

The National Association of Broadcasters

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JAMES W. BALDWIN, Managing Director

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IN THIS ISSUE

	Page
Davis Amendment Repealed.....	1351
Texas Broadcasters Organize.....	1351
Notes for the Sales Staff.....	1351
Notice of Amendments.....	1351
Hall & McCreary Company Music.....	1352
Power Increase Recommended for WGBF.....	1352
Radio Censorship Charged.....	1352
Changes Recommended for WHB.....	1352
Recommends Power Increase for WIRE.....	1352
Case Dismissed with Prejudice.....	1352
Securities Act Registration.....	1352
Additional Time for KGDM Denied.....	1352
Deny New California Station Recommended.....	1352
WISN Recommended for Power Increase.....	1353
Broadcasting Advertising in April.....	1353
Federal Trade Commission Action.....	1355
Federal Communications Commission Action.....	1357

DAVIS AMENDMENT REPEALED

The House of Representatives on Monday repealed the Davis amendment as provided for in S. 2243 introduced by Senator Wheeler. The identical bill passed the Senate a short time ago and the bill now goes to the President for his signature. As the bill passed the House and as it will become law it reads as follows:

"Be it enacted, etc., That section 302 of the Communications Act of 1934 is hereby repealed.

"SEC. 2. Subsection (b) of section 307 of such act is amended to read as follows:

"(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same."

TEXAS BROADCASTERS ORGANIZE

At a meeting held in Fort Worth, May 23, the Texas broadcasters formed a permanent organization, selecting T. Frank Smith, KXYZ, Houston, President; Ralph S. Bishop, KFJZ, Fort Worth, Vice President; James R. Curtis, KFRO, Long View, Secretary-Treasurer; and Hugh Half, WOAI, San Antonio; Dick Niles, KRGV, Weslaco; O. L. Taylor, KGNC, Amarillo; and Earl Yates, KGKL, San Angelo, Directors.

Almost every station in the State was represented at the meeting. James W. Baldwin, Managing Director, attended the meeting.

NOTICE OF AMENDMENTS

June 4, 1936.

TO ALL MEMBERS:

In pursuance of the provisions contained in Article IX and By-Law 17 of the Constitution and By-Laws of the National Association of Broadcasters, Inc., notice is hereby given that certain amendments to the Constitution and By-Laws of the National Association of Broadcasters, Inc., as hereinafter described, will be presented for consideration at the annual membership meeting in Chicago, Illinois, July 6-8, 1936.

NOTES FOR THE SALES STAFF

Radio broadcasting still continues to gain as compared to the corresponding periods of last year. (See Total Broadcast Advertising, page 1353.)

The marked growth in the use of electrical transcriptions is particularly to be noted. (See Non-network Volume by Type of Rendition, page 1354.)

Especially to be noted are the types of sponsors which are making the greatest use of transcriptions in the national and local fields. (See Non-network Volume by Type of Rendition, page 1354.)

Lagging local broadcast advertising volume should be a challenge to sales staffs. (See Total Broadcast Advertising, page 1353.)

The Board of Directors, at a formal meeting held on April 27, 1936, by unanimous agreement proposed the following amendment to the By-Laws of the National Association of Broadcasters, Inc.: By-Law No. 1.

Strike out all of the first paragraph and insert the following in lieu:

"Effective September 1, 1936, bi-monthly dues of active members shall be payable January 1, March 1, May 1, July 1, September 1, and November 1, on the following basis:"

E. B. Craney (KGIR, Butte, Montana), has proposed the following amendments to the Constitution of the National Association of Broadcasters, Inc.:

Article V, Section (b)

Strike out the period (.) after the word "years" in line 5 and insert the following:

"provided, that one Director of each class shall be elected by and from the active members of each radio zone (as defined in the Communications Act of 1934), and provided further, that one of the Directors from each such zone shall be a member representing a local station."

Article V, Section (c)

Strike out the words "in addition to" and "such" in line 2.

Strike out all of lines 3 and 4.

Insert after the word "provided" in line 2 the following:

"and the active members of each zone shall elect such additional Directors as may be needed to fill the places of those from their respective zones whose terms expire on the date of such annual meeting."

Article VI

Insert after section (d) a new section as follows:

"(e) To more effectively carry out the objects set forth in this article of this Constitution and in order to more effectively preserve the present system of American broadcasting, it shall be the duty of the Directors of this Association to immediately put into effect and operation, upon such terms and conditions to the membership as may be necessary, a plan designed to make the facilities of all licensed broadcasting

FOURTEENTH ANNUAL NAB CONVENTION

STEVENS HOTEL, CHICAGO, ILLINOIS

JULY 5, 6, 7, 8, 1936

stations in these United States available impartially to all bonafide non-profit organizations, or groups of like character. That such facilities shall be equally available on the stations operated by members of this Association in time units of 5% or such other and increased percentages or allotments of time as the membership may hereafter approve, provided, however, such allotments of time in excess of 5% shall not be used on any one member station until that amount has been used on all member stations. It is the intentment of this amendment that radio time should be thus given to only bona-fide groups or bodies of non-profit organizations or character including religious, fraternal, educational labor organizations, and such other organizations as the Directors shall hereafter define as being non-profit, who will furnish their own programs, defray all costs and expenses therefor, and conduct them under their own supervision and responsibility. It shall be the duty of the Directors of this Association to make such rules, regulations, and provisions as are necessary and proper to carry out the terms of this amendment, and they have power to create a special department of this organization for that purpose. All programs of non-profit organizations carried over national networks shall count as part of the said time and the member affiliated stations agree, by the passage of this amendment, and their membership agreements herein, to allot solely by the provisions of this amendment for the purpose herein."

HALL & McCREARY COMPANY MUSIC

The Hall and McCreary Company of Chicago, Illinois, have addressed to broadcasting stations a form letter with reference to musical selections contained in their catalog and which permits the stations to use such music with the understanding that the station shall purchase a certain amount of their music.

The Managing Director has queried the publishers concerning this proposition and with the view of learning whether the publishers would agree to indemnify the stations against loss or damage sustained by the use of their copyrighted musical selections. In a letter just received by the NAB, the publishers advise that they cannot furnish the guarantee asked for. Member stations are advised against the use of any copyrighted musical selection under terms and conditions which do not adequately provide for indemnity against loss or damage sustained by the performance of such selections.

POWER INCREASE RECOMMENDED FOR WGBF

Broadcasting Station WGBF, Evansville, Ind., applied to the Federal Communications Commission to increase its daytime power from 500 to 1,000 watts. The station operates on 630 kilocycles.

Examiner R. H. Hyde in Report No. I-232 has recommended that the application be granted. He states that the use of increased daytime power by the station would tend to satisfy the need for increased service in the area served. The Examiner found also that no substantial increase in objectionable interference to the reception of other stations may be expected from the proposed change.

RADIO CENSORSHIP CHARGED

Oswald F. Schuette, president of the Short Wave Institute in a letter to the Federal Communications Commission charged it with an attempt to establish a censorship over broadcasting by its Rule 177 (d), effective July 1. He contends that this rule would create a censorship over the rebroadcast of foreign programs in violation of the Communications Act, and would be a step toward the censorship of domestic programs.

CHANGES RECOMMENDED FOR WHB

Broadcasting Station WHB, Kansas City, Mo., applied to the Federal Communications Commission to change its frequency from 850 to 1120 kilocycles, from daytime to full time operation and its power from 1,000 watts to 500 watts at night and 1,000 watts until local sunset.

Examiner Melvin H. Dalberg, in Report No. I-229 recommended that the application be granted. The Examiner found that a regional station, such as suggested by WHB "would be of interest and advantage to the community involved." He says further in connection with this application that "the record in this case clearly shows that the other broadcasting stations now serving Kansas City, which are of the highest excellence in their respective spheres, cannot satisfactorily render a local service at nighttime by reason of their network commitments." There are some chances of inter-

ference, says the Examiner, "but they are slight." He thinks that public interest would be served by granting the application.

RECOMMENDS POWER INCREASE FOR WIRE

Broadcasting Station WIRE, Indianapolis, Ind., operating on a frequency of 1400 kilocycles, unlimited time applied to the Federal Communications Commission to increase its nighttime power from 500 to 1,000 watts and its daytime power from 1,000 to 5,000 watts.

