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NEW UTAH STATION RECOMMENDED

The Eastern Utah Broadcasting Company applied to the Federal Communications Commission for a construction permit for the erection of a new station to be located at Price, Utah, to use 1420 kilocycles, 100 watts power and unlimited time on the air.

Examiner P. W. Seward in Report No. I-172 recommended that the application be granted. The Examiner found that a need for additional "service in the area does not exist," and "that the site at which it is proposed to construct and operate the station will be in conformity with the recommendations of the Engineering Department."

SECURITIES ACT REGISTRATIONS

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

Capps Gold Mine, Ltd., Toronto, Canada (2-1807, Form A-1)
Oklahoma-Texas Trust, Tulsa, Okla. (2-1808, Form A-1)
Marine Airlines, Inc., New York City (2-1809, Form A-1)
Tip Top Gold Mines, Inc., Denver, Colo. (2-1810, Form A-1)
American Fidelity Corp., Ltd., San Diego, Cal. (2-1811, Form G-1)
Samuel Mundheim, et al., New York City (2-1812, Form F-1)
Distillation Engineering Corp., Kansas City, Mo. (2-1813, Form A-1)
Scottish-Plan Associates, Greenwich, Conn. (2-1814, Form A-1)
Florida Towing Corp., Jacksonville, Florida (2-1816, Form C-1)
Bank & Insurance Shares, Inc., Philadelphia, Pa. (2-1817, Form C-1)
Columbia Crude Corporation, Salt Lake City, Utah (2-1818, Form A-1)
Comsec Corporation, Jersey City, N. J. (2-1896, Form A-1)

CHANGES RECOMMENDED FOR KG CX

Broadcasting station KG CX, Wolf Point, Mont., applied to the Federal Communications Commission to change its frequency from 1310 to 1450 kilocycles and to increase its power from 100 watts and 250 watts local sunset to 1,000 watts and from specified hours of operation to unlimited time.

Examiner John P. Bramhall, in Report No. I-164, has recommended that the application be granted. He found that there is need for additional service in the area proposed to be served; and that it "will serve public interest, convenience and necessity."

NOTES TO SALES STAFF

Broadcast advertising reached nearly the \$79,000,000 mark for the first eleven months of 1935, and promises at least an \$86,000,000 total for the year as compared to slightly less than \$73,000,000 in 1934. (See Table I, page 1136.)

Salesmen of regional networks will be pleased to see that regional volume has continued at 50.0% ahead of the corresponding months of 1934. (See Table I, page 1136.)

The continued strength of live talent business in the national non-network field and the recent important increases in the use of transcriptions by local broadcast advertisers should be of interest. (See Non-network Advertising by Type of Rendition, page 1137.)

The increased use of regional networks and national non-network advertising by confectionery manufacturers should be of interest, as should be the sevenfold rise in national non-network automotive advertising. (See Sponsor Trends in October and Comparison with 1934, page 1138.)

WEDC LICENSE RENEWAL RECOMMENDED

Broadcasting Station WEDC, Chicago, Ill., applied to the Federal Communications Commission for license renewal. The application was designated for hearing by the Commission. It operates on 1210 kilocycles, 100 watts power and specified hours.

Examiner R. H. Hyde, in Report No. I-169, recommended that the station's license be renewed. The Examiner stated that "the programs sponsored by Dr. Schyman and "Dr. Michael" did not serve the public interest but were in fact inimical to the interests of the public. The applicant's evidence affords substantial assurance that hereafter sufficient attention will be given to the selection of program matter to prevent the repetition of such broadcasts."

PENDING RADIO LEGISLATION

The second session of the Seventy-Fourth Congress will convene on January 3. Inasmuch as this is not a new Congress but simply another session the radio bills and other bills of interest to the broadcasters are pending legislation and go ahead from their status at the last session.

In addition to bills dealing specifically with radio there is the copyright bill and the pure food and drug bill, together with several others which affect broadcasters. Following is a list of these bills showing the committee to which they were referred and any action which has been taken.

Senate

S. 4—Copeland, Vandenberg, Murphy bill "to prevent the promotion of fraud through interstate communication"—Committee on Commerce. No hearings held and no action.

S. 5—Copeland pure food and drug bill. Passed the Senate at the last session and now pending before the House Committee on Interstate and Foreign Commerce.

S. 541—Capper bill "to prohibit the transportation in interstate commerce of advertisements of intoxicating liquors"—Committee on Interstate Commerce. No hearings and no action.

S. 820—Neely bill "relating to costs in radio proceedings before the Federal Communications Commission"—Committee on Interstate Commerce. No hearings and no action.

S. 1336—Wheeler bill "to amend paragraph (f) of section 4 of the Communications Act of 1934"—Committee on Interstate Com-

merce. Passed by the Senate and favorably reported by the House Committee but no action by the House.

S. 2243—Wheeler bill "relating to the allocation of radio facilities"—Committee on Interstate Commerce. No hearings and no action.

S. 3047—Copyright bill. Passed Senate at last session and now pending in House Committee on Patents.

S. 3261—Walsh bill to have foreign government programs approved by State Department—Committee on Interstate Commerce. No hearings and no action.

House

H. R. 55—Rudd bill "to amend the Radio Act of 1927"—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 197—Buckbee bill "to prohibit untrue, deceptive, or misleading advertising through the use of the mails or in interstate or foreign commerce"—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 3252—Sauthoff bill "to prohibit the use of the mails, certain periodicals, and broadcasting stations, having a range covering more than one State, to the advertising of loans for which interest in excess of 15 per cent per annum is charged"—Committee on Post Offices and Post Roads. Hearings held March 8. No report.

H. R. 8404—Culkin bill "to prohibit advertising of alcoholic beverages in interstate commerce"—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 8475—Monaghan bill "to amend the Communications Act of 1934 by establishing a Radio Commission"—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 8852—McKeough bill to have foreign radio programs approved by the State Department—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 9229—Scott bill "to amend section 326 of the Communications Act of 1934," dealing with censorship—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 9230—Scott bill "to amend section 315 of the Communications Act of 1934" laying aside time for political and other uncensored broadcasts—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. R. 9231—Scott bill "to add section 315 (a) to the Communications Act of 1934" making it obligatory for stations to keep certain records—Committee on Interstate and Foreign Commerce. No hearings and no action.

H. J. Res. 220—Sirovich resolution "providing for the establishment of an executive department to be known as the 'Department of Science, Art, and Literature'"—Committee on Patents. Extensive hearings but no report.

H. Res. 52—Dies censorship bill—House Committee on Rules. No hearings and no action.

H. Res. 370—Scott resolution providing for the establishment of a "Broadcasting Research Commission"—Committee on Interstate and Foreign Commerce. No hearings and no action.

NEW TEXAS GRANT RECOMMENDED

The Bell Broadcasting Company applied to the Federal Communications Commission for a construction permit to erect a broadcasting station at Temple, Texas, to use 1200 kilocycles, 100 watts and daytime operation.

Examiner Melvin H. Dalberg, in Report No. I-162 recommended that the application be granted "provided that the proposed transmitter and the erection of the antenna be in accordance with the rules and regulations of the Commission." The Examiner found that the applicant is qualified to own and operate the proposed station—no question of quota is involved and "there is no possibility of interference whatsoever either from existing stations or by reason of pending applications."

RECOMMENDS APPROVAL ON CONDITIONS

Paul R. Heitmeyer has applied to the Federal Communications Commission for a construction permit for the erection of a new broadcasting station at Salt Lake City, Utah, to use 1210 kilocycles, 100 watts and unlimited time.

Examiner P. W. Seward, in Report No. I-163, has recommended that "if the application in Docket No. 2715 be finally approved by the Commission that this application be denied, as it has not been shown that a need exists for two 100 watt stations in Salt Lake City; in the event said application in Docket No. 2715 be denied by the Commission, then it is recommended that this application be granted."

CHANGE RECOMMENDED FOR KMED

Broadcasting Station KMED, Medford, Ore., applied to the Federal Communications Commission to change its frequency from 1310 to 1410 kilocycles and power from 100 watts, 250 watts local sunset to 250 watts, and hours of operation from unlimited time to unlimited day and specified nighttime hours.

Chief Examiner Davis G. Arnold, in Report No. I-167, recommended that the application be granted. He found that "a substantial need for additional radio service in the area proposed to be served does exist," and that "the use of the applicant of the frequency 1410 kilocycles, specified hours, will be in the public interest."

RECOMMENDS NO CHANGE FOR KFRO

Broadcasting Station KFRO, Longview, Texas, has applied to the Federal Communications Commission for the facilities of Station KWEA, Shreveport, La., and the Oil Capital Broadcasting Association has also asked for the same facilities and a permit to construct a new station at Kilgore, Texas. KWEA operates on 1210 kilocycles with 100 watts power and unlimited time. Station KFRO now operates on 1370 kilocycles, 100 watts power daytime. KWEA asked license renewal.

