

# The National Association of Broadcasters

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JAMES W. BALDWIN, Managing Director

## NAB REPORTS

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### ASCAP TRIAL JANUARY 6

NAB Headquarters was advised this week that the Government will resume the trial of the case United States vs. American Society of Composers, Authors and Publishers on January 6, 1936.

### NAB BOARD MEETS

The Board of Directors of the National Association of Broadcasters held a meeting in New York City on October 17, 1935. The agenda for the meeting included, in addition to the regular routine matters, reports on Federal and State legislation, state litigation and ASCAP. The ASCAP problem will be the subject of a personal letter to the members.

### BOARD SELECTS CHICAGO FOR NEXT CONVENTION

The NAB Board of Directors at a meeting held on October 17, selected the City of Chicago, Illinois, as the place for the next annual membership meeting of the National Association of Broadcasters. The directors agreed that the convention should be held during the last half of July after the Democratic and Republican National Conventions. The exact date and the hotel are to be agreed upon by the members of the Executive Committee.

### NORMA-LITE REDUCING TABLETS

The Norma-lite Company of Des Moines, Iowa, has sent out a circular letter concerning the product Norma-lite, a reducing tablet, soliciting radio time on a contingent basis and requesting prompt consideration by stations "so we can complete early arrangements and provide continuities which have had the OK of the Federal Radio Commission."

The statement concerning approval by the Federal Radio Commission of continuities is misleading. The Federal Communications Commission does not approve or disapprove radio continuities and member stations are cautioned against any such statement made by any advertiser. Further, the proposal submitted by the Norma-lite Company is in direct conflict with the provisions contained in Paragraph 6 of the NAB Code of Ethics which prohibits the acceptance of any business on a cost per inquiry, contingent or percentage basis.

### WILL ROGERS MEMORIAL

James W. Baldwin, Managing Director, this week mailed to stations suggested continuities to be used by all stations in informing the public concerning the Will Rogers Memorial Fund. Stations are urged to give their fullest cooperation in this matter.

### ANSWER IN WDAS CASE FILED THIS WEEK

James W. Baldwin, Managing Director, conferred this week in Philadelphia with the lawyers engaged in the trial of the case brought by Fred Waring against the WDAS Broadcasting Station, Inc. (See NAB REPORTS, Vol. 3, No. 45.) This case is of the greatest importance to the members of the Association. The NAB is represented in the case by William A. Schnader, former Attorney General of the State of Pennsylvania. The answer will be filed on Saturday of this week. Every effort has been made to perfect the record in the case so as to fully protect the interests of the members in any appellate action.

### MEMBERSHIP APPLICATIONS APPROVED

The Board of Directors, at a meeting held on October 17, approved the following applications for membership in the Association: Station WTAD, Illinois Broadcasting Corporation, Quincy, Illinois; Station WNEL, Juan Piza, San Juan, Puerto Rico; Station WMFR, Hart and Nelson, High Point, North Carolina; Station WBNY, Roy L. Albertson, Buffalo, New York; Station WCPO, Scripps-Howard Newspapers, Cincinnati, Ohio.

### McNARY GRANTED LEAVE OF ABSENCE

James W. Baldwin, Managing Director, announced this week that James C. McNary, Technical Director of the NAB, has been given a leave of absence to act as technical adviser to the clear channel group in connection with the study being given to the secondary coverage survey by the FCC.

This secondary coverage survey was undertaken more than a year ago under a cooperative arrangement between the FCC and a group of stations.

At the second conference held in November 1934, between representatives of the Commission and the stations, Mr. McNary was designated as coordinator by all participants and has been closely identified with the collection of technical data since that time.

The fact-finding survey having been completed, the next step involves interpretations of the data which have been collected. To perform this task, certain of the participating stations have requested that Mr. McNary be relieved by the NAB so that he may devote his full time in their interests. It was explained by Mr. Baldwin that under this arrangement the NAB is not committed to any proposals which may be made.

Mr. McNary was granted a leave of absence commencing October 21, 1935.

### FCC AMENDS RULE 131

The FCC this week adopted the following modification to Rule 131:

"Rule 131 (a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the location of the station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

"(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice.

"(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns except upon written application to and authority from the Commission.

"(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303 (q) of the Communications Act of 1934.



The Commission issued the following release describing the amended rule:

### Minimum Antenna Heights Required for Broadcast Stations Pursuant to Rule 131

"A review of the antenna systems employed by broadcast stations reveal that there are now many antennas in use that the radiating efficiency does not comply with the requirements of good engineering practice. In many cases a material improvement in the coverage of the station could be accomplished by erecting an efficient radiating system. This increase in coverage may be more than could be accomplished by doubling the power.

"It is the obligation of the licensee of every station to make efficient usage of the assignment granted by the Commission. It is not the intention of the Commission at this time to require all stations with questionable radiating systems to install antennas having the required efficiency, but it is the intention not to grant additional facilities to licensees of broadcast stations unless they are making efficient usage of the assignment already granted. That is, the licensee of a broadcast station requesting more power, change in time of operation, different frequency, or move of the transmitter, must have an antenna for the assignment requested that meets with the minimum requirements before favorable consideration will be given.

"The attached graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted.

"These minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C, and D of Figure 1 as follows:

- A—Local Channel Stations, 100 watts night and day or 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.
- B—Regional Channel, limited time, day, etc., Stations 250 watts to 1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for 1 kilowatt.
- C—All stations other than Dominant Clear Channel Stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.
- D—All Dominant Clear Channel Stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for one kilowatt.

"The heights given on the graph for the antenna apply regardless of whether the antenna is located on the ground or on a building. Except for the reduction of shadows locating the antenna on a building does not necessarily increase the efficiency. In applying these curves the maximum operating power shall determine which curve is applicable.

"In case it is contended that the required antenna efficiency can be obtained without antennas of the height specified, a complete field intensity survey must be supplied to the Commission showing that the field intensity at a mile without attenuation fulfills at least the minimum requirements. This field survey must be made by a qualified engineer using equipment of acceptable accuracy.

"To obtain the maximum efficiency of which any antenna is capable, a good ground or counterpoise system must be employed.

"At the present state of the art, it appears that where a vertical radiator is employed the ground system should consist of radial wires at least  $\frac{1}{4}$  wave length long. There should be as many of these radials as practicable and in no event less than 70. These wires should be buried only deep enough to provide mechanical protection (not greater than 12 inches). However, they should not be permitted to rest on the surface.

"In many cases a counterpoise or combination counterpoise and ground system may be superior to a ground, especially where a good ground cannot be obtained.