Examiner R. H. Hyde, in Report No. I-226 recommends that the application be granted on certain conditions. He says that "it is recommended that the application of WIRE for a construction permit be granted, subject however to conditions requiring that the antenna system be so constructed as to prevent any increase in the field intensity broadcast nighttime hours in the directions of Brooklyn, and Tulsa, requiring the submission of satisfactory proof of performance in accordance with the foregoing condition, and requiring the painting and illuminating of the antenna towers for protection of air traffic."

CASE DISMISSED WITH PREJUDICE

The Farmers & Bankers Life Insurance Company, applied to the Federal Communications Commission for a construction permit for the erection of a new broadcasting station at Wichita, Kans., to use 1210 kilocycles, 100 watts power and unlimited time on the air.

Examiner R. H. Hyde in Report No. I-228 recommends that the case be dismissed with prejudice. When the case was called for hearing the applicant failed to enter appearance and no evidence was offered in support of the application.

SECURITIES ACT REGISTRATIONS

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

G. A. Dye, Tulsa, Okla. (2-2167, Form A-1)
Lava Cap Gold Mining Co., Ansonia, Conn. (2-2169, Form A-1)
Thorrez & Maes Mfg. Co., Jackson, Mich. (2-2170, Form A-1)
Barlow & Seelig Mfg. Co., Ripon, Mich. (2-2171, Form A-1)
Herring-Hall-Marvin Safe Co., Hamilton, Ontario (2-2172, Form A-1)
Unified Debentures Corp., Newark, N. J. (2-2173, Form E-1)
The Paraffine Companies, Inc., San Francisco, Cal. (2-2174, Form A-2)
Pressed Metals of America, Inc., Port Huron, Mich. (2-2175, Form A-2)
F. L. Jacobs Co., Detroit, Mich. (2-2176, Form A-2)
Iniskin Drilling Co., Los Angeles, Cal. (2-1900, Form A-1)

ADDITIONAL TIME FOR KGDM DENIED

Broadcasting Station KGDM, Stockton, Cal., operating on 1100 kilocycles, 1,000 watts power daytime applied to the Federal Communications Commission that it be allowed "to resume operation after the dominant stations in the First Zone suspended operation at night."

Examiner Ralph L. Walker in Report No. I-227 recommends that the application be denied. The Examiner found, among other things, that "the use of 1,000 watts as proposed by the applicant would result in serious interference of an existing Canadian station and a resultant curtailment of the present good service area of that station." He also calls attention to the fact that California and the Fifth Zone are already overquota for nighttime service.

DENY NEW CALIFORNIA STATION RECOMMENDED

The Union-Tribune Publishing Company applied to the Federal Communications Commission for a construction permit for the erection of a new broadcasting station at San Diego, Cal., to use 1420 kilocycles unlimited time, 100 watts and 250 watts LS.

Examiner Ralph L. Walker in Report No. I-231 recommends that the application be denied. In his conclusion the Examiner states that:

"The record fails to disclose in detail the type and character of service which the applicant proposes to render, and does not reveal any substantial need in the San Diego area for additional broadcast service. The proposed station would cause objectionable interference to, and result in the curtailment of the present good service area of an existing station in the State of Arizona. The granting of the present application would further increase the existing over-

quota status of the State of California and the Fifth Zone in violation of the Rules and Regulations of the Commission."

WISN RECOMMENDED FOR POWER INCREASE

Broadcasting Station WISN, Milwaukee, Wis., applied to the Federal Communications Commission to increase its power from 250 watts and 1,000 watts LS to 1,000 watts day and night, and to change the location of its transmitter. The station now operates unlimited time on 1120 kilocycles.

Examiner Melvin H. Dalberg in Report No. 230 recommends that the application be granted. The Examiner found that there is need for improved nighttime service in the area served by the station and he states that granting the application would be in the public interest.

BROADCAST ADVERTISING IN APRIL

Developments of the Month

Broadcast advertising volume in April amounted to \$8,829,488. Gross time sales of the medium experienced the usual seasonal decline, dropping 5.4% from the level of the preceding month. Local broadcast advertising showed the normal counter tendency during the month and rose 12.5% above the March level. The local rise is a reflection of the usual upswing in retail trade at this time of the year. Principal gains in non-network volume as compared with March occurred with regard to regional and local stations, due to the greater importance of local business on these types of transmitters than on clear channel stations.

Radio broadcast advertising continued to gain as compared with the corresponding period of the preceding year. Gross time sales were 9.5% above those of April 1935. Regional network and national non-network volume continued to show the greatest relative gains. Local radio advertising continued to lag behind the general field and was but 0.4% above the previous April. Local stations continued to show the greatest increase in non-network volume.

Electrical transcriptions showed the greatest gain as compared with both March and the corresponding month of last year. This was true with regard to both national and local business. Trends as to the volume of radio advertising sponsored by various product and service groups were fairly confused during the month. Declines were general as compared with March. Principal increases during the month included national non-network and local automotive advertising; regional network, national non-network, and local gasoline and accessory volume; local clothing and department store advertising and national non-network and local household equipment business.

Automotive advertising continued to show the most important gains as compared with the corresponding month of 1935. The marked rise in the miscellaneous group with regard to national network sponsorship indicated a continued trend toward a wider use of that portion of the medium. Regional network and national non-network gasoline and accessory advertising gained materially, while national non-network food volume also rose.

Advertising by retail establishments increased 12.3% above the March level, but remained 0.1% below that of the corresponding month of last year.

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		
	March	April	Cumulative Jan.-Apr.
National networks	\$5,400,252	\$4,830,251	\$19,756,867
Regional networks	112,546	113,647	413,965
National non-network	2,097,400	1,937,800	7,608,350
Local	1,722,170	1,947,790	6,559,670
Total	\$9,332,368	\$8,829,488	\$34,338,852

Total broadcast advertising declined 5.4% as compared to the preceding month. National network volume decreased 10.6%, while national non-network business dropped 7.1%. Regional network volume rose 1.0%, contrary to the usual seasonal trend. Local broadcast advertising experienced the normal upswing for April and rose 12.5%.

Broadcast advertising continued to register gains as compared with the corresponding period of the preceding year. Total volume was 9.5% above the April 1935 level. Gains throughout the various portions of the medium were as follows: national networks 9.8%, regional networks 38.5%, national non-network 17.8%, local broadcast advertising 0.4%.

Comparison with Other Media

Advertising volume placed in major media during the month under consideration is found in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

Advertising Medium	1936 Gross Time and Space Sales		
	March	April	Cumulative Jan.-Apr.
Radio broadcasting	\$9,332,368	\$8,829,488	\$34,338,852
National magazines	13,481,404	14,527,792	47,505,417
National farm papers.....	746,502	721,304	2,547,522
Newspapers	48,242,000	50,498,000	174,531,000
Total	\$71,802,274	\$74,576,584	\$258,922,791

National magazine volume gained 7.8% as compared with March, while newspaper lineage rose 4.7%. Both increases were in the nature of normal seasonal rises. National farm paper advertising decreased 3.4%.

All media gained as compared with the corresponding period of the preceding year. The greatest increase was experienced by national farm papers, whose volume increased 20.8%. National magazine volume rose 11.0%, while newspaper lineage increased 8.1%.

Non-network Advertising

Non-network advertising as a whole increased 1.7% above the March level, local gains more than offsetting national non-network declines. Clear channel station non-network volume declined 2.4% over the month, while regional and local station advertising increased 5.2% and 5.8%, respectively.

Local station non-network volume continued to show the greatest relative gain as compared with the previous year, exceeding the April 1935 level by 21.6%. Clear channel station non-network advertising increased 4.2% and regional station business 9.0%. Total non-network advertising gained 8.4% as compared with last April.

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		
	March	April	Cumulative Jan.-Apr.
Over 1,000 watts	\$1,788,350	\$1,745,470	\$6,603,990
250-1,000 watts	1,496,880	1,574,800	5,477,980
100 watts	534,340	565,320	2,086,050
Total	\$3,819,570	\$3,885,590	\$14,168,020

Non-network advertising in the South and Mid-West increased 5.5% and 4.8%, respectively, as against the preceding month. New England-Middle Atlantic State volume declined 3.1%, while that of the Mountain and Pacific States dropped 2.8%.

Compared with April of the previous year, New England-Middle Atlantic State volume decreased 9.5%, while Pacific and Mountain State business dropped 1.7%. The greatest gain was experienced in the South Atlantic-South Central States where non-network advertising increased 40.1% above that of last April. Non-network volume in the North Central States rose 12.7%.

