

The National Association of Broadcasters

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JAMES W. BALDWIN, Managing Director

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PLAN FOR OCTOBER 5 HEARING

The Broadcast Division of the Federal Communications Commission has outlined a general plan for the conducting of the allocation hearings to begin October 5.

The hearing will be held in the government auditorium located at Constitution Avenue between 12th and 13th Streets, between the Department of Labor building and the Interstate Commerce Commission building.

Judge Eugene O. Sykes, chairman of the Broadcast Division of the Commission, will first outline the scope and procedure for the hearing.

T. A. M. Craven, chief engineer of the Commission, will make a statement on broadcast allocation and engineering.

He will be followed by A. D. Ring, assistant chief engineer and Dr. L. P. Wheeler, of the Technical Information Section, both of whom will make statements concerning the procedure and the factual data on the allocation survey.

The General Electric Company has notified the Commission that it will be represented at the hearing by C. H. Land, director of broadcasts.

H. B. McCarty, president of the National Association of Educational Broadcasters, has also asked for time for his association.

USE OF RECORDS

For the information of members we wish to advise that a number of radio stations have received letters from their local musical unions requesting information as to the usage made by the stations of phonograph records and requesting that the station furnish the local with information.

We are informed that some stations are taking the position that the Musicians Union has no right to inquire into the use made of phonograph records by radio stations and that the stations are ignoring the communications.

RECOMMENDS POWER INCREASE FOR WJAC

Broadcasting station WJAC, Johnstown, Pa., applied to the Federal Communications Commission to increase its daytime power from 100 to 250 watts. The station operates on 1310 kilocycles with 100 watts power sharing time with WFBG.

Examiner Melvin H. Dalberg in Report No. I-290 recommended that the application be granted. He found that the station has "rendered a generally meritorious service and there appears to be a need for additional service in the area proposed to be served." The Examiner found further that granting of the application "would not cause objectionable interference to any established service, nor is there any question of interference involved with any pending application or applications."

WILKINSON APPEAL DISMISSED

The Court of Appeals of the District of Columbia has dismissed the appeal of the Wilkinson Broadcasting Company, Mason City, Iowa, against the Federal Communications Commission at the request of the appellant.

In this case the Wilkinson Company appealed against a decision

NOTES FOR THE SALES STAFF

Further indications that the summer slump has been definitely beaten is to be found in July advertising volume. (See Total Broadcast Advertising, page 1588.)

The marked strength in regional network volume during the month should be of particular interest. (See Total Broadcast Advertising, page 1588.)

The strength of transcription volume in both the national and local fields is a continuing development of interest. (See Broadcast Advertising by Type of Rendition, page 1589.)

of the Commission granting a construction permit for a new broadcasting station at Mason City to the Mason City Globe & Gazette Company. In making the grant the Wilkinson Company claimed that the Commission had ignored its rights.

NIAGARA FALLS STATION RECOMMENDED

The Power City Broadcasting Corporation and the Niagara Falls Gazette Publishing Company, both filed applications with the Federal Communications Commission asking for construction permits for the erection of a new station at Niagara Falls, N. Y., and both asking identical facilities as follows: 630 kilocycles, 250 watts and daytime operation.

Examiner Melvin H. Dalberg in Report No. I-291 recommended that the application of the Power City Corporation be granted and that of the Gazette Publishing Company be denied. The Examiner states that there is "a distinction between the types of ownership and control of the facilities proposed." He then calls attention to the fact that the Gazette Company publishes a newspaper. He continues, "It is believed, however, that the applicant Power City Broadcasting Corporation stockholders * * * enjoy excellent local reputations and are representative of the population of the area in practically all of its activities, is better qualified as the licensee of the proposed station."

DENIAL RECOMMENDED FOR NEVADA STATION

Mrs. C. A. S. Heaton filed an application with the Federal Communications Commission asking for a construction permit for the erection of a new station at Las Vegas, Nev., to use 1420 kilocycles, 100 watts and unlimited time on the air.

Examiner Robert L. Irwin in Report No. I-292 recommended that the application be denied. It was found by the Examiner that "this applicant is without adequate capital to make such service available to the area and the quality of the programs cannot be determined from the record."