"It should be borne in mind that the above specifications are the minimum and where possible better antenna and ground systems should be installed.

"Before any change is made in the antenna, details should be submitted to the Commission for approval in order that it may be definitely determined that the installation will meet the requirements of Rule 131 and that it does not constitute an objectionable hazard to air commerce. These data may be submitted by letter setting out full details."

The curves attached to the above release are substantially the same as those published in NAB REPORTS for June 7, 1935.

## WREN LOSES APPEAL

The United States Supreme Court on Monday refused to grant an appeal to broadcasting station WREN from a decision of the old Federal Radio Commission.

Broadcasting Station WHB, Kansas City, Kans., asked the Radio Commission for an experimental license for evening hours. The case was designated for hearing by the Commission and in the meantime WREN asked permission to intervene in the case which was refused by the Commission.

WREN then appealed to the Supreme Court of the District of Columbia asking for an injunction to restrain the Commission from holding the hearing without granting WREN permission to intervene. The Commission asked the same Court to dismiss the appeal. The Supreme Court denied the motion of the Commission to dismiss the case, whereupon the Commission filed an appeal in the Court of Appeals of the District of Columbia, which Court overruled the Supreme Court. Station WREN then asked the United States Supreme Court for a review of the case which has just been denied.

## CHANGE FOR WKAR RECOMMENDED

Broadcasting Station WKAR, East Lansing, Mich., applied to the Federal Communications Commission to change its frequency from 1040 to 850 kilocycles and to change its hours of operation from specified daytime hours to daytime until sunset WWL.

Examiner P. W. Seward, in Report No. I-121 has recommended that the application be granted. He found that a need does exist for service in the area proposed to be served and that the interests of no existing station will be adversely affected by reason of interference. The Examiner found that granting the application would be in the public interest.

## RECOMMENDS DENIAL OF WALA AND KGFI APPLICATIONS

Broadcasting Station WALA, Mobile, Ala., applied to the Federal Communications Commission to allow a power increase from 500 to 1,000 watts while KGFI, Corpus Christi, Texas, asked to construct a new transmitter, to operate unlimited time with 1,000 watts power using 1380 kilocycles, instead of its present assignment of 1500 kilocycles, with 100 watts night power and 250 watts to local sunset.

Examiner Ralph L. Waker, in Report No. I-120, has recommended that both applications be denied. He found that although WALA's programs are "diversified and meritorious," that the granting of the application for increased power "would result in objectionable interference with existing stations" and that it "would further increase the already over-quota night condition of the third zone." In connection with KGFI the Examiner found also that if the application were granted that it would "result in objectionable interference with an existing station and in further increasing the over-quota status of the State of Texas and the third zone."

## NEW QUOTA TABLES

### QUOTA FACILITIES DUE AND ASSIGNED TO BROADCAST STATIONS AS OF OCTOBER 21, 1935

#### First Zone—Night

State	Due	Assigned	Units		Percent	
			Over	Under	Over	Under
Conn. ....	2.13	1.92	— 0.21		— 10	
Del. ....	0.32	0.20	— 0.12		— 38	
D. C. ....	0.64	0.60	— 0.04		— 6	
Maine ....	1.06	0.99	— 0.07		— 7	
Md. ....	2.16	1.98	— 0.18		— 8	
Mass. ....	5.63	5.16	— 0.47		— 8	
N. H. ....	0.62	0.43	— 0.19		— 31	
N. J. ....	5.36	4.105	— 1.255		— 23	
N. Y. ....	16.69	18.23	+ 1.54		+ 9	
R. I. ....	0.91	0.90	— 0.01		— 0	
Vt. ....	0.48	0.56	— 0.08		+ 17	
Total	36.00	35.075	— 0.925		— 3	

### First Zone—Day

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Conn. ....	3.85	3.44	— 0.41	— 11		
Del. ....	0.57	0.33	— 0.24	— 42		
D. C. ....	1.16	0.90	— 0.26	— 22		
Maine ....	1.91	1.42	— 0.49	— 26		
Md. ....	3.91	4.10	+ 0.19	+ 5		
Mass. ....	10.17	6.75	— 3.42	— 34		
N. H. ....	1.11	0.80	— 0.31	— 28		
N. J. ....	9.67	5.055	— 4.615	— 48		
N. Y. ....	30.14	21.16	— 8.98	— 30		
R. I. ....	1.65	1.00	— 0.65	— 39		
Vt. ....	0.86	0.86	— 0.00	— 0		
Total	65.00	45.815	—19.185	— 30		

### Second Zone—Night

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ky. ....	3.38	3.95	+ 0.57	+ 17		
Mich. ....	6.25	5.05	— 1.20	— 19		
Ohio ....	8.58	9.83	+ 1.25	+ 15		
Pa. ....	12.43	12.38	— 0.05	— 0		
Va. ....	3.13	4.65	+ 1.52	+ 49		
W. Va. ....	2.23	2.19	— 0.04	— 2		
Total	36.00	38.05	+ 2.05	+ 6		

### Second Zone—Day

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ky. ....	6.10	4.25	— 1.85	— 30		
Mich. ....	11.28	6.66	— 4.62	— 41		
Ohio ....	15.50	12.31	— 3.19	— 20		
Pa. ....	22.45	14.85	— 7.60	— 34		
Va. ....	5.64	6.19	+ 0.55	+ 10		
W. Va. ....	4.03	4.30	+ 0.27	+ 7		
Total	65.00	48.56	—16.44	— 25		

### Third Zone—Night

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ala. ....	3.32	2.735	— 0.585	— 18		
Ark. ....	2.32	2.67	+ 0.35	+ 15		
Fla. ....	1.84	3.65	+ 1.81	+ 98		
Ga. ....	3.64	4.26	+ 0.62	+ 17		
La. ....	2.63	5.40	+ 2.77	+105		
Miss. ....	2.52	1.32	— 1.20	— 48		
N. Car. ....	3.97	4.19	+ 0.22	+ 6		
Okla. ....	3.00	3.51	+ 0.51	+ 17		
S. Car. ....	2.18	1.30	— 0.88	— 40		
Tenn. ....	3.28	6.05	+ 2.77	+ 84		
Texas ....	7.30	11.14	+ 3.84	+ 53		
Total	36.00	46.225	+10.225	+ 28		