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

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1936 Gross Time Sales		
	March	April	Cumulative Jan.-Apr.
New England-Middle Atlantic Area	\$889,700	\$861,840	\$3,097,290
South Atlantic-South Central Area	757,660	799,590	2,865,260
North Central Area	1,474,330	1,545,580	5,630,310
Pacific and Mountain Area ..	697,880	678,580	2,575,160
Total	\$3,819,570	\$3,885,590	\$14,168,020

Non-network Volume by Type of Rendition

Principal development of the month was the rise of electrical transcription volume in both the national and local fields. National transcription business increased 9.5% above the March level. Local volume rose 66.9%. In the national field, live talent sponsored program volume declined 22.4%, while announcements dropped 6.6% below March. Local live talent volume decreased 2.6%. Local record business increased 14.1% and announcements 25.0%.

The marked growth in national and local transcription business also constituted the outstanding development of the month as compared with April of last year. National transcription business increased 50.7% and local volume 61.4%. The rise in transcription volume continues a trend which has been particularly marked since the beginning of the current year.

The use of transcriptions in the national non-network field is comparatively widely scattered. The proportion of total non-network business represented by transcriptions on the part of the principal groups using them is as follows: automotive 86.0%, gasoline and accessories 35.0%, foodstuffs 60.0%, drugs 35.0%, tobacco 50.0%, miscellaneous 50.0%. In the local field, clothing, foodstuffs, and household equipment volume was represented by transcriptions to the extent of approximately 40.0%. In the case of department stores, transcriptions comprised about 45.0% of total volume.

Live talent volume declined 4.1% below the April 1935 level in the local field and rose but 2.2% in the national field. The local decline represents a definite trend which has existed for several months. In the case of national live talent volume, the relatively small increase during April seems to be an indication that the marked rise which has taken place in this field during the past two and one-quarter years is approaching the stabilization point.

Announcements continued to decline, dropping 2.5% in the national field and 6.0% in the local field. Local record advertising decreased 9.5%.

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

TABLE V

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		1936 Gross Time Sales Local		Total		Cumulative Jan.-Apr.
	March	April	March	April	March	April	
Electrical transcriptions	\$789,680	\$865,070	\$156,660	\$261,530	\$946,340	\$1,126,600	\$3,676,170
Live talent programs	989,380	767,920	953,490	928,260	1,942,870	1,696,180	6,976,320
Records	7,980	6,050	62,700	71,550	70,680	77,600	261,570
Announcements	310,360	298,760	549,320	686,450	859,680	985,210	3,253,960
Total	\$2,097,400	\$1,937,800	\$1,722,170	\$1,947,790	\$3,819,570	\$3,885,590	\$14,168,020

Sponsor Trends in April

Declines were general in the national network field as against March. The only increases were the following: beverages 21.9%, confectionery 17.6%, and tobacco 14.6%. Trends were fairly mixed with regard to regional network advertising. The principal increase is a 31.3% gain in gasoline and accessory volume.

Declines were fairly general in the national non-network field, though some increases of importance occurred. These were as follows: automotive 10.6%, gasoline and accessories 13.0%, house-

hold equipment 49.1%, and soap and kitchen supplies 13.5%. Trends were spotty in the local field. Principal increases were with regard to automotive, gasoline, clothing, house furnishings, and department store advertising.

Comparison with April 1935

Trends were rather confused in the national network field as compared with last April. Important gains were as follows: automotive 42.6%, cosmetics 21.4%, beverages 50.0%, and miscel-

TABLE VI

RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS

(April, 1936)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-network	Local	Total
1a. Amusements	—	—	\$1,940	\$39,560	\$41,500
1-2. Automobiles and accessories:					
(1) Automobiles	\$353,530	—	258,360	150,240	762,130
(2) Accessories, gas and oil	388,052	\$15,582	175,080	84,180	662,894
3. Clothing and apparel	28,925	468	37,050	275,620	342,063
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	366,473	6,479	353,530	51,280	777,762
(5) Toilet goods	1,076,331	5,405	71,920	21,890	1,175,546
6-8. Food products:					
(6) Foodstuffs	882,926	32,264	391,920	237,170	1,544,280
(7) Beverages	404,925	9,486	40,690	87,000	542,101
(8) Confections	142,069	2,174	24,660	10,970	179,873
9-10. Household goods:					
(9) Household equipment and furnishings	36,450	4,594	117,820	223,720	382,584
(10) Soap and kitchen supplies	318,106	11,292	68,070	11,380	408,848
11. Insurance and financial	32,995	514	26,100	71,320	130,929
12. Radios	109,507	166	12,360	16,680	138,713
13. Retail establishments	—	910	10,320	150,790	162,020
14. Tobacco products	397,829	10,890	74,720	4,660	488,099
15. Miscellaneous	292,133	13,423	273,260	511,330	1,090,146
Total	\$4,830,251	\$113,647	\$1,937,800	\$1,947,790	\$8,829,488

laneous 76.0%. Important declines included the following: drugs 33.2%, confectionery 22.2%, household equipment 57.7%, and financial advertising 23.0%.

There was a general increase with regard to regional network advertising. Principal gains were as follows: gasoline and accessories 40.3%, beverages 602.7%, confectionery 210.6%, soaps and kitchen supplies 271.7%.

Increases also were fairly general with regard to national non-network volume. The main gains in this field were as follows: automotive 45.2%, gasoline and accessories 54.9%, foodstuffs 34.6%, and radios 253.1%. Important declines included the following: beverages 24.5%, confectionery 58.2%.

The principal gains in the local field were a rise of 25.8% in automotive advertising and an increase of 84.1% in radio set volume. Clothing advertising fell 2.8% below the April 1935 level, while department store advertising decreased 6.0%.

Broadcast advertising volume during April by national and local sponsoring groups is found in Table VI.

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

1a. **Amusements.** National non-network volume 86.2% below March and local 27.6% above. National non-network 70.0% under last April and local down 16.8%.

1. **Automotive.** National network advertising 17.5% below March. National non-network business up 10.6% and local 30.1%. Gains compared with last April as follows: national networks 42.6%, national non-network 45.2%, and local 25.8%.

2. **Gasoline and accessories.** Gains over March as follows: regional networks 31.3%, national non-network 13.0%, and local 21.4%. National network down 13.4%. Increases as compared with April 1935 as follows: national networks 3.1%, regional networks 40.3%, national non-network 54.9%. Local down 4.6%.

3. **Clothing.** National networks 32.4% below March and national non-network down 16.3%. Regional networks up 34.5% and local 10.9%. Declines from last April level as follows: national networks 42.3%, regional networks 92.1%, and local 2.8%. National non-network up 4.7%.

4. **Drugs and pharmaceuticals.** Declines from the preceding month as follows: national networks 17.6%, regional networks 54.5%, national non-network 29.3%, and local 21.6%. Decreases from level of April of previous year as follows: national networks 33.2%, regional networks 3.4%, national non-network advertising 2.3%, and local 62.1%.

5. **Toilet goods.** Regional network volume more than double that of March. Declines in other fields as follows: national networks 7.4%, national non-network 40.2%, and local 0.1%. National network volume 21.4% above last April and local up 2.8%. Regional network business down 1.3% and national non-network 17.3%.

6. **Foodstuffs.** Regional network volume 4.1% above March. Other declines as follows: national network 15.7%, national non-network 9.6%, and local 4.0%. Gains as compared to corresponding month of previous year as follows: national networks 9.9%, regional networks 112.1%, national non-network 34.6%, and local 1.8%.

7. **Beverages.** Increases over preceding month as follows: national networks 21.9%, regional networks 59.3%, and local 5.7%. National non-network down 8.6%. Increases over April 1935 as follows: national networks 50.0%, 602.7% for regional networks, and local 3.8%. National non-network down 24.5%.

8. **Confectionery.** National network volume 17.6% above March and local up 168.9%. Regional network advertising down 63.1% and national non-network 56.2%. Regional network business 210.6% above April 1935. Other portions of the medium down as follows: national networks 22.2%, national non-network 58.2%, local 2.5%.

9. **Household equipment.** National and regional networks down 29.8% and 8.4%, respectively. National non-network and local up 49.1% and 18.4% as compared to March. Declines from April of last year as follows: national networks 57.7%, regional networks 53.3%, and local 1.6%. National non-network business up 25.5%.

10. **Soap and kitchen supplies.** National network volume 0.7% below March and local down 4.2%. Regional network and national non-network business up 13.5% and 13.6%, respectively. Gains over last April as follows: national networks 7.1%, regional networks 271.7%, and local 31.3%. National non-network business down 11.3%.