RECOMMENDS INCREASED POWER FOR WHAZ

Broadcasting station WHAZ, operating on 1300 kilocycles, with 500 watts power and specified hours of operation has applied to the Federal Communications Commission to increase its power to 1000 watts.

Examiner Robert L. Irwin in Report No. I-293 recommended that the increased power be granted subject, "however, to conditions requiring that the antenna system be so changed or constructed as to comply with the regulations of the Commission, and requiring the painting and illuminating of the antenna towers for the protection of air traffic."

The Examiner states that the operation of the station with the proposed increased power would not cause increased interference with any other existing stations." He found also that "the ap-

plicant has shown a need for additional nighttime service in the area proposed to be served."

BROADCAST ADVERTISING DURING JULY

Analysis of Check with Census Data

In keeping with the announced intention to further check the accuracy of its own figures and to make possible their improvement where necessary, the NAB has just completed an additional study to determine the significance and reasons underlying the differences between its own and the Census apportionments of national and local non-network business.

The check in question constituted a comparison between the proportion of national and local volume represented in the non-network business reported to the Census by the identical group of stations comprising the NAB 1935 sample and the proportion as recorded for these stations by the NAB. The theory underlying the check was that if the proportion of national and local business showed a marked correspondence in the two cases, then it would be indicated that the NAB sample was of such a nature as to underemphasize the local volume, since comparable groups of stations had yielded generally similar results. If this did not occur, obviously further checks would be required.

The Bureau of the Census was requested to determine the proportion of national and local business in the non-network field reported to it by the NAB 1935 sample stations as a group. The comparison was then made.

Allowing for the fact that Census figures were collected at net and the NAB figures at gross, the results of the check showed a marked correspondence. Thus, the Census net sales for the group of stations in question in the non-network field were comprised 43.2% of national and regional business and 56.8% of local volume. NAB gross sales for the identical group were 46.5% national and regional and 53.5% local. Since discounts in the national field, on the whole, are larger than on local business, a given volume of national *net* business may be expected to yield a higher volume of gross than would the same volume of local *net* business. On this basis the difference of 3.3% between the proportion of the national business on the two sets of compilations becomes of no importance.

The result of the check therefore indicates that the NAB statistics have tended to underemphasize the volume of local business placed over stations and that consequently local volume has represented too small a proportion of total non-network volume. Increases must therefore be made primarily in local volume, since NAB and Census national volume previously has been shown to check closely when reduced to a comparable basis. Upward adjustment of local figures is readily possible and will be carried out as soon as publication of more detailed Census breakdowns furnish the base for revised procedure.

Highlights of the Month

Broadcast advertising during July amounted to \$7,232,225, a decline of 9.4% as compared to the June level. For the second month in succession the seasonal decline was less than during the previous year, when the June-July drop amounted to 11.1%. Regional network volume rose 7.5% over June.

Gross time sales for the medium were 23.4% greater than during the corresponding month of last year, all portions of the broadcasting industry showing approximately the same rate of increase.

Local and regional stations continued to show the greatest relative growth over the corresponding period of the preceding year as far as non-network volume was concerned. Non-network gains were most pronounced in the South and mid-West during the month.

All forms of rendition declined as compared to June, with the exception of national announcement volume, which rose 15.3%. The most marked gains in the national field occurred in the transcription and announcement business. Gains were more uniform in the local field, with transcriptions and live talent leading.

Seasonal declines were experienced by practically all sponsoring groups. National network gasoline, food, confectionery, household equipment and tobacco advertising, however, rose above the June level. Regional network food, drug and household equipment volume rose likewise. National non-network radio and financial volume increased, as did local radio set advertising.

Numerous gains were experienced as compared to June of the previous year. All forms of food advertising

increased, as did automotive volume. Regional network and national non-network drug and gasoline business gained markedly, as did local clothing volume. National network business experienced important gains in the beverage, confectionery, household equipment, soap and kitchen supply, financial and radio set fields.

Total Broadcast Advertising

Total broadcast advertising for the month of July is set forth in Table I.

