

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.
JAMES W. BALDWIN, Managing Director

NAB REPORTS

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Vol. 4 - - No. 21
MAY 7, 1936

IN THIS ISSUE

	Page
Dr. Aiken Retained by NAB.....	1307
Court Upholds FCC.....	1307
Securities Act Registrations.....	1307
Notes for the Sales Staff.....	1307
FCC Amends Rule 106.18.....	1307
New Mexican Stations Planned.....	1308
Recommends Denial of Richmond Applications.....	1308
Broadcast Advertising in March.....	1308
Federal Trade Commission Action.....	1311
FTC Dismisses Case.....	1312
Federal Communications Commission Action.....	1312

DR. AIKEN RETAINED BY NAB

James W. Baldwin, Managing Director, has announced the retention of Dr. Charles B. Aiken to represent NAB at the hearings called by the Federal Communications Commission for June 15.

Dr. Aiken was born in New Orleans in 1902. He has a B.S. degree from Tulane University and an M.S., M.A., and Ph.D. from Harvard. During the summers of 1918-1921 he was a radio marine operator and was assistant operator of Station WAAB, Tulane University, 1922-1923.

In 1926-1928 Dr. Aiken was engaged in the development of apparatus for geophysical exploration and in field work with Mason, Slichter and Hay at Madison, Wis. He was a member of the technical staff of the Bell Telephone Laboratories in 1928-1935. From 1930-1935 he was supervisor in charge of broadcast receiver development and was also engaged in work on aircraft communication, field strength measuring, centralized radio systems, and common frequency broadcasting. He is assistant professor of electrical engineering, in charge of communication, at Purdue University this year, and has obtained a leave of absence to accept the NAB assignment.

Dr. Aiken is the author of papers dealing with amplifiers, detectors, frequency measurement, shared channel broadcasting, synchronized broadcasting, band width and receiver noise, and radio compass for aircraft. He is a member of the Institute of Radio Engineers, American Institute of Electrical Engineers, Phi Beta Kappa, and Sigma Xi.

COURT UPHOLDS FCC

Chief Justice Martin of the United States Court of Appeals of the District of Columbia in a decision handed down this week upheld the Federal Communications Commission in the so-called Head of the Lakes Broadcasting Company case.

In January, 1934, Station KGFK, Moorehead, Minn., filed an application with the Commission to move to Duluth, Minn. The station operated on 1500 kilocycles, 100 watts power, and unlimited time. At the same time the City of Moorehead filed a protest with the Commission on the ground that public interest required that the station remain there. Also, Station WEBC, Superior, Wis., filed a protest on the ground that it would be adversely affected by removal of the station. The case was heard before an Examiner who recommended that KGFK be granted permission to move, which was later approved by the Commission. The Court of Appeals, after reviewing the facts, states "that this decision (of the Commission) is sustained by substantial evidence and that it is not arbitrary or capricious and accordingly it is hereby affirmed."

SECURITIES ACT REGISTRATIONS

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

American Box Board Company, Grand Rapids, Mich. (2-2123, Form A-2)

NOTES FOR THE SALES STAFF

Broadcast advertising in March increased 12.6% over the level of the corresponding month of 1935. Radio continues to show the most rapid increase of any major medium over the corresponding periods of previous years. (See Comparison with Other Media, page 1308.)

Regional network and national non-network business continue to show the greatest gains in advertising volume. (See Total Broadcast Advertising, page 1308.)

Electrical transcription and live talent business were the only forms of rendition in the national field to gain as compared with last March. Transcriptions alone increased in the local field. (See Non-network Advertising by Type of Rendition, page 1309.)

Automotive and food advertising throughout all portions of the medium, national non-network and regional network drug advertising and local financial advertising were among the fields showing important gains during the month. (See Comparison with 1935, page 1309.)

American Box Board Company, Grand Rapids, Mich. (2-2124, Form A-2)
Truax-Traer Coal Company, Chicago, Ill. (2-2125, Form A-2)
T. O. Heinrich et al., Richmond, Va. (2-2126, Form D-1)
Bayuk Cigars, Inc., Philadelphia, Pa. (2-2127, Form A-2)
Motherlode Development Corporation, Atlanta, Ga. (2-2128, Form A-1)
Lockheed Aircraft Corporation, Burbank, Calif. (2-2129, Form A-1)
Bliss & Laughlin, Inc., Harvey, Ill. (2-2130, Form A-2)
Seminole Provident Trust, Tulsa, Okla. (2-2131, Form A-1)
A-B Stoves, Inc., Battle Creek, Mich. (2-2132, Form A-1)

FCC AMENDS RULE 106.18

The Federal Communications Commission has announced the adoption of the following revision of its Rule 106.18:

Rule 106.18. Subpenas requiring the attendance and testimony of witnesses, and subpoenas requiring the production of any books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation or hearing may be signed and issued as follows:

- (1) Hearings before the Commission en banc:
By any Commissioner.
- (2) Hearings before a Division:
By a member of the Division.
- (3) Hearings before a Director:
(a) By a member of the Division which authorized the hearing.
(b) When a Director of any Division has been designated to hear testimony in any case such Director may sign and issue subpoenas in that case.
- (4) Hearings before an Examiner:
(a) By a member of the Division which authorized the hearing.
(b) When an examiner has been designated to hear a case, he may sign and issue subpoenas in that case.
(c) By the Chief Examiner or the Assistant Chief Examiner.

No subpoena shall be signed or issued in any event without recommendation thereon in advance by the Law Department; Provided, however, that if a hearing is held in the field and no representative of the Law Department is in attendance, examination and recommendation by the Law Department in advance shall not be required.

NEW MEXICAN STATIONS PLANNED

According to the monthly Bulletin of the U. I. R., the construction of the following stations in Mexico is planned for 1936:

		Kilowatts	Kilocycles
Matamorow	XEQ	5	1010
Villa Acuna	XER	150	630
Atzacapotzalco	XEMG	0,007	1060
Ensenda	XEAN	0,2	1000
Tijuana	XEPO	0,25	1060
San Luis Polosi	XEFH	0,25	1250
Mexico	XEBZ	0,1	820
Mexico	XENC	0,05	810

RECOMMENDS DENIAL OF RICHMOND APPLICATIONS

Broadcasting Station WMBG, Richmond, Va., requested authority of the Federal Communications Commission to change its frequency from 1210 to 1350 kilocycles, increase its power from 100 watts night and 250 watts LS, to 500 watts, hours of operation unlimited, and to change its transmitter site.

At the same time the Century Broadcasting Company, Inc., applied to the Commission for authority to establish a new station at Richmond, to use 1470 kilocycles, 100 watts power, and daytime operation only.

Examiner John P. Bramhall, in Report No. I-222, recommended that both of the applications be denied. In connection with the application of WMBG the Examiner found that there are some pending applications which involve the question of interference. Also the state and zone are overquota and that area is already being sufficiently served by radio.

The Examiner found in connection with the Century Company application that the need for additional daytime service was not shown in the area proposed to be served and the granting of the application would not be in the public interest.

BROADCAST ADVERTISING IN MARCH

Developments of the Month

Broadcast advertising in March experienced the usual seasonal up-swing. Gross time sales of the medium totaled \$9,332,368 and were 14.6% above the February level. Radio broadcast advertising continued to show increases over the corresponding month of the preceding year and was 12.6% greater than in March 1935.

Regional network and national non-network advertising continued to show the greatest gains as compared to the preceding year. National network increases continued to taper off gradually, while local broadcast advertising showed confused tendencies. March volume in the latter field declined below the 1935 level.

Other than farm papers, radio broadcast advertising experienced the greatest gains during the month as compared to the corresponding period of the previous year. National farm paper volume increased 39.6% over the March 1935 level.

Increases in non-network revenue were fairly even throughout the entire medium as compared to March of last year. Regional station volume showed the most pronounced increases as compared to the previous month. Non-network advertising in the South and Middle Western States continued to show the greatest gains over the previous year's volume.

While announcement volume showed the greatest increase as compared to February, electrical transcription and live talent business were the only forms of rendition to show gains over March 1935. In the national non-network field, announcement volume experienced the most important increase over the preceding year's level, though it was closely seconded by both transcriptions and live talent programs. Transcription programs were

the only ones to show gains in the local field as compared to March of last year.

The most important gains in the national network field, as compared to March 1935, occurred in the automotive, accessory and cosmetic fields. Drug advertising fell off to a marked degree as did confectionery and household equipment volume.

Gains were fairly general throughout the regional network field, with drug, food, confectionery, household equipment and soap and kitchen supply volume showing the most marked increases.