Examiner George H. Hill, in Report No. I-161, has recommended that the application of Station KFRO be denied; that the application of the Oil Capital Broadcasting Association for a construction permit be granted to use the facilities of KWEA and that the application of KWEA "for renewal of license be denied, provided the application of the Oil Capital Broadcasting Association for a construction permit be granted. Otherwise the application for renewal of license of Station KWEA should be granted."

NEW OHIO STATION RECOMMENDED

Herbert Lee Blye filed an application with the Federal Communications Commission asking for a construction permit for a new station to be located at Lima, Ohio, to use 1210 kilocycles, 100 watts power and daytime operation.

Examiner Melvin H. Dalberg, in Report No. I-171, has recommended that the application be granted. The Examiner found that "there is considerable need in the area sought to be served for local broadcasting service and the program material which is proposed seems to be of a satisfactory nature for a station of the power requested. It does not appear that any interference with the fair and efficient service of other stations would be involved, nor that any serious interference would result by reason of pending applications."

RECOMMENDS DENYING PUERTO RICAN STATION

Ralph Perez Perry applied to the Federal Communications Commission for permission to erect a new broadcasting station at Santurce, Puerto Rico, to use 1340 kilocycles, 250 watts power and unlimited time on the air.

Examiner Ralph E. Walker, in Report No. I-170, has recommended that the application be denied. He found that "the record fails to disclose a need for the allocation of additional broadcast facilities in the San Juan area, especially in view of the fact that the existing facilities are not fully used." It was further found by the Examiner that "it does not appear that the qualifications of the applicant are such that a station operated by him could reasonably be expected to provide an improved program service in the area."

TENNESSEE GRANT RECOMMENDED

W. A. Patterson, filed an application with the Federal Communications Commission asking for a construction permit for the erection of a new broadcasting station at Chattanooga, Tenn., to use 1420 kilocycles, 100 watts power and daytime operation.

Examiner George H. Hill, in Report No. I-168, recommended that the application be granted. He found that a need exists in the proposed area for additional radio service, and he states that "the granting of this application will serve public interest, convenience and necessity, provided the application of Dudley J. Connolly and Company is denied."

RECOMMENDS COMMISSION AFFIRM FORMER ORDER

WJJD, Inc., Chicago, Ill., seeking authority to move the transmitter of Station WJJD from Mooseheart to Des Plaines, Ill., was

granted by the Commission. Thereafter it was reconsidered and designated for hearing on protest filed by the Chicago Federation of Labor's station WCFL.

Examiner Ralph L. Walker, in Report No. I-166, states that "the matter was called for hearing on December 16, 1935, at which time it was stated on behalf of the protestant that a continuance had been requested and denied, that counsel for the protestant was unable to be present and that the protest would be withdrawn. It is accordingly recommended that the protest be dismissed and that the Commission affirm its original action granting the application."

WYOMING STATION RECOMMENDATIONS

Paul R. Heitmeyer applied to the Federal Communications Commission for a construction permit for the erection of a new station at Cheyenne, Wyo., to use 1210 kilocycles, 100 watts power, 250 watts LS and unlimited time on the air. Also the Wyoming Radio Educational Association applied to the Commission for a construction permit for a new station at Cheyenne to use 630 kilocycles, 500 watts power, 1,000 watts LS and unlimited time.

Examiner P. W. Seward, in Report No. I-173, recommended that the application of Mr. Heitmeyer be granted but that the application of the Educational Association be denied.

The Examiner states that "from the evidence adduced concerning the application of the Wyoming Educational Association it is impossible to draw a definite conclusion concerning technical, financial, and other qualifications of this applicant." He found, however, that "a need for the service proposed to be rendered in the area does exist." He also found that granting of the Educational Association application would result in "serious and objectionable interference with the operation of existing licensed stations."

RECOMMENDS DENYING NEW TAMPA STATION

The Florida West Coast Broadcasting Company, Inc., applied to the Federal Communications Commission for a construction permit for the erection of a new station at Tampa, Florida, to use 1370 kilocycles, 100 watts power and unlimited time on the air.

Examiner John P. Bramhall, in Report No. I-165, recommended that the application be denied. He found that "the area proposed to be served by applicant is already receiving ample radio service and the evidence fails to show that the applicant would render a service or a type of service that is not now being received in this same area." The Examiner found also that the interests of Station WMBR would be adversely affected by the grant.

RECOMMENDS DENYING NEW STATION

The Valley Broadcasting Company filed an application with the Federal Communications Commission asking for a construction permit for a new station to be erected at Pomona, Cal., to use 1160 kilocycles, 250 watts power and daytime operation.

Examiner R. H. Hyde, in Report I-174, recommends that the application be denied. It was found by the Examiner that "the operation of the proposed new station would cause objectionable interference to existing stations and the service area of the new station would be restricted to a substantial degree by interference with other stations."

FEDERAL TRADE COMMISSION ACTION

Complaints

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 used against them.

No. 2653. Unfair competition in the sale of men's suits is alleged in a complaint issued against **Harry Kapust, of Chicago**, trading as **Roselile Manufacturing Co.** and as **Roselile Clothing Manufacturing Co.**

Kapust, according to the complaint, represented through salesmen that the men's suits sold by the respondent were tailored to purchasers' individual measurements, when in fact not all suits sold by the respondent were made to individual measurement and many of the orders for suits were filled from stock and the clothes altered when necessary to conform to customers' measurements.

No. 2657. Alleging unfair competition in the sale in interstate commerce of steel wool cleaning pads, a complaint has been issued against **Maurice Levine, of New York City**, trading as **E-Z Kleener Manufacturing Co.**, **Red-I Pad Co.**, **Red-Y Pad Co.**, and as **R-P Manufacturer and Distributor.**

Designating cartons in which his products were packed by phrases such as "E-Z Kleener," and "Mfd. by Red-I Pad Co., New York," the respondent represented himself to be the manufacturer of the products he sold, when, according to the complaint, he did not own or operate a factory wherein these preparations were made, but purchased them from the manufacturers.

These representations, according to the complaint, were false and misleading, and tended to deceive buyers into believing that in purchasing from the respondent they were dealing with the manufacturer, thereby gaining an advantage by saving the middleman's profits.

No. 2658. A complaint has been issued against **Meyer Brodie and Morris White, of 15 West 20th Street, New York City**, trading as **M & M Bag and Suit Case Company**, charging unfair competition in the sale of their products.

The complaint alleges that the respondents designated as "Warranted, Top Grain Cowhide, Leather" certain articles made of split leather, which is of inferior quality and durability as compared with top grain leather. The complaint alleges that certain pieces of luggage manufactured and sold by the respondents were made from top grain leather, while other pieces were made from split leather.

No. 2659. Advertising dry goods as "tub fast," when in fact they were not dyed with tub fast dye, is alleged as an unfair method of competition in a complaint issued against **H. T. Poindexter & Sons Merchandise Co., of Kansas City, Mo.**

The company is alleged to have represented certain cotton print goods as being tub fast or as containing qualities making them proof against fading when washed in the normal course of use. The complaint alleges they were not tub fast as the term is generally understood in the cotton print goods trade, and that use of this term to describe such goods tended to divert business from competitors.

No. 2660. Eleven companies manufacturing and selling more than 90 per cent of the total volume of zinc and copper plates used for engraving purposes and sold in interstate commerce in the United States, and their trade association, the **Photo Engravers Copper & Zinc Grinders Association**, have been served with a complaint alleging that they entered into an agreement, combination or conspiracy to restrict and suppress competition in the sale and distribution of zinc and copper plates to newspapers and other photo engraving customers.

The respondent companies are: **Edes Manufacturing Co., Plymouth, Mass.**; **American Steel & Copper Plate Co., Jersey City, N. J.**; **New York Steel & Copper Plate Co., Brooklyn**; **Rolled Plate Metal Co., Brooklyn**; **National Steel & Copper Plate Co., Chicago**; **Harold M. Pitman Co., Cicero, Ill.**; **Pacific Steel & Copper Plate Co., San Francisco**; **American Zinc Products Co., Greencastle, Ind.**; **American Nickeloid Co., Peru, Ill.**; **C. G. Hussey & Co., Pittsburgh**; and **Bridgeport Engravers Supply Co., Bridgeport, Conn.**

Headquarters of the **Photo Engravers Copper & Zinc Grinders Association** are at **Jersey City, N. J.**

The respondents are alleged to have entered into an understanding, agreement, combination or conspiracy to restrict competition in the sale of their products by agreeing to fix and maintain uniform prices, terms and discounts at which zinc and copper plates are to be sold, and to cooperate in enforcing and maintaining these prices, terms and discounts by exchanging information through the association. The association is alleged to have acted as a clearing house for such exchange of information, including reports of sales of zinc and copper plates, together with the prices, terms and discounts.