### Third Zone—Day

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ala. ....	5.99	4.685	— 1.305	— 22		
Ark. ....	4.19	4.75	+ 0.56	+ 13		
Fla. ....	3.32	5.30	+ 1.98	+ 60		
Ga. ....	6.58	5.20	— 1.38	— 21		
La. ....	4.75	5.60	+ 0.85	+ 18		
Miss. ....	4.55	2.42	— 2.13	— 47		
N. Car. ....	7.17	4.85	— 2.32	— 32		
Okla. ....	5.42	5.20	— 0.22	— 4		
S. Car. ....	3.93	2.70	— 1.23	— 31		
Tenn. ....	5.92	7.65	+ 1.73	+ 29		
Texas ....	13.18	14.06	+ 0.88	+ 7		
Total	65.00	62.415	— 2.585	— 4		

### Fourth Zone—Night

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ill. ....	10.14	11.14	+ 1.00	+ 10		
Ind. ....	4.30	3.64	— 0.66	— 15		
Iowa ....	3.28	5.37	+ 2.09	+ 64		
Kans. ....	2.50	2.49	— 0.01	— 0		
Minn. ....	3.41	4.18	+ 0.77	+ 23		
Mo. ....	4.82	5.24	+ 0.42	+ 9		
Nebr. ....	1.83	2.21	+ 0.38	+ 21		
N. Dak. ....	0.90	0.90	+ 0.00	+ 0		
S. Dak. ....	0.92	0.86	— 0.06	— 7		
Wisc. ....	3.90	3.37	— 0.53	— 14		
Total	36.00	39.40	+ 3.40	+ 9		

### Fourth Zone—Day

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ill. ....	18.30	15.82	— 2.48	— 14		
Ind. ....	7.77	5.69	— 2.08	— 27		
Iowa ....	5.93	8.26	+ 2.33	+ 39		
Kans. ....	4.51	3.77	— 0.74	— 16		
Minn. ....	6.15	5.77	— 0.38	— 6		
Mo. ....	8.70	9.64	+ 0.94	+ 11		
Nebr. ....	3.30	6.02	+ 2.72	+ 82		
N. Dak. ....	1.63	1.35	— 0.28	— 17		
S. Dak. ....	1.66	2.13	+ 0.47	+ 28		
Wisc. ....	7.05	6.43	— 0.62	— 9		
Total	65.00	64.88	— 0.12	— 0		

### Fifth Zone—Night

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ariz. ....	1.32	1.27	— 0.25	— 4		
Calif. ....	17.18	19.47	+ 2.29	+ 13		
Colo. ....	3.13	4.61	+ 1.48	+ 47		
Idaho ....	1.35	1.50	+ 0.15	+ 11		
Mont. ....	1.63	2.15	+ 0.52	+ 32		
Nev. ....	0.27	0.30	+ 0.03	+ 11		
N. Mex. ....	1.28	1.13	— 0.15	— 12		
Ore. ....	2.89	4.12	+ 1.23	+ 42		
Utah ....	1.54	3.30	+ 1.76	+114		
Wash. ....	4.73	7.63	+ 2.90	+ 61		
Wyo. ....	0.68	0.40	— 0.28	— 41		
Total	36.00	45.88	+ 9.88	+ 27		

### Fifth Zone—Day

State	Due	Assigned	Units		Percent	
			Over or Under	Over or Under	Over or Under	Over or Under
Ariz. ....	2.38	1.69	— 0.69	— 29		
Calif. ....	31.02	23.37	— 7.65	— 25		
Colo. ....	5.66	5.25	— 0.41	— 7		
Idaho ....	2.43	2.05	— 0.38	— 16		
Mont. ....	2.94	2.95	+ 0.01	+ 0		
Nev. ....	0.49	0.30	— 0.19	— 39		
N. Mex. ....	2.31	2.95	+ 0.64	+ 28		
Ore. ....	5.21	6.19	+ 0.98	+ 19		
Utah ....	2.78	3.30	+ 0.52	+ 19		
Wash. ....	8.54	9.39	+ 0.85	+ 10		
Wyo. ....	1.24	0.40	— 0.84	— 68		
Total	65.00	57.84	— 7.16	— 11		

## FEDERAL TRADE COMMISSION ACTION

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

### Complaints

No. 2570. Complaint issued against W. J. Thompson, Inc., New York City, publisher of "The Gentlewoman," a magazine,



alleging that the respondent either has used exaggerated assertions in advertising or has concealed facts that should have been disclosed.

In conducting a subscription contest the respondent is alleged to have made misleading representations or to have omitted to give essential facts necessary to prevent the reader from obtaining a false impression of the contest.

**No. 2571. American Safety Razor Corporation, of Brooklyn,** said to be the second largest manufacturer of razor blades in the world, is named as respondent in a complaint alleging violation of the Clayton Act through discrimination in prices made to certain customers.

Although the customers are not named, the complaint charges that the respondent, particularly during the last five years, has discriminated in price and is now doing so between different purchasers of its products by giving to some of them lower prices than to others competitively engaged in the resale of those products. The discriminations in price were concealed from the other and unfavored purchasers, according to the complaint.

**Nos. 2572 and 2574. Complaints issued against the Commercial Silk Mills and Cameo Silk Mills, Inc., of New York City,** alleging unfair use of the word "mills" in their trade names, when in fact they do not manufacture the product they sell. This usage is alleged to deceive purchasers into believing that these companies own mills, and that by dealing with them the buyer will save the middleman's profit.

**No. 2573. Unfair appropriation of a well-established trade name** is alleged in a complaint issued against **International Sheffield Works, Inc., of New York City,** a manufacturer of silver-plated hollow ware for sale to jobbers and retail jewelry stores.

According to the complaint, use of the name "Sheffield" in this company's corporate name has a tendency to deceive buyers into believing that its products are "Sheffield," when in fact they are not manufactured in accordance with the process used in making Sheffield silver or silver plate, nor are they manufactured in Sheffield, England.

Three companies dealing in dress goods, rayon, cotton and knitted wear, respectively, have been served with complaints alleging unfair methods of competition in the sale of such products.

**No. 2577. Frank Livingston, of Brattleboro, Vermont,** dealing in dress goods under the name **Berkshire Textile Company,** is alleged to have misrepresented certain conditions of sale of his products. The complaint says that although he advertised by means of the words "direct to you," the respondent did not ship merchandise to the consumer direct from a factory.

**No. 2578. Bear Mill Manufacturing Company, Inc., of New York City,** engaged in supplying rayons and cottons to commission weavers, who, in turn, manufacture or weave the material into fabrics, is charged with using the words "mill" and "manufacturing" in its corporate name, when in fact it did not make the products it sold and did not own, control or operate a mill or factory. The use of these words is said to have misled purchasers into believing that by dealing with this respondent they would have saved a middleman's profit.