Automotive, accessory, drug, food, beverage and household equipment advertising experienced the most important increases as compared to March of the previous year in the case of national non-network advertising. Trends were confused in local broadcast advertising. Principal gains included automotive, food and financial advertising. Retail broadcast advertising increased 3.5% over the March 1935 level.

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	1936 Gross Time Sales		
	February	March	Cumulative Jan.-Mar.
National networks.....	\$4,785,804	\$5,400,252	\$14,926,616
Regional networks.....	92,432	112,546	300,318
National non-network.....	1,946,650	2,097,400	5,670,550
Local	1,316,950	1,722,170	4,611,880
Total	\$8,141,836	\$9,332,368	\$25,509,364

Total broadcast advertising volume increased 14.6% as compared to the preceding month. National network advertising rose 12.8% and regional network volume 21.8%. National non-network volume gained 7.7% as compared to February and local broadcast advertising rose 30.8%.

Compared to March 1935, radio advertising as a whole gained 12.6%. Principal increases occurred in the regional network and national non-network fields, the respective volume of which rose 45.5% and 42.6%. Local broadcast advertising declined 5.2% as compared to the corresponding month of last year.

Comparison with Other Media

Advertising volume placed in national media during March is found in Table II.

TABLE II

ADVERTISING BY MAJOR MEDIA

Advertising Medium	1936 Gross Time and Space Sales		
	February	March	Cumulative Jan.Mar.
Radio broadcasting.....	\$8,141,836	\$9,332,368	\$25,509,364
National magazines ¹	11,240,096	13,481,404	32,977,625
National farm papers ¹	657,717	746,502	1,826,218
Newspapers ²	36,511,000	48,242,000	124,033,000
Total	\$56,550,649	\$71,802,274	\$184,346,207

¹ Publishers' Information Bureau.

² Estimated.

Newspaper advertising showed the greatest increase in volume of any medium as compared to the preceding month, rising 32.1%. National magazine advertising increased 19.9%, while farm paper volume rose 13.5%.

The greatest increase as compared to March of last year occurred in the national farm paper field. Advertising revenues for this type of medium rose 39.6% as compared to March 1935. National magazine volume gained 9.2% and newspaper volume 5.8%.

Non-network Advertising

Non-network advertising as a whole rose 17.0% as compared to February of the current year and 16.2% over the level of March of the preceding year.

Regional stations experienced the greatest rise in non-network volume as compared to the preceding month. Non-network advertising for this class of transmitter rose 26.3%. Clear channel and high-powered regional station volume increased 13.2% over the preceding month, while local station volume rose 7.3%.

Gains were fairly general as compared to March of the previous year and were as follows: Clear channel and high-powered regional stations 15.9%, regional stations 15.7%, local stations 18.7%.

Broadcast advertising by power of station is found in Table III.

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	1936 Gross Time Sales		
	February	March	Cumulative Jan.-Mar.
Over 1,000 watts	\$1,580,270	\$1,788,350	\$4,858,520
250-1,000 watts	1,185,180	1,496,880	3,903,180
100 watts	498,150	534,340	1,520,730
Total	\$3,263,600	\$3,819,570	\$10,282,430

As compared to the previous month, non-network advertising rose most markedly in the New England-Middle Atlantic Area. Non-network revenues gained 34.9% in this district. Other gains were as follows: South Atlantic-South Central district, 12.0%; North Central States, 11.4%; Mountain and Pacific Area, 15.6%.

Non-network gains continued to be most pronounced in the South and Mid-Western portions of the country as compared to the preceding year. Non-network advertising rose 47.0% above the March 1935 level in the South Atlantic-South Central Area and 21.1% in the North Central Area. Mountain and Pacific State volume rose 5.8%, while New England-Middle Atlantic State non-network business declined 0.5%.

Non-network advertising by geographical areas is set forth in Table IV.

TABLE V

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		Local		Total		Cumulative Jan.-Mar.
	February	March	February	March	February	March	
Electrical transcriptions	\$694,775	\$789,680	\$118,995	\$156,660	\$813,770	\$946,340	\$2,549,570
Live talent programs	994,530	989,380	715,770	953,490	1,710,300	1,942,870	5,280,140
Records	2,670	7,980	53,430	62,700	56,100	70,680	183,970
Announcements	254,675	310,360	428,755	549,320	683,430	859,680	2,268,750
Total	\$1,946,650	\$2,097,400	\$1,316,950	\$1,722,170	\$3,263,600	\$3,819,570	\$10,282,430

Sponsor Trends in March

March broadcast advertising experienced the usual seasonal upswing. Principal gains in the national network field included the following: automotive, cosmetics, food and household equipment. The most important decline was one of 11.4% in drug and pharmaceutical volume. Accessory, beverage, soap and kitchen supply and tobacco advertising showed the greatest gains as compared to February in the regional network field. Increases were fairly general with regard to national non-network advertising, with household equipment and soap and kitchen supply volume leading the field. Local automotive, accessory, clothing, beverage and household equipment volume experienced material increases during the month.

Comparison with March 1935

Principal increases in the national network field as compared to the corresponding month of last year were as follows: automotive 34.3%, accessory 32.0%, cosmetics 24.1%, tobacco 18.3%. Drug and pharmaceutical advertising declined 38.9%, due principally to the application of the new network policies regarding this form of

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1936 Gross Time Sales		
	February	March	Cumulative Jan.-Mar.
New England-Middle Atlantic Area	\$659,400	\$889,700	\$2,235,450
South Atlantic-South Central Area	676,600	757,660	2,065,670
North Central Area	1,324,000	1,474,330	4,084,730
Pacific and Mountain Area	603,600	697,880	1,896,580
Total	\$3,263,600	\$3,819,570	\$10,282,430

Non-network Volume by Type of Rendition

Gains were general with regard to all types of rendition as compared to February. Announcement volume rose 25.8%, record 26.0%, live talent business 13.6%, and electrical transcriptions 16.3%.

In the national field, transcription volume rose 13.7% above the February level, while announcements increased 21.9%. Live talent business remained comparatively unchanged, rising 0.5%.

Local transcription volume rose 31.7% above the February level, while live talent business gained 33.2%. Records increased 17.3% and announcements 28.1%.

Transcription and live talent business were the only types of rendition to increase in volume as compared to March 1935. The former rose 50.9% and the latter 19.0%. Record volume declined 6.8% and announcements 9.6%.

In the national field, all forms of rendition rose materially as compared to March of the preceding year. Announcement volume increased 72.3%, transcriptions 56.5%, and live talent programs 47.1%. In the local field, transcription volume alone experienced a gain, rising 28.1%. Announcements declined 17.0% below the March 1935 level, record volume dropped 12.1%, and live talent business 0.8%.

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

radio sponsorship. Other declines of importance were as follows: clothing 43.5%, confectionery 37.5%, and household equipment 55.3%.

Principal gains in the regional network field included an approximate twelve-fold increase in drug and pharmaceutical volume, a rise of 44.2% in food advertising, a marked increase in confectionery, household equipment and soap and kitchen supply business. Several declines of minor importance occurred in the regional field.

Gains were quite general throughout the national non-network field. Principal among them were the following: automotive 101.8%, accessory 72.2%, drug and pharmaceuticals 26.3%, food stuffs 58.5%, beverages 37.6%, household equipment 44.4%, and tobacco 37.9%. The most important decline was one of 23.0% in confectionery volume.

Local broadcast advertising trends were highly confused. The most important gains were one of 56.6% in the automotive field and a rise of 56.7% in food volume. Clothing advertising declined 1.7%, while household equipment volume dropped 5.3%. Department and general store business decreased 11.6% as compared to March of last year. Broadcast advertising volume during March by national and local sponsoring groups is found in Table VI.