TABLE I

TOTAL BROADCAST ADVERTISING

1936 Gross Time Sales

Class of Business	June	July	Cumulative Jan.-July
National networks...	\$3,979,763	\$3,832,320	\$32,014,296
Regional networks...	105,860	113,705	758,178
National non-network	1,883,830	1,661,200	13,189,060
Local.....	1,948,280	1,625,000	12,072,870
Total.....	\$7,917,733	\$7,232,225	\$58,034,404

Broadcast advertising during the month declined 9.4% from the June level. This was less than the July decrease of the preceding year, which amounted to 11.1%. National network business decreased the least as compared to June. Gross time sales for national networks remained at 96.3% of the preceding month's level. This makes the national network decline considerably less than during previous summers.

Regional network advertising ran counter to the usual seasonal trend and rose 7.5% as against June. National non-network advertising decreased 11.7% and local volume 16.5%.

All forms of radio advertising gained as against the corresponding month of last year. Gains were fairly uniform and were as follows: national networks, 20.9%; regional networks, 23.4%; national non-network business, 28.0%; local broadcast advertising, 26.6%.

Comparison with Other Media

Advertising volume for major media is set forth in Table II.

TABLE II

ADVERTISING BY MAJOR MEDIA

1936 Gross Time and Space Sales

Advertising Medium	June	July	Cumulative Jan.-July
Radio broadcasting...	\$7,917,600	\$7,232,225	\$58,034,404
National magazines ¹ ...	12,323,954	8,907,011	83,663,895
National farm papers ¹ ...	524,308	398,892	4,129,657
Newspapers ²	48,484,000	44,085,000	319,791,000
Total.....	\$69,249,862	\$60,623,128	\$465,618,956

¹ Publishers' Information Bureau.

² Estimated.

National magazine advertising in July decreased 26.7% as compared to June but remained 10.1% above the level of the corresponding period of last year. National farm papers decreased 23.4% from the June level. Farm paper volume, however, was 14.3% above that of July 1935. Newspaper lineage declined 9.9% over the month but remained 12.6% above July 1935.

Non-network Advertising

Total non-network advertising decreased 14.4% as compared to the preceding month, though it registered a gain of 27.3% as compared with July of last year. Non-network advertising by power of station is found in Table III.

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

1936 Gross Time Sales

Power of Station	June	July	Cumulative Jan.-July
Over 1,000 watts....	\$1,543,110	\$1,281,400	\$11,145,740
250-1,000 watts.....	1,707,620	1,420,800	10,219,550
100 watts.....	581,380	584,000	3,896,640
Total.....	\$3,832,110	\$3,286,200	\$25,261,930

Clear channel and regional station non-network volume declined 16.8% and 16.9% respectively from the June level. Local station business gained 5.0%. Local station advertising continued to show the greatest gains over last year, increasing 44.5%. Regional station advertising rose 39.6% and clear channel volume 10.4%.

Non-network advertising by major geographical districts is found in Table IV.

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1936 Gross Time Sales		Cumulative Jan.-July
	June	July	
New England-Middle Atlantic Area.....	\$839,110	\$595,300	\$5,397,950
South Atlantic-South Central Area.....	729,060	727,500	5,032,070
North Central Area..	1,473,420	1,286,800	9,963,730
Pacific and Mountain Area.....	790,520	676,600	4,868,180
Total.....	\$3,832,110	\$3,286,200	\$25,261,930

Declines from the July level were experienced in all sections except the South, where non-network volume remained unchanged. New England-Middle Atlantic business dropped 27.6% while that in the Mid-West and Far West decreased 14.4%.

Compared to July of last year, all sections except the New England-Middle Atlantic Area registered gains. Non-network revenues in the aforementioned region declined 7.0%. Gains in other sections were as follows: South Atlantic-South Central States, 69.5%; North Central States, 38.7%; Mountain and Pacific States, 17.5%.

Non-network Advertising by Type of Rendition

With the exception of national announcement volume, which increased 15.3%, all forms of rendition declined as compared to June. In the national field, transcription business dropped 18.8% from the preceding month's level and live talent volume declined 15.6%. Local decreases were as follows: transcriptions, 17.4%; live talent, 19.4%; records, 13.4%; announcements, 12.5%.