**No. 2579. Lur-Eye Products, Inc., New York City,** a distributor of cosmetic specialties, advertises its "Lur-Eye Lash Developer" in newspapers, periodicals and radio broadcasts. However, the complaint alleges that the preparation did not have the medicinal qualities claimed in such quantities as to produce the results promised, and did not contain ingredients of such nature as to warrant representations concerning the growth of eyelashes and the changing of texture thereof.

**No. 2580. A complaint against Duncombe Research Laboratory, Highland Park, Mich.,** alleges that its product, variously termed "Germex," "Epi-Phi," and "Hindoo Prescription," is represented as a remedy or cure for diseases such as cancer, arthritis, ulcers, pernicious anemia, and others. It was advertised, for example, that "in cancer cases the pain is relieved in 24 hours," and that the product was a "non-poisonous antiseptic destroying parasites and bacteria."

According to the complaint, Germex does not possess the therapeutic value or medicinal properties assigned to it by the respondent, the product being at most an antiseptic wash or application.

**No. 2581. A complaint against Eton Knitting Corporation, New York City,** wholesalers and retailers of wearing apparel knitted or crocheted from yarn, such as hats, caps, berets, sweaters, and other articles, alleges that this respondent represented that the products it sold had been knitted, crocheted, or manufactured by it, when in fact the company did not perform these operations and did not own, operate or control a plant in which were knitted, crocheted or manufactured the products it sold. The complaint points out that a substantial number of retailers and wholesalers

believe that crocheted or knitted wearing apparel purchased from the manufacturer is of higher quality than such apparel bought from dealers, and that in buying from manufacturers they eliminate a middleman's profit.

**No. 2582. Unfair competition in the sale of a dairy feed** is alleged in a complaint issued against **Pratt Food Company, of Philadelphia,** a corporation trading in interstate commerce and having mills in Philadelphia; Hammond, Ind.; Buffalo, N. Y.; and Guelph, Ontario.

The company is charged with advertising, among other things, that the use of "Super-iodized B. P. Dairy Feed" will decrease the amount of necessary feed, and is highly effective in the control and elimination of Bang's disease. The complaint alleges that the company advertises Super-iodized milk to be a purer, richer and more nutritious milk.

**No. 2583. Alleging unfair competition in the sale of shirts,** a complaint has been issued against Sam Fisher, trading as **Hollywood Shirt Company,** with headquarters at **No. 8 Allen Street, New York City.**

The complaint alleges that the respondent falsely represented that shirts offered for sale by him were first quality broadcloth, genuine broadcloth, and the finest broadcloth; that he was the manufacturer thereof; and that there was but one profit between manufacturer and wearer. Fisher is alleged to have made other unfair representations regarding his products.

**No. 2584. Misuse of the name of a government agency** to advertise a product, and other unfair practices, are alleged in a complaint against the **Union Pencil Company, Inc., of 305 Broadway, New York City,** a distributor of imprinted and advertising pencils.

The complaint charges the respondent with falsely asserting that it holds a certificate of merit issued by the Bureau of Standards, and that its pencil product has been tested by that bureau, when, according to the complaint, the respondent holds no such certificate issued by the Bureau of Standards or any other governmental agency.

**No. 2585. Misuse of fruit names in the sale of candy** is alleged as an unfair method of competition in a complaint issued against **Alfred Mendell, of Ozone Park, New York,** a manufacturer and dealer in confectionery.

Mendell is alleged to have had printed on cartons containing his products called "fruit pops" the fruit names, pineapple, raspberry, lime, orange and lemon, when in fact, according to the complaint, the candy was not flavored with these fruits but with synthetic flavors and ingredients other than the fruits mentioned.

**No. 2586. A complaint alleges that Radiator Specialty Company, of Charlotte,** advertised a cleaning fluid called "Perfo" as safe to use on the most delicate fabrics, asserting that it would absorb spots and leave no rings. The complaint points out that in fact the use of the product on certain fabrics does harm and affect their colors by causing them to bleed or run and under certain conditions does result in the appearance of a spot or ring.

**No. 2588. A complaint has been issued against R. H. Sharot, of New York City,** trading as Modex Mills Company and distributing hosiery, dresses and various items of merchandise to customers in foreign countries.

Sharot is charged with using the word "mills" in his trade name when in fact he does not manufacture the product he sells.

**No. 2589. A complaint has been issued against the Thomasville Chair Company,** charging it with advertising its products as "mahogany" and "walnut" when in fact, according to the complaint, they are made of woods other than mahogany and walnut.

**No. 2590. A complaint was issued against Brenner Paper Manufacturing, Inc., of New York City,** charging that throughout its business transactions since March, 1935, this company has represented itself as a paper manufacturer when in fact it is a converter and printer. The respondent is given until Friday, November 29, to show cause why the Commission should not issue against it an order to cease and desist from the representations alleged.

### Stipulations

Trade practices deemed to be unfair will be discontinued by the following companies entering into stipulations with the Federal Trade Commission: Barse Manufacturing Co., Chicago; Vess Dry Co., New York City; Raven Silk Co., Chicago; Federal Service Training Bureau, Detroit, and Johnson-Smith & Co., Racine, Wis.

**No. 1483. Barse Manufacturing Co.,** manufacturing cloth bags, agrees to cease and desist from imitating the shape, size, color



and appearance of sweeper bags manufactured by The Hoover Company, of North Canton, Ohio, and from displaying thereon the word "Hoover" without at the same time adding in plain, legible type the explanation that the product is not made by The Hoover Company.

**No. 1484.** Vess Dry Co., manufacturing flavors and concentrates for use in preparing soft drinks, will abandon use of names of flavors to designate its products, implying that they are composed of the juice of fruits, when this is not true. Provision is made that if fruit names are used to describe a synthetic flavor, then they shall be immediately preceded by the word "Imitation" in conspicuous type.

**No. 1485.** Henry O. Victor, trading as Raven Silk Co., distributor of women's hosiery and lingerie, also men's shirts and hosiery, agrees to stop furnishing to customers the means of conducting a gift enterprise, lottery or scheme of chance whereby an article is given as a premium in consideration of the purchase of any other article, or whereby the price to be paid for an article is determined by lot or chance. This respondent also agrees to cease furnishing to any individual, club or other organization certain products at varying prices which prices, to his knowledge, have been fixed and determined by lottery or scheme of chance.

