia, Radio Station WSAV has organized a training course in Savannah under the direction of its Chief Engineer, Meredith E. Thompson. Upon not being able to make any satisfactory arrangement with established educational institutions, Dr. Sweigert appealed to WSAV for assistance, and was immediately tendered the necessary facilities for establishment of the courses in Savannah. The class includes numerous women who are preparing for enlistment in the WAAC's and WAVE's.

"THE RAPE OF RADIO"

The attention of the NAB has been called to the fact that Rodin Publishing Company, Inc., is circulating a book entitled "The Rape of Radio," written by Robert West in a jacket which quotes "Melville Miller, Pres., National Association of Broadcasters" as saying "The most revealing book on radio since the advent of broadcasting."

Mr. Miller has never read this book, or made any such statement about it. The Rodin press admits that not only the purported quotation of Mr. Miller, but of other persons whose names appear on the book jacket, are due to "an egregious blunder."

Members coming across this book are warned with respect to the false quotation, and asked to call the attention of the NAB to any places offering it for sale in the jacket which falsely quotes Mr. Miller.

QUICK ACTION SAVES CORN FROM FLOOD

When rapidly-rising waters threatened to destroy much corn in the Ohio and Wabash river bottoms, Manager Clarence Leich of WGBF-WEOA, Evansville, Indiana, called Indiana's Governor, Henry F. Schricker. He suggested that permission be secured from the War Department to have soldiers from Ft. Breckinridge, across the river from Evansville, assist in the salvaging of the corn. The appeal was successful and several hundred soldiers saved thousands of bushels of corn in the bottomlands.

PREDICTS MORE WOMEN IN RADIO

In thanking Major Edney Ridge, Managing Director, WBIG, Greensboro, N. C., for recruiting results, Waldo Porter, manager of the Greensboro office USES, added a worth while comment regarding the employment of women.

Said Mr. Porter: "I have noticed recently the addition of two lady announcers to your staff. I want to congratulate you on this move, as I think it is good business on your part. The time is fast approaching when women are going to replace men in many occupations, and it is the smart thing to make this change while qualified women are still available. I might add that the young lady announcers are doing a fine job."

TEACHERS LIKE MATERIAL

Max U. Bildersee, radio supervisor, The University of the State of New York, The State Education Department, Albany, wrote last week:

"I want to thank you for sending me the publications you did for distribution at the annual conference of the New York State Association of Elementary Principals.

"You will be interested to know that the materials were well received and that the discussion of educational broadcasting brought forth many questions."

WHEB STILL GROWING

Mrs. Rosemary Bolles, new to radio, has joined the continuity department of WHEB, Portsmouth, N. H., and Brenda Caswell, also new to radio, the sales department. Elvy C. Scull, formerly of the Merchant Marine, is employed in the engineering department.

FLENNIKEN AND BOYLSON CHANGE

James M. Flenniken, formerly general manager, WBRW, Welch, W. Va., has joined WBLK, Clarksburg, W. Va.

New general manager of WBRW is Vernon Boylson, formerly sales manager, WRAK, Lafayette, Ind.

RECRUITS 91 RADIO STUDENTS

Three courses in Fundamentals of Radio, with approximately 91 students, are expected to get under way in Rockford, Ill., this week. They were recruited by WROK in cooperation with the University of Illinois.

Approximately 200 other students were recruited for classes in other wartime subjects, according to Bill Traum, promotion manager. Most of the radio students will be available for work within the industry.

William C. Gillespie

William C. Gillespie, General Manager, KTUL, Tulsa, died at 9:20 a.m. on Tuesday (January 12). His death resulted from a fractured skull sustained in a fall at his home. Bill Gillespie had been one of the outstanding broadcasters in his area and has taken an active and constructive part in general industry affairs. At the time of his death he was serving as a member of the Retail Promotion Committee and had been active in other general industry matters. All in broadcasting mourn his passing and extend sincere sympathy to his family and to those who were associated at the station with him.

Listener Activities

MINNEAPOLIS COUNCIL ACTIVE

Mrs. George B. Palmer, Regional Director of Listener Activity, reports that two series are being broadcast devoted to war interests. One, over WCCO, called "Woman Wanted" is a series using some of the outstanding leaders in educational and civic life of the Northwest. "Woman Wanted" is designed to meet the questions of the housewife on a number of fronts—the personal, the social, the educational, the civic and the psychological. The program is produced by the Minnesota Federation of Women's Clubs

in cooperation with the Minnesota Library Association and the University of Minnesota.

