

The National Association of Broadcasters

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JAMES W. BALDWIN, Managing Director

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NEW RULE ON MECHANICAL REPRODUCTIONS

The Federal Communications Commission has amended Rule 176, effective January 28, regarding announcements of mechanical reproductions to read as follows:

"176. Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen-minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen-minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than fifteen minutes;
2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as 'a record', 'a recording', 'a recorded program', 'a mechanical reproduction', 'a transcription', 'an electrical transcription', will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, *i.e.*, where a transcription is used it shall be announced as a 'transcription' or an 'electrical transcription' and where a phonograph record is used it shall be announced as a 'record' or a 'recording'."

MUSIC USERS PROTECTIVE ASSOCIATION, INC.

The Managing Director is making inquiry concerning the Music Users Protective Association, Inc., Chimes Building, Syracuse, New York. It is suggested that members delay any action on the offer made by this Association pending further information.

RECOMMENDS NEW HOLLYWOOD STATION

W. H. Kindig applied to the Federal Communications Commission for a construction permit for the erection of a new station at Holly-

NOTES TO SALES STAFF

Radio broadcasting has just completed a banner year with a volume of over \$87,000,000. (See The Year in Broadcast Advertising, page 1176.) Nothing succeeds like success.

Radio's gain was the greatest of any medium. (See Comparison with Other Media, page 1176, and see the report for 1935 to be issued within a few days.)

The slight increase in local advertising during December, as contrasted to the usual seasonal downswing, together with the strong showing of local sponsorship during recent months, should be particularly encouraging. (See Total Broadcast Advertising, page 1176.)

The continued rise in local transcription volume and in national live talent business should provide sales arguments and opportunities to many stations. (See Non-network Volume by Type of Rendition, page 1177.)

The general gains in all fields of sponsorship during the month should be especially encouraging. Attention is called to the rise in national non-network and regional network confectionery advertising, beverage advertising in the local and national non-network fields, and national non-network and regional network tobacco advertising. These suggest wider opportunities to stations and regional units.

wood, Calif., to use 1300 kilocycles, 1,000 watts, and to share time with KFAC. Also, KFAC, Los Angeles, Calif., applied for license renewal. This station now uses 1300 kilocycles, 1,000 watts power, and unlimited time on the air.

Examiner George H. Hill, in Report No. I-183, recommended:

"That the application of W. H. Kindig for a construction permit be granted on condition that the applicant install an antenna which complies with the recommendations of the Engineering Department of the Commission.

"That the application of the Los Angeles Broadcasting Company, Inc., for renewal of license be granted in part and that this applicant be authorized to operate Station KFAC one-half time, sharing hours of operation equally with W. H. Kindig, applicant for a new station to operate on the 1300-kilocycle frequency, with power of 1 kilowatt."

GEORGE ELLIS

George Ellis, who calls himself a continuity writer and claims to be the author of "The Trial of Vivian Ware," it is understood, is looking for a job with some radio station or agency.

Members are advised to communicate with NAB Headquarters before offering Mr. Ellis employment.

HIGH POWER DENIAL RECOMMENDED

Station WCAO, Baltimore, Md.; WICC, Bridgeport, Conn.; and WIP, Philadelphia, Pa., the first two operating on 600 kilocycles and the latter on 610 kilocycles, all applied to the Federal Communications Commission to increase their daytime power from 500 to 1,000 watts.

Examiner Melvin H. Dalberg, in Report No. I-187, recommends that all of the applications be denied. The Examiner states that:

"The granting of these applications would undoubtedly limit the service area of one or more Canadian stations. Therefore, it is con-

sidered that, under the arrangement between the United States of America and the Dominion of Canada effected by an exchange of notes entered into on May 5, 1932, and designated as Executive Series No. 34, the granting of all the instant applications would constitute a hostile act to the station or stations affected. It is also obvious that the granting of the application of WIP and the denial of the other two would adversely affect the latter."

SECURITIES ACT REGISTRATIONS

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

General Lumber Company, Seattle, Wash. (2-1870, Form A-1)
Pacific Oil & Meal Company, Los Angeles, Calif. (2-1871, Form A-1)
Beverages Incorporated, Boston, Mass. (2-1872, Form A-1)
Oil Payment Purchase Corp., Jersey City, N. J. (2-1873, Form A-1)
American Fidelity Corp., Ltd., San Diego, Calif. (2-1874, Form G-1)
National Grange Fire Insurance Co., Keene, N. H. (2-1875, Form A-1)
Medical Building of Houston, Dallas, Tex. (2-1876, Form E-1)

RECOMMENDS FURTHER HEARING FOR KWKC

The Mid-Central Broadcasting Company applied to the Federal Communications Commission for a construction permit for the erection of a new station at Kansas City, Mo., to use 1370 kilocycles, 100 watts power, unlimited time, requesting the facilities of Station KWKC, also at Kansas City, Mo. KWKC asked for license renewal.

Examiner R. H. Hyde, in Report No. I-185, recommended that the application of the Mid-Central Broadcasting Company be denied and "that the application of Station KWKC for renewal license be set down for a further hearing to determine whether the licensee has attempted or is attempting to transfer his license or the rights thereunder to another party or parties without the consent of the Commission." The Examiner says further in this connection that:

"The evidence relating to the application of the Wilson Duncan Broadcasting Company (KWKC) for renewal of station license raises a serious question as to whether or not this station has been operated in accordance with the terms of recent licenses, and also a question as to whether the station would be operated by the applicant if a renewal license were issued to him; but since there was no notice to the applicant on this question, no finding is made."

RADIO COMMITTEE ELECTS

Senator Wallace H. White, Jr., of Maine, was elected president of the American Section, International Committee on Radio, at a meeting held at the University Club, this city, on Tuesday night.

Other officers elected for the coming year include: Louis G. Caldwell, vice president; Howard S. LeRoy, treasurer; and Paul M. Segal, secretary. Members of the executive council: William R. Vallance, chairman; A. L. Ashby, Thad H. Brown, T. A. M. Craven, J. H. Dellinger and F. P. Guthrie.

Representative Sam Rayburn of Texas, J. H. Dellinger, T. A. M. Craven and E. M. Webster made short addresses on various phases of radio at the meeting.

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 issued against them.

No. 2687. Because it represents that its cosmetic products are accepted by the American Medical Association, unfair competition is charged against **C. W. Beggs Sons & Co.**, 1741 North Western Avenue, Chicago, in a complaint.

The respondent, engaged in the manufacture of cosmetics which it sells in interstate commerce under the trade name "Marcelle," advertises that these products are submitted to and accepted by the American Medical Association, and that they must pass the rigorous requirements of the association before being sold, whereas such assertions are untrue, according to the complaint.

No. 2688. **George Close Co.**, 243 Broadway, Cambridge Mass., engaged in the manufacture and sale of candy, is named respondent in a complaint. It is alleged that the respondent company so

packs and assembles its product as to involve the use of a lottery scheme when the candy is sold and distributed to consumers.

The complaint describes the lottery as a method under which the purchasers, by buying small pieces of candy for one cent, may win a larger piece. Use by the respondent of this scheme, the complaint avers, is contrary to public policy and has a tendency to restrict competition in that it tends to injure competitors who do not use such methods, by diverting trade from them.