All forms of rendition gained as compared to July 1935. Increases were as follows in the national field: transcriptions, 27.0%; live talent, 9.2%; announcements, 18.5%. The marked growth in transcriptions is a continuation of a trend noticeable in recent months, though the upswing in announcements is unique to July.

Gains in the local field have been more uniform during the month in question and were as follows: transcriptions, 37.1%; live talent, 31.3%; records, 23.0%; announcements, 21.3%.

Broadcast advertising by type of rendition is found in Table V.

TABLE V

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		Local		1936 Gross Time Sales		
	June	July	June	July	June	July	Cumulative Jan.-July
Electrical transcriptions.....	\$740,290	\$601,100	\$242,840	\$201,300	\$983,130	\$802,400	\$6,526,350
Live talent programs.....	827,160	697,840	971,490	782,160	1,798,650	1,480,000	12,123,770
Records.....	9,830	8,800	73,170	63,440	83,000	72,240	495,360
Announcements.....	306,550	353,460	660,780	578,100	967,330	931,560	6,116,450
Total.....	\$1,883,830	\$1,661,200	\$1,948,280	\$1,625,000	\$3,832,110	\$3,286,200	\$25,261,930

Sponsor Trends in July

The usual seasonal declines occurred in June in the majority of product and service groups sponsoring radio advertising. There were some increases, however. Important gains over the preceding month in the national network field were as follows: gasoline and accessories, 5.1%; foodstuffs, 6.5%; confectionery, 30.8%; household equipment, 22.7%; tobacco, 7.1%.

Regional network drug advertising more than doubled the June figure, while household equipment volume rose 39.0% and food advertising gained 27.7%.

National non-network radio set and financial advertising increased 73.2% and 27.0% respectively. Local radio set volume gained 21.4%.

Comparison July 1935

Gains were fairly general as compared to July of the preceding

year. Food advertising over all portions of the medium increased. National network, national non-network and local automotive advertising also gained. Regional network and national non-network gasoline and accessory advertising rose 42.0% and 111.0% respectively. Regional network and national non-network drug volume increased, the former by 38.7% and the latter by 57.2%. National non-network cosmetic business more than tripled that of the previous July. National network beverage advertising gained 76.5% while regional network volume increased materially. National network confectionery business more than doubled. Marked gains also occurred in the national network and national non-network household equipment volume. Local clothing advertising rose 23.1%, while financial advertising increased 46.6%.

Broadcast advertising by major types of sponsoring business is found in Table VI.

TABLE VI

RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS

Type of Sponsoring Business	(July 1936)		Gross Time Sales		
	National Networks	Regional Network	National Non-network	Local	Total
1a. Amusements.....	—	—	\$13,600	\$40,300	\$53,900
1-2. Automobiles and accessories:					
1. Automobiles.....	\$150,875	—	218,370	122,420	491,665
2. Accessories, gas and oils.....	340,607	\$22,155	144,350	56,700	563,812
3. Clothing and apparel.....	5,126	—	28,440	172,750	206,316
4-5. Drugs and toilet goods:					
4. Drugs and pharmaceuticals.....	320,322	6,990	233,750	37,700	598,762
5. Toilet goods.....	662,039	4,120	101,900	20,520	788,579
6-8. Food products:					
6. Foodstuffs.....	859,802	34,865	323,020	219,330	1,437,017
7. Beverages.....	332,241	15,763	55,300	126,800	530,104
8. Confections.....	98,266	200	5,840	2,000	106,306
9-10. Household goods:					
9. Household equipment and furnishings.....	44,536	5,731	51,940	191,950	294,157
10. Soaps and kitchen supplies.....	308,121	2,776	154,780	10,500	476,177
11. Insurance and financial.....	35,869	514	21,280	62,330	120,533
12. Radios.....	103,905	—	16,760	14,700	135,365
13. Retail establishments.....	—	—	3,800	119,000	122,800
14. Tobacco products.....	420,844	5,210	76,940	4,000	506,994
15. Miscellaneous.....	149,767	15,381	211,130	424,000	800,278
Total.....	\$3,832,320	\$113,705	\$1,661,220	\$1,625,000	\$7,232,225

Details as to trends in various important sponsoring fields are as follows:

1a. **Amusements.** National non-network business increased 8.8% over June, while local declined 20.3%. National non-network business 79.7% above July 1935, and local down 3.3%.