The second series is called "Wartime Living" and is broadcast each week over KSTP, starting Wednesday, January 13th—sponsored by the Minnesota Federation of Women's Clubs in cooperation with the Office of War Information. Such subjects as "Loose Talk," "Wartime Health," "Inflation," "Consumer Interests," etc. Experts in their respective fields will discuss the subjects. Mrs. L. R. Upham, Chairman of the Women's Service Section of the State Civilian Defense, will serve as permanent chairman of the round-table discussions.

* * *

Miss Millicent Pooley, Chairman of District No. 9 for the Association of Women Directors of NAB, has resigned as Woman Director of WHBF to join the WAVES.

CHILDREN'S PROGRAMS

Miss Bernice W. Foley of WSAI, Cincinnati, formerly of WKRC, is producing a children's newscast every day at 5:00 p.m. The Cincinnati Board of Education is giving splendid cooperation.

Miss Foley states that she finds that children do listen to newscasts but that most of them are beyond their comprehension. She gives a round-up of news and supplements that with stories about the countries discussed, stressing geography and history.

HUMAN INTEREST SPORTS

A member recently mislaid an offer of a nightly sports human interest story. He wonders if anyone received a similar offer. If so, please communicate with Mr. Arney at NAB.

SALARY STABILIZATION

Wage increase agreements which violate the stabilization policy cannot be approved by the National War Labor Board even where the increase was agreed upon mutually by management and union, the National War Labor Board reiterated this week in an opinion written by Dean Wayne L. Morse, Public member of the Board, in connection with the Board's unanimous decision in a Los Angeles building employees' case.

The National War Labor Board's established wage policies "will break down completely unless wage increases set forth in prior agreements and collective bargaining contracts are to be subordinated to the national wage stabilization program," Dean Morse stated in the opinion.

FEDERAL LEGISLATION

HOUSE RESOLUTION

H. Res. 21 (Cox, D-Georgia) INVESTIGATION OF FCC—Authorizing an investigation of the organization, personnel, and activities of the Federal Communications Commission. Referred to the Committee on Rules.

HOUSE

H. R. 80 (Keough, D-N. Y.) COPYRIGHT—To amend section 25 of the Act entitled "An Act to amend and consolidate the Acts respecting copyright", approved March 4, 1909, as amended. Referred to the Committee on Patents.

H. R. 816 (Cellar, D-N. Y.) ADMINISTRATIVE PROCEDURE—To revise the administrative procedure of Federal agencies; to establish the Office of Federal Administrative Procedure; to provide for hearing commissioners; to authorize declaratory rulings by administrative agencies; and for other purposes. Referred to the Committee on the Judiciary.

SENATE

S. 149 (Clark, D-Idaho) **RECORDINGS**—To prohibit certain contracts, agreements, conspiracies, and combinations which prevent the making of recordings for use by radio broadcasting stations and coin-operated phonographs. Referred to Committee on Interstate Commerce.

STATE LEGISLATION

CALIFORNIA:

A. 195 (Wollenberg) **FOREIGN LANGUAGE BROADCASTS**—Provides radio broadcasts in foreign language must be repeated in English. Referred to Committee on Judiciary 1/12/43.

MARYLAND:

S. 18 (Brice) **RADIO ADVERTISING LOANS**—To amend Sec. 14 of Art. 58A of the Code, relating to advertising small loans by radio broadcasts. Referred to Committee on Judicial Proceedings 1/7/43.

NEW YORK:

S. 72 (Quinn) **FOOD & DRUGS**—Creates in health dept. a consumers' bureau for advertising control, scientific research, and sale of foods, drugs, cosmetics or health devices, and for regulating traffic therein. Referred to Committee on Health 1/6/43.

S. 82 (Williamson) **INDUSTRIAL BANKS—LOANS**—Provides that industrial banks shall not advertise, print or broadcast any statement with regard to rate for loans unless stated as rate per cent per annum or per month on unpaid principal balances. Referred to Committee on Banks 1/6/43.

S. 83 (Williamson) **PERSONAL LOAN—RATES**—Prohibits advertising by bank or trust company in connection with personal loan dept., of statements relative to rates for loans unless stated in terms of rate per centum per annum or per month on unpaid principal balances. Referred to Committee on Banks 1/6/43.