TABLE VI
RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS
(March, 1936)

<i>Type of Sponsoring Business</i>	<i>National Networks</i>	<i>Regional Networks</i>	<i>Gross Time Sales</i>		<i>Total</i>
			<i>National Non-network</i>	<i>Local</i>	
1a. Amusements	—	—	\$14,100	\$31,000	\$45,100
1-2. Automobiles and accessories:					
(1) Automobiles	\$428,475	—	233,620	115,470	777,565
(2) Accessories, gas and oil	447,904	\$11,867	155,000	69,320	684,091
3. Clothing and apparel	42,878	348	44,290	248,500	336,016
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	444,822	14,265	499,800	65,400	1,024,287
(5) Toilet goods	1,161,925	2,260	120,250	21,920	1,306,355
6-8. Food products:					
(6) Foodstuffs	1,047,245	30,990	433,490	227,970	1,739,695
(7) Beverages	332,042	5,953	44,500	82,290	464,785
(8) Confections	120,640	5,893	56,300	4,080	186,913
9-10. Household goods:					
(9) Household equipment and furnishings	51,948	5,017	79,020	188,900	324,885
(10) Soap and kitchen supplies	320,492	9,942	60,000	11,880	402,314
11. Insurance and financial	52,885	535	27,620	87,730	168,770
12. Radios	121,340	—	11,300	15,940	148,580
13. Retail establishments	—	728	13,180	129,820	143,728
14. Tobacco products	380,415	9,240	43,660	4,500	437,815
15. Miscellaneous	447,241	15,508	261,270	417,450	1,141,469
Total	\$5,400,252	\$112,546	\$2,097,400	\$1,722,170	\$9,332,368

Details as to trends in the various fields of sponsorship are as follows:

1a. **Amusements.** National non-network volume 138.6% above February. Local up 38.5%. Compared to March 1935, national non-network up ninefold and local down 30.3%.

1. **Automotive.** Gains compared to February as follows: National network 15.8%, national non-network 0.4%, local 38.5%. Increases as against March 1935 as follows: National network 34.3%, national non-network 101.8%, local 56.6%.

2. **Gasoline and accessories.** Increases over February as follows: National network 8.9%, regional network 31.4%, national non-network 16.2%, local 39.8%. National network 32.0% above the March 1935 level. Regional network volume up 35.0% and national non-network 72.2%. Local down 3.7%.

3. **Clothing.** Compared to February, gains as follows: National network 25.8%, national non-network 10.1%, local 62.0%. Regional network down 43.5%. Declines from March 1935 level as follows: National network 43.5%, regional network 86.1%, and local 1.7%. National non-network up 81.3%.

4. **Drugs and pharmaceuticals.** National network volume 11.4% under February. Other gains as follows: Regional network 5.8%, national non-network 10.5%, local 0.8%. Regional network volume twelve times that of last March and national non-network up 26.3%. National network volume down 38.9% and local 36.5%.

5. **Toilet goods.** National network volume 19.0% ahead of February. Regional network down 32.7%. National non-network up 0.8% and local 17.8%. National network advertising 24.1% above last March and national non-network up 24.5%. Regional network volume down 71.2% and local 81.1%.

6. **Foodstuffs.** Gains over February as follows: National network 24.3%, regional network 3.9%, national non-network 18.7%, local 18.8%. Gains as compared to March of preceding year as follows: National network 6.0%, regional network 44.2%, national non-network 58.5%, local 56.7%.

7. **Beverages.** National network 11.1% below February and national non-network down 40.7%. Regional network up 40.9% and local 32.4%. Gains over March 1935 as follows: National network 16.6%, national non-network 37.6%, local 13.9%.

8. **Confectionery.** National network 13.3% above February. Regional network up 29.2% and national non-network 24.4%. Local down 3.3%. Declines as against March of preceding year as follows: National network 37.5%, national non-network 23.0%, local 60.9%. Regional network up 100.4%.

9. **Household equipment.** Gains over February as follows: National network 41.8%, regional network 11.1%, national non-network 22.7%, local 55.1%. National network 55.3% below pre-

vious March and local down 5.3%. Regional network up 241.8% and national non-network 44.4%.

10. **Soap and kitchen supplies.** Gains over February as follows: National network 19.8%, regional network 89.2%, national non-network 65.8%, local 362.3%. Increases as compared to last March as follows: National network 14.0%, regional network 138.2%, national non-network 29.6%, local 149.6%.

11. **Insurance and financial.** National network 8.9% above February and local up 43.9%. Regional network down 26.8% and national network 30.3%. Increases over preceding March as follows: National network 26.3%, regional network 30.5%, national non-network 102.4%, local 29.5%.

12. **Radio.** National network 25.3% over February and local up 47.6%. National non-network down 31.1%. Increases as compared to corresponding month of previous year as follows: National network 27.7%, national non-network 296.5%, local 18.8%.

13. **Department and general stores.** National non-network volume 31.0% below February. Local up 32.5%. Compared to March 1935, national non-network up 90.2% and local down 11.6%. Total down 6.5%.

14. **Tobacco products.** National network volume 12.3% over February. Regional network up 51.7%, national non-network 23.6%. Local down 27.4%. Gains as against last March as follows: National network 18.3%, regional network 12.5%, national non-network 37.9%. Local down 37.5%.

15. **Miscellaneous.** Gains compared to February as follows: National network 17.2%, regional network 44.5%, local 18.7%. National non-network down 5.4%. National network volume 120.2% ahead of March of last year. National non-network up 23.5%. Regional network down 3.6% and local 17.9%.

Retail Broadcast Advertising

Total retail broadcast advertising increased 34.2% as compared to the preceding month. Principal gains occurred in the automotive, filling station, retail clothing and house furnishing fields.

Radio advertising by retail establishments exceeded the March 1935 level by 3.5%. Gains were as follows: Automotive 70.7%, clothing 6.0%, grocery and delicatessen stores 75.4%, restaurants 25.7%, radio dealers 17.3%. Declines as compared to the preceding March were as follows: Filling stations and accessory stores 39.3%, drug stores 10.7%, beauty parlors 36.1%, beverage retailers 67.4%, confectionery stores 49.2%, household equipment dealers 17.1%, furniture stores 2.9%, hardware retailers 29.7%, department stores 6.5%, and miscellaneous establishments 6.2%. Broadcast advertising by retail establishments will be found in Table VII.

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

<i>Type of Sponsoring Business</i>	<i>1936 Gross Time Sales February</i>	<i>March</i>
Automobiles and accessories:		
Automobile agencies and used car dealers	\$101,170	\$127,110
Gasoline stations, garages, etc.	22,995	45,100
Clothing and apparel shops	167,900	264,000
Drugs and toilet goods:		
Drug stores	21,020	14,020
Beauty parlors	5,280	7,210
Food products:		
Grocery stores, meat markets, etc.	62,920	81,370
Restaurants and eating places	23,280	20,370
Beverage retailers	5,320	1,100
Confectionery stores	1,700	1,320
Household goods:		
Household equipment dealers	31,710	44,960
Furniture stores	70,810	106,060
Hardware stores	6,750	13,800
Radio retailers	7,580	15,900
Department and general stores	117,095	143,728
Tobacco shops	625	125
Miscellaneous	78,920	86,870
Total	\$725,075	\$973,043

FEDERAL TRADE COMMISSION ACTION

Complaints

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

No. 2779. Charging unfair disparagement of competitors' products in violation of the Federal Trade Commission Act, a complaint has been issued against **Sterling Products Corporation**, 118-120 East 25th St., New York City, trading as **Paul Hartmann Agency**, and engaged in selling surgical instruments and supplies at wholesale and retail.

The respondent company is alleged to have made assertions in catalogues and circulars to the effect that ethyl chloride tubes, ethyl chloride, distilled water and glass ampules sold by competitors were either "German-made" goods or were not "100 per cent American products," and originated, in whole or in part, in Germany. These representations, according to the complaint, were not true, as many of these products offered for sale on the American market were wholly American-made goods.

Nos. 2783-2784. Under complaints issued, the **Smoked Products Co.** and **The Smoked Salt Co., Inc.**, both of Cincinnati, and **Pennsylvania Salt Manufacturing Co.** and **General Laboratories, Inc.**, both of Philadelphia, are charged with unfair competition in the use of the term "smoked salt" in advertising their salt products and in describing the effects of their process.

The different respondents are alleged to have advertised their "Old Hickory Smoked Salt" by phrases such as "Curing with Old Hickory Smoked Salt gives that same delicious flavor which has made Virginia hams famous throughout the world," and "The curing salt that puts actual hickory smoke into your meats." The respondents are said to have advertised that their salt is exposed to smoke "just like meat is exposed to smoke in old-fashioned smoke houses," when, according to the complaint, this is not true.

No. 2785. The **American Lawn Mower Corporation**, trading as **Richmond School Furniture Co.**, 18th St., Muncie, Ind., is named respondent in a complaint alleging unfair methods of competition in the sale of "Litho Plate" blackboards to the toy trade, and to a limited extent to schools.

The company allegedly advertises that its blackboards are unbreakable, are "better than slate," and that their surfaces are "slated" and not painted. The complaint charges that the respondent's blackboards are breakable, are not superior to slate, and the surfaces are painted.

According to the complaint, the writing surface is twenty-seven thousandths of an inch in thickness and contains such a minute quantity of slate flour that use of the term "slated surface" in advertising misleads and deceives purchasers.