No. 2689. A complaint has been issued against **Jung & Schade Laboratories**, 1418 Somer St., Milwaukee, charging unfair representations in the sale of its product, "Vi-Vo."

In its advertising matter, the respondent allegedly represents "Vi-Vo" as a "sober-up" remedy which "counteracts alcohol," "clears the mind," "settles the stomach," "prevents bad after effects," and "completely eliminates alcoholic effects in a short time," whereas, according to the complaint, these and similar assertions are false and misleading, and the product does not possess the therapeutic properties claimed for it.

Stipulations

The Commission has issued the following cease and desist orders:

Nos. 01029-01051-01052-01058-01068-01070-01072-01087. Stipulations have been entered into by two publishing companies and four broadcasting companies, to abide by agreements arrived at by the Commission with certain advertisers. The advertisers have agreed to cease and desist from the use of false and misleading advertising in the sale of their products.

The publishing companies and the firms for which they published advertisements are: **Pathfinder Publishing Co., Inc.**, 2414 Douglas St., Washington, D. C., publisher of *The Pathfinder*; advertisements for Dr. W. B. Mayo's Tablets, sold by Dr. W. B. Mayo Laboratories, Los Angeles; **Bruce Publishing Co.**, 2642 University Ave., St. Paul, Minn., publisher of *The Northwestern Druggist*; advertisements for "Liquid O2X", sold by J. George and Walter U. Hauser and James J. Poole, doing business under the firm name of Hauser Laboratory, Minneapolis, Minn.

The broadcasting companies and the firms for which they broadcast advertisements are: Western Broadcast Co., operator of radio station KNX, Hollywood, Calif., advertisements for medicinal products sold by Dr. Louis L. Sherman, operating as "Clinic of the Air," Oakland, Calif.; Western Broadcast Co., operator of radio station KNX, Hollywood, Calif., advertisements for "Smad" sold by Dr. A. W. Daggett, S. M. Sweeney and E. C. Groves, operating as the Smad Co., Pasadena, Calif.; Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater, Fla., operators of radio station WFLA, advertisements for "A. F.-3," sold by Litmo Laboratories, Inc., trading as The Brosier Twins Laboratories, 302 Fidelity Bldg., Orlando, Fla.; Radio Air Service Corporation, Cleveland, Ohio, operator of radio station WHK, advertisements for "Regol," sold by G. B. McGlenn and C. A. Revell, trading as Cleveland Regol Co.; Radio Station KGW, operated by the Oregonian Publishing Co., Portland, Ore., advertisements for "Santi-septic Lotion," sold by E. J. and Minnie E. Scheffer, doing business as Esbenscott Laboratories, 2014 N. E. Sandy Blvd., Portland, Ore.

In another stipulation, John Kaslikowski, trading as Alpenol Herb Co., Springfield, Mass., engaged in selling Alpenol Herb Tea, entered into a stipulation to cease and desist from false and misleading advertising in the sale of his product. The respondent agrees to discontinue representing that the tea is an effective remedy or a competent treatment for liver, kidney or stomach trouble, when such assertions are not the fact.

No. 01044. **Boyer Chemical Laboratory Co.**, 2700 Wabash Ave., Chicago, selling cosmetic products, agrees to discontinue representing that its "Muscle Oil Tissue Cream" will nourish the skin, remove wrinkles or build up the contours and tissues of the face; that "Boyer Face Powder" is perspiration-proof and will not clog the pores, and that "Boyer Powder Base Astringent" gives assurance against enlarged pores and wrinkles, when such assertions are not true, according to the stipulation. The respondent also will cease representing that it employs a Madame Louise Delorme to give women personal advice on skin care and make-up, until such person is employed to render the service indicated. It is further agreed that the respondent will not use the words "muscle" and "tissue" as part of the name for its so-called "Muscle Oil Tissue Cream."

Nos. 01059-01060-01061-01062. Three publishers printing advertisements of **Plough, Inc.**, of Memphis, Tenn., dealer in medicinal products, have signed stipulations to abide by the terms of an agreement entered into by **Plough, Inc.**, to cease and desist

from misleading advertising. The publishers printed the advertisements to which objection was made.

The publishers are as follows: **American Osteopathic Association**, 430 North Michigan Ave., Chicago, publisher of the *Journal of the American Osteopathic Association* and of the *Osteopathic Magazine*; **Crowell Publishing Co.**, 250 Park Ave., New York City, publisher of *Country Home*; and Parent's Publishing Association, Inc., 9 East 40th St., New York City, publisher of *Parent's Magazine*.

Plough, Inc., advertised certain treatments for colds, hay fever and related ailments.

No. 01064. J. Petrie, 6023 Harper Ave., Chicago, trading as **Purity Products Co.**, and engaged in selling "Minex" and "Hygeen," agrees to discontinue advertising that these products will correct any feminine hygiene condition, or that they are recommended by physicians and surgeons unless such representation is limited to the ingredients of which the products are composed. The stipulation requires the respondent to desist from representing directly or by reasonable implication that "Minex" is an abortifacient, or that "Hygeen" tablets are a contraceptive.

Nos. 01073-01074-01075-01076-01077-01078-01079-01080-01081. Seven publishers printing advertisements of **Dr. W. B. Mayo Laboratories**, Los Angeles, have signed stipulations to abide by an agreement entered into with the Commission by Dr. W. B. Mayo Laboratories to cease and desist from misleading representations of its treatment for stomach trouble, known as Dr. W. B. Mayo's Tablets. The publishers have printed the advertisements to which objection was made.

The publishers are as follows: **Eugene Lorton**, publisher of the *Tulsa World*, Tulsa, Okla.; **Buffalo Courier-Express, Inc.**, Buffalo, N. Y.; **Memphis Commercial-Appeal, Inc.**, Memphis, Tenn.; **A. O. Anderson**, publisher of the *Dallas Dispatch*, Dallas, Tex.; **Enterprise Co.**, publisher of the *Beaumont Enterprise* and the *Beaumont Journal*, Beaumont, Tex.; **Post Intelligencer Co.**, publisher of the *Seattle Post-Intelligencer*, Seattle, Wash.; and **C. B. Blethen**, publisher of the *Seattle Times*.

Dr. W. B. Mayo Laboratories, of Los Angeles, agrees to cease advertising that one bottle, or any quantity, of Mayo's Tablets, will enable a person to gain 10 pounds; that half a \$5 treatment, or any quantity of these tablets, causes all pain to leave and enables one to eat the things desired without discomfort; that Mayo's Tablets are scientific and a competent treatment or effective remedy for acid stomach, indigestion, sleepless nights, and related ailments.

The respondent agrees to stop using the words "Laboratory" or "Laboratories" in its trade name or advertising until such time as it actually owns, maintains or operates a laboratory or laboratories.

Nos. 01082-01083. William E. Miller Furniture Co., Inc., Eighth Street and Pennsylvania Ave., S. E., Washington, D. C., has entered into a stipulation to discontinue misleading advertising, and **American Newspapers, Inc.**, publisher of *The Washington Herald*, which carried advertisements for the Miller store, has signed a stipulation to abide by the Miller company's agreement.

This furniture company stipulates that it will cease representing that its furniture is sold at a saving of any amount, unless this assertion is qualified to show that the represented saving is based on a comparison of the fair retail value of the used furniture and the amount at which it is offered for sale.