S. 84 (Williamson) **SMALL LOANS—RATE ADVERTISING**—Requires that in advertising for loans and in other statements by licensed lenders of small loans, rate or charge shall be stated as rate per centum per month on unpaid principal balances. Referred to Committee on Banks 1/6/43.

FEDERAL COMMUNICATIONS COMMISSION

COMPLAINTS ON "VULGARITY"

At a press conference early this week FCC Chairman James Lawrence Fly said that the Commission has been receiving a larger number of complaints about vulgarity and profanity on the air than usual. He said at this particular time he would not care to express any opinion on this matter.

Mr. Fly told the newsmen that he stood ready to assist the Senate Committee in connection with the Petrillo hearing but that he has not received any formal notice and does not expect the Committee to call him at any of the early sessions of the hearing. He said that if he is called he believes that any testimony he might give would be basically the same as that he has already given to Congress.

The Chairman, in answer to a question, said that he expected within the next couple of weeks to have information on the financial standing of the small stations of the country. He stated that the Commission is not doing anything at the moment in connection with obtaining advertising for these small stations pending receipt of the financial analysis of the different stations.

Mr. Fly told the correspondents that joint considera-

tion will be given to the setting up of new stations and frequencies by interested government departments and agencies. He said that the FCC will cooperate in this as best it can. "I think," he continued, "we all appreciate that as far as it can be done consistent with other extreme and urgent demands, that we ought to expand our international broadcast facilities. I don't think there is any debate on that anywhere in the Government."

1944 FCC BUDGET

In his annual budget message to Congress this week the President asked for a regular appropriation for the Federal Communications Commission for the fiscal year 1944, beginning July 1 next, of \$2,000,000. That is identical with the amount appropriated for the present fiscal year.

An appropriation of \$6,070,000 was also asked by the President for national defense needs for the Commission for the same fiscal year. The appropriation during the present fiscal year amounted to \$5,363,035.

The estimates submitted for the fiscal year 1944 provide for a continuation of the regulatory work of the Commission at the same level as for 1943 and an expansion in its war activities. For the latter purpose, an increase of approximately 11 percent is submitted in the estimates. This will make provision for the work of monitoring stations which are operated on a 24-hour basis to insure a continual and effective policing of all radio communications channels and signals. It will also provide for coordination with the War Department Interceptor Commands in the silencing of radio stations during air-raid danger and insure prompt return to the air when the danger is over. Other activities affected by the increase are: Listening in on foreign radio transmissions of intelligence and propaganda, thereby guiding counter-propaganda and other necessary actions; and maintenance of an adequate communications service to meet the needs of the Nation, including the formulation of plans for the Board of War Communications.

KOA CASE

The FCC has adopted an order granting a petition for rehearing filed by NBC as licensee of station KOA. This is directed against the grant of the application of WJW, Inc., for modification of construction permit to change frequency from 1240 to 850 kilocycles, increased power from 250 watts to 5 kilowatt with directional antenna day and night, change location of transmitter to a site 13.8 miles nearer Cleveland and move the studios from Akron to Cleveland.

The Commission dismissed KOA's request for a stay order without prejudice to KOA's right to renew the request if WJW should seek authority for actual operation on 850 kilocycles in Cleveland prior to a final decision by the Commission in this matter.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, January 18. They are subject to change.

Monday, January 18

WCOA—Pensacola Broadcasting Co., Pensacola, Fla.—C. P., 1030 kc., 10 KW, DA-night, unlimited.

Tuesday, January 19

- WKBW—Buffalo Broadcasting Corp., Buffalo, N. Y.—Renewal of license (main and auxiliary), **1520 kc.**, 50 KW, unlimited, DA-day and night.
- WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Renewal of license (main and auxiliary), **550 kc.**, 1 KW night, 5 KW day, unlimited, DA-night.
- NEW—Chattahoochee Broadcasting Co., Columbus, Ga.—C. P., **1450 kc.**, 250 watts, unlimited.

Thursday, January 21

- WBNY—Roy L. Albertson, Buffalo, N. Y.—Modification of license, **680 kc.**, 250 watts, unlimited.