No. 2787. Unfair methods of competition in the sale of furs and fur garments are alleged in a complaint issued against **Bernard**

Licht, trading as **Licht's Fur Factory**, 102 West 29th St., New York City.

Licht is alleged to represent in radio broadcasts and advertising matter that he is the owner of a factory and the manufacturer of the fur garments he sells, that he carries in stock thousands of such garments, and that the purchasers of his products avoid the middleman's profit, thereby realizing savings of as much as 50 per cent, when, according to the complaint, such assertions are not true.

As to the respondent's purported representations that he repairs without charge garments bought from him and provides free storage for the same, the complaint alleges that the amount of "free" repairs furnished is very limited, that he charges for materials necessary to make repairs, and that he does not give free storage, but charges customers for insurance against fire, burglary and theft on furs and fur garments stored by such customers.

No. 2788. **Duro-Test Corporation**, 583 Broadway, New York City, is named respondent in a complaint alleging unfair competition in the sale of incandescent lamps.

The respondent corporation, through its canvassers and in advertising matter, allegedly misrepresents that its lamps actually possess the electro-motive power and force indicated by the number of watts and volts marked thereon; that they are guaranteed to have a life performance of 2,000 hours, or to give service for a year, and to test correctly as to rated watts, volts and lumens; and that they produce more luminosity, consume less current, and are more economical than the lamps of competitors.

In connection with such alleged misrepresentations, the canvassers, for purposes of comparison, the complaint charges, demonstrate lamps of the respondent and those of competitors by operating them on a multiple socket, with the result that it is made to appear to purchasers that the respondent's lamps, marked falsely as to the number of watts and volts, use less current and produce the same amount, or more, of light, and at lower cost of operation than the lamps of competitors correctly marked with an equal or greater number of watts and volts.

No. 2789. A complaint has been issued charging **The Leader Novelty Candy Co., Inc.**, 23 Marcy Ave., Brooklyn, with unfair methods of competition.

This respondent company is alleged to have made representations in trade literature to the effect that it controls and operates factories and manufactures the candy it sells, when, according to the complaint, these are not the facts.

These representations, it is alleged, have a tendency to cause customers to believe that the respondent company is a manufacturer and that by dealing with it they eliminate the profits of middlemen and obtain other advantages not available in buying from a selling agency or middleman.

No. 2790. False representations in the sale of specially built shoes designed for ill-formed feet are alleged in a complaint against **Dr. H. B. Norton Shoe Co., Inc.**, trading as **The Foot Health Institute**, 1619 Chestnut St., Philadelphia. The complaint, charging violation of Section 5 of the Federal Trade Commission Act, also names as respondents **Dr. H. B. Norton** and **Benjamin Weinstein**, officers and owners of the controlling stock in the corporation.

The respondents are said to use the radio for the major portion of their advertising, and in broadcasts allegedly represent, among other things, that 90 per cent of all ordinary foot troubles are caused by ill-fitting shoes and can be successfully treated or cured by use of the respondents' shoes; that the respondents' shoes cure or relieve sufferers from arthritis, neuritis, lumbago or rheumatism to such an extent as to enable them to walk in absolute comfort; that 87 different bodily ailments result from feet that are not in good health, and that curvature of the spine and twisted pelvis can be caused by bad feet improperly fitted with shoes. According to the complaint, such assertions are grossly exaggerated and untrue.

No. 2791. Use of false and misleading advertising on the part of **Remsen Corporation**, 70 Pine St., New York City, in the sale of "Aspirin + Plus," is the basis of a complaint charging that corporation with unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act.

The complaint alleges that the respondent corporation, in radio broadcasts and in other ways, represents that its product is a newer form of aspirin; that it combines aspirin with other ingredients which doctors say are necessary for quick, safe action; that it is the exact prescription many leading physicians always give when they prescribe aspirin, and that it is the safest and quickest way to relieve pain, and gives better results and more lasting relief.

No. 2792. Charging unfair competition in the sale of a book entitled "How to be Always Well," used in promoting the sale of health foods made in Canada and sold there and in the United States, a complaint has been issued against **Dr. Robert G. Jackson**,

trading under the name **Jackson Publishing Co.**, with offices in **Buffalo, N. Y.**

In advertisements, the respondent is alleged to have represented that the book offers the key to perfect health, "years in which you can have the energy and vitality of a 30-year-old"; immunity from sickness and disease, even such minor ailments as colds; freedom from "tiredness, edginess and nerves," and a new way to live, a way that will banish sickness and disease and add many active years to life.

These representations are alleged to have no foundation in fact, as, it is charged, there is no known system of diet, exercise or hygiene, or all three combined, which, if used, offers complete immunity from sickness and disease, and which will add 25 or more years to human life.

No. 2793. Premier Peat Moss Corporation, 150 Nassau St., New York City, is named respondent in a complaint charging unfair competition in the sale of imported peat moss. The respondent company is said to be the principal importer and distributor of Swedish peat moss in the United States.

The complaint points out that peat moss consists of vegetable matter partially decomposed in water, and that because of its great water-absorbing and moisture-retaining capacities, it is extensively used as a soil conditioner. A controlling influence in the sale of competing varieties of this product, according to the complaint, is the comparative weight, quality, absorbing capacity, and ash and moisture content.

Representations of the respondent company are alleged to have deceived purchasers into buying Swedish peat moss in preference to German peat moss under the erroneous belief that the United States Department of Agriculture recommends Swedish as preferable to German peat moss; that the New York State Experiment Station, Geneva, N. Y., demonstrated that the Swedish product's absorbing capacity is 25 per cent higher than that of the German; that ash content of Swedish moss is 40 per cent less than that of the German; that State experiment stations in New Haven, Conn., and Amherst, Mass., have made tests showing that Swedish peat moss contains 33 per cent less moisture than the German product, and affords savings in weight. These and other representations of like character, made in disparagement of German peat moss, were not true, according to the complaint.

No. 2794. Charging unfair representations in the sale of hosiery, a complaint has been issued against **Charles W. Cromer**, trading under the name of **Shalwin Hosiery Mills**, Hagerstown, Md.

Hosiery sold by this respondent company is alleged to have been marked in a manner tending to deceive buyers into believing that it was made in large part of silk and was of a quality and price higher than was actually the case.

In one type of men's hosiery, the top, heel, toe and sole were made of cotton and the remaining part of a mixture of rayon and silk, each thread consisting approximately of 60 per cent rayon and 40 per cent silk, according to the complaint. This article was alleged to have been marked as "Rayon—Reinforcing—Two threads pure silk." Among other markings alleged to have been used to designate respondent company's products were: "Pure Thread Silk—Reinforced with fine rayon—made in U. S. A."; "Shalwin—New Style split-foot Silk Hose are made of the finest materials and will give the wearer complete satisfaction," and "Pure thread silk—reinforced with art silk made in U. S. A."

No. 2796. Charging unfair competition in the sale of lumber products, a complaint has been issued against **Lumber Mills Co.**, 11 South LaSalle St., Chicago, alleging misrepresentation of the company's business and products.

Selling and distributing sash, windows, doors, molding, and other wood mill work, the respondent company is charged with using the word "Mills" in its corporate name on letterheads, order blanks, and other business literature when it is not itself a manufacturer, but engages solely in selling and distributing products.

The complaint points out that many wholesale and retail purchasers of wood products prefer to deal directly with a manufacturer because of closer prices, superior quality, and other advantages, and that the respondent's representations of itself as a manufacturer tend to deceive buyers.

Stipulations

The Commission has issued the following cease and desist orders and stipulations.

No. 2158. W. A. Sheaffer Pen Co., of Fort Madison, Iowa, under an order to cease and desist, is directed to discontinue a resale price maintenance policy in violation of the Federal Trade Commission Act.

In the sale of fountain pens, automatic pencils, ink, desk sets and kindred articles, the respondent company is ordered to stop entering into contracts, agreements or understandings with its dealer purchasers to the effect that Sheaffer products are not to be advertised or sold at retail at prices less than those specified or fixed by the respondent company.

Under the order, the respondent company's resale price policy is not to be effected by promises or assurances on the part of purchasers to the respondent company or by cooperative methods between the respondent company and its dealers.

No. 2551. Under an order entered, the **Chicago Silk Co.**, 421 South Wells St., Chicago, has been directed to cease and desist from selling or disposing of hosiery or lingerie, free of charge, or at varying prices, by lot or chance.

The order requires the respondent company to discontinue selling its products by the use of push or punch cards. It also prohibits the company from supplying, mailing, or shipping to members of the public push or punch cards so prepared or printed as to enable such persons, by the use thereof, to sell hosiery or lingerie.