11. **Insurance and financial.** Declines from March level as follows: national networks 37.6%, regional networks 3.9%, national non-network 5.5%, and local 18.7%. National network volume down 23.2% as compared to April 1935. Regional net-

work volume gained materially. National non-network business rose 64.5% and local 16.3%.

12. **Radios.** National network business 9.8% below March. Regional network volume up materially. National non-network business up 9.4% and local 4.6%. Gains compared to last April as follows: national networks 15.7%, national non-network 253.1%, and local 84.1%.

13. **Department and general stores.** National non-network business down 21.7% as compared to March, and local up 16.2%. Regional network up 25.0%. Compared to April of last year, national non-network down 24.7% and local 6.0%. Regional network business up materially.

14. **Tobacco products.** Gains over preceding month as follows: national networks 4.6%, regional networks 17.9%, national non-network 71.1%, and local 3.6%. Gains over April 1935 as follows: national networks 14.1%, regional networks 10.0%, and national non-network 23.0%. Local down 47.3%.

15. **Miscellaneous.** National networks and regional networks below March by 34.7% and 13.4%, respectively. National non-network and local business up 84.1% and 20.1%, respectively. General gains as against last April as follows: national networks 76.0%, regional networks 5.2%, national non-network 45.1%, and local 13.9%.

Retail Broadcast Advertising

Broadcast advertising by retail establishments increased 12.3% as compared with the preceding month. Gains were fairly general, the principal ones being as follows: automotive 15.5%, clothing 11.2%, drug stores 35.7%, household equipment dealers 65.9%, furniture stores 5.6%, and hardware stores 42.6%. Grocery stores declined 22.7% and gasoline stations and accessory stores 20.4%.

Total broadcast advertising by retail establishments decreased 0.1% as against April of last year. Trends within various groups were spotty. Important gains were as follows: automotive 23.2%, food retailers 9.9%, furniture stores 20.4%, and radio retailers 48.4%. Significant declines were as follows: filling stations and accessory stores 34.8%, restaurants 18.4%, household equipment dealers 4.5%, hardware stores 36.3%, and department stores 7.0%. Broadcast advertising by retail establishments is found in Table VII.

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

Type of Sponsoring Business	1936 Gross Time Sales March	April
Automobiles and accessories:		
Automobile agencies and used car dealers	\$127,110	\$146,820
Gasoline stations, garages, etc.....	45,100	35,890
Clothing and apparel shops.....	264,000	293,660
Drugs and toilet goods:		
Drug stores	14,020	19,020
Beauty parlors	7,210	8,650
Food products:		
Grocery stores, meat markets, etc.....	81,370	62,900
Restaurants and eating places.....	20,370	20,720
Beverage retailers	1,100	1,570
Confectionery stores	1,320	1,350
Household goods:		
Household equipment dealers.....	44,960	74,610
Furniture stores	106,060	112,030
Hardware stores	13,800	24,030
Radio retailers	15,900	13,430
Department and general stores.....	143,728	162,020
Tobacco shops	125	—
Miscellaneous	86,870	116,450
Total	\$973,043	\$1,093,150

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. 2818. Alleging unfair competition in the sale of candy, a complaint has been issued against the **Vogan Candy Corporation**, 329 N. E. Eleventh Avenue, **Portland, Oregon**.

The complaint alleges that the respondent corporation packs candy in assortments so as to involve a lottery scheme whereby the ultimate purchaser may win, without additional cost, a package or a bar of candy. The punchboard device is used, according to the complaint.

Use of such a sales method, the complaint charges, tends to divert trade to the respondent from competitors who do not use the same or a similar scheme in the sale of their products.

No. 2819. Disparagement of the product of a competitor is alleged in a complaint issued against **Hoffman Beverage Co.**, 402 Grove St., **Newark, N. J.**

In soliciting the sale of and selling its product, the respondent corporation is said to have published disparaging representations, among which were assertions that "The vat-fresh taste of Hoffman Bottled Beer is due to the fact that Hoffman Beer is not heat-treated after bottling. * * * You taste the difference at the first sip. The only unpasteurized bottled beer in America."

According to the complaint, labels on bottles containing Hoffman Beer bear the statement that "Because of extraordinary biological control pasteurizing this beer is avoided. Thus its fine vat quality is fully retained."

No. 2820. **Jean Vivadou** and **Henry G. Lubin**, trading as **Jean Vivadou Co.**, 135 W. 20th St., **New York City**, and engaged in the manufacture and sale of "De Marsay" toilet sundries, are named respondents in a complaint alleging unfair methods of competition in violation of section 5 of the Federal Trade Commission Act.

The respondents allegedly represent in advertising matter and in other ways that one of their products, "Lagoona," is a "wonder" sea sponge spawned in Southern Pacific waters and contains the alchemy of the waters of the Pacific ocean; that it is taken to the laboratories of a nationally known chemist, treated with ultra-violet rays, and becomes "an aid to good health." The complaint charges that all of these representations are untrue, and that "Lagoona," instead of being a sea sponge possessing therapeutic value, is a vegetable known as a loofah, which grows on land and resembles a gourd.

No. 2821. Evasion of State tobacco taxes and use of counterfeit tax stamps to obtain sales advantages over competitors, are alleged in a complaint charging a **West Memphis, Ark.**, tobacco firm with unfair methods of competition in violation of the Federal Trade Commission Act. The respondents named are **Henry Loeb, Jr.**, and **Martha Huffman**, trading as **West Memphis Cigarette Co.**

Although doing business in Memphis, Tenn., where most of their competitors are situated, the respondents are alleged to operate an additional place of business at West Memphis, Ark., across the Mississippi River from Memphis, Tenn., enabling them to assist retail dealers illegally to evade the Tennessee tobacco tax, and to disrupt, injure and destroy the business and goodwill of competitors.

Distributing well known brands of cigars also sold by competitors, the respondents, according to the complaint, approach certain retail customers of competitors having in their possession boxes bearing the brand names of the well known cigars and cancelled Tennessee tobacco tax stamps, and sell to many such retailers boxes of these brands on which no Tennessee tobacco tax has been paid and which do not contain the cancelled tax stamps. This practice is alleged to enable retailers to refill their boxes containing cancelled tax stamps with cigars on which no tax has been paid, in violation of Tennessee laws.

No. 2822. A complaint has been issued against **Martin J. Leyden**, 168½ Thomas St., **Seattle, Wash.**, charging unfair methods of competition in the sale of "Leyden's Hair Tonic."

The complaint alleges as false and exaggerated the respondent's claims, made in newspaper advertisements and in advertising literature, that his product removes dandruff completely, stops hair from falling and starts it to grow, stops itching scalp and restores new life to hair.

No. 2823. Alleging unfair competition in the sale of packaged mineral salts, a complaint has been issued against **Soap Lake Products Corporation**, 2013 Fourth Ave., **Seattle, Wash.**, distributor of "Mother Nature Soap Lake Salts," and other products obtained from Soap Lake, Wash.

In advertising literature and radio broadcasts, the respondent is alleged to have asserted that its mineral products would prevent or cure or would be beneficial in the treatment of rheumatism, neuritis, athlete's foot, poison oak or ivy, hyperacidity, and other ailments. According to the complaint, these representations are exaggerated and misleading, as the beneficial properties, if any, of the respondent's products, are limited to laxative and diuretic action. The complaint alleges that the packaged products have no

therapeutic value for treatment of the diseases and afflictions named.

No. 2824. Unfair competition through use of advertising matter falsely implying Government or State approval of products is alleged in a complaint against **Service Products, Inc.**, 125 Rivington St., **New York City**, trading as **West Point Laboratories**, and **Sam, Harry and Irving Hagler**, individually and as officers of the respondent company.

Engaged in compounding toilet articles such as hair tonic, bay rum and lotions, which they sell to dealers and the public, the respondents are alleged to have advertised by means of the phrase "West Point—Natural Vegetable Oil—Hair Tonic—West Point Laboratories, N. Y.," together with a picture of a cadet in full military uniform. This advertising was presented in such a way, according to the complaint, that it conveyed the impression that the respondents' products were made according to United States Government specifications or adopted by the War Department for use of the West Point cadets. Such representations were false, deceptive, and misleading, according to the complaint, and in violation of the Federal Trade Commission Act.