No. 01084. United States Rubber Products, Inc., 1790 Broadway, New York City, agrees that in the sale of its "U. S. Royal Tires" it will cease and desist from representing in advertising that the majority of automobile manufacturers equip all of their cars with tires sold by the respondent, or that the tires are guaranteed for a definite period of time, unless the representation is qualified to indicate that the guarantee applies only to tires used on passenger cars, and unless the terms of the guarantee afford the purchaser redress in event the tire fails to last the length of time advertised.

No. 01085. The Bromwell Wire Goods Co., Third and Walnut Sts., Cincinnati, Ohio, operating as the Cincinnati Patent Engineering Co., is engaged in selling Bromwell's "Raio-O-Trap" aerial-eliminator, also designated as "Aero-Trap." In the stipulation the respondent agrees to discontinue representing that the device produces amazing new power, volume and clarity, eliminates the danger of lightning, brings in distant stations as clearly as local, eliminates the outside aerial, but produces the same results as a 75-foot aerial, and that it will last a lifetime, and work on any and all types of radios. These representations, according to the agreement, are incorrect and exaggerated and mislead prospective

purchasers, to the injury of competitors who truthfully advertise their products.

No. 01086. J. Palazzolo, 436 E. Fourteenth St., New York City, engaged in selling "Mexican Laxative Tea" and "Otello Water," has signed a stipulation to desist from misrepresenting those products. As to "Mexican Laxative Tea," the respondent agrees to discontinue advertising the product as an effective remedy for constipation, and for numerous other ailments. He also will eliminate the word "Mexican" as part of the name of the product until it or the ingredients composing it are imported from Mexico, according to the stipulation.

The respondent also agrees to cease representing that "Otello Water," offered as a remedy for restoring gray hair to its natural color, is not a dye or a tincture, that it restores gray hair to its natural color and that it ends dandruff and baldness. Under the stipulation, the use of the word "water" in the name of the product will be discontinued.

No. 2311. An order to cease and desist has been issued against **William Bros. Tailoring Corporation**, with its principal business office in New York City, and its manufacturing plant at 384 Congress St., Troy, N. Y., directing discontinuance of certain unfair practices in the sale of men's clothes in interstate commerce.

Representations of the respondent company that clothes sold by it are made to order according to individual measurements of the purchasers, that is, custom tailored, are to be discontinued under the order, and are not to be resumed until it has become the established practice of the respondent that all clothes represented as custom tailored have been so made after receipt of orders from purchasers.

No. 2318. In an order to cease and desist, **James McCreery & Co.**, owner and operator of a department store at 5th Avenue and 34th St., New York City, is directed to discontinue unfair methods of competition in the sale of its Toyo hats.

The respondent is required to cease representing or advertising that Toyo hats are "Panama" hats, when such is not the fact, and to stop use of the word "Panama" in the sale or manufacture of any other hats when they are not genuine Panamas, woven by hand in a saturated condition and made from the leaf of the paja toquilla or the jipajapa plant.

No. 2349. Under an order to cease and desist, **David, Lewis and Benjamin Levine**, trading as **Colombo Extract Co.**, 380 Throop Ave., Brooklyn, N. Y., are directed to discontinue advertising and otherwise representing that they import or export the flavoring extracts which they manufacture and sell in interstate commerce.

The order requires the respondents to cease representing by any method that their extracts or the ingredients composing them are manufactured in foreign countries, or that the respondents are the sole representatives in America for their commodity, when such assertions are untrue.

No. 2570. Under an order to cease and desist issued against **W. J. Thompson, Inc.**, publisher of *The Gentlewoman* magazine, 154 West 14th St., New York City, is required to discontinue false representation of circulation building contests in connection with the sale of any publications.

The respondent, under the order, is required to cease representing that a person solving a puzzle presented in an advertisement, and sending the solution to the respondent, will receive a prize without doing any other thing, or that the mere mailing of a correct solution is sufficient to win any prize, when such assertions are untrue.

No. 2377. LeGay, Inc., 58 East Washington St., Chicago, has been ordered to cease and desist from advertising or representing in any manner that "LeGay Hair Remover," which it sells in interstate commerce, is an effective and harmless depilatory, that it will permanently remove hair from the human body, or that it will banish facial shadows or remove hair without roughening the skin, when such assertions are not the fact.

No. 2591. Use of the word "manufacturers" in advertisements is to be discontinued by the **Arco Shirt Corporation**, 486 Broadway, New York City, under an order to cease and desist.

The Commission found that the respondent company, in its advertising matter, business stationery and other trade literature, represents that it manufactures the shirts it sells in interstate commerce, when in fact it does not control or own any factory in which its products are made.

No. 2605. An order has been issued requiring **Acme Cotton Products Co., Inc.**, 245 Fifth Ave., New York City, to cease and desist from the use of certain words in the sale in interstate commerce of surgical supplies and absorbent cotton products.

The respondent, in describing the grade of cotton used in the manufacture of the products it sells, is required to discontinue use of the words "Very Highest Grade Procurable," when such dis-

nation is not a fact. Use of the words "Sterilized," "Aseptic," or "Purified," to describe the absorbent cotton and surgical supplies, also is prohibited under the order unless these products are actually bacteria-free when sold by the respondent.

BROADCAST ADVERTISING IN DECEMBER

Developments of the Month

Broadcast advertising during December rose 5.8% as compared to the preceding month. Gross time sales of the medium amounted to \$8,686,359, a gain of 20.8% over the corresponding month of 1934. Regional network and national non-network volume continued to show the greatest gains.

Local broadcast advertising failed to show the usual seasonal decline and remained slightly above the November level. Broadcast advertising of this type was 33.4% greater than during December of last year.

Non-network advertising as a whole rose 1.8% in December as against the previous month and showed an increase of 33.4% over the same month of last year. Local station volume experienced the usual seasonal decline, while the clear-channel and high-powered regional group accounted for most of the month's non-network gains. Heaviest gains over last year were in the regional and local station classes. The situation with regard to non-network advertising in various sections of the country was practically unchanged from that of the preceding month.

In the national non-network field, live talent programs showed the greatest increase over the previous December, while transcriptions and records led in local broadcast advertising.

Compared to November, national network automotive and financial advertising, national non-network drug, confectionery and retail volume, and local beverage, and financial broadcasting showed the most pronounced gains. Regional network advertising experienced marked increases in the clothing, cosmetic, confectionery, and beverage fields.

In the national network field, accessory, beverage, and radio set advertising experienced the greatest increases as compared to December 1934. Gains were general in the non-network field, with automotive, beverage, confectionery, radio set, and tobacco advertising leading. Local broadcast advertising was spotty, important increases taking place in automotive, clothing, beverage, and house-furnishing advertising. Advertising by retail establishments rose 41.2% as against the preceding December.

The Year in Broadcast Advertising

Total sales of time during 1935 by the broadcasting industry amounted to \$87,523,848, an increase of 20.0% over the previous year's volume. National network advertising showed a gain of 13.0% over 1934, while regional network volume rose 54.7%. National non-network business increased 26.0% as compared to the preceding year. Local broadcast advertising experienced a rise of 20.6%. The year of 1935 was the most prosperous, from the viewpoint of gross revenue, thus far experienced by the industry.