No. 2661. In a complaint issued against the **Chattanooga Automotive Jobbers Association, of Chattanooga, Tenn.**, and the **Tennessee Automotive Jobbers Association, of Knoxville, Tenn.**, and their officers and members, are alleged to have entered into agreements, combinations, understandings and conspiracies to fix and maintain uniform prices to be exacted by them from purchasers of automobile parts and accessories. The members of the respondent associations are charged with attempting to restrict sales of such parts and accessories by manufacturers to and through jobbers.

No. 2662. Sales methods involving a game of chance in the sale of candy, are alleged in a complaint issued against **Brecht Candy Co., of Denver.** The push card and punch board were among the devices used, according to the complaint. The respondent's practices are alleged to constitute unfair methods of competition and to be contrary to public policy.

No. 2663. Alleging unfair competition in the sale of incandescent lamps and glass lamp globes, a complaint has been issued

against **Day-Lite Illuminating Corporation**, of 100 West Chicago Avenue, Chicago.

Representations of the respondents are alleged to have had a tendency to deceive the public into believing that the respondents' lamps of equal or less watt measurement and of equal volt measurement, would give an average efficient light performance equal to that of competing lamps, and at the same time furnish more light at less cost for current than competitors' lamps.

Nos. 2664-2665-2666. Complaints have been issued charging two companies with misrepresenting medicinal products sold in interstate commerce, and a smoking pipe manufacturer with representations suggesting that certain of its products have been endorsed by the medical profession, when this is not the fact.

McCambridge & McCambridge Co., Inc., of 12 L Street, S. E., Washington, D. C., trading as **Everfresh Products Co.**, is alleged to have advertised its "Everfresh Aspirin" so as to disparage competitors' products and tend to deceive buyers into the belief that "Everfresh Aspirin" is better and gives quicker relief than ordinary aspirin; that it relieves tired spells, and cures nerve ailments and other troubles; and other similar representations. The complaint charges that the respondent's product does not continue to remain fresh longer than any other aspirin but will decompose within the usual time in which ordinary aspirin will decompose.

J. H. Casey, of Portland, Ore., trading as **J. H. Casey Co.**, and advertising "Casey's Compound" as a cure, remedy and treatment for rheumatism, arthritis and other related ailments, is alleged to have untruthfully represented that marvelous results accrue to persons afflicted with these ailments, who use the respondent's compound. The complaint alleges that the product has little if any curative value in treating these diseases.

Engaged in manufacturing smoking pipes, **S. M. Frank & Co., Inc., of New York City**, is alleged to have branded and advertised certain of its products as "Medico." The complaint charges that this practice tended to deceive buyers into believing that the pipes had been endorsed by the medical profession and were so constructed or treated as to eliminate or greatly reduce the harmful effects of ordinary pipe smoking. In fact, according to the complaint, these pipes had not been so endorsed, and were no less harmful or more healthful to the smoker than many pipes made and sold by other manufacturers.

No. 2667. Unfair competition through representation of cigars not made of Cuban tobacco, as "Garcia's Havana Smoker," is alleged in a complaint issued against **Havana Florida Cigar Co.**, of 501 North Madison St., Quincy, Fla.

The complaint charges that the respondent's cigar does not contain Havana tobacco nor tobacco grown on the island of Cuba, in any appreciable amount. The respondent's representation, according to the complaint, tends to deceive buyers into believing that the respondent's product is composed in whole or in large part of Havana tobacco.

No. 2668. Alleging unfair competition in the sale of incandescent lamps, a complaint has been issued against **Fannie Chanowitz**, of 68 Charlton St., Newark, N. J., trading as **Atlas Products Co.**

The complaint charges that the respondent's lamps were demonstrated and sold in a manner tending to deceive prospective purchasers into believing that they were of the same watt measurement and produced more light than competitors' lamps being used by such purchasers. According to the complaint, this was accomplished by marking the respondent's wattage lower than actually was the case but corresponding to the truthfully marked wattage of competitors' lamps, then comparing the amount of light given by the two, to the consequent disadvantage of competitors.

No. 2669. **General Tire & Rubber Co.**, of Akron, Ohio, is charged with unfair competitive methods in a complaint.

According to the complaint, this company advertised in newspapers and over the radio that its "New General Dual Balloon Tire" was "Blowout-Proof," when in fact this was not true. This practice is said to have had a tendency to deceive the tire-purchasing public, and to promote the purchase of these tires in preference to products of similar types and quality offered by other manufacturers, retail dealers and distributors, who did not misleadingly advertise their articles to be blowout-proof.

Stipulations

The Commission has announced the following cease and desist orders:

Nos. 0992-0998. **Western Broadcast Co.**, operator of radio station **KNX, Hollywood, Calif.**, has entered into stipulations to abide by action taken in five cases before the Commission involving companies which advertised their products over station **KNX**.

The five companies had previously entered into stipulations with the Commission to cease and desist from certain unfair advertising practices. These companies are: **Nourishine Manufacturing Co., Los Angeles**; **Germania Tea Co., Minneapolis**; **Old Mission Tablet Co., Pasadena, Calif.**; **King's Better Vision Institute, Los Angeles**; and **Tablet Sixty-Six Co., Los Angeles**.

In its stipulations with the Commission, the radio station admits broadcasting advertisements of these companies, and agrees to observe and abide by stipulations previously signed by the advertisers and accepted and approved by the Commission.

Truth Publishing Co., Inc., operator of radio station **WTRC, Elkhart, Ind.**, admits broadcasting advertisements for **Deuel's, of Centerville, Mich.**, distributor of an ointment, and agrees to abide by a stipulation previously entered into by the advertiser with the Commission.

In this group of stipulations is one between the Commission and the **Conley Co., Inc., of Rochester, Minn.**, selling a mechanical device called "**The Hemp Bodi-Massager**." The company agrees to cease representing in published advertisements that use of its device alone will cause a reduction in fat or weight; that no other reducing or beauty building method is as effective or as safe as the method recommended by this company, and that by the use of this device, hips can be rolled away in twenty minutes a day, and other representations.

Nos. 0999-01000-01002-01003. Three broadcasting stations have entered into stipulations to abide by action taken in a case involving advertising matter issued by **K. A. Hughes Co., of Boston**, dealer in "Salicon," a cold remedy. The broadcasting companies are: **Shepard Broadcasting Service**, operating station **WNAC, Boston**; **Congress Square Hotel Co., Station WCSH, Portland, Me.**; and the **WGAR Broadcasting Co., Station WGAR, Cleveland**.

In their stipulations with the Commission, the radio stations admit broadcasting advertisements of this company, and agree to observe and abide by a stipulation previously signed by the advertiser and accepted and approved by the Commission.

The Eucathol Co., Inc., of Shawnee, Okla., dealer in a medicinal preparation, has entered into a stipulation with the Commission to cease representing its product, "Eucathol," as a competent remedy for treating skin disorders, asthma, hay fever and other diseases, and that it will check a cold by application to chest, throat and head. The respondent also agrees to discontinue assertions that "Eucathol" will stop a child from coughing in one minute; will break a cold in one night, or that it quickly relieves prickly heat, poison ivy or most skin humors or diseases, and other similar allegations.

No. 1548. **Arista Silk Mills, Inc., of 499 Seventh Avenue, New York City**, engaged as a jobber dealing in silks, rayons and cottons, according to the stipulation, displayed its corporate name, "Arista Silk Mills, Inc.," so including the word "Mills" on its business stationery, when in fact the company did not own, control or operate a mill wherein its products were made, but purchased these articles from others. The respondent agrees to discontinue this use of the word "Mills."

No. 1549. **Morris Gottsegen and David Jacoby, of 901 Broadway, New York City**, co-partners, trading as **Mills Sales Co. and Honor Research Laboratories**, engaged as jobbers in selling pharmaceutical preparations, used the trade name containing the words "Research Laboratories," in selling a mineral oil, when, according to the agreement, they did not own a laboratory or place devoted to experimental study in any branch of natural science. In their stipulation, they agree to stop employing the words "Research Laboratories," as part of their trade name.

No. 1550. **R. & K. Leather Goods Co., Inc., of 38 West 32nd St., New York City**, and **Perth Amboy, N. J.**, manufacturers and distributors of ladies' pocketbooks, sold their products labelled, billed and represented as "Genuine Cowhide," "Genuine D. B. Cowhide," and "Genuine Seal" (the letters "D. B." meaning, in the language of the trade, "Deep Buff"), or the first cut beneath the top grain after the leather has been split off, according to the agreement. The stipulation sets out that in fact these products consisted of split leather, and not of leather made from the entire hide of a cow or a seal, or of leather made from the top or grain cut or outer layer of the hide, so as to be properly designated as "leather," but were composed of a cut or layer other than such top or grain cut. The respondents agree to discontinue advertising such products as being manufactured from genuine leather.