**No. 1486.** R. D. Dodge, operating as Federal Service Training Bureau, will abandon use of the words "Federal Service" or "Bureau" as part of its trade name, implying that he represents or has official connection with the United States Civil Service Commission or that his organization is a bureau or agency of the United States Government. Dodge also agrees to discontinue misleading representations in reference to the number of civil service employees of the government and other details connected with the employment of government personnel.

**No. 1487.** A. Johnson Smith, engaged in selling by mail order various articles of merchandise, including a revolving date stamp, and doing business as Johnson-Smith & Co., agrees to cease and desist from pictorially or otherwise representing in catalogs that he has in stock the "Crown" and "Quality" revolving date stamps and is prepared to fill orders for them, when this is not true. Smith stipulates that he will stop using these two words in any way implying that his products are manufactured by Hill-Independent Manufacturing Co., when this is not true. The Hill-Independent Manufacturing Co., of Germantown, Pa., has for several years manufactured revolving date stamps under the names "Quality" and "Crown."

**No. 0923.** Unethical advertising practices in the sale of a cleansing compound called "Foamol" will be discontinued by A. F. Walke, of Cincinnati, trading as Keelow Laboratories. Under a stipulation entered into, Walke agrees to stop asserting that Foamol will "clean without work" and that "any and all soils will disappear instantly" when Foamol is used. He will also stop asserting that this product "will leave worn articles as fresh and full of wear-resisting vitality as when brand new." Other similar representations will be abandoned, according to the stipulation.

**No. 0924.** Under a stipulation entered into, Jay F. Davis, of New York City, trading as Psych-Occult Institute and under other names and dealing in curios, perfumes, astrological charts and miscellaneous merchandise, agrees to cease and desist from unfair advertising practices.

Among other representations, Davis agreed to cease alleging that he would personally advise purchasers of his products concerning business affairs, love, health and other subjects, unless in fact such personal advice or personal consideration were actually to be extended, according to the stipulation.

#### Cease and Desist Orders

**No. 2232.** The Commission has ordered Rayson Service Bureau, of Denver, Colo., and others, operating a correspondence school teaching United States Civil Service subjects, to cease and desist from certain representations regarding positions offered under Civil Service, and, specifically, to cease and desist from:

Including in follow-up or other advertising matter concerning a forestry course, any reference to the national forests, the Federal forest service, or positions in this service, unless and until either the United States Civil Service Commission shall resume announcement of examinations for the position of ranger in this service, or the respondents shall declare in follow-up literature that the course is neither adapted nor designed to aid students to obtain positions as ranger.

**Nos. 2241 and 2262.** Unfair competition in the red cedar shingle trade is prohibited by the cease and desist orders issued against Quality Shingle Company, Inc., and Oakland Shingle Com-

pany, both of Edmonds, Wash., and C. V. Gray, trading as Gray Lumber & Shingle Co., Seattle.

The order directs each company to cease using the term "extra clear" in connection with the sale or advertisement of its products, unless and until the shingles so sold shall be free from defects and blemishes, including sapwood content.

**No. 2274.** Unfair competition in the sale of a body brace for use in the relief and cure of diseases is prohibited in an order to cease and desist issued against the Natural Body Brace Co., Salina, Kansas.

In the sale of its product called "natural body brace," the Natural Body Brace Company is directed to stop representing that the use of this device can overcome illnesses such as backache, curvatures, nervousness, indigestion, colitis, kidney, bladder and liver trouble, neuritis and lung trouble.

**No. 2298.** The Bronson Shoe Company of Minneapolis, Minn., a distributor selling directly to consumers through agents and by mail, has been ordered to cease and desist from advertising that it owns or operates a shoe factory, and that prices at which it sells its products to the consumer are manufacturers' wholesale prices.

**No. 2387.** Unfair competition in the sale of coupons redeemable in silver or silverware, china or chinaware, is prohibited in an order to cease and desist issued against Security Silverware Distributors, Inc., of Chicago, and William C. Steffy and Lorena Steffy, as its officers and individually and also the company and the individuals, trading as Atlas Globe China Company, Advertising Department, and as Bordeaux China Company.

The order directs that in the sale of certificates, coupons or tickets redeemable or purporting to be redeemable in china, chinaware, silver or silverware, the respondents cease using the words "Advertising Department" following the name Atlas Globe China Company and following the name Bordeaux China Company, or in connection with other names, unless and until these parties are connected with or related to the companies named.

**No. 2522.** An order to cease and desist has been issued against Gottlieb Brothers, Manufacturers of Silk Underwear, Inc., of New York City, directing this company to stop representing women's underwear and undergarments by labels, or otherwise, as "100% pure silk," unless and until these garments are made entirely of silk.

**No. 2525.** The Commission has issued an order against Davis Knitting Mills, Inc., of New York City, a wholesaler of men's and boys' knitted outerwear, directing it to cease and desist from use of the words "Mills" or "Knitting Mills" in its trade name. The respondent company had refrained from contesting the proceeding, consenting to issuance of an order to cease and desist.

**No. 2556.** An order has been issued against Peters Serum Company, of Kansas City, Mo., requiring that company to stop advertising that it manufactures all of its products, or that purchasers can save the middleman's profits by buying this company's products, unless these assertions are true.

Waiving hearings on the allegations of the Commission's complaint and refraining from contesting the proceeding, the respondent consented to issuance of the order to cease and desist.

#### SECURITY ACT REGISTRATIONS

The following companies have filed registration statements with the Security & Exchange Commission under the Securities Act:

American Radio & Television Corporation, New York City. (2-1700, Form A-1)  
117 West 7th St. Corporation, New York City. (2-1701, Form E-1)  
General Ore Reduction Corporation, San Diego, Calif. (2-1700, Form A-1)  
North Central Gas Company, Casper, Wyo. (2-1704, Form A-1)

#### FEDERAL COMMUNICATIONS COMMISSION ACTION

##### HEARING CALENDAR

Monday, October 28, 1935

NEW—Eastern Utah Broadcasting Co., Sam G. Weiss, Price, Utah.—C. P., 1420 kc., 100 watts, unlimited time.  
NEW—Paul R. Heitmeyer, Cheyenne, Wyo.—C. P., 1210 kc., 100 watts, 250 watts LS, unlimited time.  
NEW—Paul R. Heitmeyer, Salt Lake City, Utah.—C. P., 1210 kc., 100 watts, unlimited time.



NEW—Mountain States Broadcasting Corp., Salt Lake City, Utah.—C. P., 550 kc., 500 watts, unlimited time.

NEW—Wyoming Radio Educational Assn., Lester G. Baker, Pres., Cheyenne, Wyo.—C. P., 630 kc., 500 watts, 1 KW LS, unlimited time.