1. **Automotive.** Declines from June level as follows: national networks, 50.0%; national non-network, 5.7%; local 24.7%. Gains as compared to corresponding month of 1935 as follows: national networks, 14.5%; national non-network, 31.5%; local 54.0%.

2. **Gasoline and accessories.** National network business 5.1% above June. Declines in other fields as follows: regional networks, 8.3%; national non-network, 2.3%; local 36.5%. National network business 13.5% below July last year and local down 28.7%. Regional network business up 42.0% and national non-network 111.0%.

3. **Clothing.** Decreases from June level as follows: national networks, 80.0%; national non-network, 25.5%; local, 27.7%. Local volume 23.1% above July 1935. National network business down 66.6% and national non-network volume 9.0%.

4. **Drugs and pharmaceuticals.** Regional network business 245.0% above June level. Declines in other fields as follows: national networks, 0.6%; national non-network, 19.4%; local, 30.0%. National network business 4.4% under July 1935. Other gains as follows: regional networks, 38.7%; national non-network, 57.2%; local, 20.8%.

5. **Toilet goods.** National network business 10.9% below June. National non-network volume up 31.2% and local unchanged. National network volume 13.3% below July of last year. National non-network business more than tripled. Local up 5.4%.

6. **Foodstuffs.** National network business 6.5% above June. Regional network volume up 27.7%. National non-network advertising down 20.2% and local 22.6%. Gains as compared to July of last year as follows: national networks, 18.4%; regional networks, 52.2%; national non-network, 23.6%; local 25.0%.

7. **Beverages.** Declines from previous month as follows: national networks, 6.5%; national non-networks, 6.0%; local, 16.1%. Regional network business unchanged. National network volume 76.5% above July of last year. Regional network business up from \$1984 to \$15,763. Local business up 27.1%. National non-network down 25.6%.

8. **Confectionery.** National network business up 30.8% as compared to June. National non-network business down 10.8%, and local 64.4%. National network business 219.5% above last July. National non-network down 80.0% and local 57.9%.

9. **Household equipment.** National network advertising 22.7% above June and regional network volume up 39.0%. National non-network down 19.1% and local 12.2%. Gains over July of 1935 as follows: national networks, from \$2875 to \$44,536 during month under review; national non-network, 79.9%; local, 23.1%. Regional network business down 7.0%.

10. **Soaps and kitchen supplies.** National network business 7.8% below June and national non-network down 17.8%. Regional network business up 16.0%, and local 19.5%. Compared to the corresponding month of 1935 national network business up 71.6%, regional network volume 9.0% and local advertising up from \$3725 to \$10,000. National non-network down 3.9%.

11. **Insurance and financial.** National network business 8.1% below June. Regional network business unchanged. National non-network volume up 27.0% and local down 25.7%. Gains over 1935 as follows: national networks, 21.2%; national non-network, 14.2%; local, 46.6%.

12. **Radios.** National network volume unchanged from June. National non-network business up 73.2% and local 21.4%. National network business 69.1% above last July. National non-network business grown from \$1205 to \$16,760. Local up 8.5%.

13. **Department and general stores.** National non-network business 35.7% above June and local down 28.2%. Compared to last July, national non-network volume up 15.4% and local up 6.2%.

14. **Tobacco products.** National network business 7.1% greater than in June. Regional network volume down 51.6%, national non-network 2.1% and local 62.7%. Compared to July 1935 national networks down 4.8% and regional networks 77.3%. National non-network up 70.4%. Local down 25.2%.

15. **Miscellaneous.** National networks 18.8% below June and national non-network down 7.1%. Regional networks up 7.1% and local 8.0%. Gains compared to July 1935 as follows: national networks, 181.0%; regional networks, 27.8%; national non-network, 27.8%; local, 55.3%.

Retail Broadcast Advertising

Broadcast advertising by various kinds of retail establishments is found in Table VII.