Total Broadcast Advertising

Total broadcast advertising over stations and networks during the month under review is set forth in Table I.

TABLE I
TOTAL BROADCAST ADVERTISING

Class of Business	1935 Gross Time Sales		
	November	December	Cumulative Jan.-Dec.
National networks	\$4,533,774	\$4,944,445	\$50,067,686
Regional networks	128,715	127,174	1,110,739
National non-network	1,652,680	1,707,140	17,063,688
Local	1,896,180	1,907,600	19,281,735
Total	\$8,211,349	\$8,686,359	\$87,523,848

Broadcast advertising rose 5.8% during the month. National network advertising exceeded the previous month's level by 9.0%. Regional network and local broadcast advertising remained practically unchanged from the preceding month, while national non-network volume rose 3.3%.

Compared to December 1934, national network volume rose 11.0%, regional network advertising 99.8%, national non-network business 39.6% and local broadcast advertising 33.4%. Total revenues of the medium showed a gain of 20.8% over the corresponding period of 1934.

Comparison with Other Media

National magazine volume declined 20.3% during the month, partly due to normal seasonal influences. National farm papers experienced a decrease of 5.8%. Newspaper advertising remained at approximately the same level as in November, rather than showing the usual seasonal decline.

Gains over December 1934 amounted to 6.3% in the case of national magazines. National farm paper advertising rose 30.0% and newspaper advertising 12.3%. Automotive advertising in newspapers rose 3.5% and department store volume 9.9%.

Advertising volume placed in major media during December is found in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

Advertising Medium	1935 Gross Time and Space Sales		
	November	December	Cumulative Jan.-Dec.
Radio broadcasting	\$8,211,349	\$8,686,359	\$87,523,848
National magazines ¹	12,118,920	9,681,025	123,093,289
National farm papers ¹	481,501	452,976	5,565,059
Newspapers ²	48,765,000	49,170,000	517,513,000
Total	\$69,576,770	\$67,990,360	\$733,695,196

¹ Publishers Information Bureau.

² Estimated.

Non-network Advertising

General non-network advertising increased 1.8% as against November and registered a gain of 35.3% over the December 1934 level. The greatest increase over the preceding month was experienced by clear channel and high powered regional stations, whose non-network volume rose 7.6%. Regional station advertising of this type increased 1.6% while local station volume declined 13.5%.

Compared to December of the previous year, clear channel non-network advertising rose 29.7%, regional station advertising 43.5% and local station business 38.8%. Broadcast advertising by power of station is found in Table III.

TABLE III
NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	1935 Gross Time Sales		
	November	December	Cumulative Jan.-Dec.
Over 1,000 watts	\$1,561,600	\$1,683,850	\$16,564,505
250-1,000 watts	1,423,160	1,446,490	14,523,795
100 watts	564,100	484,400	5,257,213
Total	\$3,548,860	\$3,614,740	\$36,345,513

Except for an increase of 8.8% in non-network advertising in the North Central area, there was little change over the preceding month. Non-network advertising in the New England and Middle Atlantic States remained at approximately the same level as in December of 1934. Broadcast advertising of this type showed an increase of 70.0% in the South Atlantic and South Central States. The gain in the North Central area was 56.6%, and in the Mountain and Pacific district, 27.3%. Non-network advertising by geographical areas is set forth in Table IV.

TABLE IV
NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1935 Gross Time Sales		
	November	December	Cumulative Jan.-Dec.
New England-Middle Atlantic Area	\$766,520	\$765,000	\$8,945,782
South Atlantic-South Central Area	730,610	715,530	6,060,358
North Central Area	1,305,830	1,420,650	13,941,087
Pacific and Mountain Area	745,900	713,560	7,398,286
Total	\$3,548,860	\$3,614,740	\$36,345,513

Non-network Volume by Type of Rendition

In the national non-network field, transcription volume and live talent business rose 5.5% and 5.7% respectively. Announcement business declined 8.5% as compared to November. In the local broadcast advertising field, transcription business increased 15.0% as compared to November, while records rose 16.2%. Live talent volume dropped 4.5%, and announcements decreased 1.2%. The transcription and record increases were contrary to the usual seasonal trend.

Compared to December of the previous year, national non-network live talent business increased 43.8%. Transcription volume rose 34.2%, while gross revenues from announcements gained 32.4%. The most marked gains in the local broadcast advertising field over the corresponding month of the preceding year occurred in the transcription and record fields. In the former, a gain of 82.3% was experienced. Record volume rose 114.0%.

National non-network and local broadcast advertising volume by type of rendition employed is found in Table V.

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		1935 Gross Time Sales		Total		Cumulative Jan.-Dec.
	November	December	Local November	Local December	November	December	
Electrical transcriptions	\$534,900	\$574,550	\$178,680	\$206,080	\$713,580	\$780,630	\$7,614,508
Live talent programs.....	828,940	877,520	1,040,160	995,380	1,869,100	1,872,900	17,679,530
Records	9,990	10,130	63,610	75,640	73,600	85,770	849,071
Announcements	278,850	244,940	613,730	630,500	892,580	875,440	10,202,404
Total	\$1,652,680	\$1,707,140	\$1,896,180	\$1,907,600	\$3,548,860	\$3,614,740	\$36,345,513

Sponsor Trends in December

Few gains of importance were experienced in the national network field as compared to the preceding month, though slight increases in advertising volume occurred in the majority of sponsor groups. The most significant increases were a rise of 21.3% in automotive advertising and a gain of 26.3% in financial volume. There were no decreases.

Regional network advertising showed general increases with clothing, cosmetic, confectionery, beverage and tobacco advertising showing the greatest gains. Clothing volume tripled; cosmetic advertising, a comparative newcomer in the regional field, rose tenfold; confectionery advertising, mostly candy manufacturers, doubled, while tobacco volume continued its increases of recent months and gained 32.0%. Accessory volume declined 33.7% and soap and kitchen supply advertising dropped 15.7%.

Principal gains during the month in the national non-network field were as follows: drugs, 35.1%; confectionery, 43.1%; and radio sets, 156.0%. Decreases of importance were as follows: automotive, 32.1%; housefurnishings, 23.4%; and financial, 25.7%.

Main gains in local broadcast advertising as against November were as follows: beverages, 23.0%; soaps and kitchen supplies, 28.6%, and financial volume 18.9%. Trends as a whole were spotty with accessory volume declining 20.0%, drug advertising dropping 40.3% and foodstuffs 12.5%.

Comparison with December 1934

Gains in the national network field were fairly general compared to the corresponding month of 1934. Accessory advertising showed

an increase of 35.1%, housefurnishing volume doubled, and radio set advertising rose 31.2%. Beverage advertising rose 90.0%. Drug volume dropped 25.0%, while confectionery declined 26.4%.

Regional network volume also experienced material increases in a number of fields. Accessory advertising rose from \$530 in December 1934 to \$13,127 during the month under review. The gain in cosmetic field during the same period was from \$1,060 to \$11,139. Confectionery volume rose from \$2,200 to \$21,546 during that period. Tobacco advertising, a newcomer for December, amounted to \$10,546 as compared to nothing during the corresponding period of the preceding year.