#### Tuesday, October 29, 1935

NEW—Duluth Broadcasting Co., Duluth, Minn.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—Fountain of Youth Properties, Inc., St. Augustine, Fla.—C. P., 1210 kc., 100 watts, unlimited time.

#### Wednesday, October 30, 1935

NEW—Albert E. Davis, Brownwood, Tex.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—Pampa Daily News, Inc., Pampa, Tex.—C. P., 1200 kc., 100 watts, daytime.

NEW—Bell Broadcasting Co., Temple, Tex.—C. P., 1370 kc., 100 watts, daytime.

#### Friday, November 1, 1935

WFBM—Indianapolis Power & Light Co., Indianapolis, Ind.—C. P., 1230 kc., 1 KW, 5 KW LS, unlimited time.

WHBU—Anderson Broadcasting Corporation, Anderson, Ind.—C. P., 1210 kc., 100 watts, 250 watts LS, unlimited time.

NEW—Herbert Lee Blye, Lima, Ohio.—C. P., 1210 kc., 100 watts, daytime only.

WTFI—Liberty Broadcasting Co., Athens, Ga.—C. P., 1450 kc., 500 watts, unlimited time.

#### APPLICATIONS GRANTED

WRAW—Reading Broadcasting Co., Reading, Pa.—Granted C. P. to install new equipment and move transmitter locally.

KNET—Palestine Broadcasting Assn., Palestine, Tex.—Granted modification of C. P. to move transmitter and studio locations to .78 miles northeast of Court House on east side of State Highway No. 43 and corner S. Magnolia, Hoxie and S. Sycamore Streets; also approve antenna.

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Granted license to cover C. P. authorizing local move of station and installing new equipment; 1450 kc., 250 watts, unlimited time.

KIFI—George W. Young, Portable, Minneapolis, Minn.—Granted modification of license (temp. broadcast pickup) to add frequencies 2060 and 2790 kc.; also granted renewal of license for the period ending November 1, 1936.

WIEH—Knickerbocker Broadcasting Co., Inc., Portable (New York City).—Granted modification of license (temp. broadcast pickup) to add frequencies 2150, 2790, 2060 kc.; also granted renewal of license for the period ending November 1, 1936.

WIEG—Knickerbocker Broadcasting Co., Inc., Portable (New York City).—Granted modification of license (temp. broadcast pickup) to add frequencies 1622, 2060, 2790 kc.; also granted renewal of license for the period ending November 1, 1936.

KILB—International Broadcasting Corp., Portable (Shreveport, La.).—Granted modification of license (temp. broadcast pickup) to delete frequency 2150 and add 1646, 2090, 2190, 2830 kc.; also granted renewal of license for period ending November 1, 1936.

KIIH—KFAB Broadcasting Co., Portable (Lincoln, Nebr.).—Granted modification of license (temp. broadcast pickup service) to add frequencies 1646, 2090, 2190, 2830 kc.; also granted renewal of license for period ending November 1, 1936.

WNEI—Indianapolis Power & Light Co., Portable (Indianapolis, Ind.).—Granted renewal of license (temp. broadcast pickup station), frequencies 1646, 2090, 2190, 2830 kc.

WELI—Patrick J. Goode, New Haven, Conn.—Granted license to cover C. P. as modified for new station to operate on 900 kc., 500 watts, daytime only.

KROC—Southern Minnesota Broadcasting Co., Rochester, Minn.—Granted license to cover C. P. as modified for a new station to operate on 1310 kc., 100 watts, unlimited time.

KCRC—Enid Radiophone Co., Enid, Okla.—Granted license to cover C. P. authorizing changes in equipment.

WJER—The Journal Company (Milwaukee Journal), Portable-Mobile, Milwaukee, Wis.—Granted modification of license to add frequencies 2020 and 2760 kc. to frequencies in present assignment, broadcast pickup service; also granted renewal of license.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted extension of present license for period of 60 days; 860 kc., 1 KW, daytime.

KGMB—Honolulu Broadcasting Co., Ltd., Waikiki, Honolulu, T. H.—Granted extension of present license for period of 60 days; 1320 kc., 250 watts, unlimited.

WINS—Hearst Radio, Inc., New York City.—Granted extension of present license for period of 60 days; 1180 kc., 1 KW, limited time.

WJR—WJR, The Goodwill Station, Detroit, Mich.—Granted license to cover C. P. authorizing changes in equipment and increase in power from 10 to 50 KW; 750 kc., unlimited time.

WNAX—The House of Gurney, Inc., Yankton, S. Dak.—Granted license to cover C. P. authorizing transmitter location; 570 kc., 1 KW night, 5 KW day, unlimited time.

KSCJ—Perkins Bros. Co., The Sioux City Journal, Sioux City, Iowa.—Granted C. P. to install auxiliary equipment for emergency purposes only, to operate with 250 watts.

WSYR—WSYU—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted C. P. to install new equipment.

WNRA—Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala.—Granted modification of license to move studio from Muscle Shoals to Sheffield, Ala.

KDON—Richard Field Lewis, Del Monte, Calif.—Granted modification of C. P. to make changes in equipment.

WLEB—WOKO, Inc., Mobile.—Granted modification of license to add frequencies 2090, 2190, 2830 kc.; also granted renewal of license in accordance with same for period ending November 1, 1936.

WIEF—Miami Broadcasting Co., Portable-Mobile (Miami, Fla.).—Granted modification of license to add frequencies 1646, 2090, 2190 and 2830 kc.

W2XDV—Atlantic Broadcasting Corp., New York City.—Granted modification of license (exp. gen. exp.) for authority to operate by remote control in accordance with Rule 213.

WJEP—Stromberg-Carlson Tel. Mfg. Co., Portable-Mobile (Rochester, N. Y.).—Granted modification of license to delete frequencies 1622, 2060, 2150, 2790 kc. and add frequencies 1606, 2020, 2102, 2760 kc.; also granted renewal of license for the period ending November 1, 1936.

KIJG—Eagle Broadcasting Co., Inc., Mobile (Corpus Christi, Tex.).—Granted modification of license to add frequencies 1622, 2060 and 2790 kc.; also granted renewal of license for the period ending November 1, 1936.

KIEL—Fisher's Blend Station, Inc., Portable (Seattle, Wash.).—Granted modification of broadcasting pickup station to add frequencies 1606, 2020, 2102, 2760 kc. and delete frequencies 1622 and 2150 kc.; also granted renewal of license for the period ending November 1, 1936.