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

Type of Sponsoring Business	1936 Gross June	Time Sales July
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$166,960	\$128,100
Gasoline stations, garages, etc.....	53,560	30,200
Clothing and apparel shops.....	246,230	180,350
Drugs and toilet goods:		
Drug stores.....	12,910	11,210
Beauty parlors.....	9,130	8,050
Food products:		
Grocery stores, meat markets, etc....	48,210	47,820
Restaurants and eating places.....	20,920	17,500
Beverage retailers.....	700	700
Confectionery stores.....	1,880	890
Household goods:		
Household equipment dealers.....	78,480	81,680
Furniture stores.....	107,780	91,900
Hardware stores.....	26,520	13,500
Radio retailers.....	10,830	12,200
Department and general stores.....	167,824	122,800
Tobacco shops.....
Miscellaneous.....	97,800	97,400
Total.....	\$1,049,734	\$844,300

General advertising by retail establishments declined 19.5% from the June level but showed a gain of 21.8% over July 1935. Seasonal declines were experienced in practically all fields.

Important gains were registered in several fields as compared to the corresponding month of 1935. These are as follows: automotive dealers, 40.6%; clothing and apparel stores, 34.1%; grocery and delicatessen stores, 62.6%; household equipment retailers (principally mechanical equipment), 49.3%; furniture stores, 22.3%; department stores, 6.0%.

FEDERAL TRADE COMMISSION ACTION

Complaints

The Federal Trade Commission has alleged unfair competition in complaints 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. 2925. Charging unfair representations in the sale of preparations for treatment and cure of certain skin ailments, a complaint has been issued against **The Tarex Company, Santa Monica, Calif.** Selling its products under three formulas, Tarex Nos. 1, 2 and 3, the respondent company is alleged to have advertised them as effective treatments and cures for eczema, psoriasis, and other skin ailments.

The complaint charges that the formulas of the respondent company's products, either singly or combined, do not constitute competent or adequate remedies for the diseases mentioned, and that the respondent's representations tend to deceive purchasers and cause unfair diversion of trade to the respondent company from competitors.

No. 2926. **The John J. McCann Company, 454 Lawrence St., Burlington, N. J.,** is named respondent in a complaint charging unfair methods of competition in the sale of "Comfort Stump Socks." The respondent corporation's product is used by persons who have suffered amputation of a limb, to cover the stump in order to ease the pressure or friction caused by attaching an artificial appliance.

Representations of the respondent corporation, alleged in the complaint to be false and deceptive, are that its products are seamless, "should literally never wear out," are moth-proof, and are insured against damage by moths for two years.

The complaint charges that the respondent corporation's products have a seam in the bottom, do not wear indefinitely, are susceptible to damage by moths, and that the moth insurance advertised only covers the socks while they remain in possession of the respondent corporation.

No. 2927. False and misleading representations in the sale of pianos is charged in a complaint issued against **F. A. North Co., a Pennsylvania corporation, and Lester Pianos, Inc., of New York, a Delaware corporation**, both having headquarters at 1306 Chestnut St., **Philadelphia**. Also named as a respondent in the complaint is **A. D. McClenaghan**, credit manager of the North company.

To promote the sale of their pianos, the respondents are alleged to have published "come on" advertisements and letters which, according to the complaint, were not issued in good faith but were part of a plan to obtain contact with prospective purchasers and induce them to come to the respondents' places of business, where they would be induced to buy the instruments, different and higher priced than those advertised.

One sales plan used, according to the complaint, was the "loan free" advertisement, under which a prospective purchaser could select a piano would be "loaned" to him "absolutely free." However, the complaint charges, this advertising was merely part of a plan to procure placement of pianos in homes for purposes of sale.

No. 2929. Allegedly representing that it is affiliated with the United States Government, **Washington Training Institute, Inc., 1108 Washington Boulevard Building, Detroit**, is named respondent in a complaint charging unfair methods of competition in selling correspondence courses of instruction to prepare students for civil service examinations.

Among the representations the respondent school is said to make through its salesmen are that the Government has available civil service positions for which examinations will be held in the near future, or at definite times stated; that students will be placed in these positions if they pursue the respondent corporation's courses; that if a job is not obtained money will be refunded, and that students will receive personal coaching, and only a limited number will be selected for training in a particular locality.