Gains were even more general in the national non-network field. Principal increases were as follows, when comparison is made with December 1934: automotive, 210.0%; cosmetics, 66.3%; foodstuffs, 46.8%; beverages, 256.0%; confectionery, 175.0%; radio sets, tenfold; and tobacco, threefold. Accessory advertising continued the decline of recent months, dropping 25.7% as against December of last year. Housefurnishing volume declined 17.4%.

Local broadcast advertising showed spotty tendencies. Important gains were as follows: automotive, 50.0%; accessory, 45.7%; clothing, 65.7%; beverages, 162.2%; housefurnishings, 70.8%, and financial 40.0%. Significant declines were as follows: drugs, 33.0%; confectionery, 13.0%.

Broadcast advertising during December by major product and service groups is found in Table VI.

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

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-networks	Local	Total
1a. Amusements	—	—	\$2,200	\$28,700	\$30,900
1-2. Automobiles and accessories:					
(1) Automobiles	\$380,666	—	156,400	75,080	612,146
(2) Accessories, gas and oils.....	421,442	\$13,127	106,080	73,750	614,399
3. Clothing and apparel.....	38,246	2,173	41,940	325,500	407,859
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	528,394	3,190	450,480	55,110	1,037,174
(5) Toilet goods	971,145	11,139	86,300	34,700	1,103,284
6-8. Food products:					
(6) Foodstuffs	959,271	33,857	368,000	209,645	1,570,773
(7) Beverages	321,077	6,015	56,760	119,550	503,402
(8) Confections	121,750	21,546	43,820	8,940	196,056
9-10. Household goods:					
(9) Household equipment and furnishings.....	34,305	5,594	42,580	184,220	266,699
(10) Soap and kitchen supplies	246,189	4,520	40,570	11,800	303,079
11. Insurance and financial.....	45,945	1,244	10,420	76,620	134,229
12. Radios	126,992	—	26,250	28,000	181,242
13. Retail establishments	5,429	—	17,800	154,325	177,554
14. Tobacco products	376,345	10,540	39,440	8,800	435,125
15. Miscellaneous	367,249	14,229	218,100	512,860	1,112,438
Total	\$4,944,445	\$127,174	\$1,707,140	\$1,907,600	\$8,686,359

Details as to Sponsor Trends

Details as to trends in broadcast advertising volume in various sponsoring groups are as follows:

1a. **Amusements.** Total volume 35.5% above November. National gain 27.7%, local 41.7%. National volume triple last December. Local down 8.2%. Total down 7.0%.

1. **Automotive.** National network volume 21.3% above November. National non-network down 32.1% and local 11.1%. National network advertising 14.6% above December 1934. National non-network up 210.0% and local 50.0%.

2. **Accessories and gasoline.** National network volume 11.5% over November. Regional network volume down 33.7% and local 20.0%. National non-network gain 1.8%. National network advertising 35.1% above last December. Regional gain \$530 to \$13,127. Local up 45.7%. National non-network down 25.7%.

3. **Clothing.** No change in national network volume during month. Regional business triple. National non-network business up 1.06% and local 3.2%. National network advertising 7.0% above corresponding month of preceding year. National non-network business up 47.6%, and local 65.7%. Regional unchanged.

4. **Drugs and pharmaceuticals.** National network gain as compared to previous month 2.4%. National non-network gain 35.1%. Regional business unchanged. Local down 40.3%. National network decline from same month of last year 25.0%. Regional decline 38.0% and local 33.0%. National non-network unchanged.

5. **Toilet goods.** Gains over November as follows: National networks, 11.8%; regional networks, tenfold; and local 5.1%. National non-network down 15.1%. Gains compared to corresponding period of previous year as follows: National networks, 19.5%; regional networks, \$1,060 to \$11,139; national non-network, 66.3%, and local, 54.6%.

6. **Foodstuffs.** Increases over month were: National networks, 8.2%; regional networks, 28.4%; national non-network, 8.2%. Local volume down 12.5%. National network advertising 6.3% below last December, and local down 1.0%. Regional volume up 33.2%, and local 46.8%.

7. **Beverages.** National network volume 9.1% above November. Regional volume up 50.0% and local 23.0%. National non-network down 3.3%. Gains over corresponding month of 1934 as follows: National networks, 90.0%; regional networks, tripled; national non-network, 256.0%; local, 162.2%.

8. **Confectionery.** National network volume unchanged during the month. Regional advertising doubled, national non-network up 43.1% and local down 18.1%. National network advertising 26.4% below December 1934. Local down 13.0%. National non-network up 175.0%. Regional network up from \$2,200 to \$21,456.

9. **Household equipment.** Regional network and local volume unchanged during the month. National network business up 9.0%. National non-network down 23.4%. National network volume double last December. Regional volume up 11.0% and local 70.8%. National non-network down 17.4%.

10. **Soaps and kitchen supplies.** National network advertising unchanged from preceding month. Regional networks down 15.7% and national non-network business 4.0%. Local up 28.6%. Compared to corresponding month of 1934, national network volume down 3.4%, national non-network business comparatively unchanged, and local more than doubled.

11. **Financial and insurance.** National network business 26.3% above preceding month, and local 18.9%. National non-network down 25.7%. Compared to December of previous year, national network volume unchanged, national non-network up 27.6% and local 40.0%.

12. **Radios.** National network volume 5.4% ahead of November. National non-network up 10.0%. Local down 6.6%. Gains compared to last December as follows: National networks, 31.2%; national non-network, tenfold; local, 38.5%.

13. **Department and general stores.** National network volume under this classification comprises mail order business, new this month. Some volume of this type broadcast last spring. National non-network business 156.0% above November. Local down 5.6%, due to usual seasonal trend.

14. **Tobacco products.** National network advertising 5.8% above November. Regional network business up 32.0%. National non-network volume unchanged. Local up 24.2%. Compared to same month of preceding year, gains as follows: National networks, 11.3%; national non-network, threefold; local up 54.1%.

15. **Miscellaneous.** National network business up 10.5% and

local 19.0% as against November. Regional volume down 18.0% and local 4.1%. National network volume double corresponding month of 1934. Regional business up 77.5%. National non-network gain 55.0% and local 45.4%.

Retail Broadcast Advertising

Broadcast advertising sponsored by retail establishments of various kinds increased 9.3% as compared to November, contrary to the usual seasonal trend, which is downward. Retail broadcast advertising gained 41.2% as compared to the corresponding month of 1934.

Principal gains as compared to November were as follows: Clothing, 4.2%; drugs, 12.0%; beauty parlors, 55.0%; grocery stores and delicatessens, 24.8%; restaurants, 12.7%; furniture retailers, 20.3%. Principal declines during the month were automotive, 19.6%; gasoline and accessories, 9.8%; and radio retailers, 7.0%.

Compared to December 1934, gains were as follows: automotive, 53.6%; clothing, 77.3%; beauty parlors, 82.1%; confectionery stores, 156.0%; household equipment retailers, 30.0%; furniture stores, 55.0%. The principal decline was in the gasoline and accessory field, where retail volume dropped 35.1%. Retail broadcast advertising during the month is found in Table VII.