WKEM—Hearst Radio, Inc., Portable-Mobile (New York City).—Granted modification of license to add frequencies 2060 and 2790 kc.; also granted renewal of license in accordance with modification for period ending November 1, 1936.

#### SET FOR HEARING

NEW—Merced Star Publishing Co., Merced, Calif.—Application for C. P. for new station, 1040 kc., 250 watts, daytime, site to be determined subject to approval of Commission.

NEW—Mrs. C. A. S. Heaton, Las Vegas, Nev.—Application for C. P. for new station, 1420 kc., 100 watts, unlimited.

NEW—Alfred C. Matthews, Cape May, N. J.—Application for C. P. for new station, 1420 kc., 100 watts, specified hours.

NEW—E. E. Long Piano Co., partnership of R. R. Long, E. A. Van Vechten and P. G. Green, San Luis Obispo, Calif.—Application for C. P. for new station, 1200 kc., 100 watts, unlimited hours, site to be determined subject to Commission's approval.

WEAN—The Shepard Broadcasting Service, Inc., Providence, R. I.—Application for C. P. to install new equipment, move transmitter locally, site to be determined, and increase power from 500 watts to 1 KW.

NEW—The Press Co., Inc., Publishers of the Knickerbocker Press and Albany News, Schenectady, N. Y.—Application for C. P.



for new station, **1210 kc.**, 100 watts, daytime, site to be determined subject to approval of Commission.

NEW—J. W. Stanford, d/b as Brunswick Broadcasting Co., Brunswick, Ga.—Application for C. P. for new station, **1310 kc.**, 100 watts, unlimited time.

NEW—J. Laurence Martin, Tucumcari, N. Mex.—Application for C. P. for new station, **1200 kc.**, 100 watts, unlimited time, site to be determined.

NEW—Joseph C. Morrow, Oakland, Calif.—Application for C. P. for new station, **1150 kc.**, 250 watts, daytime, site to be determined subject to Commission's approval.

NEW—Struble, Strong & Fagan, The Dalles, Ore.—Application for C. P. for new station, **1200 kc.**, 100 watts, unlimited time.

NEW—A Stanart Graham, E. V. Baxter, Norman Baxter, d/b as Pittsburg Broadcasting Co., Pittsburg, Kans.—C. P., already in hearing docket, amended to read: **790 kc.**, 1 KW day. Daytime only.

WPAR—Obio Valley Broadcasting Corp., Parkersburg, W. Va.—Application for C. P. to make changes in equipment, increase day power from 100 to 250 watts.

### ACTION ON EXAMINERS' REPORTS

NEW—Ex. Rept. No. 1-51: WMAN Broadcasting Co., Mansfield, Ohio.—Denied C. P. for new broadcast station to operate on **1370 kc.**, 100 watts, unlimited time. Examiner Geo. H. Hill sustained. Order effective December 3, 1935.

WJTL—Ex. Rept. No. 1-90: Oglethorpe University, Atlanta, Ga.—Granted renewal of license, **1370 kc.**, 100 watts, unlimited time; also granted voluntary assignment of license from Oglethorpe University to J. W. Woodruff and S. A. Cisler, Jr., d/b as Atlanta Broadcasting Co. Examiner J. P. Bramball sustained. Order effective November 26, 1935.

KIEM—Ex. Rept. No. 1-101: Redwood Broadcasting Co., Inc., Eureka, Calif.—Granted C. P. to change equipment, move transmitter, change frequency from **1210 kc.** to **1450 kc.**, increase power from 100 to 500 watts, unlimited time. Examiner P. W. Seward sustained. Order effective December 3, 1935.

NEW—Ex. Rept. No. 1-103: Pacific Acceptance Corp., San Diego, Calif.—Granted C. P. for new station to operate on **1200 kc.**, 100 watts, daytime. Examiner P. W. Seward sustained. Order effective December 10, 1935.

WLBC—Ex. Rept. No. 1-107: Donald A. Burton, Muncie, Ind.—Granted C. P. to make changes in equipment and increase power from 50 to 100 watts night and 100 watts to 250 watts day; simultaneous day, share WTRC night. Examiner R. L. Walker sustained. Order effective December 10, 1935.

WTRC—The Truth Publishing Co., Inc., Elkhart, Ind.—Granted C. P. to make changes in equipment and increase in power from 50 to 100 watts night and 100 to 250 watts day; **1310 kc.**; simultaneous with WLBC, share night with WLBC. Examiner Walker sustained in part. Order effective December 10, 1935.

WKJC—Associated Broadcasters, Inc., Lancaster, Pa. WKJC—Lancaster Broadcasting Service, Inc., Lancaster, Pa.—Ex. Rept. No. 1-115: Granted transfer of control of corporation from Steinman Hardware Co. to Mason Dixon Radio Group, Inc. Also granted C. P. to move studio and transmitter (site to be determined), and granted voluntary assignment of license from Lancaster Broadcasting Service, Inc., to Associated Broadcasters, Inc.; **1200 kc.**, 100 watts night, 250 watts day, share with WKBO. Examiner Geo. H. Hill sustained. Order effective Oct. 29, 1935.

WBHS—Ex. Rept. No. 1-119: Virgil V. Evans, Huntsville, Ala.—Dismissed with prejudice application for C. P. to move transmitter and studio and change hours of operation from 6/7 to daytime; **1200 kc.**, 100 watts. Examiner P. W. Seward sustained. Order effective October 22, 1935.

### ACTION ON CASE HEARD BY COMMISSIONER BROWN

T. Yount, d/b as Universal Advertising Agency, Larado, Tex.—Denied authority to transmit programs to all stations in Mexico. Commissioner Brown's recommendations sustained. Order effective December 3, 1935.

### MISCELLANEOUS

KABR—Aberdeen Broadcast Co., Aberdeen, S. Dak.—Denied request for special authority to operate from 5:45 to 11 p. m. for the period beginning October 25 and ending October 31,

1935, pending completion of antenna equipment in order to broadcast special features and football games.

KMTR—KMTR Radio Corp., Los Angeles, Calif.—C. P. authorizing changes in modulation system, heretofore granted, was retired to the closed files for want of prosecution.

NEW—W. L. Gleeson, Salinas, Calif.—C. P., **1310 kc.**, 100 watts, unlimited time, heretofore set for hearing, was denied as in cases of default for failure to file an appearance and statement of facts in accordance with Rule 48 (c).

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Rescinded action of September 24, 1935, designating application for hearing, and granted extension of C. P. with modifications as to installation of new equipment and such further reasonable time for the installation of the equipment.