No. 2826. **Charles N. Miller Co.**, 16 Medford St., **Boston**, is charged with unfair competition in the sale of candy, in violation of the Federal Trade Commission Act, under a complaint.

Assortments of candy sold by the respondent firm are so arranged as to involve use of a lottery scheme when sold and distributed to consumers, according to the complaint.

Stipulations

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

No. 01366. **Albert S. Broel**, trading as **American Frog Canning Co.**, 3800 Jefferson Highway, **New Orleans**, selling canned frog products, live frogs, and a course of instruction in frog culture, agrees to stop advertising that the supply of wild frogs is either exhausted or has been practically exterminated. The respondent is alleged to have advertised that "We use large quantities of frogs every year and this huge demand, together with other markets, has exhausted the wild supply."

Other representations to be discontinued are the assertions: That frog meat has dietary value in treating diabetes or stomach disorder; that the respondent's system of frog culture is recognized as the most successful in the world; that the course of instruction is given free, so long as it is furnished only to purchasers of breeder frogs and its cost is included in the purchase price, and other representations.

No. 01367. **The Piso Co., Warren, Pa.**, agrees to stop asserting that "Piso's for Coughs" is a competent treatment or effective remedy for coughs, unless the allegation is limited to the preparation's value as an expectorant cough mixture, of benefit in coughs due to colds and minor throat irritations.

No. 01368. **Evelyn Corper**, trading as **Keystone Co.**, and **Keystone Service**, Box 4026, **Philadelphia**, selling imitation diamonds and rings, stipulates that she will cease advertising that any of her products are free, unless in fact they are sent to applicants without requiring payment. The respondent also agrees to stop alleging by pictorial representation or otherwise that a ring is included with imitation diamonds, when the offer applies only to imitation diamonds. Among other representations to be discontinued is one to the effect that any offer made in connection with the sale of the respondent's products is for a limited time, unless it is made clear that a definite time limit is fixed and adhered to by the respondent and orders are refused after expiration of such time.

No. 01369. **D. A. Prosser**, an individual, operating as **Old Dominion Service**, **Petersburg, Va.**, selling a scheme recommended for winning money and bringing luck, called "The Magic Star System," agrees to stop representing that a "universal good luck charm" or coin or token possesses the virtue of making the carrier lucky, or that "The Magic Star System" is scientific and correct in principle, or based on research. The respondent is said to have advertised that "We give you scientific calculations and mathematical formulas so arranged to manipulate and to forecast winning results."

No. 01374. **Leon M. Nelson**, operating as **Nelson Laboratories**, 29 North Garfield Ave., **Alhambra, Calif.**, dealing in "Nelson's Dental Plate Cleaner" and "Nelson's Dental Plate Brush", recommended for cleaning false teeth, agrees to stop alleging that the dental plate cleaner sterilizes false teeth, is a scientifically compounded antiseptic or will not scratch or injure the plate, and that use of the dental plate cleaner results in improved health. The re-

spondent stipulates that in soliciting salespersons or dealers, he will not make unmodified representations of earnings in excess of the average earnings of his active, fulltime salespersons. He agrees also to cease using the word "Laboratories" or "Laboratory" in his trade name or in advertising until such time as he shall actually own, maintain, or operate a laboratory.

No. 01375. Tayton Co., 3629 Main St., Kansas City, Mo., dealer in a food preparation called "Nutri", agrees to quit making the allegation that the preparation is an effective treatment for nervousness, insomnia, worry and other ailments; that the average user of the product will gain weight, and that the preparation contains all vitamins or minerals necessary to build nerves, glands, blood, tissue, body and energy.

No. 1667. Mannington Mills, Inc., Salem, N. J., manufacturing and selling felt base floor coverings, designated and advertised one of its products as "Rubbertext". The corporation agrees to cease using the word "rubber" alone or in conjunction with any other word, syllable or suffix so as to imply that its products are composed of rubber, or in substantial part of rubber, when such is not the fact.

No. 1668. In a stipulation entered into, the **Triad Manufacturing Co., Inc., Pawtucket, R. I.,** has agreed to cease representing in advertising or in printed matter that certain glass radio tubes it manufactures and sells are "metal tubes".

The stipulation of facts points out that glass tubes were in general use by the radio industry until 1935, when the so-called metal tubes became popularized in the trade and by the purchasing public, and also describes glass tubes as having the technical elements sealed in a vacuum in glass, while in the metal types the technical elements are contained in a vacuum in steel.

Specifically, the respondent corporation agrees to discontinue use of the words "metal tubes" as descriptive of its products, so as to imply that such products are those which have become popularly known as metal radio tubes.

The stipulation provides that if the technical elements of the respondent corporation's product are sealed in a vacuum in glass which is placed within a metal shell, and if the words "metal tube" are used to describe the shell, then such words shall be accompanied by other suitable words to indicate clearly that the product is not a tube wherein the technical elements are sealed in a vacuum in steel.

No. 1669. A. J. King and John B. Michael, co-partners, trading as Dr. King's Medical Co., Cincinnati, signed a stipulation to discontinue representations to the effect that "Dr. King's Positive Corn Remover" is a cure for corns or a reliable remedy for all types of corns, bunions, warts and moles, when such is not the fact. The respondents also agree to cease using on their letter-heads the words "President" and "Vice-President" with the names, respectively, "A. J. King" and "J. B. Michael", and with their trade name, so as to imply that their business is that of a corporation or voluntary association; to cease use of the abbreviation "Dr." in their trade name and of the words "pharmaceutical" and "chemists" to convey the meaning that there is a physician, pharmacist or chemist associated with their business, and to discontinue use of the word "manufacturing" in a manner implying that they compound their product or own a factory where such product is made, when all such representations are untrue. They also will stop representing that they have offices in Detroit, New York City and Buffalo, when such is not the case.

No. 1670. A. Paladini, Inc., 540 Clay St., San Francisco, engaged in the sale of fish and sea food, entered into an agreement to cease using on invoices or in other printed matter the words "Red Snapper" to designate a species of fish other than that known to the trade and purchasing public as red snapper, and to cease using such words in any manner which may have the tendency to mislead purchasers into the belief that such fish is the species commonly known as red snapper, when such is not the fact.

No. 1671. Cohn-Hall-Marx Co., 1412 Broadway, New York City, selling fabrics to dress manufacturers and retailers of piece goods, stipulates it will stop using the word "Camelspun" or any other derivative or simulation of the word "camel" on labels affixed to its products which are not composed of camel's hair, and will cease using the word "Camelspun" or any simulation of the word "camel" to imply that its products are composed of camel's hair, when such is not the fact.

Nos. 1672-1673. Snell Corporation, Nashville, Tenn., according to the stipulation of facts, blends flour and sells it to Tennessee Mill & Feed Co. in bags which it marks with the words "Packed for Tennessee Mill & Feed Co., Birmingham, Alabama."

In its stipulation, Snell Corporation agrees to cease marking or stamping upon the bags in which its flour is packed and sold any

corporate or trade name containing the word "Mill," or any other word of similar import, to imply that the product is milled by the purchaser, when such is not a fact.

Tennessee Mill & Feed Co., Birmingham, Ala., in purchasing and selling flour, will discontinue use of the word "Mill" in its trade name or in any manner tending to mislead purchasers into the belief that it owns or operates a mill where the product it sells is manufactured.

No. 1674. J. A. Sanborn Co., Inc., 6 Union St., Boston, Mass., agrees to stop using the word "Whitefish" to describe any species other than that properly known as whitefish, and to cease using the same word alone or in connection with the words "Deep Sea", "Fillet", "Cusk", or with any other words which may imply that the product so designated is that species of fish properly known as whitefish, when such is not the fact.

No. 1677. Bolton-Smart Co., Inc., 19 South Market St., Boston, Mass., signed a similar agreement.

The stipulations point out that two species of whitefish are found in the Great Lakes, and another off the Pacific coast, while the cusk, allied to the cod, comes from the waters off the coasts of Northern Europe and America.

No. 2283. F. A. Martocchio Co., trading as Hollywood Candy Co., 1311 Glenwood Ave., Minneapolis, Minn., has been ordered to discontinue selling to wholesale dealers and jobbers candy so packed and assembled that its resale to the general public may be made by means of a lottery, gaming device, or gift enterprise.

Under the order to cease and desist, the respondent corporation is prohibited from supplying wholesalers and jobbers with assortments of candy which may be used, without rearrangement of the contents, to conduct a lottery in the sale of candy to the public, and from supplying them with punch boards or push cards which may be used in selling the candy at retail.