TABLE VII

RETAIL BROADCAST ADVERTISING OVER INDIVIDUAL STATIONS

Type of Sponsoring Business	1935 Gross November	Time Sales December
Automobiles and accessories:		
Automobile agencies and used car dealers	\$97,670	\$78,510
Gasoline stations, garages, etc.....	41,660	37,450
Clothing and apparel shops.....	326,230	340,000
Drugs and toilet goods:		
Drug stores	25,550	28,050
Beauty parlors	7,840	12,200
Food products:		
Grocery stores, meat markets, etc.....	62,070	77,530
Restaurants and eating places.....	20,150	22,800
Beverage retailers	5,000	5,840
Confectionery stores	3,870	7,140
Household goods:		
Household equipment dealers.....	47,540	46,745
Furniture stores	89,355	107,668
Hardware stores	11,670	11,330
Radio retailers	24,750	22,885
Department and general stores.....	169,693	172,125
Tobacco shops	—	1,370
Miscellaneous	112,547	171,430
Total	\$1,045,595	\$1,143,073

FEDERAL COMMUNICATIONS COMMISSION ACTION

Hearing Calendar

Monday, February 3

HEARING BEFORE AN EXAMINER

WRVA—Larus & Brothers Co., Inc., Richmond, Va.—C. P., 1110 kc., 50 KW, unlimited time. Present assignment: 1110 kc., 5 KW, unlimited time.

NEW—The Monocacy Broadcasting Co., Rockville, Md.—C. P., 1140 kc., 250 watts, daytime.

Wednesday, February 5

HEARING BEFORE AN EXAMINER

NEW—C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C.—C. P., 1250 kc., 250 watts, daytime.

Thursday, February 6

ORAL ARGUMENT BEFORE THE BROADCAST DIVISION

Examiner's Report No. I-55:

NEW—J. C. & E. W. Lee (Riverside Broadcasting Co.), Riverside, Calif.—C. P., 820 kc., 250 watts, daytime.

Examiner's Report No. I-114:

NEW—Metro Broadcasting Co., Los Angeles, Calif.—C. P., 820 kc., 250 watts, limited with WHAS.

Examiner's Report No. I-117:

NEW—Wayne Broadcasting Co., Hamtramck, Mich.—C. P., 1370 kc., 100 watts, daytime.

Examiner's Report No. I-111:

WILL—University of Illinois, Urbana, Ill.—Modification of license, 580 kc., 1 KW, daytime. Present assignment: 890 kc., 250 watts, 1 KW LS, shares with KUSD and KFNF.

APPLICATIONS GRANTED

WOW—Woodmen of the World Life Ins. Assn., Omaha, Nebr.—Granted license to cover C. P. authorizing changes in equipment, installation of new antenna, and transmitter site; 590 kc., 1 KW night, 5 KW day, unlimited.

WJAR—The Outlet Co., Providence, R. I.—Granted modification of C. P. extending completion date from 2-4-36 to 6-4-36.

WBOW—Banks of Wabash, Inc., Terre Haute, Ind.—Granted license to cover C. P. authorizing changes in equipment and increase in day power to 250 watts; 1310 kc., 100 watts night, unlimited.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Granted extension of experimental authority to continue to operate synchronously with station KFAB from LS to midnight for period 2-1-36 to 8-1-36.

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Granted extension of special experimental authority to continue to operate synchronously with station WBBM from LS to midnight for period 2-1-36 to 8-1-36.

WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Granted extension of special experimental authority to operate on 1060 kc., with power of 10 KW, simultaneously with station KTHS from 6 a. m. to sunset at Hot Springs, and alone from sunset at KTHS to 9 p. m., EST; to operate synchronously with station WJZ on 760 kc., with power of 2½ KW from 9 p. m., EST, to midnight, employing directional antenna, for period 2-1-36 to 8-1-36.

WESG—Cornell University, Elmira, N. Y.—Granted extension of special experimental authority to operate daytime to sunset at New Orleans on 850 kc. with power of 1 KW.

WTIC—The Travelers Broadcasting Service Corp., Hartford, Conn.—Granted extension of special experimental authority to operate unlimited time simultaneously with station KRLD on 1040 kc., with power of 50 KW, for period 2-1-36 to 8-1-36.

KRLD—KRLD Radio Corp., Dallas, Tex.—Granted extension of special experimental authority to operate simultaneously with station WTIC for period 2-1-36 to 8-1-36.

KTHS—Hot Springs Chamber of Commerce, Hot Springs National Park, Ark.—Granted extension of special experimental authority to operate on frequency 1060 kc., with power of 10 KW, simultaneously with station WBAL from 6 a. m. to LS from 2-1-36 to 8-1-36, sharing after sunset (KTHS operates unlimited 8 p. m. to midnight. Normally licensed 1040 kc., 10 KW, S-KRLD).

WCAZ—Superior Broadcasting Service, Inc., Carthage, Ill.—Granted modification of license to increase hours of operation from S.H. daytime to unlimited daytime.

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Granted authority to determine operating power by direct measurement of antenna input in compliance with the terms of Rule 137.

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Granted consent to the transfer of control of Oklahoma Broadcasting Co., Inc., from R. S. James, Elizabeth E. Hibbert and Marcia A. Shaffer to Hale V. Davis.

WCAU—WCAU Broadcasting Co., Philadelphia, Pa.—Granted renewal of license, 1170 kc., 50 KW, unlimited time. Also granted renewal for auxiliary, 1170 kc., 1 KW.

WLS—Agricultural Broadcasting Co., Chicago, Ill.—Granted extension of present license for period of 90 days.

WLS—Agricultural Broadcasting Co., Chicago, Ill.—Same for auxiliary purposes.

WCFL—Chicago Federation of Labor, Chicago, Ill.—Granted extension of present license for period of 30 days.

WCFL—Chicago Federation of Labor, Chicago, Ill.—Same for auxiliary.

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted extension of present license for period of 90 days. Also granted same for auxiliary.

KMMJ—The M. M. Johnson Co., Clay Center, Nebr.—Granted extension of present license for period of 90 days.

KLPM—John B. Cooley, Minot, N. Dak.—Granted renewal of license for the regular period; 1240 kc., 250 watts, S.H.

WHO—Central Broadcasting Co., Des Moines, Iowa.—Granted extension of present license for period of 90 days.

WIL—Missouri Broadcasting Corp., St. Louis, Mo.—Granted renewal of license for the regular period; 1200 kc., 100 watts night, 250 watts day, unlimited.

WJBW—Charles C. Carlson, New Orleans, La.—Granted extension of present license for period of 30 days.

WJR—WJR, The Goodwill Station, Detroit, Mich.—Granted extension of present license for period of 90 days.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted extension of special experimental authority to operate from local sunset to 8 p. m., PST, with 1 KW power, period 2-1-36 to 8-1-36. Also granted extension of special experimental authority for auxiliary to operate from LS to 8 p. m., PST, with power of 1 KW, for period 2-1-36 to 8-1-36.

WBRE—Louis G. Baltimore, Wilkes-Barre, Pa.—Granted renewal of license for the regular period.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted renewal of license for the regular period.

WABY—Adirondack Broadcasting Co., Inc., Albany, N. Y.—Granted renewal of license for the regular period.

WATL—J. W. Woodruff and S. A. Cislser, Jr., d/b as Atlanta Broadcasting Co., Atlanta, Ga.—Granted extension of present license for period of 60 days.