No. 2572. Under an order to cease and desist issued against **Samuel Horowitz**, trading as **Commercial Silk Co.**, New York City, he is directed to discontinue representing, by use of his trade name or through advertising literature, that he is a manufacturer, mill operator, or mill owner.

Engaged in the sale and distribution of silk greige goods and finished silk, the respondent is alleged to have advertised his business as that of a manufacturer.

FTC DISMISSES CASE

No. 2343. The Federal Trade Commission announces it had vacated and set aside an order to cease and desist, issued January 30, 1936, against **Rossett Manufacturing Corporation**, 8 Astor Place, New York City, engaged in the sale of hats and caps. The order had directed cessation of the representation that the respondent company was a manufacturer.

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Tuesday, May 12

HEARING BEFORE AN EXAMINER

(Broadcast)

NEW—Continental Radio Co., Toledo, Ohio.—C. P., 1200 kc., 100 watts, daytime.

WALR—WALR Broadcasting Corp., Zanesville, Ohio.—C. P. to move to Toledo, Ohio; 1210 kc., 100 watts, unlimited time.

NEW—Community Broadcasting Co., Toledo, Ohio.—C. P., 1200 kc., 100 watts, daytime.

Wednesday, May 13

WTJS—The Sun Publishing Co., Inc., Jackson, Tenn.—C. P., 920 kc., 250 watts, 500 watts LS, unlimited time. Present assignment: 1310 kc., 100 watts, 250 watts LS, unlimited time.

Thursday, May 14

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

KRNT—Iowa Broadcasting Co., Des Moines, Iowa.—C. P., 1320 kc., 1 KW, 5 KW LS, unlimited time. Present assignment: 1320 kc., 500 watts, 1 KW LS, unlimited time.

Friday, May 15

NEW—Albert Lea Broadcasting Corp., Albert Lea, Minn.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—Winona Radio Service, Winona, Minn.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—Daily News Corporation, St. Paul, Minn.—C. P., 1370 kc., 100 watts, unlimited time.

NEW—Fred A. Baxter, Superior, Wis.—C. P., 1200 kc., 100 watts, unlimited time.

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

APPLICATIONS GRANTED

WKBB—Sanders Bros. Radio Station, East Dubuque, Ill.—Granted C. P. to install new equipment.

KGHL—Northwestern Auto Supply Co., Inc., Billings, Mont.—Granted C. P. to move transmitter approximately 70 feet, install new equipment, and increase day power from 2½ KW to 5 KW.

WCAO—Monumental Radio Co., Baltimore, Md.—Granted C. P. to rebuild entirely auxiliary equipment to comply with Rule 132 and move same 60 feet from present site to site of main transmitter, using 250 watts for auxiliary purposes only.

KFPY—Symons Broadcasting Co., Spokane, Wash.—Granted C. P. to move transmitter and approve vertical radiator and transmitter site.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted C. P. to make changes in equipment.

WREC—WREC, Inc., Rochester, N. Y.—Granted modification of C. P. approving antenna and transmitter site at Mt. Read Blvd., ½ mile north of Lyell Ave., Rochester; extend commencement date to 60 days after grant and completion date to 6 months thereafter.

WTRC—The Truth Publishing Co., Inc., Elkhart, Ind.—Granted modification of C. P. approving antenna system and transmitting equipment and move of transmitter to junction of State Highway 19 and Mishawaka Road, Elkhart.

WRJN—Racine Broadcasting Corp., Racine, Wis.—Granted modification of C. P. to install new equipment and extend commencement date to 30 days after grant, and completion date to 180 days thereafter.

WBEN—WBEN, Inc., Buffalo, N. Y.—Granted modification of C. P. approving antenna and transmitter site at R. F. D. No. 2, near Martinsville, N. Y.

WOC—Tri-City Broadcasting Co., Davenport, Iowa.—Granted authority to make changes in automatic frequency control equipment.

WWJ—Evening News Assn., Inc., Detroit, Mich.—Granted license to cover C. P. authorizing local move of transmitter, installing new equipment, and increasing day power to 5 KW; 920 kc., 1 KW night, unlimited time. Also granted authority to determine operating power by direct measurement of antenna input in compliance with terms of Rule 137.

WTAG—Worcester Telegram Pub. Co., Inc., Worcester, Mass.—Granted license to cover C. P. authorizing installation of new equipment; 580 kc., 500 watts, unlimited time.

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Granted license to use old W.E. transmitter for auxiliary purposes only.

WQAM—Miami Broadcasting Co., Miami, Fla.—Granted license to cover C. P. authorizing installation of new equipment.

WQAN—E. J. Lynett (Prop., The Scranton Times), Scranton, Pa.—Granted consent to voluntary assignment of license to the Scranton Times (copartnership), E. J. Lynett, Wm. R. Lynett, Elizabeth R. Lynett, Edw. J. Lynett, Jr.

KNOW—KUT Broadcasting Co., Austin, Tex.—Granted authority to transfer control of corporation from Southwest Broadcasting Co. to Hearst Radio, Inc. (present assignment: 1500 kc., 100 watts, unlimited time).

KTSA—Southwest Broadcasting Co., San Antonio, Tex.—Granted consent to voluntary assignment of license to KTSA Broadcasting Company.

WOV—International Broadcasting Corp., New York, N. Y.—Granted authority to install new automatic frequency control equipment.

W6XKG—Ben S. McGlashan, Los Angeles, Calif.—Granted C. P. to make changes in equipment and increase power from 100 watts to 1 KW.

W4XBZ—Radio Station WSOC, Inc., Portable-Mobile (Charlotte, N. C.)—Granted license to cover C. P. (broadcast pickup station), frequencies 31100, 34600, 37600 and 40600 kc., 7 watts.

KNED—Carter Publications, Inc., Portable-Mobile (Fort Worth, Tex.)—Granted license to cover C. P. (temporary broadcast pickup), frequencies 1606, 2020, 2102 and 2760 kc., 50 watts.

KABB—Don Lee Broadcasting System, Portable-Mobile (San Francisco)—Granted license to cover C. P. for new broadcast pickup station, frequencies 1646, 2090, 2190 and 2830 kc., 100 watts.

W10XCT—Shepard Broadcasting Service, Inc., Portable-Mobile (Boston, Mass.)—Granted license to cover C. P. authorizing changes in equipment and increase power from 2 watts to 100 watts.

W8XEO—Harold F. Gross, M. Bliss Keeler, L. A. Versluis, d/b as Capital City Broadcasting Co., Portable-Mobile (Lansing,

Mich.)—Granted license to cover C. P. for broadcast pickup station, frequencies 31100, 34600, 37600 and 40600 kc., 15 watts.

W3XER—Philco Radio & Television Corp., Philadelphia, Pa.—Granted license to cover C. P. for new special experimental station to be used for experimental transmission of the associated synchronized sound of visual broadcast station, frequencies 42000-56000 kc. and 60000-86000 kc., 250 watts.

SET FOR HEARING

NEW—Telegraph Herald, Dubuque, Iowa.—Application for C. P. for new station, 1340 kc., 500 watts, daytime. Site to be determined.

NEW—Advertiser Pub. Co., Ltd., Honolulu, T. H.—Application for C. P. for new station, 1370 kc., 100 watts, unlimited time.

NEW—Harry J. Grant, Milwaukee, Wis.—Application for C. P. for new station, 1010 kc., 250 watts night, 500 watts day, unlimited time. Site to be determined.

WCKY—L. B. Wilson, Inc., Covington, Ky.—Application for C. P. to install new equipment and increase power from 5 KW to 50 KW.

WHO—Central Broadcasting Co., Des Moines, Iowa.—Special experimental authorization to install new equipment, increase power from 50 KW to 500 KW for period ending August 1, 1936. (To be heard by Broadcast Division.)

WGL—F. C. Zeig (Allen-Wayne Co.), Fort Wayne, Ind.—Application for voluntary assignment of license of station WGL from Fred C. Zeig to Westinghouse Electric & Mfg. Co.

WJZ—National Broadcasting Co., Inc., New York City.—Application for C. P. to install new equipment, move transmitter to site to be determined, install new radiator, and increase power from 50 KW to 500 KW. To be heard by Broadcast Division.

KOMA—National Radio Mfg. Co., Oklahoma City, Okla.—Application for consent to voluntary assignment of license to Hearst Radio, Inc.

WACO—Central Texas Broadcasting Co., Inc., Waco, Tex.—Application for consent to voluntary assignment of license to KTSA Broadcasting Co.