## APPLICATIONS RECEIVED

### First Zone

WCAO—Monumental Radio Co., Baltimore, Md.—Construction **600** permit to install new equipment.

WNYC—City of New York, Department of Plant & Structures, **810** New York, N. Y.—Construction permit to use Western Electric 106 B Transmitter as auxiliary for emergency and test purposes; move transmitter to 29 Ft. Green Place, Brooklyn, N. Y.

WHBI—May Radio Broadcast Corp., Newark, N. J.—Modification of license to increase day power from  $2\frac{1}{2}$  to 5 KW.

WMFL—National Broadcasting Co., Inc., Bound Brook, N. J.—**1606** Modification of license to add frequency **1606 kc.**

### Second Zone

NEW—Herman Radner, Lansing, Mich.—Construction permit for **1210** a new station to be operated on **1210 kc.**, 100 watts, 250 watts daytime, unlimited time, facilities of WJIM if and when WJIM's application B2-P-698 for WGAR's facilities is granted.

WCOL—WCOL, Inc., Columbus, Ohio.—License to cover construction permit (B2-P-374) to make changes in equipment and move transmitter.

WSPD—Toledo Broadcasting Co., Toledo, Ohio.—Authority to determine operating power by direct measurement of antenna.

NEW—The Crosley Radio Corp., Portable.—Construction permit for new general experimental station on **31100, 34600, 37600, 40600 kc.**, 2 watts.

NEW—The Crosley Radio Corp., Portable.—License to cover the above.

NEW—The Crosley Radio Corp., Portable-Mobile.—Construction permit for new general experimental station on **31100, 34600, 37600, 40600 kc.**, 5 watts.

NEW—The Crosley Radio Corp., Portable-Mobile.—License to cover above.

NEW—The Crosley Radio Corp., Portable.—Construction permit for new general experimental station on **31100, 34600, 37600, 40600 kc.**, 1 watt.

NEW—The Crosley Radio Corp., Portable.—License to cover the above.

### Third Zone

WNOX—WNOX, Inc., Knoxville, Tenn.—Voluntary assignment of **560** license from WNOX, Inc., to Continental Radio Co.

WSGN—Ormond O. Black and Mary Collett Black, Birmingham, **1310** Ala.—Voluntary assignment of license from Ormond O. Black and Mary Collett Black to R. B. Broyles, tr/as R. B. Broyles Furniture Co.

KTRH—KTRH Broadcasting Co., Houston, Tex.—License to cover construction permit (B3-P-405) for new equipment, change frequency, and increase power.

KELD—T. H. Barton, El Dorado, Ark.—Modification of license to change studio location from Exchange Bldg., El Dorado, Ark., to Country Club Colony,  $1\frac{1}{2}$  miles north of El Dorado, Ark.

### Fourth Zone

WOW—Woodmen of the World Life Ins. Association, Omaha, **590** Nebr.—Modification of construction permit (B4-MP-236) authorizing move of transmitter, installation of new equipment and increase in power, to extend completion date to 12-15-35.

WDZ—WDZ Broadcasting Co., Tuscola, Ill.—Modification of construction permit (B4-P-8) as modified for equipment changes; change frequency from **1070 ke.** to **1020 ke.**, power from 100 to 250 watts; move transmitter, to further request change in equipment; extend commencement date 30 days after grant and completion date 180 days thereafter (contingent upon granting of B4-APL-1, filed under name of WDZ Broadcasting Co.)

WDZ—James L. Bush, Tuscola, Ill.—Voluntary assignment of permit and license from James L. Bush to WDZ Broadcasting Co.

KWBG—W. B. Greenwald, The Nations Center Broadcasting Co., Inc., Hutchinson, Kans.—Construction permit to install new equipment; change frequency from **1420 ke.** to **1120 ke.**; increase power from 100 watts to 1 KW; move transmitter from 101 East Ave. A, Hutchinson, Kans., to Hutchinson, Kans. (Filed under new name.)

NEW—William A. Reed, Waterloo, Iowa.—Construction permit for new station to be operated on **1310 ke.**, 100 watts, 250 watts day, unlimited time.

WEMP—Milwaukee Broadcasting Co., Milwaukee, Wis.—License to cover construction permit (B4-P-330) as modified for new station.

KWBG—W. B. Greenwald, Hutchinson, Kans.—Voluntary assignment of license from W. B. Greenwald to The Nation's Center Broadcasting Co., Inc.

NEW—Northern Iowa Broadcasting Co., Inc., Mason City, Iowa.—Construction permit for new station to be operated on **1420 ke.**, 100 watts, unlimited time. Amended: St. and No. of transmitter site to be determined, Mason City, Iowa; antenna to be determined; equipment changes.

KSO—Cedar Rapids Broadcast Co., Des Moines, Iowa.—License to

**1430** cover construction permit (B4-MP-225) as modified for new equipment, increase of power, and move of transmitter.

W9XAA—Chicago Federation of Labor, Chicago, Ill.—Construction permit to change location of station to 39th St. near Warwick, York Township, DuPage Co., Ill.

#### Fifth Zone

KIRO—Queen City Broadcasting Co., Seattle, Wash.—Extension of special experimental authorization to operate on **710 ke.**, 500 watts, unlimited time, to 2-1-36.

KGDM—E. F. Pfeffer, Stockton, Calif.—License to cover construction permit (B5-P-14) as modified to move transmitter, install new equipment, and increase power.

KDON—Richard Field Lewis, Del Monte, Calif.—Modification of construction permit (B-P-B-3184) authorizing a new station on **1210 ke.**, 100 watts, unlimited time, requesting changes in equipment.

NEW—John A. Stump, Fairbanks, Alaska.—Construction permit for a new station to be operated on **1210 ke.**, 100 watts, 250 watts local sunset, unlimited time. Amended: Studio and transmitter sites to be determined, Fairbanks, Alaska.

KUJ—KUJ, Inc., Walla Walla, Wash.—Construction permit to change frequency from **1370 ke.** to **1250 ke.**, power from 100 watts to 1 KW; install new equipment; move transmitter from Second and Rose Sts, Walla Walla, Wash., to County Road and College Ave., Walla Walla, Wash. Amended to change transmitter site and antenna to be determined.

KRKO—Lee E. Mudgett, Everett, Wash.—Voluntary assignment of license from Lee E. Mudgett to Seattle Broadcasting Co.

KIEO—Airfan Radio Corporation, Ltd., San Diego, Calif.—Modification of license to add frequencies **1606, 2020, 2102, 2760 ke.**, and delete frequency **2150 ke.**