No. 1551. **Forest City Manufacturing Co., of 1627 Washington Ave., St. Louis**, manufacturing cotton dresses, furnished its retail customers with mats which were used by them in advertising the respondents' products, according to the agreement. The stipulation says that in some of the mats, certain products were represented as made of "Lion," when in fact they were not

made of the fiber of the flax plant. The respondent company agrees to discontinue use of the word "Limon" in any way which may tend to deceive buyers into believing that the articles described are made of the fiber of the flax plant, when this is not true.

No. 1552. Manhattan Import Co., Inc., of 861 Broadway, New York City, importers of various novelties, is said to have distributed supplies of toothpicks in interstate commerce, advertising them as "Sliverless, Sanitary, Polished, Automatically packed." They were packed in pasteboard containers which bore the words "Perfect Toothpicks, Sliverless, Sanitary, Polished, Automatically Packed," when, according to the agreement, they were not packed by machinery, or automatically packed, and certain of the products were not properly and correctly represented as "Sanitary." The respondent agrees to cease and desist from advertising toothpicks as sanitary, and packed by machinery or automatically packed, when these are not the facts, and to discontinue advertising toothpicks of foreign manufacture without indicating clearly the country of their origin.

No. 1553. F. J. Kirk, of 116 Market St., Philadelphia, trading as **Franklin Sales Company and Franklin Laboratories,** and selling "Lucky Tiger Hair Tonic," agrees to stop employing the word "laboratories" as part of the trade name under which he operates his business, and from using this word in any way which may tend to confuse buyers into believing that he owns and operates a laboratory in which his product is made or compounded, when this is not true.

No. 1554. United States Plywood Co., Inc., of 603 West 36th St., New York City, selling and distributing plywoods or wood veneers, agrees to stop using the word "walnut," either independently or in connection with the word "Oriental," or with other words so as to imply or have a tendency to deceive buyers into believing the product to be made of wood derived from trees of the walnut family, when the same is not true.

No. 1555. Linder Bros., Inc., of Scranton, Pa., and New York City, manufacturers of knitted topcoats, agrees to abandon use of the word "loomed" to describe products not woven on a loom, and to discontinue use of this word in any way which may tend to deceive buyers into the belief that the products so described are woven on a loom, when this is not true.

No. 1556. Western Coaching Bureau, Inc., with headquarters in San Francisco and branches in Oakland and Los Angeles and Chicago, is reported in the stipulation to have displayed on its letterheads and in its various offices the words "Western Coaching Bureau" in connection with the words "Civil Service," and to have distributed an advertising catalogue entitled: "Golden Opportunities in Government Service." On the front and back covers of this, and on many inside pages, appeared the words "Civil Service," enclosed in a circular device having in the center the monogram "W.C.B.," which device, according to the stipulation, resembled the official seal of the United States Civil Service Commission. The respondent agrees to stop using the words "Civil Service" in its advertising, either independently or in connection with other words, especially in connection with a seal simulating that of the Civil Service Commission, in any way which may tend to cause the public to believe that the company represents or has an official connection with the United States Civil Service Commission, or is an agency of the Federal Government. Other similar representations will be discontinued.

No. 1557. Koppers Products Company, with headquarters in Pittsburgh, and having branches in various states, manufactures, among other things, coal-tar products and other materials used in making built-up roofing composed of alternate layers of rag felt and coal-tar pitch. In its stipulation, Koppers Company agrees that in selling its pitch-and-felt roofs in interstate commerce, it will cease using in advertisements allegations to the effect that the so-called "smooth top" roofings sold by competitors "fail in a few years," or that such roofings "are usually failures," or "fail by permanent cracking," or "become cheesy," when, according to the agreement, such representations are not warranted in fact.

The corporation further agrees to cease and desist from using in its advertising matter or otherwise, any misleading or exaggerated representations concerning the efficiency, durability, quality or effectiveness of the products of competitors.

No. 1558. The Williamson Company, of Baltimore, engaged in manufacturing wood veneers, will discontinue use of the words "African Walnut" in its printed matter or as a trade designation for its products so as to imply that its products are made of wood derived from trees of African origin and of the botanical walnut family, when this is not true.

No. 1559. Five Star Products, Inc., of 235 West 69th St., New York City, manufacturing a syrup product called "May-Pell," will abandon the use on its brands or labels of the coined word

"May-Pell," or any other phonetic spelling of the word maple, so as to imply or have a tendency to deceive purchasers into believing the product to be composed of maple syrup. Provision is made that when the preparation is made in substantial part of maple syrup, the coined word "May-Pell," if used to describe the maple content, shall be immediately accompanied by other words in equally conspicuous type to clearly indicate that the product is not made wholly of maple syrup.

No. 1560. Lester A. Stern, of 229 West Jackson Boulevard, Chicago, trading as **Progressive Medical Co.,** and **Peter S. Banff, of 1261 Argyle Street, Chicago,** formerly trading as **American Pantosept Co. (1561),** in the sale and distribution of antiseptic tablets for women's use, agree to stop advertising their products as contraceptives. Banff also agrees to cease using the word "Manufacturers," in advertising matter, when in fact he does not own or control a laboratory or factory, and to discontinue misrepresenting the purposes or results of tests of feminine hygiene products made by Prof. Dr. Baker at Oxford University.

No. 1562. Frank W. Winne & Son, Inc., of 44 North Front Street, Philadelphia, a wholesaler of twine, cordage and yarns, with branch offices in Maryland, Ohio and Michigan, agrees to cease and desist from using the words "Farm Bureau" on labels attached to its products, so as to imply that they are sold by one or more farm bureaus such as the Ohio Farm Bureau Service Co., of Columbus, O., the Indiana Farm Bureau Cooperative Association, Inc., of Indianapolis, or Farm Bureau Services, Inc., of Lansing, Mich., all of which are engaged in purchasing and distributing farm supplies, including binder twine, and are members of the Farm Bureau Milling Co., of Columbus, Ohio, which was organized primarily to facilitate contract negotiations for seed and other farm supplies on behalf of the individual farm bureaus.

No. 1563. Lima Business College, and the Civil Service Institute, Inc., both of Lima, Ohio, agree to cease and desist from use of the words "Civil Service," as part of or in connection with a corporate or trade name under which to transact their business, either independently or in connection with the word "Institute," tending to confuse purchasers into the belief that the Civil Service Institute, Inc., is a branch of or has some official connection with the United States Government or the Civil Service Commission. The respondents agree to stop making exaggerated representations regarding the number of persons given employment annually under the Civil Service, of the salaries paid, or inaccurately representing the ages at which men and women are eligible for Civil Service appointment, and alleging that Civil Service employees have no lay-offs.

The stipulations also list as respondents Hugh W. Henry, president, and Iva B. Henry, secretary, of Lima Business College, a defacto corporation, and Harry J. Strasburg, president, and Hugh W. Henry as secretary and treasurer of The Civil Service Institute, Inc.

No. 1564. Moses and Jack Kranish, of 219 West 38th Street, New York City, trading as **Clinton Silk Mills,** and engaged in the business of purchasing grieg silk goods which they convert into finished products, agree to stop using the word "Mills" in connection with their trade name, or in any way which may tend to deceive buyers into believing that they own, control and operate a mill, when this is not true.

No. 1565. Rainbow Trading Co., Inc., 327 East 5th Street, New York City, engaged in the importation of merchandise and in the sale and distribution of both imported and domestic goods, agrees to cease selling in interstate commerce toothpicks packed in boxes or other packages the appearance of which is contrived or formed in size, color and type resembling boxes or other packages in which similar merchandise is sold by a competitor. This company is said to have sold imported toothpicks in containers simulating containers in which similar products were sold by the Estate of Charles Forster, of Strong, Maine, manufacturer of wood toothpicks. The Rainbow Trading Co. also agrees to stop use on labels or cartons or in advertisements of the word "Sanitary," to describe products not made under hygienic or sanitary conditions.

No. 1566. Nathan Bernstein, of 31 West 26th Street, New York City, trading as **Excel Luggage Company,** selling and distributing luggage, agrees to cease branding or labeling his products as "cowhide," and "leather," implying that they are composed of leather made from the top or grain cut of the hide; unless, when they are composed of leather made from the inner or flesh cut, the word "leather," or "cowhide," shall be accompanied by the word "split," or other suitable word in conspicuous type, to indicate clearly that the articles are not composed of leather made from the top or grain cut of the hide.

No. 2253. The Linen Supply Association of the District of Columbia and its officers and members have been ordered to cease

and desist from combining or cooperating among themselves or with others to control the solicitation and allocation of customers, and to fix or maintain uniform prices, discounts, and terms of supplying and distributing their service in linen coats, aprons, towels and table linen.