KTAT—KTAT Broadcast Co., Inc., Fort Worth, Tex.—Application for consent to voluntary assignment of license from KTAT Broadcast Co., Inc., to Raymond E. Buck.

ORAL ARGUMENTS GRANTED

NEW—Ex. Rep. 1-214: Winona Broadcasting Co., Emmons L. Abeles, Secy., Winona, Minn.—Oral argument to be held September 10, 1936, involving applications for stations at Mankato, Ft. Dodge, Iowa; Clinton, Iowa; Hastings, Nebr.; Grand Island, Nebr.; Appleton, Wis.; and Wausau, Wis.

WPAR—Ex. Rep. 1-215: Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Oral argument to be held September 10, 1936.

NEW—Ex. Rep. 1-216: Mason City Broadcast Co., Mason City, Iowa.—Oral argument to be held June 11, 1936, involving applications of Northern Iowa Broadcasting Co., Mason City Globe-Gazette Co. and Mason City Broadcast Co.

ACTION ON EXAMINERS' REPORTS

WNEW—Ex. Rep. 1-79: Wodaam Corp., Newark, N. J.—Denied modification of license to increase daytime power from 2½ KW to 5 KW; 1250 kc., 1 KW night. Share with WNBI. Examiner R. L. Walker reversed. Order effective August 25, 1936.

WNBF—Ex. Rep. 1-88: Howitt-Wood Radio Co., Inc., Binghamton, N. Y.—Denied special experimental authority to operate on 1240 kc.; 500 watts, 1 KW-LS, unlimited time, make changes in equipment and move transmitter. Examiner Bramhall sustained. Order effective Sept. 1, 1936.

NEW—Ex. Rep. 1-116: Knox Broadcasting Co., Inc., Schenectady, N. Y.—Denied (Commissioner Prall dissenting) C. P. for new station to operate on 1240 kc., 1 KW; unlimited time. Examiner P. W. Seward reversed. Order effective Sept. 1, 1936.

NEW—Ex. Rep. 1-117: Wayne Broadcasting Co., Hamtramck, Mich.—Denied (Commissioner Prall dissenting), C. P. for new broadcast station to operate on 1370 kc., 100 watts; daytime. Examiner P. W. Seward reversed. Order effective Sept. 1, 1936.

NEW—Ex. Rep. 1-126: Utah Radio Educational Society, Walter P. Monson, Jr., Pres., Salt Lake City, Utah—Denied C. P.

for new station to operate on 1450 kc., 1 KW, unlimited time. Examiner Geo. H. Hill sustained.

NEW—Louis H. Callister, Provo, Utah—Dismissed with prejudice, application for C. P. for new station to operate on 1200 kc., 100 watts; unlimited time. Examiner sustained.

NEW—Paul Q. Callister, Salt Lake City, Utah—Denied C. P. for new station to operate on 1370 kc., 100 watts, unlimited time. Examiner sustained.

NEW—Great Western Broadcasting Assn., Inc., Logan, Utah—Denied C. P. for new station to operate on 1500 kc., 100 watts, unlimited time. Examiner sustained.

NEW—Great Western Broadcasting Assn., Inc., Provo, Utah—Denied C. P. for new station to operate on 1210 kc., 100 watts, unlimited time. Examiner reversed.

NEW—Munn Q. Cannon, Logan, Utah—Dismissed with prejudice C. P. for new station to operate on 1210 kc., 100 watts, unlimited time. Examiner sustained.

NEW—Ex. Rep. 1-126: Jack Powers, Frank C. Carman, David G. Smith & Grant Wrathall, d/b as Utah Broadcasting Co., Salt Lake City, Utah—Granted C. P. for new station to operate on 1500 kc., 100 watts, unlimited time. Examiner sustained.

NEW—Cache Valley Broadcasting Service Co., J. A. & J. M. Reeder & L. R. Jensen, Logan, Utah—Denied C. P. for new station to operate on 1370 kc., 100 watts, unlimited time. Examiner sustained. Order in above cases effective Sept. 8, 1936.

NEW—Ex. Rep. 1-130—Dudley J. Connolly, Elliot Knight, Roy W. Knight & Fred Sullivan, d/b as Dudley J. Connolly & Co., Chattanooga, Tenn.—Denied C. P. for new station to operate on 1200 kc., 100 watts, daytime. Examiner P. W. Seward reversed. Order effective Sept. 8, 1936.

NEW—Ex. Rep. 1-163: Paul R. Heitmeyer, Salt Lake City, Utah—Denied C. P. for new broadcast station to operate on 1210 kc., 100 watts, unlimited time. Examiner Seward reversed. Order effective Sept. 15, 1936.

NEW—Ex. Rep. 1-165: Fla. West Coast Broadcasting Co., Inc., Tampa, Fla.—Denied C. P. for new broadcast station to operate on 1370 kc., 100 watts, unlimited time. Examiner Bramhall sustained. Order effective Sept. 22, 1936.

NEW—Ex. Rep. 1-168: W. A. Patterson, Chattanooga, Tenn.—Granted C. P. for new station to operate on 1420 kc., 100 watts. Daytime. Examiner Geo. H. Hill sustained. Order effective Sept. 8, 1936.

NEW—Ex. Rep. 1-171: Herbert Lee Blye, Lima, Ohio—Granted C. P. for new broadcast station to operate on 1210 kc., 100 watts, daytime. (Transmitter site to be determined). Examiner Dalberg sustained. Order effective Sept. 29, 1936.

NEW—Ex. Rep. 1-173: Wyo. Radio Educational Assn. (Lester G. Baker, Pres.) Cheyenne, Wyo.—Denied C. P. for new station to operate on 630 kc., 500 watts night, 1 KW day, unlimited time. Examiner Seward sustained.

NEW—Paul R. Heitmeyer, Cheyenne, Wyo.—Denied C. P. for new station to operate on 1210 kc., 100 watts night, 250 watts day; unlimited time. Examiner Seward reversed. Order effective Sept. 29, 1936.

NEW—Ex. Rep. 1-207: Champaign News-Gazette, Inc., Champaign, Ill.—Granted C. P. for new station to operate on 1370 kc., 100 watts, daytime. Examiner Geo. H. Hill sustained. Order effective August 18, 1936.

NEW—Ex. Rep. 1-211: Alfred C. Matthews, Cape May, N. J.—Denied C. P. for new broadcast station to operate on 1420 kc., 100 watts, specified hours. Examiner Bramhall sustained. Order effective August 25, 1936.

ACTION ON APPLICATIONS HEARD BY BROADCAST DIVISION

NEW—Portland Broadcasting System, Inc., Portland, Maine—Granted C. P. for new station to operate on 640 kc., 500 watts, limited time, using directional antenna. Order effective June 16, 1936.

WOI—Iowa State College of Agriculture & Mechanic Arts College Campus, Iowa—Granted renewal of license; 640 kc., 5 KW; daytime hours.

NEW—Kunsky-Trendle Broadcasting Corp., Detroit, Mich.—Denied C. P. for new station to operate on 640 kc., 10 KW, unlimited time. Directional antenna after sunset at Los Angeles, non-directional antenna during daytime.

NEW—Irving D. Sisson, Pittsfield, Mass.—Denied C. P. for new station to operate on 640 kc., 1 KW. Daytime hours.

NEW—Eastland Company, Portland, Me.—Denied C. P. for new station to operate on 640 kc., 100 watts; daytime to sunset at Cleveland, but if application of WJAY for 640 kc. denied, daytime to sunset at Los Angeles (Fac. WRDO).

WAIU—Associated Radiocasting Corp., Columbus, Ohio—Denied modification of license to change frequency from 640 to 570 kc.; change power from 500 watts to 750 watts night, 1 KW day; change time from Ltd. to specified hours now assigned to WKBN.

KFUO—Evangelical Lutheran Synod, etc., Clayton, Mo.—Denied modification of license to change frequency from 550 to 640 kc.; increase power from 500 watts night, 1 KW day, to 1 KW; change hours of operation from sharing with KSD to specified. (Hours not used by WOI during daytime, and to operate from LS to sunset at Los Angeles; part facilities of WOI.)

WORC—Alfred Frank Kleindienst, Worcester, Mass.—Denied modification of license to change frequency from 1200 kc. to 640 kc.; increase power from 100 watts to 500 watts. Unlimited time.

WAAB—Bay State Broadcasting Corp., Boston, Mass.—Denied C. P. to move transmitter; increase power from 500 watts to 5 KW; change frequency from 1410 to 640 kc.; install new equipment; unlimited time. Directional antenna.