No. 2618. Canton Silk Mills, Inc., 469 7th Ave., New York City, has been ordered to cease and desist representing through use of the words "Mill", "Mills" or "Manufacturers", or other similar words, that it owns, operates or controls mills in which its products are manufactured, dyed, printed or processed.

Findings are that the respondent company, a converter of silk and rayon fabrics, used the trade name "Canton Silk Mills, Inc.", and the language: "Mills: Riverside, R. I.—Phenix, R. I.", in its advertisements. These representations, according to the findings, implied that the respondent operated and controlled mills for making silks or silk goods, when this was not true.

FEDERAL COMMUNICATIONS COMMISSION ACTION

While no announcement has been made and no official action taken to this time there is a general understanding at the Commission that hearings will not be held either by the Commission itself or by its Examiners during the months of July and August. This will allow the Examiners who are far behind in writing their recommendations on cases already heard to catch up with the calendar.

HEARING CALENDAR

Monday, June 8

INFORMAL ENGINEERING CONFERENCE

Subject: New rules concerning all broadcast stations except regular broadcast stations in the band 550 to 1500 kilocycles.

HEARING BEFORE AN EXAMINER

(Broadcast)

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

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

Tuesday, June 9

HEARING BEFORE AN EXAMINER

(Broadcast)

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Modification of license, 1370 kc., 100 watts, unlimited time. Present assignment: 1370 kc., 100 watts, shares with KCRC.

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Authority to transfer control of corporation; **1370 kc.**, 100 watts, shares with KCRC.
 NEW—Fred A. Baxter, Superior, Wis.—C. P., **1200 kc.**, 100 watts, unlimited time.

Wednesday, June 10

HEARING BEFORE AN EXAMINER

(Broadcast)

WJBO—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—C. P., **1120 kc.**, 500 watts, specified hours (unlimited except from 8 to 9 p. m. Mondays and Fridays).
 NEW—Community Broadcasting 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.

Thursday, June 11

ORAL ARGUMENT BEFORE THE BROADCAST DIVISION

Examiner's Report No. I-204:

NEW—Christina M. Jacobson, d/b as The Valley Electric Co., San Luis Obispo, Calif.—C. P., **1200 kc.**, 250 watts, daytime.
 NEW—E. E. Long Piano Co., San Luis Obispo, Calif.—C. P., **1200 kc.**, 100 watts, unlimited time.

Examiner's Report No. I-200:

NEW—Merced Star Publishing Co., Merced, Calif.—C. P., **1040 kc.**, 250 watts, daytime.

Examiner's Report No. I-205:

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

Examiner's Report No. I-186:

NEW—Advertiser Publishing Co., Ltd., Honolulu, T. H.—C. P., **11850 and 15230 kc.**, 2 watts, specified hours.

Examiner's Report No. I-216:

NEW—Mason City Broadcast Co., Emmons L. Abeles, Secy., Mason City, Iowa.—C. P., **1420 kc.**, 100 watts, unlimited time.

NEW—Northern Iowa Broadcasting Co., Inc., Mason City, Iowa.—C. P., **1420 kc.**, 100 watts, unlimited time.

NEW—Mason City Globe Gazette Co., Mason City, Iowa.—C. P., **1210 kc.**, 100 watts, unlimited time.

Friday, June 12

HEARING BEFORE AN EXAMINER

(Broadcast)

WPRO—Cherry and Webb Broadcasting Co., Providence, R. I.—C. P., **630 kc.**, 500 watts, 1 KW LS, unlimited time.

NEW—North Jersey Broadcasting Co., Inc., Paterson, N. J.—C. P., **620 kc.**, 250 watts, daytime.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Modification of C. P. to extend completion date; **530 kc.**, 500 watts, $2\frac{1}{2}$ KW LS (S.A. for 1 KW), unlimited time.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Modification of C. P. to make equipment changes; **530 kc.**, 1 KW, 5 KW LS, unlimited time. Present assignment: **530 kc.**, 500 watts, $2\frac{1}{2}$ KW LS (S.A. for 1 KW), unlimited time.

APPLICATIONS GRANTED

KMA—May Seed and Nursery Co., Shenandoah, Iowa.—Granted C. P. to move transmitter and install new radiator.

WKY—WKY Radiophone Co., Oklahoma City, Okla.—Granted C. P. to make changes in equipment; install vertical radiator, increase power from 1 KW night and day to 1 KW night, 5 KW day; **900 kc.**, unlimited time.

KGW—Oregonian Publishing Co., Portland, Ore.—Granted C. P. to make changes in equipment.

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted C. P. to make changes in antenna.

KGY—KGy, Inc., Olympia, Wash.—Granted C. P. to install new equipment.

KFPY—Symons Broadcasting Co., Spokane, Wash.—Granted modification of C. P. approving transmitter site and approving antenna for 5 KW day.

KSCJ—Perkins Bros. Co., The Sioux City Journal, Sioux City, Iowa.—Granted modification of C. P. approving transmitter

site northeast of Sioux City; make changes in composite equipment; extend commencement date to 15 days after grant and completion date to 90 days thereafter.

WMBO—Peoria Broadcasting Co., Peoria, Ill.—Granted modification of C. P. to install new equipment; extend commencement date to immediately and completion date to 3 months hereafter.

KGy—KGy, Inc., Olympia, Wash.—Granted authority to make changes in automatic frequency control equipment.

WSAI—The Crosley Radio Corp., Cincinnati, Ohio.—Granted authority to determine operating power by direct measurement of antenna input in compliance with terms of Rule 137.

KIRO—Queen City Broadcasting Co., Seattle, Wash.—Granted license to cover C. P. authorizing changes in equipment and move transmitter and studio locations.

WKAQ—Radio Corp. of Porto Rico, San Juan, P. R.—Granted license to cover C. P. authorizing changes in equipment, move transmitter, install new radiating system, and change hours of operation from one-half to unlimited time; **1240 kc.**, 1 KW.

WJJD—WJJD, Inc., Chicago, Ill.—Granted license to cover C. P. authorizing move of transmitter to Des Plaines, Ill., and erection of vertical radiator.

WEOA—Evansville on the Air, Inc., Evansville, Ind.—Granted license to cover C. P., **1370 kc.**, 100 watts, unlimited time.

WHBC—Edward P. Graham, Canton, Ohio.—Granted renewal of license on a temporary basis and designated renewal application for hearing.

WAML—New Laurel Radio Station, Inc., Laurel, Miss.—Granted license, **1310 kc.**, 100 watts, specified hours.

WCOP—Joseph M. Kirby, Boston, Mass.—Granted consent to voluntary assignment of license to Massachusetts Broadcasting Corp.

NEW—Lincoln Memorial University, Middlesboro, Ky.—Granted C. P. for new broadcast station; **1210 kc.**, 100 watts, unlimited time.

WSPD—Toledo Broadcasting Co., Toledo, Ohio.—Granted license to cover C. P. authorizing changes in equipment, increase in day power from $2\frac{1}{2}$ KW to 5 KW; **1340 kc.**, 1 KW night.

WMFN—Attala Broadcasting Corp., Clarksdale, Miss.—Granted C. P. to move station from Clarksdale, Miss., to Grenada, Miss.

WBBZ—Estate of Chas. Lewis Carrell, Deceased, Howard Johnson, Representative, Ponca City, Okla.—Granted extension of existing license on a temporary basis, **1200 kc.**, 100 watts, unlimited time, pending probate of will of C. L. Carrell.

KROC—Southern Minnesota Broadcasting Co., Rochester, Minn.—Granted renewal of license for the regular period; **1310 kc.**, 100 watts, unlimited time.

WSAJ—Grove City College, Grove City, Pa.—Granted renewal of license for the regular period; **1310 kc.**, 100 watts, specified hours.

WCAX—Burlington Daily News, Inc., Burlington, Vt.—Granted renewal of license for the regular period; **1200 kc.**, 100 watts, specified hours.

KGy—KGy, Inc., Olympia, Wash.—Granted renewal of license for the regular period; **1210 kc.**, 100 watts, unlimited time except when KTW is operating.

WOCL—A. E. Newton, Jamestown, N. Y.—Granted renewal of license on a temporary basis; **1210 kc.**, 50 watts, unlimited time.

KFYO—Plains Radio Broadcasting Co., Lubbock, Tex.—Granted renewal of license for the regular period; **1310 kc.**, 100 watts night, 250 watts day, unlimited time.