The order also bans the exchange of information among members or with others regarding contemplated changes in prices or terms and conditions of supply and distribution of their service, and regarding agreement as to adoption or distribution among two or more members or others of lists containing schedules of uniform prices, discounts and conditions of supply and distribution.

No. 2296. Resale price maintenance is prohibited in an order issued against **Cape Cod Shirt Co., Inc., of Fall River, Mass.**

This respondent is ordered to cease and desist from entering into contracts, agreements and understandings with customers or dealers, requiring or providing for the maintenance of specified resale prices on products of its manufacture.

No. 2332. Misleading representations in the sale of fountain pens and pencils are prohibited in an order to cease and desist issued against **Harry Sachnoff, of 206 Broadway, New York City,** formerly trading as **Park Row Pen Co.,** and against **Argo Pen-Pencil Co., Inc.,** at the same address.

The respondents are ordered to stop representing directly or indirectly that they are manufacturers of fountain pens and pencils until and unless they engage in such manufacture, or actually own and control a factory wherein the articles they sell are made.

No. 2498. Misleading representation of products as to their country or place of origin is prohibited in an order to cease and desist issued against **Prince Matchabelli Perfumery, Inc., of New York City.**

This respondent is directed to stop using any sign, symbol or legend upon containers or cartons of merchandise, indicating a particular country as the country of origin of such merchandise, unless, in fact, the merchandise shall have originated in the country indicated.

No. 2527. Selling in interstate commerce various brands of dog foods, the **Old Trusty Food Co., of Needham Heights, Mass.,** has been ordered to cease and desist from misleading representations.

The company is directed to discontinue, in the sale of "Old Trusty Bovex," from advertising that the product is "62½ per cent government inspected beef and beef products," or any other representation of like purport, unless and until this food contains 62½ per cent government inspected beef and beef products.

No. 2589. The **Thomasville Chair Co., of Thomasville, N. C.,** has been ordered to cease and desist from advertising as "Mahogany," "Mah," "Walnut" or "Oriental Walnut," furniture not made from wood derived from trees of the mahogany and walnut families, respectively. The respondent had waived trial of the case and consented to issuance of the order.

No. 2590. Using a corporate name containing the word "Manufacturing," or representing by other means that the respondent is a paper manufacturer, when such is not the fact, is prohibited in an order to cease and desist issued against **Brenner Paper Manufacturing, Inc., of New York City,** engaged in converting and printing.

The order contains the provision: "Unless and until said respondent actually manufactures the paper it sells or offers for sale, or owns or absolutely controls a mill, mills, factory or factories in which such paper is manufactured."

No. 2604. **Lednew Corporation, of Jersey City, N. J.,** has been ordered to cease and desist from misleading representations of the qualities of incandescent lamps sold for general lighting service.

The order prohibits representation to dealers or others that the watt measurement of lamps is other than the actual watt measurement thereof, after allowing for the tolerance recognized by industry and coinciding with that allowed in lamps purchased for the Federal government.

Court Fines Leavitt

No. 1166. The Federal Trade Commission has been advised by the United States Circuit Court of Appeals for the Second Circuit (New York City), that it has assessed a fine of \$1,000 against **Louis Leavitt, paint manufacturer, of Brooklyn, N. Y.,** for violation of a decree of that court affirming an order of the Federal Trade Commission directed against the misbranding of paint products.

A Commission cease and desist order prohibited Leavitt from designating and describing a product sold by him in interstate commerce "by means of brands, labels, or otherwise, by use of the terms 'Gold Seal Combination White Lead,' or 'Combination

White Lead,' unless the product so designated and described actually contained sulphate of lead or carbonate of lead or the two in combination as its principal and predominant ingredient to the extent of not less than fifty per cent by weight of the product." He was also forbidden from "using and employing any other designation, brand or label, upon the containers of products" sold by him in interstate commerce "which falsely represent the relative quantity of genuine white lead contained in said products."

BROADCAST ADVERTISING IN NOVEMBER

Developments of the Month

Broadcast advertising during November amounted to \$8,211,349, a decrease of 2.2% as compared to the preceding month. A decline of this proportion is the usual trend at this season. Local broadcast advertising, however, went counter to the usual seasonal trend and increased 8.8% as compared to October.

Gains continued to be experienced as compared with the corresponding period of the preceding year. Total broadcast advertising during the month exceeded the November 1934 level by 13.6%. National network advertising rose 3.8%, regional network advertising 20.5%, national non-network volume 27.0%, and local broadcast advertising 30.0%. Broadcast advertising during the first eleven months of 1935 exceeded the preceding year's level by 19.8%.

Total non-network advertising in November was 9.4% greater than during the preceding month and 28.2% above November 1934 volume. Non-network advertising over local stations continued to show the greatest relative gains, as did non-network volume in the Southern and Pacific areas.

Live talent business continued to show the greatest strength in the national non-network field, while the recent increased use of transcriptions in local broadcast advertising also continued throughout November.

National and local non-network automotive advertising, national non-network cosmetic, food, radio set and tobacco volume, local clothing, housefurnishings and financial advertising, regional network pharmaceutical and clothing volume, and national network radio set advertising were among the fields to show the greatest increase in volume as compared to November 1934. The miscellaneous sponsor group rose materially in the national and regional network and national non-network fields. Broadcast advertising by retail establishments increased 47.5% as against November 1934.

The First Eleven Months of 1935

Broadcast advertising during the first eleven months of 1935 amounted to \$78,837,579, as compared to \$65,711,598 during the corresponding period of the preceding year, a gain of 19.8%. Gains with regard to various portions of the medium were as follows: national networks 18.1%, regional networks 50.0%, national non-network advertising 24.8%, and local broadcast advertising 18.6%.

Total non-network advertising during the first eleven months of the year rose 21.7% as against the previous year. Clear channel and high-powered regional station non-network volume increased 23.1%, regional station volume 17.8%, and local station advertising 31.6%.

Transcription volume rose 16.5% during the period under consideration, live talent business 23.4%, records 80.9%, and announcements 19.8%.

Total Broadcast Advertising

Broadcast advertising over stations and networks during November were as follows:

TABLE I
TOTAL BROADCAST ADVERTISING

Class of Business	1935 Gross Time Sales		
	October	November	Cumulative Jan.-Nov.
National networks	\$5,017,900	\$4,533,774	\$45,123,241
Regional networks	132,748	128,715	983,565
National non-network	1,504,970	1,652,680	15,356,638
Local	1,739,280	1,896,180	17,374,135
Total	\$8,394,898	\$8,211,349	\$78,837,579

Total broadcast advertising was 2.2% less than during October, a usual seasonal decline. National network volume declined 10.0%, and regional network advertising dropped 3.0%. National non-network business rose 9.8%, while local advertising increased 8.8%. Network declines were more than the usual seasonal downswing. Local advertising, on the other hand, rose contrary to its usual behavior in November.

Comparison with Previous Years

Broadcast advertising continued to show gains over the corresponding period of 1934. Total volume rose 13.6% as against the preceding November. National network advertising increased 3.8%, regional network volume 20.5%, national non-network volume 27.0% and local broadcast advertising 30.0%.

Compared to November 1933, national network advertising experienced an increase of 31.6%, regional network volume 74.3%, national non-network business 51.8% and local broadcast advertising 36.4%.

Comparison with Other Media

National magazine advertising rose 14.3% as compared to October. Farm paper advertising declined 8.9%. Newspaper lineage remained unchanged in volume, as compared with the usual November decline.

November national magazine volume was 15.1% greater than during the corresponding month of 1934. Farm paper advertising showed a gain of 4.4% and newspaper advertising an increase of 12.3%.

Advertising by major media is found in Table II.

TABLE II

ADVERTISING BY MAJOR MEDIA

Advertising Medium	1935 Gross Time and Space Sales		
	October	November	Cumulative Jan.-Nov.
Radio broadcasting	\$8,394,898	\$8,211,349	\$78,837,579
National magazines ¹	10,603,241	12,118,920	115,390,736
National farm papers ¹	525,337	481,501	5,112,146
Newspapers ²	48,650,000	48,765,000	468,343,000
Total	\$68,173,476	\$69,576,770	\$667,683,461

¹ Publishers' Information Bureau.

² Estimated.

Non-network Advertising

General non-network advertising increased 9.4% as compared to October and reached a level 28.2% higher than that of November 1934. Clear channel and high-powered regional station non-network volume increased 20.8% as compared to October. Regional station non-network business rose 2.2% while local station volume remained practically unchanged.

Non-network advertising over clear channel and high-powered regional stations exceeded the previous November's level by 28.0%. Regional station non-network volume gained 24.2% and local station advertising increased 44.8%.

Non-network advertising by size of station is found in Table III.