WFLA-WSUN—Clearwater Chamber of Commerce, St. Petersburg Chamber of Commerce, Clearwater, Fla.—Denied special experimental authority to install new equipment; change frequency from 620 to 640 kc.; increase power from 250 watts night, 500 watts day, to 5 KW; unlimited time. Directional antenna.

WJAY—Cleveland Radio Broadcasting Corp., Cleveland, Ohio—Denied modification of license to change frequency from 610 to 640 kc.; change power from 500 watts day to 500 watts; change time of operation from daytime to limited.

WKBN—WKBN Broadcasting Corp., Youngstown, Ohio—Denied C. P. to move transmitter locally; change frequency from 570 to 610 kc.; change equipment and power from 500 watts to 500 watts night, 1 KW day; change time from specified hours to unlimited. Directional antenna after sunset Youngstown.

WRDO—WRDO, Inc., Augusta, Maine—Granted renewal of license; 1370 kc., 100 watts; unlimited time. Order in all above cases effective June 16, 1936.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted renewal of license; 830 kc., 1 KW daytime. Dismissed application for modification of license to operate with power of 1 KW until sunset at Denver, and 500 watts thereafter, unlimited time. Order effective Oct. 6, 1936.

WNAC—Shepard Broadcasting Service, Inc., Boston, Mass.—Denied C. P. to make changes in equipment; change location of transmitter; change frequency from 1230 to 830 kc., increase power from 1 KW night, 2½ KW day, to 5 KW unlimited time. (Facilities of WHDH.)

WEEU—Berks Broadcasting Co., Reading, Pa.—Denied modification of license to change power from 1 KW day to 500 watts night, 1 KW day, and change hours of operation from daytime to unlimited, 830 kc. Order effective Oct. 6, 1936.

WINS—American Radio News Corp., New York City, N. Y.—Denied special experimental authority to use power of 5 KW instead of 500 watts; unlimited time instead of limited; install new equipment. Order effective Oct. 13, 1936.

WDGY—Dr. Geo. W. Young, Minneapolis, Minn.—Denied C. P. to make changes in equipment, move transmitter, install directional antenna, and change hours of operation from limited to unlimited; 1180 kc., 1 KW night, 5 KW-LS. Order effective Oct. 13, 1936.

MISCELLANEOUS

WBAA—Purdue University, W. Lafayette, Ind.—Reconsidered and granted application for modification of license authorizing specified hours of operation on its present frequency of 890 kc., given some additional daytime heretofore used by WILL which has been authorized by the Commission to move from 890 to 580 kc., effective May 5, 1936.

WOW—Woodmen of the World Life Ins. Co., Omaha, Nebr.—Granted motion to reconsider and reopen application of WKZO, Inc., to move station locally, change power from 1 KW day, to 250 watts night, 1 KW day, and from daytime to unlimited operation. Grant made on Feb. 8, 1936.

but effective date was heretofore postponed until May 29, 1936.

KWKC—Charlotte Duncan, Kansas City, Mo.—Granted motion asking that Charlotte Duncan be substituted as party applicant in application of Wilson Duncan, d/b as Wilson Duncan Broadcasting Co., for renewal of license of KWKC.

Kunsky Trendle Broadcasting Corp., Detroit, Mich.—Denied special petition asking Commission to have application considered for use of frequency of 990 kc., in lieu of 640 kc., and for authority to use a 3 unit directional antenna.

Continental Radio Co., Toledo, Ohio—Denied motion for enlargement of issues on hearing and for reconsideration in part, concerning application of WALR to move from Zanesville to Toledo, Ohio, WALR application to proceed to hearing as at present scheduled upon protest of WJIM.

Jesse H. Jay, Miami Beach, Fla.—Denied petition for reconsideration and grant of application for C. P. for new station to operate on 1500 kc., 100 watts, unlimited.

Edward Hoffman, St. Paul, Minn.—Granted petition to intervene and be made a party to proceedings on application of WISE Broadcasting Co., an application for new broadcast station at St. Paul, Minn., to operate on 630 kc., 250 watts, unlimited time.

Virgil V. Evans, Spartanburg, S. C.—Accepted answer of this respondent to appearance and statement of facts of Sun Publishing Co., Inc. (WTJS).

Fred A. Baxter, Superior, Wisc.—Granted order to take depositions in support of application for new station at Superior, Wisc.

Memphis Commercial Appeal, Inc., Memphis, Tenn.—Granted motion for postponement of hearing on application for C. P. now scheduled for May 30, 1936, for new station at Mobile, Ala.

KGBZ—KGBZ Broadcasting Co., York, Nebr.—Granted motion asking Commission to postpone effective date of its order denying KGBZ renewal of license; effective date changed from May 8 to May 22, 1936.

KWKC (Now KCMO)—Charlotte Duncan, Administratrix, Kansas City, Mo.—Redesignated for hearing application for consent to assign license from Wilson Duncan, deceased, to Lester E. Cox and Thos. L. Evans, since application was amended recently to add a new partner. Also redesignated for hearing application of Charlotte Duncan, administratrix, Lester E. Cox and Thos. L. Evans for authority to install new equipment, move transmitter and studio and change hours of operation to unlimited.

KHSL—Golden Empire Broadcasting Co., Chico, Calif.—Granted petition asking leave to amend its application so as to ask for new frequency originally asked for 630 kc., amended to 1260 kc.

Thomas L. Evans & J. L. Milligan, Jackson, Tenn.—Granted petition to intervene as respondents in re application of WTJS, Sun Publishing Co., Inc., for increase of power from 100 watts to 250 watts night, and from 250 watts day to 500 watts day.

Southwest Broadcasting Co., Prescott, Ariz.—Granted order to take depositions in support of application for C. P. for establishment of a broadcast station at Prescott, to operate on 1500 kc., 100 watts night, 250 watts LS, unlimited time.

Nathan N. Bauer, Miami, Fla.—Granted order to take depositions in support of his application for C. P. for new station to operate on 1420 kc., 100 watts, unlimited.

Earl Weir, St. Petersburg, Fla.—Granted order to take depositions in support of application for C. P. for new station at St. Petersburg, Fla., to operate on 1370 kc., 100 watts, unlimited time.

Herbert Lee Blye, Lima, Ohio—Granted amended position to intervene in proceedings of application of WALR to move from Zanesville to Toledo, Ohio.

Mason City Globe Gazette Co., Mason City, Iowa—Questions raised by motion as to the sufficiency of exceptions to Examiner's Report 1-216, to be considered in connection with other questions involved in the oral argument fixed for June 11, after which all the matters will be disposed of together.

APPLICATION DENIED

Uvalde Chamber of Commerce, Uvalde, Tex.—Denied authority to transmit special Uvalde programs by remote control over station XEPN, Piedras Negras, Mexico, from 12:15 to 12:45 p. m. and from 8:45 to 9 p. m., CST, May 7 and 8, 1936.

APPLICATIONS DISMISSED

The following application, heretofore set for hearing, was dismissed for failure of applicant to answer form letter adopted by Broadcast Division requiring applicants to signify their desire to be heard within 10 days after receipt of said form letter:

KFKA—Mid-Western Radio Corp.—Applied for modification of license, 880 kc., 1 KW, shares time with KPOF.

The following applications, heretofore set for hearing, were dismissed at request of applicants:

KJR—Fisher's Blend Station, Inc. (Lessee), Seattle, Wash.—Applied for C. P., 970 kc., 10 KW, unlimited time.

NEW—Foreign Lands Corp., Honolulu, T. H.—Applied for C. P., 600 kc., 1 KW, unlimited time.

NEW—Isadore Goldwasser, Tuscaloosa, Ala.—Applied for C. P., 1370 kc., 100 watts, unlimited time.

NEW—Ellwood W. Lippincott, Bend, Ore.—Applied for C. P., 1500 kc., 100 watts, unlimited time.

NEW—H. L. Corley, Trinidad, Colo.—Applied for C. P., 1370 kc., 100 watts, unlimited time.