WMBO—WMBO, Inc., Auburn, N. Y.—Granted renewal of license for the regular period; **1310 kc.**, 100 watts, unlimited time.

KOOS—Pacific Radio Corp., Marshfield, Ore.—Granted renewal of license for the regular period; **1200 kc.** (modification to **1390 kc.** to be effective upon completion of vertical radiator), 250 watts daytime, from 6 a. m. to LS, PST.

WHTT—The Hartford Times, Inc., Hartford, Conn.—Granted modification of C. P. approving equipment, vertical radiator and transmitter and studio sites.

NEW—Bamberger Broadcasting Service, Inc., Portable-Mobile (Newark, N. J.) (2 applications).—Granted C. P., (exp. gen. exp.), frequencies **31100, 34600, 37600, 40600 kc.**, 2 watts.

NEW—Bamberger Broadcasting Service, Inc., Portable-Mobile (Newark, N. J.) (2 applications).—Granted C. P., (exp. gen. exp.), frequencies **31100, 34600, 37600, 40600 kc.**, 10.5 watts.

NEW—The Crosley Radio Corp., Portable-Mohile, Cincinnati, Ohio (2 applications).—Granted C. P. (exp. gen. exp. service), frequencies 31100, 34600, 37600, 40600 kc., 30 watts, unlimited.

W2XE—Atlantic Broadcasting Corp., near Wayne, N. J.—Granted C. P. (exp. relay b/c) to make changes in equipment, increase power from 5 to 10 KW.

SET FOR HEARING

NEW—Voice of Detroit, Mich., Detroit, Mich.—Application for C. P., 1120 kc., 500 watts night, 1 KW day, unlimited time. Site to be determined.

NEW—Orrin P. Kilhoun, Albany, N. Y.—Application for C. P., 1240 kc., 250 watts, unlimited time. Site to be determined.

NEW—J. E. Churchwell, G. O. Russell, H. O. Freeman, Jr., d/h as Panama City Broadcasting Co., Panama City, Fla.—Application for C. P. for new station, 1500 kc., 100 watts, daytime only.

NEW—Brownwood Broadcasting Co., Brownwood, Tex.—Application for C. P. for new station, 1370 kc., 100 watts, daytime only. Site to be determined.

NEW—Southern Broadcasting Corp., New Orleans, La.—Application for C. P. for new station, 1200 kc., 100 watts, shares-WJBW. Site to be determined. Facilities of WBNO.

NEW—Radio Enterprises, Inc., Hot Springs, Ark.—Application for C. P. for new station, 1310 kc., 100 watts, daytime. Site to be determined.

NEW—Cadillac Broadcasting Co., a Michigan corporation, Dearborn, Mich.—Application for C. P. for new station, 1140 kc., 500 watts, daytime only.

NEW—Asheville Daily News (Harold M. Thomas, Owner), Asheville, N. C.—Application for C. P. for new station, 1370 kc., 100 watts, unlimited time.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Application for renewal of license, 560 kc., 1 KW night, 5 KW day, unlimited time.

WBNO—The Coliseum Place Baptist Church, New Orleans, La.—Application for renewal of license, 1200 kc., 100 watts, shares time with WJBW equally; temporary license granted pending outcome of hearing.

RENEWAL OF LICENSES

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

KBTM, Jonesboro, Ark.; KDON, Del Monte, Calif.; WFAM, South Bend, Ind.; WHBY, Green Bay, Wis.; WIBU, Poynette, Wis.; WMFG, Hibbing, Minn.; WTAL, Tallahassee, Fla.

The following stations' licenses were extended on a temporary basis for a period of 1 month, pending receipt and/or action on application for renewal of licenses:

WMFN, Clarksdale, Miss.; WSON, Birmingham, Ala.; and WWAE, Hammond, Ind.

KGDE—Charles L. Jaren, Fergus Falls, Minn.—Granted renewal of license on a temporary basis only subject to whatever action may be taken by the Commission upon pending application for renewal.

KVOS—KVOS, Inc., Bellingham, Wash.—Granted renewal of license on a temporary basis only subject to whatever action may be taken by the Commission upon pending application for renewal.

KWEA—International Broadcasting Corp., Shreveport, La.—Granted renewal of license on a temporary basis only subject to whatever action may be taken by the Commission upon pending application for renewal.

WRBL—WRBL Radio Station, Inc., Columbus, Ga.—Granted renewal of license on a temporary basis only to conform to the Commission's action of April 3, 1936, with reference to this station's application for renewal, for the period ending July 14, 1936.

WATL—J. W. Woodruff and S. A. Cisler, Jr., d/b as Atlanta Broadcasting Co., Atlanta, Ga.—Present license further extended on a temporary basis only for the period June 1 to July 1, 1936, subject to such action as may be taken upon the pending application for renewal.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Present license further extended on a temporary basis only for the period June 1 to July 1, 1936, subject to such action as may be taken upon the pending application for renewal.

WWL—Loyola University, New Orleans, La.—Special experimental temporary authority, heretofore issued stations

KWKH and WWL, further extended for the period June 1 to July 1, 1936, subject to the same conditions as contained in the existing authorities to said stations, pending consideration of the pending petition of station WLWL and petitions in opposition thereto.

MISCELLANEOUS

KPPC—Pasadena Presbyterian Church, Pasadena, Calif.—Modification of license to increase power to 100 watts issued to KPPC in conformity with Commission's action of February 8, 1936, inasmuch as applicant has now complied with the proviso contained therein.

NEW—Bell Broadcasting Co., Temple, Tex.—Denied petition asking the Commission to reject the application of Eugene DeBogory (tem-Bel Broadcasting Co.), as in cases of default for a C. P. to operate a new broadcast station at Temple, Tex., on the frequency 1310 kc., 100 watts, daytime only.

NEW—F. N. Pierce, Taylor, Tex.—Denied motion for a continuance of hearing on application for a permit for the establishment of broadcast station at Taylor, Tex., to operate on 1310 kc., 100 watts, daytime only.

WRBC, Inc., Youngstown, Ohio.—Granted request for a continuance of hearing now scheduled for June 2, 1936, on application for permit to erect a new station at Youngstown, Ohio, to operate on 890 kc., 1 KW.

Fresno Broadcasting Co., Fresno, Calif.—Denied petition for order to retake depositions in support of application for a permit to erect new broadcast station at Fresno.

KFPL—C. C. Baxter, Duhlin, Tex.—Granted application for renewal of license, also two applications for modification of C. P. authorizing equipment changes, the removal of the transmitter, and operation with power of 200 watts LS and 100 watts night, approval of the transmitter site, and extension of time within which to complete construction.

KOMA—National Radio Mfg. Co., Oklahoma City, Okla.; KTAT—KTAT Broadcasting Co., Fort Worth, Tex.; WACO—Central Texas Broadcasting Co., Inc., Waco, Tex.—Referred to docket section requests that a date for hearing of applications for authority to voluntarily assign licenses to Hearst Radio, Inc., be fixed for the month of June with instructions to name date as the conditions of the docket will permit.

A. W. Hayes, Erie, Pa.—Denied motion requesting the Commission to advance the date of oral argument from September 10 to June 4, 1936, on application for a permit to erect a station to operate on 1270 kc., 500 watts night, 1 KW LS.

Plain Dealer Puh. Co., Monroe F. Rubin and Ruth Ruhin (through their attorneys), Cleveland, Ohio.—Granted applications for transfer of control of the licenses of stations WHK and WJAY of Cleveland, Ohio, to the U. B. Company, a subsidiary of the Plain Dealer Publishing Co. Reconsidered action of December 10, 1935, when applications were designated for hearing. WHK operates on 1390 kc., 1 KW night, 2½ KW day, unlimited time. WJAY operates on 610 kc., 500 watts, daytime.

Red River Valley Broadcasting Corp. of Sherman, Tex.—Reconsidered action of April 24, 1936, in designating for hearing application to erect new station to operate on 1310 kc., 100 watts daytime only, and granted same without a hearing.

John E. Fetzer, Saginaw, Mich.—Granted petition for withdrawal of application, without prejudice, for permission to establish a broadcast station at Saginaw, Mich.

Central Broadcasting Co., Eau Claire, Wis.—Granted motion to strike exceptions of Midway Broadcasting Co. to Examiner's Report No. 1-218. Order granting the request of Midway Broadcasting Co. for oral argument was cancelled and the application of the Central Broadcasting Co. for a permit to establish a broadcast station at Eau Claire to operate on 1050 kc., 250 watts, daytime, was placed on the calendar for final action by the Broadcast Division.