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	1935 Gross Time Sales		
	October	November	Cumulative Jan.-Nov.
Over 1,000 watts	\$1,290,740	\$1,561,600	\$14,880,655
250-1,000 watts	1,391,650	1,423,160	13,077,305
100 watts	561,860	564,100	4,772,813
Total	\$3,244,250	\$3,548,860	\$32,730,773

Non-network advertising in the New England-Middle Atlantic area increased 2.2% as compared to October. Advertising in the South Atlantic-South Central States rose 19.8%. The Mountain and Pacific area experienced an increase of 26.7% over the preceding month while North Central non-network advertising remained comparatively unchanged. Non-network advertising in various geographical districts is indicated in Table IV.

TABLE IV

NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1935 Gross Time Sales		
	October	November	Cumulative Jan.-Nov.
New England-Middle Atlantic Area	\$750,110	\$766,520	\$8,180,782
South Atlantic-South Central Area	611,120	730,610	5,344,828
North Central Area	1,295,300	1,305,830	12,520,437
Pacific and Mountain Area ..	587,720	745,900	6,684,726
Total	\$3,244,250	\$3,548,860	\$32,730,773

Compared to the corresponding month of 1934, non-network advertising gained in all parts of the country except the New England-Middle Atlantic area, where it decreased 14.4%. Rising network volume undoubtedly has been responsible for this trend. Gains in other portions of the country, as compared to November 1934, were as follows: South Atlantic-South Central states, 83.2%; North Central states, 37.8%; Mountain and Pacific states, 44.4%.

Non-network Advertising by Type of Rendition

In the national non-network field, live talent volume rose most markedly as compared to the preceding month. Non-network advertising of this type increased 18.8%. National transcription business rose 2.0% during the month, while announcement volume increased 1.1%.

Compared to November 1934, national non-network transcription business registered an increase of 5.3%, live talent volume 45.4% and announcements 26.7%.

Transcriptions and live talent business both gained markedly in the local broadcast advertising field as compared to October. Transcription volume rose 13.7% and live talent business 18.0%. Record volume increased 5.7%, while announcements declined 4.6%. The latter is a normal seasonal trend, while the other gains represent a movement contrary to the usual seasonal decline.

Local transcription volume continued to show the marked gains experienced during the past several months, rising 72.1% as compared to November of the previous year. Live talent volume rose 24.7%, records 113.0% and announcements 25.1%. Non-network broadcast advertising by type of rendition during November is found in Table V.

TABLE V

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		Local		Total		Cumulative Jan.-Nov.
	October	November	October	November	October	November	
Electrical transcriptions	\$524,660	\$534,900	\$156,960	\$178,680	\$681,620	\$713,580	\$6,833,878
Live talent programs	696,900	828,940	877,760	1,040,160	1,574,660	1,869,100	15,806,630
Records	7,510	9,990	60,240	63,610	67,750	73,600	763,301
Announcements	275,900	278,850	644,320	613,730	920,220	892,580	9,326,964
Total	\$1,504,970	\$1,652,680	\$1,739,280	\$1,896,180	\$3,244,250	\$3,548,860	\$32,730,773

Sponsor Trends in November

National network advertising by various sponsoring industries during November either remained at approximately the preceding month's level or showed slight declines with the exception of beverage advertising, which rose 12.5%, housefurnishing advertising, which increased 6.4%, financial advertising volume, which rose 9.1% and the miscellaneous group, which gained 18.1% over the preceding month. The principal gain in the regional network field was in confectionery, which more than doubled its advertising.

In the national non-network field, gains were as follows: accessories and gasoline, 38.7%; confectionery, 96.8%; and tobacco, 58.8%. Gains in local broadcast advertising as compared with the previous month included the following: drugs and pharmaceuticals, 35.8%; foodstuffs, 25.3%; confectionery, more than double.

Principal declines during the month were a 52.6% decrease in network automotive advertising, a decline of 11.3% in network food advertising and a general decrease in the soap and kitchen supply field.

Comparison with 1934

Principal gains as compared to November of the preceding year, were as follows: national non-network and local automotive advertising, 721.0% and 122.1% respectively; local clothing advertising, 104.6%; national non-network cosmetic volume 69.1% and food advertising 39.3%; local housefurnishing advertising 68.3% and financial volume 56.1%; national non-network radio set advertising, 600.0%, and tobacco volume 106.0%. Regional network tobacco volume increased sevenfold while regional confectionery volume gained approximately six and one-half times. Candy, rather than chewing gum, was responsible for the national non-network and regional network confectionery increases.

Details as to Sponsor Trends

Detailed data regarding radio broadcast advertising by various industrial and service groups is found in Table VI.

TABLE VI
RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS
(November, 1935)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-networks	Local	Total
1a. Amusements	—	—	\$1,485	\$30,500	\$31,985
1-2. Automobiles and accessories:					
(1) Automobiles	\$314,329	—	230,420	95,700	640,449
(2) Accessories, gas and oils	387,977	\$19,328	103,930	92,830	604,065
3. Clothing and apparel	38,105	6,223	42,620	315,215	402,163
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	515,457	12,370	334,190	91,350	953,367
(5) Toilet goods	867,689	1,740	101,700	32,950	1,004,079
6-8. Food products:					
(6) Foodstuffs	884,536	26,412	339,735	239,475	1,490,158
(7) Beverages	293,846	4,082	59,100	97,170	454,198
(8) Confections	119,286	13,646	30,620	11,240	174,792
9-10. Household goods:					
(9) Household equipment and furnishings	32,429	5,455	55,655	184,330	277,869
(10) Soap and kitchen supplies	243,382	5,368	42,247	9,170	300,167
11. Insurance and financial	36,444	796	13,980	64,440	115,660
12. Radios	118,496	—	23,930	30,700	173,126
13. Retail establishments	—	—	7,023	162,670	169,693
14. Tobacco products	357,454	15,672	39,475	7,100	419,701
15. Miscellaneous	324,344	17,623	226,570	431,340	999,877
Total	\$4,533,774	\$128,715	\$1,652,680	\$1,896,180	\$8,211,349

1a. **Amusements.** Decline 37.1% as against October. Volume unchanged from corresponding month of last year.

1. **Automotive.** National network down 52.6% compared to October. National non-network up 12.3% and local down 7.1%. National network business 18.1% ahead of November last year. National non-network volume up 721.0% and local 122.1%.

2. **Gasoline and accessories.** National network volume unchanged from preceding month. Regional network business down 20.0%. National non-network business up 38.7% and local 3.0%. Compared to November 1934, national network business up 13.5%, regional networks 31.6%, and local 8.1%. National non-network down 25.0%.

3. **Clothing.** National non-network volume unchanged from preceding month. Regional network business up 20.1%, national non-network 7.5%, and local 5.3% as against October. National network advertising 11.4% ahead of November 1934, regional networks 343.0%, national non-network business 30.3%, and local 104.6%.

4. **Drugs and pharmaceuticals.** National network volume same as previous month. Regional network advertising up 12.1%, national non-network business up 3.0%, and local 35.8%. National network business 17.8% above November 1934. Regional network business increased from \$950 to \$12,370. National non-network advertising down 8.8% and local up 56.8%.

5. **Toilet goods.** National non-network business up 13.3% as compared to October, and local up 75.2%. National network business down 4.8%. Gains as follows when compared to November of preceding year: National networks 1.8%, regional networks 20.0%, national non-network 69.1%, and local 37.5%.

6. **Foodstuffs.** National network business down 11.3% and

regional networks 5.0%. National non-network business up 5.0% as compared to October. Local up 25.3%. National network advertising 4.2% below November 1934 level. Regional network business up 4.0%, national non-network business 39.3%, and local 17.8%.

7. **Beverages.** National network volume increased 12.5% compared to previous month. Local up 12.7%. Regional network advertising down 50.0% and national non-network business down 7.8%. National network advertising 19.2% above last November. Regional volume down 55.0%. National non-network advertising up 25.5% and local more than double.

8. **Confectionery.** National network business 10.3% below October, regional networks up 144.6%, national non-network 96.8%, and local more than double. National network business 30.0% below November 1934. Regional network volume up six and one-half times, national non-network advertising 12.4%, and local broadcast advertising 24.0%.

9. **Household equipment.** National network advertising 6.4% above preceding month, national non-network business up 3.7%, and local 3.3%. Regional network advertising down 39.7%. Compared to preceding November, gains as follows: National networks 11.7%, regional networks 6.0%, national non-network advertising 13.4%, and local 68.3%.

10. **Soaps and kitchen supplies.** General declines as compared to the preceding month: National networks 6.8%, regional networks 46.3%, national non-network 5.3%, and local 10.0%. Compared to November 1934, national network advertising unchanged, regional network business increased from \$360 to \$5,368, national non-network business down 22.2%, and local up 28.7%.