KIRO—Queen City Broadcasting Co., Seattle, Wash.—Granted extension of special experimental authority to operate on 710 kc., with 500 watts, unlimited time.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses on a temporary basis subject to whatever action Commission may take on pending applications:

KNX, Los Angeles; KOB, Albuquerque, N. Mex.; KWJJ, Portland, Ore.; KWKH, Shreveport, La.; KXA, Seattle, Wash.; WBAP, Fort Worth, Tex.; WCCO, Minneapolis, Minn.; WESG, Elmira, N. Y.; WFAA, Dallas, Tex.; WHDH, Boston, Mass.; WJAG, Norfolk, Nebr.; WNYC, New York City; WOI, Ames, Iowa; WOV, New York City.

WPG—City of Atlantic City, Atlantic City, N. J.—Granted renewal of license on a temporary basis subject to whatever action may be taken by the Commission upon their pending application for renewal.

WWL—Loyola University, New Orleans, La.—Granted renewal of license on a temporary basis, subject to whatever action may be taken by the Commission upon their pending application for renewal.

KFBI—The Farmers & Bankers Life Ins. Co., Abilene, Kans.—Granted renewal of license on a temporary basis only to conform to the Commission's action of January 10, 1936, with reference to this station's application for renewal of license.

WMSD—Muscle Shoals Broadcasting Corp., Sheffield, Ala.—Granted renewal of license for the period ending July 1, 1936.

WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Present license extended on a temporary basis only from February 1 to March 1, pending receipt and action on renewal application.

WJR—WJR, The Goodwill Station, Inc., Detroit, Mich. (auxiliary).—Present license extended on a temporary basis only, from February 1 to March 1, pending receipt and action on renewal application.

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Present license extended on a temporary basis only, to March 1, 1936, pending further action on renewal application.

WCBF—WCBF, Inc., Waukegan, Ill.—Present license extended on a temporary basis only, to March 1, 1936, pending further action on renewal application.

KGMB—Honolulu Broadcasting Co., Ltd., Honolulu, T. H.—Present license further extended upon a temporary basis only, to March 1, 1936, pending further action on renewal application.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Present license further extended upon a temporary basis only, to March 1, 1936, pending further action on renewal application.

WINS—Hearst Radio, Inc., New York City.—Present license further extended upon a temporary basis only, to March 1, 1936, pending further action on renewal application.

The following stations were granted renewal of licenses for the regular period:

KGU, Honolulu, T. H.; WBBM and auxiliary, Chicago, Ill.; WEEU, Reading, Pa.; WOAI and auxiliary, San Antonio, Tex.; WSAB, Huntington, W. Va.

KILU—Arkansas Radio & Equipment Co., Portable.—Present license extended for a period of 1 month from February 1, 1936, to March 1, 1936, on a temporary basis, subject to such action as may be taken upon application for renewal of license pending before it.

WLEZ—The Norfolk Daily News, Portable.—Present license extended for a period of 1 month from February 1, 1936, to March 1, 1936, on a temporary basis, subject to such action as may be taken upon application for renewal of license pending before it.

ACTION ON EXAMINERS' REPORTS

NEW—Ex. Rep. 1-135: George E. Heiges, Sharon, Pa.—Denied C. P. for new broadcast station to operate on 1370 kc., 100 watts night, 250 watts day, unlimited time; Examiner R. L. Walker sustained. Order effective March 31, 1936.

WJAR—Ex. Rep. 1-155: The Outlet Company, Providence, R. I.—Granted modification of C. P. to make changes in equipment; move transmitter; install directional antenna; and change hours of operation from 250 watts night, 500 watts LS, to 1 KW; 890 kc., unlimited time; Examiner P. W. Seward sustained. Order effective March 31, 1936.

MISCELLANEOUS

WWRL—Long Island Broadcasting Corp., Woodside, N. Y.—Denied petition asking Commission to reconsider action of December 10, 1935, in setting application for hearing and grant said application. Applicant seeks to change specified hours to include certain hours after midnight four days per week. Rule 88 provides "a specified hour station shall not broadcast any commercial or sponsored programs from midnight to 6 a. m."

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Granted regular renewal license and dismissed application from the hearing docket.

WSJS—Winston-Salem Journal Co., Winston-Salem, N. C.—Granted petition to intervene and be a party to hearing of application of C. G. Hill, Geo. D. Walker and Susan H. Walker for a C. P. for radio broadcasting station at Winston-Salem.

WWL—Loyola University, New Orleans, La.—Extended for 30 days from February 1, 1936, temporary authorization on same conditions, subject to such action as may be had by the Commission upon application for extension now pending, which has been heard, including question of alleged interference with WLWL, New York City, and the petition of WLWL in opposition thereto.

KWKH—International Broadcasting Corp., Shreveport, La.—Extended for 30 days from February 1, 1936, temporary authorization on same conditions, subject to such action as may be had by the Commission upon application for extension now pending, which has been heard, including question of alleged interference with WLWL, New York City, and the petition of WLWL in opposition thereto.

SET FOR HEARING

NEW—Southwest Broadcasting Co., Prescott, Ariz.—Application for C. P. for new station, 1500 kc., 100 watts night, 250 watts day, unlimited (requests facilities of KPJM which was deleted effective 11-26-35).

WHAT—Independence Broadcastng Co., Inc., Philadelphia, Pa.—Application for C. P. to move transmitter site from Philadelphia to location to be determined in Pennsylvania; install new equipment; change frequency from 1310 kc. to 1220 kc.; increase power from 100 watts to 1 KW and hours of operation from S-WTEL to unlimited.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Application for C. P. to move transmitter locally to a site to be determined; make changes in equipment; install directional antenna; change frequency from 1210 kc. to 1450 kc.; change power from 100 watts night, 250 watts day, to 1 KW night, 1 KW day.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Application for C. P. to move transmitter locally; make changes in equipment; change frequency from 1200 kc. to 1210 kc.

NEW—Ellwood W. Lippincott, Bend, Ore.—Application for C. P. for new station, 1500 kc., 100 watts, daytime, site to be determined.

NEW—John Perkins Rabb, Lenoir, N. C.—Application for C. P. for new station, 1370 kc., 100 watts, daytime.

WAAW—Omaha Grain Exchange, Omaha, Nebr.—Consent to voluntary assignment of license to the Nebraska Broadcasting Co. Also application for renewal of license, 660 kc., 500 watts daytime, and temporary license granted pending hearing.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Application for C. P. to install new equipment, directional antenna; change frequency from 860 kc. to 1120 kc., time of operation from daytime to unlimited, using 500 watts night, 1 KW day.

NEW—Voice of Marshall, Marshall, Tex.—Application for C. P. for new station, 1500 kc., 100 watts, daytime, specified hours.

NEW—Earle Yates, Las Cruces, N. Mex.—Application for C. P. for new station; 930 kc., 1 KW day, daytime only.

APPLICATIONS DENIED

KOOS—Pacific Radio Corp., Coosbay, Ore.—Denied request for authority to operate on frequency 1390 kc., with power of 250 watts daytime, at the present location, employing present antenna system.

WGST—Georgia School of Technology, Atlanta, Ga.—Denied authority to operate with a power of 1 KW, unlimited time, for a period not to exceed 30 days, employing the present antenna system.