California Sales Contract Co., San Francisco, Calif.—Granted request to withdraw application for C. P. to operate the station at San Francisco on a frequency of 1280 kc., 500 watts, 1 KW LS, unlimited time. Application dismissed with prejudice.

Steffens Ice & Ice Cream Co., Wichita, Kans.—Denied motion to withdraw application for permit for a new station at Wichita, Kans., and have the same dismissed without prejudice.

APPLICATIONS RECEIVED

First Zone

- WSYR-WSYU—Central New York Broadcasting Corp., Syracuse, 570 N. Y.—License to use old composite transmitter as an auxiliary transmitter (250 watts).
- WJAR—The Outlet Co., Providence, R. I.—License to cover construction permit (B1-P-333) as modified for changes in equipment, move of transmitter, and increase in power; install directional antenna.
- WCAX—Burlington Daily News, Burlington, Vt.—Authority to 1200 transfer control of corporation from Bertha Jackson to Mary Jackson Forbes and from Mary Jackson Forbes to Bertha R. Wells Jackson, 109 shares of common stock. Amended to request the transfer of 109 shares of common stock from Bertha Jackson to Mary Jackson Forbes only.
- NEW—Continental Radio Co., Washington, D. C.—Construction 1230 permit for a new station to be operated on 1230 kc., 1 KW, unlimited time.
- WMFF—Plattsburg Broadcasting Corp., Plattsburg, N. Y.—Modification of license to change hours of operation from daytime to daytime until 7:30 p. m., using 100 watts power at night. Amended to change requested hours of operation from daytime until 7:30 p. m. to unlimited time.
- NEW—Continental Radio Co., Washington, D. C.—Construction 1310 permit for a new station to be operated on 1310 kc., 100 watts, 250 watts day, unlimited time, contingent upon WOL being granted frequency of 1230 kc.
- WNBC—William J. Sanders, New Britain, Conn.—Construction 1380 permit to make changes in equipment and increase power from 250 watts to 1 KW. Amended to install directional antenna for night and day use, change requested power from 1 KW to 250 watts, 1 KW day, and hours of operation from daytime to unlimited time.
- NEW—New England Radio Corp., Bridgeport, Conn.—Construction 1420 permit for a new station to be operated on 1370 kc., 100 watts, daytime. Amended to change frequency from 1370 kc. to 1420 kc.

Second Zone

- NEW—The Pottsville Broadcasting Co., Pottsville, Pa.—Construction 580 permit for a new station to be operated on 580 kc., 250 watts, daytime.
- WCMI—The Ashland Broadcasting Co., Ashland, Ky.—Construction 1310 permit to make changes in equipment and increase power from 100 watts to 100 watts, 250 watts daytime.
- WIBM—WIBM, Inc., Jackson, Mich.—License to cover construction permit (B2-P-976) for changes in equipment.
- WRAK—WRAK, Inc., Williamsport, Pa.—Construction permit to 1370 make changes in equipment (antenna) and move transmitter from 244 West Fourth Street, Williamsport, Pa., to 1631 W. 3rd, Williamsport, Pa. Amended to change proposed transmitter site from 1631 W. 3rd Street to 1561 W. 4th Street, Williamsport, Pa., and install a new transmitter.
- WKBZ—Karl L. Ashbacher, Muskegon, Mich.—Construction permit to 1500 move transmitter from Occidental Hotel, Western Ave. at Third Street, Muskegon, Mich., to Forest Ave. at Creston Street, Muskegon, Mich., and install a vertical antenna.
- NEW—R. Morris Pierce, Portable.—Construction permit for a new general experimental station to be operated on 25700, 27100, 31100, 35600, 37100, 41000, 86000-400000 * kc. and above, 100 watts. Amended to delete 31100 and 37100 kc. and add 31600 and 38600 kc. * Also 401000 kc.

Third Zone

- WDAE—Tampa Times Co., Tampa, Fla.—Modification of license 550 to change frequency from 1220 kc. to 550 kc.
- WREC—WREC, Inc., Memphis, Tenn.—Modification of license to 600 increase power from 1 KW, 2½ KW day, to 1 KW, 5 KW day.
- WPTF—WPTF Radio Co., Raleigh, N. C.—Extension of special 680 experimental authorization to operate from local sunset to 8 p. m., PCT, on 1 KW power for period from 8-1-36 to 2-1-37.
- WPTF—WPTF Radio Co., Raleigh, N. C.—Extension of special 680 experimental authorization to use W. E. 6-B transmitter as

an auxiliary using 1 KW power, during special authorization to operate from local sunset to 8 p. m., PCT, for period 8-1-36 to 2-1-37.

- KRLD—KRLD Radio Corp., Dallas, Tex.—Extension of special 1040 experimental authorization to operate simultaneously with WTIC for period 8-1-36 to 2-1-37.
- KFXR—Exchange Ave. Baptist Church of Oklahoma City, Oklahoma City, Okla.—Construction permit to install new equipment.
- KFJZ—Fort Worth Broadcasters, Inc., Fort Worth, Tex.—License 1370 to cover construction permit (B3-P-1015) for new equipment and increase in power.
- NEW—Dallas Broadcasting Co., Dallas, Tex.—Construction permit for a new station to be operated on 1500 kc., 100 watts, daytime. Amended to change name from A. Earl Cullum, Jr., to Dallas Broadcasting Co.

Fourth Zone

- KWBG—The Nation's Center Broadcasting Co., Inc., Hutchinson, 550 Kans.—Construction permit to make changes in equipment; increase power from 100 watts to 250 watts; change frequency from 1420 kc. to 550 kc.; move transmitter from 101 E. Avenue "A", Hutchinson, Kans., to Hutchinson, Kans.; and make changes in antenna, using directional antenna at night.
- NEW—Harry G. Kipke, Ann Arbor, Mich.—Construction permit 630 for a new station to be operated on 630 kc., 500 watts, daytime.
- NEW—National Battery Broadcasting Co., St. Paul, Minn.—Construction 920 permit for a new station to be operated on 920 kc., 1 KW, unlimited time. Amended to make changes in equipment.
- KGBZ—KGBZ Broadcasting Co., York, Nebr.—Authority to install 930 automatic frequency control.
- NEW—Walker Jamar, Duluth, Minn.—Construction permit for a 1200 new station to be operated on 1500 kc., 100 watts, unlimited time. Amended to change requested frequency of 1500 kc. to 1200 kc. and omit request for KGFK's facilities.
- WHLB—Head of the Lakes Broadcasting Co., Virginia, Minn.—1370 Modification of construction permit (B4-P-329) for extension of completion date.
- WEHS—WEHS, Inc., Cicero, Ill.—Modification of license to 1420 change specified hours as specified on license from Central Standard Time to Eastern Standard Time. Amended to change specified hours.

Fifth Zone

- KOB—New Mexico College of Agriculture and Mechanic Arts, 1180 Albuquerque, N. Mex.—Voluntary assignment of license from New Mexico College of Agriculture and Mechanic Arts to Albuquerque Broadcasting Co. (no stockholders' liability).
- KSUN—Copper Electric Co., Inc., Lowell, Ariz.—Construction 1200 permit to make changes in equipment, install a vertical antenna, and increase power from 100 watts to 100 watts, 250 watts day.
- NEW—Wyoming Radio Corp., Cheyenne, Wyo.—Construction 1210 permit for a new station to be operated on 1210 kc., 100 watts, unlimited time.
- NEW—The News Press Publishing Co., Santa Barbara, Calif.—1280 Construction permit for a new station to be operated on 1410 kc., 500 watts, unlimited time. Amended to change requested frequency from 1410 kc. to 1280 kc.
- KCRJ—Charles C. Robinson, Jerome, Ariz.—Authority to install 1310 automatic frequency control.
- KBPS—Benson Polytechnic School, Portland, Ore.—Authority to 1420 install automatic frequency control.

Puerto Rican Zone

- NEW—Puerto Rico Advertising Co., Mayaguez, P. R.—Construction 1370 permit for a new station to be operated on 1370 kc., 100 watts, 250 watts day, specified hours. Amended to change name from Emilio Defillo Ramirez to Puerto Rico Advertising Co., make changes in antenna, change specified hours, and transmitter and studio sites from Ensanche Martinez, Mayaguez, P. R., to site to be determined, Mayaguez, Puerto Rico.