Friday, January 22

- WORK—York Broadcasting Co., York, Pa.—Modification of C. P., **1350 kc.**, 1 KW, DA-night, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATION GRANTED

- KROY—Royal Miller (Assignor), Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, and Will Thompson, a partnership, d/b as Royal Miller Radio, Sacramento, Cal.—Granted consent to assignment of license for Station KROY, Sacramento, Calif., from Royal Miller to a partnership composed of Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, and Will Thompson, d/b as Royal Miller Radio, for a total consideration of \$18,500 to be paid the assignor (B5-AL-358)

DESIGNATED FOR HEARING

- WOKO—WOKO, Inc., Albany, N. Y.—Designated for hearing application for renewal of license of Station WOKO and auxiliary, upon the following issues: To determine whether the representations and statements made to the Commission or its predecessor, the Federal Radio Commission, by the licensee, its officers, directors, stockholders, or agents, with respect to the ownership or transfer of, subscription to, or consideration paid for the stock of WOKO, Inc., truly and accurately reflect the facts; to determine all the circumstances and conditions under which the stock of WOKO, Inc., has been issued, transferred, or assigned; to determine whether or not the applicant is qualified to continue the operation of Station WOKO; and to determine whether, in view of the facts adduced under the foregoing issues, public interest, convenience and necessity would be served by a grant of this application (B1-R-253).

MISCELLANEOUS

- KGER—Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.—Granted license to cover construction permit as modified, for new equipment, increase in power, installation of directional antenna for night use, and move of transmitter (B5-L-1741); granted authority to determine operating power by direct measurement of antenna power (B5-Z-1483).
- WOSH—Howard H. Wilson, Oshkosh, Wis.—Granted authority to determine operating power by direct measurement of antenna power (B4-Z-1448).
- W39NY—City of New York, Municipal Broadcasting System, New York, N. Y.—Granted modification of construction permit as modified, which authorized new high frequency broadcast station, for extension of completion date from November 14, 1942, to March 14, 1943 (B1-MPH-117).
- WLW—The Crosley Corp., Cincinnati, Ohio.—Granted motion for postponement of hearing set for January 8 on application for modification of license; hearing continued to February 8, 1943. (Docket No. 6341)

The Commission adopted an order denying the joint petition of Woodmen of the World Life Insurance Society and Radio Station WOW, Inc., for extension of time within which assignment of license of Station WOW may be consummated.

The Commission granted permission for stations to identify mechanical records as such by appropriate announcements either immediately preceding or immediately following the broadcasting of transcribed United States Government messages of a maximum duration of two minutes on war information. This action was taken upon consideration of the request of the Office of War Information dated January 6, 1943, for permission to make the announcement "This transcribed communication is from the Office of War Information" following one-minute spot transcribed announcements.

The Commission denied the request from The Blue Network for waiver of Section 3.406 so as to eliminate station identification announcements during the course of a program on Saturday, January 30, 1943, from 11:15 p.m. to 12:15 a.m., in connection with the President's birthday.

The Commission stated further that similar requests from other networks will not be granted.

WLAW—Hildreth & Rogers Co., Lawrence, Mass.—Granted petition to intervene in the hearing on application of WBNY, Buffalo, N. Y., for modification of license.

WBNY—Roy L. Albertson, Buffalo, N. Y.—Granted motion for continuance of hearing from January 21 to February 23 in re application for modification of license.

Chattahoochee Broadcasting Co., Columbus, Ga.—Granted motion for continuance of hearing from January 19 to February 4, in re application for new station.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Cal.—Granted petition to postpone hearing now scheduled for January 26 to March 22, in re application for construction permit.

WORK—York Broadcasting Co., York, Pa.—Granted petition to continue hearing from January 22 to February 25, in re application for modification of construction permit.

APPLICATIONS FILED AT FCC

550 Kilocycles

- KOAC—Oregon State Agricultural College, Corvallis, Ore.—License to use formerly licensed main transmitter as an auxiliary with power of 1 KW.

620 Kilocycles

- WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-3489, which authorized move of studio and transmitter) for extension of completion date from 1-26-43 to 7-26-43.

780 Kilocycles

- KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Extension of special service authorization to operate synchronously with WBBM from local sunset at Lincoln, Nebr., to 12 midnight, CST, for period ending 2-1-44.
- WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Extension of special service authorization to operate synchronously with KFAB from local sunset at Lincoln, Nebr., to 12 midnight, CST, for period ending 2-1-44.