11. **Insurance and financial.** National network business 9.1%

ahead of October. National non-network volume down 17.0%, and local up 14.6%. Compared to November of preceding year, national network volume down 10.0% and national non-network advertising 38.9%. Local up 56.1%.

12. **Radios.** National network advertising down 4.1% compared to October, and national non-network down 29.1%. Local up 14.8%. National network volume up 30.0% as compared to last November. National non-network business up 600.0% and local up 19.1%.

13. **Department and general stores.** National non-network down 41.0% as against October. Local up 10.7%. National non-network business down 34.3% as compared to November of last year. Local up 30.4%. Total volume for this group 25.9% ahead of 1934.

14. **Tobacco products.** National network advertising 4.3% under October. Regional network volume unchanged, national non-network business up 58.8% and local 16.7%. National network tobacco advertising 18.7% above November 1934 level. Regional network volume increased from \$2,123 to \$15,622. National non-network advertising up 106.0% and local 11.2%.

15. **Miscellaneous.** National network business 18.1% ahead of previous month. Regional network gain 65.4%, national non-network 24.8%, and local 5.6%. Gains as follows, compared to November of last year: National networks 50.7%, regional networks 77.8%, and national non-network advertising 21.7%. Local business down 14.8%.

Retail Broadcast Advertising

General retail broadcast advertising increased 5.2% as compared to the preceding month and showed a gain of 47.5% when compared to November 1934. The increase over October was contrary to the usual seasonal trend.

Increases over the previous month were experienced in the following retail establishment fields: clothing, 10.0%; beauty parlors, 54.0%; grocery and delicatessen stores, 1.6%; restaurants, 11.2%; beverage retailers, more than double; confectionery stores, \$760 in October to \$3,870 in November; radio dealers, 20.0%; department stores, 13.1%, and miscellaneous, 19.3%.

Declines during the month were as follows: automotive, 6.7%; gasoline and accessory retailers, 12.5%; drug stores, 2.0%; housefurnishing establishments, 8.2%, and hardware stores, 30.0%.

Principal increases, compared to November 1934, were as follows: automotive, 133.0%; clothing, 193.7%; drug stores, 23.8%; beauty parlors, 62.0%; food retailers, 28.3%; beverage retailers, 25.0%; housefurnishing dealers, more than double; furniture stores, 52.6%; and department stores, 25.9%. Principal declines were as follows: hardware stores, 33.3%; gasoline and accessory dealers, 52.0%.

Broadcast advertising by retail establishments during November was as follows:

TABLE VII

RETAIL BROADCAST ADVERTISING OVER INDIVIDUAL STATIONS

Type of Sponsoring Business	1935 Gross Time Sales	
	October	November
Automobiles and accessories:		
Automobile agencies and used car dealers	\$105,110	\$97,670
Gasoline stations, garages, etc.	47,610	41,660
Clothing and apparel shops	295,940	326,230
Drugs and toilet goods:		
Drug stores	27,720	25,550
Beauty parlors	5,110	7,840
Food products:		
Grocery stores, meat markets, etc.	60,820	62,070
Restaurants and eating places	17,370	20,150
Beverage retailers	2,330	5,000
Confectionery stores	760	3,870
Household goods:		
Household equipment dealers	51,820	47,540
Furniture stores	90,000	89,355
Hardware stores	16,200	11,670
Radio retailers	19,700	24,750
Department and general stores	158,740	169,693
Tobacco shops	120	—
Miscellaneous	94,000	112,547
Total	\$993,350	\$1,045,595

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, January 6

Further Hearing and Argument Before the Commission
En Banc

In the Matter of the Petition of the American Telephone and Telegraph Company and the New York Telephone Company in connection with the installation of experimental coaxial cable between New York, N. Y., and Philadelphia, Pa.

Hearing Before an Examiner

KMTR—KMTR Radio Corporation, Los Angeles, Calif.—Renewal of license, **570 kc.**, 1 KW, unlimited time.

KGCU—Mandan Radio Association, Mandan, N. Dak.—Renewal of license, **1240 kc.**, 250 watts, specified hours.

NEW—Pacific Acceptance Corporation, San Diego, Calif.—C. P., **1200 kc.**, 100 watts, daytime.

NEW—California Sales Contract Co., San Francisco, Calif.—C. P., **1280 kc.**, 500 watts, 1 KW-LS, unlimited time.

Tuesday, January 7

NEW—Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak.—C. P., **1200 kc.**, 100 watts, unlimited time.

KOB—New Mexico College of Agriculture and Mechanic Arts, Albuquerque, New Mex.—Renewal of license, **1180 kc.**, 1 KW, simultaneous day, shares night with KEX.

Wednesday, January 8

NEW—Springfield Newspapers, Inc., Springfield, Ohio—C. P., **1120 kc.**, 250 watts, daytime.

KGDE—Charles L. Jaren, Fergus Falls, Minn.—Renewal of license, **1200 kc.**, 100 watts, 250 watts LS, unlimited time.

Thursday, January 9

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—C. P., **1230 kc.**, 250 watts, 500 watts LS, unlimited time. Present assignment: **1310 kc.**, 100 watts, shares with WHAT and WCAM.

WFBR—The Baltimore Radio Show, Inc., Baltimore, Md.—Modification of license, **1270 kc.**, 1 KW, unlimited time. Present assignment: **1270 kc.**, 500 watts, unlimited time.

WOOD—Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich.—C. P., **1270 kc.**, 1 KW, share with WASH. Present assignment: **1270 kc.**, 500 watts, shares with WASH.

WASH—Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich.—C. P., **1270 kc.**, 1 KW, share with WOOD. Present assignment: **1270 kc.**, 500 watts, shares with WOOD.

NEW—Carl S. Taylor, Dubois, Pa.—C. P., **780 kc.**, 250 watts, daytime.

NEW—A. W. Hayes, Erie, Pa.—C. P., **1270 kc.**, 500 watts, 1 KW LS, unlimited time.

NEW—Watertown Broadcasting Corp., Watertown, N. Y.—C. P., **1270 kc.**, 250 watts, daytime.

Friday, January 10

NEW—The Press Company, Inc., Schenectady, N. Y.—C. P., **1210 kc.**, 100 watts, daytime.

WEAN—The Shepard Broadcasting Service Inc., Providence, R. I.—C. P., **780 kc.**, 1 KW, unlimited time.

APPLICATIONS RECEIVED

First Zone

NEW—I. L. G. W. Radio Corp., New York, N. Y.—Construction **970** permit for a new station to be operated on **970 kc.**, 1 KW, unlimited time.

WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—Construction permit to make changes in equipment.

Second Zone

WFIL—WFIL Broadcasting Co., Philadelphia, Pa.—License to use **560** Western Electric 6-B transmitter (transmitter licensed to WLIT 2-P-B-1947, granted 2-3-31) as an auxiliary transmitter.

WRAX—WRAX Broadcasting Co., Philadelphia, Pa.—Modification of license to increase power from 250 watts, 500 watts

day to 1 KW day and night, using directional antenna at night.

WPEN—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Modification of license to increase power from 250 watts, 500 watts day to 1 KW day and night, using directional antenna at night.

NEW—Hyman Altman, Detroit, Mich.—Construction permit for a new station to be operated on 1140 kc., 250 watts, daytime. Amended: To change frequency from 1140 kc. to 1120 kc.

WHIS—Daily Telegraph Printing Co., Bluefield, West Va.—Construction permit to install new equipment, increase power from 250 watts, 500 watts day to 500 watts, 1 KW day and move transmitter from West Virginian Hotel, Federal Street, Bluefield, West Virginia, to near Bluefield, West Virginia. Amended: To omit request for increase in power.

WWSW—Walker & Downing Radio Corp., Pittsburgh, Pa.—Construction permit to make changes in equipment and move transmitter from Frankstown Road, R. F. D. No. 1, Wilkensburg, Pennsylvania, to Bounded by Miami—Burrows—Mohawk, Pittsburgh, Pennsylvania.

Third Zone

WREC—WREC, Incorporated, Memphis, Tenn.—Modification of construction permit (B-P-161) for increase in power, changes in equipment and move of transmitter, requesting extension of completion date from 1-30-36 to 2-29-36.

NEW—Ruth W. Adcock & S. E. Adcock, d/b as General Broadcasters, Johnson City, Tenn.—Construction permit for a new station to be operated on 600 kc., 250 watts, daytime. Amended: To change frequency from 600 kc. to 880 kc., and make changes in antenna.

NEW—Ruth W. Adcock & S. E. Adcock, d/b as General Broadcasters, Rossville, Ga.—Construction permit for a new station to be operated on 580 kc., 250 watts, daytime. Amended: To change frequency from 580 kc. to 1120 kc. and make changes in antenna.