APPLICATIONS RECEIVED

First Zone

WSYR-WSYU—Central New York Broadcasting Corp., Syracuse, N. Y.—License to cover construction permit (B1-P-813) to install new equipment.

NEW—The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—Construction permit to erect a new broadcast station to be operated on 630 kc., 250 watts power, daytime.

NEW—E. Anthony & Sons, Inc., Pawtucket, R. I.—Construction 1200 permit for a new station to be operated on 1200 kc., 100 watts, 250 watts day, unlimited time. Requests facilities of Station WNRI.

KGMB—Honolulu Broadcasting Co., Ltd., Honolulu, T. H.—1320 License to cover construction permit (B5-P-303) as modified to move transmitter and studio, install new equipment, and increase power.

NEW—Auburn Publishing Co., Auburn, N. Y.—Construction permit for a new station to be operated on 1420 kc., 100 watts, unlimited time.

NEW—The Northern Corporation, Chelsea, Mass.—Construction permit for a new general experimental station to be operated on 31600, 35600, 38600, 41000 kc., 100 watts.

Second Zone

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Extension 610 of special experimental authorization to operate with 1 KW power from 3-1-36 to 9-1-36.

WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Extension of 880 special experimental authorization to operate with 250 watts additional power from 3-1-36 to 9-1-36.

WEST—Associated Broadcasters, Inc., Easton, Pa.—Modification of 1200 construction permit (B2-P-472) for move of transmitter and studio; make changes in antenna, requesting change in hours of operation from share-WKBO to unlimited day and share-WKBO night; and extend commencement and completion dates 30 days and 6 months, respectively.

NEW—Hershel Talbot Walton, East Liverpool, Ohio.—Construction permit for a new station to be operated on 1420 kc., 100 watts, unlimited time.

WGAR—The WGAR Broadcasting Co., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna power.

NEW—Allen T. Simmons, Village of Tallmadge, Ohio.—Construction permit for a new general experimental station for 30100, 34600, 40100 kc., 100 watts. Amended to show 31600, 35600, 38600, 41000 kc.

Third Zone

NEW—The Tribune Co., Tampa, Fla.—Construction permit for a new station to be operated on 550 kc., 1 KW night, 5 KW day, unlimited time.

NEW—The Constitution Publishing Co., Atlanta, Ga.—Construction permit for a new station to be operated on **590 kc.**, 1 KW, unlimited time.

WJAX—City of Jacksonville, Jacksonville, Fla.—Modification of **900** license to increase power from 1 KW night, 5 KW day, to 5 KW day and night.

KPRC—Houston Printing Co., Houston, Tex.—Authority to determine operating power by direct measurement of antenna power.

NEW—Theodore E. Johnson, Houston, Tex.—Construction permit **1210** for a new station to be operated on **1210 kc.**, 100 watts, unlimited time.

WMFJ—W. Wright Esch, Daytona Beach, Fla.—Construction permit **1210** to install a new transmitter and vertical antenna.

WMBR—Florida Broadcasting Co., Jacksonville, Fla.—License to **1370** cover construction permit (B3-P-18) for changes in equipment, increase in power, and move of transmitter.

NEW—Isadore Goldwasser, Tuscaloosa, Ala.—Construction permit **1370** for a new broadcast station to be operated on **1370 kc.**, 100 watts, unlimited time.

KNET—John C. Welch, Wm. M. Keller, and Bonner Frizzell, d/b as Palestine Broadcasting Association, Palestine, Tex.—License to cover construction permit (B3-P-216) as modified for a new station to be operated on **1420 kc.**, 100 watts power, daytime operation.

KRLH—Clarence Scharbauer, Midland, Tex.—License to cover **1420** construction permit (B3-P-675) as modified for new station on **1420 kc.**, 100 watts power, daytime operation.

Fourth Zone

WCBD—WCBD, Inc., Waukegan, Ill.—Authority to transfer control of corporation from Wilbur Glenn Voliva, Ernest E. Harwood, M. J. Mintern to L. E. Moulds, W. F. Moss, Gene T. Dyer, E. M. Ringwald, 100 shares of common stock

NEW—Frank M. Dunham, Fort Dodge, Iowa.—Construction permit **1210** for a new station to be operated on **1500 kc.**, power not given, unlimited time. Amended to change frequency from **1500 kc.** to **1210 kc.**, giving power as 100 watts; change studio site from 908 First Ave. S. to 22 S. 10th St., Fort Dodge, Iowa.

NEW—Stanley Reid and Charles Withnell Boegel, Jr., Cedar Rapids, **1310** Iowa.—Construction permit for a new station to be operated on **1310 kc.**, 100 watts power, unlimited time.

KRNT—Iowa Broadcasting Co., Des Moines, Iowa.—Construction **1320** permit to install new equipment and increase power from 500 watts, 1 KW day, to 1 KW, 5 KW day, using directional antenna. (Consideration under Rule 6 (g)).

KSCJ—Perkins Brothers Co. (The Sioux City Journal), Sioux City, **1330** Iowa.—Construction permit to make equipment changes. Amended: Antenna and equipment changes; move transmitter from First and Bluff Sts., Sioux City, Iowa, to Sioux City, Iowa; increase power from 1 KW night, $2\frac{1}{2}$ KW day, to 1 KW night, 5 KW day; and change time from simultaneous day WTAQ, specified hours night, to unlimited. Amended: Omit request for increase in power and changes in equipment.

NEW—Telegraph Herald, Dubuque, Iowa.—Construction permit to **1340** erect new station to be operated on **1340 kc.**, 500 watts power, daytime.

Fifth Zone

KIRO—Queen City Broadcasting Co., Seattle, Wash.—Extension **710** of special experimental authorization to operate on **710 kc.**, 500 watts, unlimited time, from 2-1-36 to 8-1-36.

KIEV—Cannon System, Ltd., Glendale, Calif.—License to cover **850** construction permit (5-P-B-3268) as modified for new equipment and increase in power.

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Modification **920** of construction permit (B5-P-536) for new equipment, increase in day power, move transmitter, requesting extension of completion date from 2-25-36 to 4-25-36.

NEW—Lyman Peters Corp., Pasadena, Calif.—Construction permit **1160** for a new station to be operated on **1160 kc.**, 250 watts, daytime.

KWSC—The State College of Washington, Pullman, Wash.—Construction permit to make changes in equipment and increase power from 1 KW, 2 KW day, to 1 KW, 5 KW day.

KTW—First Presbyterian Church, Seattle, Wash.—Authority to **1220** install automatic frequency control.

KUJ—KUJ, Inc., Walla Walla, Wash.—Construction permit to **1250** change frequency from **1370 kc.** to **1250 kc.**, install new equipment, and move transmitter from Second and Rose Sts. to site to be determined, Walla Walla, Wash. Amended to change power from 1 KW to 250 watts.

KOOS—H. H. Hanseth, Inc., Marshfield, Ore.—Modification of **1390** license to change name from H. H. Hanseth, Inc., to Pacific Radio Corporation.

KOOS—H. H. Hanseth, Inc., Marshfield, Ore.—Construction permit to make changes in equipment; move transmitter from Hall Bldg., Marshfield, Ore., to $\frac{1}{4}$ mile from north city limits of Marshfield, Ore. (Filed in new name of Pacific Radio Corporation.)