RENEWAL OF LICENSES

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

KADA, Ada, Okla.; **KASA**, Elk City, Okla.; **KCRJ**, Jerome, Ariz.; **KDLR**, Devils Lake, N. Dak.; **KFJI**, Klamath Falls, Ore.; **KFOR**, Lincoln, Nebr.; **KFPW**, Fort Smith, Ark.; **KFVS**, Cape Girardeau, Mo.; **KFXJ**, Grand Junction, Colo.; **KFXM**, San Bernardino, Calif.; **KFXX**, Oklahoma City, Okla.; **KGBX**, Springfield, Mo.; **KGCX**, Wolf Point, Mont.; **KGEK**, Sterling, Colo.; **KGEZ**, Kalispell, Mont.; **KGFJ**, Los Angeles, Calif.; **KGFW**, Kearney, Nebr.; **KGHI**, Little Rock, Ark.; **KINY**, Juneau, Alaska; **KIT**, Yakima, Wash.; **KIUL**, Garden City, Kans.; **KMED**, Medford, Ore.; **KPPC**, Pasadena, Calif.; **KRMD**, Shreveport, La.; **KSUN**, Lowell, Ariz.; **KTSH**, El Paso, Tex.; **KVOL**, Lafayette, La.; **KVOS**, Ardmore, Okla.; **KWG**, Stockton, Calif.; **KXRO**, Aberdeen, Wash.; **WABI**, Bangor, Maine; **WALR**, Zanesville, Ohio; **WBAX**, Wilkes-Barre, Pa.; **WBBL**, Richmond, Va.; **WBOW**, Terre Haute, Ind.; **WBRB**, Red Bank, N. J.; **WBRE**, Wilkes-Barre, Pa.; **WCAT**, Rapid City, S. Dak.; **WCLO**, Janesville, Wis.; **WCLS**, Joliet, Ill.; **WCPO**, Cincinnati, Ohio; **WEBQ**, Harrisburg, Ill.; **WEMP**, Milwaukee, Wis.; **WEST**, Easton, Pa.; **WEXL**, Royal Oak, Mich.; **WFAS**, White Plains, N. Y.; **WFDF**, Flint, Mich.; **WGBB**, Freeport, N. Y.; **WGH**, Newport News, Va.; **WGNV**, Chester Township, N. Y.; **WHAT**, Philadelphia; **WHBU**, Anderson, Ind.; **WJAC**, Johnstown, Pa.; **WJBY**, Gadsden, Ala.; **WJIM**, Lansing, Mich.; **WJW**, Akron, Ohio; **WKBO**, Harrisburg, Pa.; **WLBC**, Muncie, Ind.; **WLNH**, Laconia, N. H.; **WLVA**, Lynchburg, Va.; **WMFR**, High Point, N. C.; **WMPC**, Lapeer, Mich.; **WOL**, Washington, D. C.; **WOMT**, Manitowoc, Wis.; **WPAX**, Thomasville, Ga.; **WSBC**, Chicago; **WSIX**, Springfield, Tenn.; **WSOC**, Charlotte, N. C.; **WTJS**, Jackson, Tenn.; **WTAX**, Springfield, Ill.; **WBEO**, Marquette, Mich.

APPLICATIONS RECEIVED

First Zone

NEW—Fred J. Hart, Honolulu, T. H.—Construction permit for a 600 new station to be operated on 600 kc., 250 watts, unlimited time.

WREC—WREC, Inc., Memphis, Tenn.—License to cover construction permit (B1-P-161) as modified for new equipment, move of transmitter, increase in power, and to use directional antenna night.

WREC—WREC, Inc., Memphis, Tenn.—Authority to determine 600 operating power by direct measurement of antenna.

WICC—The Southern Connecticut Broadcasting Corp., Bridgeport, 600 Conn.—Modification of license to change hours of operation from specified hours to unlimited time. Requests facilities of WCAC.

WTHT—The Hartford Times, Inc., Hartford, Conn.—Modification 1200 of construction permit (B1-P-360) for a new station, requesting change of hours of operation from daytime to unlimited, using 100 watts power. Requests facilities of WNRI.

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—1280 Construction permit to make changes in equipment (antenna).

Second Zone

NEW—Voice of Detroit, Inc., Detroit, Mich.—Construction permit 1120 for a new station to be operated on 1140 kc., 500 watts,

1 KW day, unlimited time. Amended to change frequency from 1140 kc. to 1120 kc. and transmitter and studio sites from Detroit, Mich., to site to be determined, Detroit, Mich.

WHIO—Miami Valley Broadcasting Corp., Dayton, Ohio.—Modification of construction permit (B2-P-838) for changes in equipment and increase in power, requesting further changes in equipment and extend commencement date from 5-17-36 to 2 months after grant and completion date to 6 months thereafter.

WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Construction permit to install a vertical antenna and move transmitter from 4th Floor, Warwick Hotel, 2400 West Avenue (Waterfront), Newport News, Va., to Jefferson Avenue, end, Newport News, Va.

NEW—The Exponent Co., Clarksburg, W. Va.—Construction permit for a new station to be operated on 1370 kc., 100 watts, daytime.

WHK—Radio Air Service Corp., Cleveland, Ohio.—License to use 1390 old W.E. D-87737 as an auxiliary transmitter.

Third Zone

WPTF—WPTF Radio Co., Raleigh, N. C.—Authority to determine operating power by direct measurement of antenna (1-KW auxiliary equipment).

WSPA—Virgil V. Evans, d/b as The Voice of South Carolina, Spartanburg, S. C.—Construction permit to install a new transmitter, erect a vertical antenna and increase power from 1 KW to 5 KW.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—License to cover construction permit (B3-P-872) for move of transmitter and install new antenna.

WRR—City of Dallas Texas, Dallas, Tex.—License to cover construction permit (B3-P-889) as modified for new equipment and move of transmitter.

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

NEW—Asheville Daily News (Harold H. Thoms, owner), Asheville, N. C.—Construction permit for a new station to be operated on 1400 kc., 100 watts, unlimited time. Amended to change frequency from 1400 kc. to 1370 kc.

Fourth Zone

WGN—WGN, Inc., Chicago, Ill.—Construction permit to install new equipment; increase power from 50 KW to 500 KW; move transmitter from Villa Road, about 4 miles east of Elgin, Ill., to site to be determined; equipment also to be determined.

WCLO—Gazette Printing Co., Janesville, Wis.—Modification of construction permit (B4-P-1038) for changes in equipment and increase in power, requesting approval of antenna and exact transmitter site at 1436 S. Oakhill Avenue, Janesville, Wis.

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Modification of construction permit (B4-P-438) for changes in equipment and increase of power, requesting further changes in equipment.

NEW—Hannibal Broadcasting Co., Hannibal, Mo.—Construction permit for a new station to be operated on 1310 kc., 100 watts, unlimited time. Amended giving exact transmitter site as 120 E. Broadway, Hannibal, Mo.

WMBH—Joplin Broadcasting Co., Joplin, Mo.—Construction permit to make changes in equipment; install directional antenna for night use; change frequency from 1420 kc. to 1380 kc.; increase power from 100 watts, 250 watts day, to 500 watts; move transmitter from 1334 Roosevelt Ave., Joplin, Mo., to 1 mile east of city limits of Joplin, Mo., and studio from 1334 Roosevelt Ave., Joplin, Mo., to 401 Main Street, Keystone Hotel, Joplin, Mo.

KGNF—Great Plains Broadcasting Co. (a corporation), North Platte, Nebr.—Construction permit to make changes in equipment.

Fifth Zone

KLZ—KLZ Broadcasting Co., Denver, Colo.—Modification of construction permit (5-P-B-3274) for new equipment, increase in power, and move of transmitter, requesting changes in equipment and extension of commencement and completion dates. (Application resubmitted in new name.)

KFPY—Symons Broadcasting Co., Spokane, Wash.—Authority to transfer control of corporation from Symons Investment Co. to T. W. Symons, Jr., 164-2/3 shares common stock.

KIT—Carl E. Haymond, Yakima, Wash.—Construction permit to install a new transmitter; erect a vertical antenna; change frequency from 1310 kc. to 1250 kc.; increase power from 100 watts, 250 watts day, to 250 watts, 500 watts day; and move transmitter from 109½ East Yakima Ave., Yakima, Wash., to site to be determined, Yakima, Wash.

KERN—The Bee Bakersfield Broadcasting Co., Bakersfield, Calif.—Construction permit to install a new transmitter and erect a new antenna.

NEW—The Southwest Broadcasting Co., La Junta, Colo.—Construction permit for a new station to be operated on 1370 kc., 100 watts, unlimited time.

KICA—Western Broadcasters, Inc., Clovis, N. Mex.—Modification of license to change hours of operation from specified hours to unlimited time.

KWYO—Big Horn Broadcasting Co., Inc., Sheridan, Wyo.—Construction permit to make changes in equipment; erect a vertical antenna; increase power from 100 watts, 250 watts day; and move transmitter from corner Adair and West Fourth Streets, Sheridan, Wyo., to 1.2 miles north of Sheridan, Wyo.

NEW—Geo. P. Allison and Thos. R. Waters, Jr., d/b as Skagit Broadcasting Assn., Whitney, Wash.—Construction permit for a new station on 1420 kc., 100 watts, unlimited time.