850 Kilocycles

- WEUU—Berks Broadcasting Co., Reading, Pa.—Special service authorization to operate from 7 a. m. to local sunrise during months of January, February and March, 1943.

1440 Kilocycles

- WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Authority to determine operating power by direct measurement of antenna power.

1450 Kilocycles

- KFMB—Worcester Broadcasting Corp., San Diego, Calif.—Voluntary transfer of control from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as Trustee under Declaration of Trust for Warren B. Worcester.

WQXR—Interstate Broadcasting Co., Inc., New York, N. Y.—
Extension of special service authorization to operate on
1560 kc., with power of 10 KW, unlimited time, non-directional antenna for period ending 4-1-44.

FEDERAL TRADE COMMISSION DOCKET

Any NAB member wishing to have the full text of any of the FTC releases, printed in part below, should write to the NAB, referring to the number in parentheses at the end of each item.

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why cease and desist order should not be issued against it.

Freenco Laboratories, Long Beach, Calif., compounding and selling medicinal preparations designated "Pap-Tabs," "Py-O-Ten," "Pap-Tea," is charged in a complaint with misrepresentation. (4885)

CEASE AND DESIST ORDERS

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

Joseph G. Branch Institute of Engineering & Science—An order has been issued directing Joseph G. Branch, trading as Joseph G. Branch Institute of Engineering and Science, 3917 South Parkway, Chicago, to cease and desist from representations found to have deceived students as to the character of his correspondence school and the value of the courses offered and the purported degrees conferred. All of the 37 courses sold by the respondent are in the Spanish language and include such subjects as medicine, dentistry and several branches of engineering. (4708)

Theophilus J. Craig, 14 Federal Ave., Quincy, Mass., dealer in tombstones and monuments, has been ordered to cease and desist from misrepresentations with respect to the quality, material and price of the products he sells. (4600)

Purity Candy Co., 1135 North Sixth St., St. Louis, have been ordered to cease and desist from selling or otherwise disposing of candy or other merchandise by means of lottery schemes. (4872)

Sherwin-Williams Co., Cleveland, Ohio, and two of its subsidiaries, The Lowe Brothers Company, Dayton, Ohio, and John Lucas & Company, Inc., Philadelphia, have been ordered to cease and desist from violation of the Robinson-Patman Act by discriminating in price between different purchasers of their paint products of like grade and quality. (3965)

World's Star-Malloch, Inc., 501 Ottawa Ave., N. W., Grand Rapids, Mich., has been ordered to cease and desist from misrepresentation in the sale of hosiery. The respondent corporation also has operated under the trade name "Strand-Sealed Hosiery Co.," use of which was discontinued in 1937. (3623)

STIPULATIONS

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

Brighton Sales, 427 Neptune Ave., Brooklyn, selling and distributing old, worn, second-hand or previously used clothing, has to cease using the words "slightly used" or the word "slightly" or other words of like meaning which tend to convey the belief that previous use or wear of the products is slight or negligible, when, in fact, the extent, degree or nature of such use or wear is such as to be improperly designated or referred to as "slightly" or "slight"; offering for sale or selling any old, worn, second-hand or previously used article of clothing unless there be attached to its exposed surface a tag or label bearing in conspicuous and legible terms a statement that such garment is old, worn, second-hand or previously used; and using any fiber designation in connection with the offering for sale, distribution, labeling or advertising of any merchandise unless such designation truthfully discloses each constituent fiber thereof in the order of predominance by weight, beginning with the largest single constituent, and also unless tags or labels bearing in conspicuous and legible terms such correct fiber content be affixed to the exposed surface of the article. (3594)

Chicago Premium Co., Inc., 54 West Illinois St., Chicago, selling and distributing so-called eyeleted gold seal booklets and trading stamps to retail dealers, engaged in the sale of petroleum products and other merchandise, for use as advertising media, has stipulated to cease and desist from placing in the hands of retail dealers or others sales promotional booklets and stamps or any other sales plans or devices which are to be used, or obviously are intended for use, in the sale or distribution of merchandise by means of a game of chance, gift enterprise or lottery scheme. (3595)

Coates Concentrates, 20 East Jackson Boulevard, Chicago, has entered into a stipulation to cease and desist from misrepresentation in connection with the sale of food and drug tablets. (03087)