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—License 1180 to cover construction permit (B3-P-785) for equipment changes.

NEW—Wilton Harvey Pollard, Huntsville, Ala.—Construction permit for a new station to be operated on 1200 kc., 100 watts, unlimited time. Amended: To change transmitter site from Twickenham Hotel, Cor. Washington & Clinton Sts., Huntsville, Alabama, to 500 ft. due west of Highway U. S. No. 241, outside city limits of Huntsville, Alabama, and make changes in antenna system. (Requests all facilities of WBHS.)

NEW—The Metropolis Co., Jacksonville, Fla.—Construction permit for a new station to be operated on 1200 kc., 100 watts, unlimited time.

NEW—Ted R. Woodard, Kingsport, Tenn.—Construction permit 1210 for a new station to be operated on 1210 kc., 100 watts, daytime. Amended: To change transmitter site from approximately 1 mi. from town, Lee Hi-Way, Kingsport, Tenn., to Lee Hi-Way (not numbered), Kingsport, Tenn.

WGCM—WGCM, Incorporated, Mississippi City, Miss.—Modification of construction permit (B3-P-421) authorizing change in frequency, change hours of operation and increase power, requesting extension of commencement date from 7-28-35 to 1-28-36 and completion date from 1-28-36 to 7-28-36.

WRDW—Augusta Broadcasting Co., Augusta, Ga.—Construction 1240 permit to make changes in equipment, move transmitter from 309 Eighth St., Augusta, Ga., to Satcher estate on the edge of the city, North Augusta, South Carolina, change frequency from 1500 kc. to 1240 kc., and increase power from 100 watts to 250 watts, 1 KW day, using directional antenna at night if necessary.

NEW—The Sherman Broadcasting Assn. (J. B. Knight, Pres.), 1310 Sherman, Tex.—Construction permit for a new station to be operated on 1310 kc., 100 watts, daytime.

NEW—Bay County Publishers, Inc., Panama City, Fla.—Construction permit for a new station to be operated on 1420 kc., 100 watts, unlimited time.

NEW—WDOD Broadcasting Corp., Chattanooga, Tenn.—Construction permit for a new general experimental station to be operated on frequencies 31600, 35600, 38600, 41000 kc., 100 watts.

Fourth Zone

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Authority to 550 determine operating power by direct measurement of antenna power.

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—License to 550 cover construction permit (4-P-B-3285) for new equipment and increase in power.

KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Modification 560 of construction permit (B4-P-230) authorizing changes in equipment and increase in power, requesting extension of commencement date from 7-21-35 to 1-1-36 and completion date from 1-21-36 to 7-21-36.

KFEQ—KFEQ, Incorporated, St. Joseph, Mo.—Construction permit 680 to install new equipment, increase power from 2½ KW day to 5 KW day, and move transmitter site to be determined. Amended: To make changes in equipment.

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Extension of 770 special experimental authorization to operate synchronously with WBBM, from local sunset at Lincoln, Nebraska, to midnight CST, from 2-1-36 to 8-1-36.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Extension of 770 special experimental authorization to operate synchronously with KFAB from local sunset (KFAB) to midnight for period from 2-1-36 to 8-1-36.

WHO—Central Broadcasting Co., Davenport, Iowa—Construction 1000 permit to install new equipment and increase power from 50 KW to 500 KW.

NEW—Harry J. Grant, Milwaukee, Wisc.—Construction permit for 1010 a new station to be operated on 1010 kc., 1 KW, unlimited time.

NEW—Albert Lea Broadcasting Corp., Albert Lea, Minn.—Construction permit for a new station to be operated on 1200 1200 kc., 100 watts, unlimited time.

NEW—J. T. Bilben & N. G. Barnard, Walker, Minn.—Construction 1310 permit for a new station to be operated on 1310 kc., 100 watts, unlimited time.

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—1360 Modification of license to change hours of operation from share-WSBT to unlimited and reduce daytime power Sunday from 1 KW to 500 watts. Contingent upon the granting of WSBT's application for change in frequency.

KABR—Aberdeen Broadcast Co., Inc., Aberdeen, South Dak.—1420 License to cover construction permit (B4-P-839) for move of transmitter locally.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Construction 1450 permit to make changes in equipment, install directional antenna, change frequency from 1210 to 1450 kc., increase power from 100 watts, 250 watts day to 1 KW day and night and move transmitter from 102 18th St., Rock Island, Ill. to site to be determined.

NEW—Joliet Printing Co., Joliet, Ill.—Construction permit for 1500 a new station to be operated on 1500 kc., 100 watts, 250 watts day, unlimited time.

W9XAL—The First National Television Corp., Kansas City, Mo.—Consent to assignment of license to First National Television, Inc.

NEW—Head of the Lakes Broadcasting Co., Superior, Wisc.—Construction permit for a new general experimental station to be operated on 31600, 35600, 41000 kc., 80 watts. Amended: To add frequency 38600 kc.

Fifth Zone

NEW—The Tribune, Great Falls, Mont.—Construction permit for 550 a new station to be operated on 550 kc., 1 KW, 5 KW day, unlimited time. All facilities of KFYZ.

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Construction permit 590 to make changes in equipment.

KIEV—Cannon System, Ltd., Los Angeles, Calif.—Modification of 850 construction permit (5-P-B-3268) for changes in equipment, increase in power and move of transmitter, requesting extension of commencement date from 10-30-35 to 2-1-36 and completion date from 12-29-35 to 4-1-36.

NEW—Earle Yates, Las Cruces, New Mex.—Construction permit 930 for a new station to be operated on 930 kc., 1 KW, daytime.

NEW—Peninsula Newspapers Inc., Palo Alto, Calif.—Construction 1160 permit for a new station to be operated on 1160 kc., 250 watts, daytime. Amended: To omit name of Merced Star Publishing Co. from name.

NEW—Struble, Strong & Fagan (Carl C. Struble, Curtis T. Strong, 1200 Jane M. Fagan), The Dalles, Ore.—Construction permit for a new station to be operated on 1200 kc., 100 watts, un-

limited time. Amended: To change transmitter site from 112 West Second Ave., The Dalles, Oregon, to site to be determined, The Dalles, Oregon, and antenna system to be determined.

NEW—Democrat News Co., Inc., Lewiston, Mont.—Construction
1200 permit for a new station to be operated on 1200 kc., 100 watts, 250 watts day, unlimited time. Amended: To make changes in equipment.

KOL—Seattle Broadcasting Co., Seattle, Wash.—Authority to de-
1270 termine operating power by direct measurement of antenna.

NEW—A. W. Mills, Gallup, New Mex.—Construction permit for
1310 a new station to be operated on 1500 kc., 100 watts, daytime and limited. Amended: To change frequency from 1500 to 1310 kc., hours of operation from daytime and limited time to unlimited and make changes in equipment.

KIDW—The Lamar Broadcasting Co., Lamar, Colo.—Voluntary
1420 assignment of license from The Lamar Broadcasting Co. to The Southwest Broadcasting Co.

NEW—Ellwood W. Lippincott, Pendleton, Ore.—Construction per-
1500 mit for a new station to be operated on 1500 kc., 100 watts, daytime.

NEW—Southwest Broadcasting Co., Prescott, Ariz.—Construction
1500 permit for a new station to be operated on 1500 kc., 100 watts, 250 watts day, unlimited time. Amended: Re Stockholder.

NEW—W. P. Stuart, Prescott, Ariz.—Construction permit for a
1500 new station to be operated on 1500 kc., 100 watts, unlimited time. Requests facilities of KPJM. Amended: To make

changes in equipment and giving studio and transmitter sites as Union & Cortez Sts., Prescott, Arizona.

KRNR—Southern Oregon Publishing Co., Eugene, Ore.—License
1500 to cover construction permit (B5-P-434) as modified for a new station.

No Zone

WPRP—Julio M. Conesa, Ponce, Puerto Rico—Modification of
1420 construction permit (1-P-B-2940) for approval of transmitter site at No. 1 Trujillo St., Ponce, Puerto Rico, move studio from Plaza Principal, Ponce, P. R., to Trujillo St. (about 160' from transmitter), Ponce, P. R. and extend completion date from 1-18-35 to 180 days after grant. Also make changes in specified hours.

EFFECTIVE DATE EXTENDED

The Federal Communications Commission has extended the effective date of the Broadcast Division's Order of October 1, 1935 (Minute No. 239), in the so-called Brooklyn cases, Dockets Nos. 1780, 1936, 2039, 2641, 1882, 2013, 2014, 1967, 2643, 1883, 1968, 2642, 2259, 2411, 2343, 2463, 2462 and 2543, to January 22, 1936, pending its consideration of the petition of Paramount Broadcasting Corporation (WVFW) for rehearing on said Order under the provisions of Section 405 of the Communications Act of 1934, as to its application.