These representations are false and misleading in that they are exaggerations or distortions of the facts, according to the complaint, which also charges that the respondent misrepresents the number of appointments made, salaries, leaves, and opportunities for promotion in the civil service.

Stipulations and Orders

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

No. 01446. **Acquin Products Co., 318 N. 8th St., St. Louis**, will cease representing that "Acquin" prevents pneumonia, influenza, catarrh, mastoiditis, meningitis, tuberculosis, or other "dread diseases"; that it is a remedy for all sorts of aches and pains, colds and sore throats; that it soothes the nerves, is "safe", acts as an antiseptic and contains a "miracle ingredient." The company further agrees not to publish any statements which, by use of the first person or other terminology, create the impression that such statements portray the experience of any individual, unless this is a fact.

No. 01461. **Kathryn R. Sabatini, Richmond Hill, N. Y., trading under the name of A. B. C. Laboratories** and selling a purported remedy for pyorrhea designated "Triple Formula A9-B17-C54" agrees to discontinue representations that the preparation gives complete relief from pyorrhea and other deadly mouth diseases and checks the principle cause of pyorrhea; that it relieves suffering, restores health and whitens and saves teeth; that it has been used with success by famous European dental surgeons in "thousands and thousands" of cases, and that 40 per cent, or any other percentage, of constitutional diseases and disabilities can be traced directly to the constant drainage of poisonous pyorrhea pus from the gums into the system, unless such a statement is proven by authentic statistics. Other claims that the respondent will discontinue are that formulas "A9", "B17" and "C54" are, respectively, a concentrated liquid, a highly antiseptic wash, and a special medicated dentifrice based upon an official preparation inserted in the U. S. National Formulary.

No. 01462. **I. Paul, Second and Poplar Sts., Philadelphia, trading as Russ Pharmac Products**, stipulates he will stop advertising that his medicinal preparation designated "Russlac" is a stomach tonic, builds up body resistance, prevents headaches and colds, and restores health and strength; that it is an effective remedy for nervous trouble, stomach disorders, gastritis, rheumatism or auto-intoxication, unless the assertion is confined to relief of the distress caused by such conditions, and that it has any effect on the proper functioning of the stomach, liver or kidneys. Paul admitted that "Russlac" is not a famous European discovery as he advertised and will discontinue such representation.

No. 01463. **S. J. Mullica, 40 Journal Square, Jersey City, N. J.**, operating under the trade names of The International Detective System and The International Detective Training School, agrees to stop representing that his correspondence course constitutes a complete course of detective instruction or supplies all of the required training demanded by employers of detectives; that it trains one for entrance into the United States Secret Service, and that graduates may expect to earn from \$2500 to \$7500 annually, unless such graduates are actually placed in positions paying salaries within that range. Among other claims the respondent will discontinue are that he employs a staff of secret service detectives; that there is at the time a demand for detectives which will increase as the months go by, and that anything in connection with the course is given free to students, when in fact the cost thereof is included in the price charged for the course. The respondent also will cease using the trade name International Detective System unless in direct connection therewith there appears a statement that his is only a training school for detectives.

No. 01464. **William Rosendorf, 1215 G St., N. W., Washington, D. C.**, agrees to stop describing the furs from which ladies' coats are made in any manner other than by use of the correct name of the fur as the last word of the description in his advertising, and stipulates that when any dye or blend is used, imitating another fur, the true name of the fur appearing as the last word of the descriptive phrase shall be preceded immediately by the word "dyed" or "blended" compounded with the name of the simulated fur. Rosendorf admitted that the fur coats he advertised as "Beverette" were not made from the fur of the heaver, but from coney dyed to resemble heaver.

No. 01465. **C. L. Wendt, Canton, S. Dak.**, selling a weight-reducing plan consisting of various laxative tablets, a system of diet and a list of exercises will discontinue claims that use of his plan enables one to reduce to normal weight or reduce any definite number of pounds in a given time; that his tablets stimulate the liver or bile duct, or that they are healing, unless this representation is limited to such aid as they may afford in the healing of the conditions of the stomach or intestines. Wendt also will cease advertising that any disease or ailment is more prevalent among overweight persons than among persons of normal weight, unless substantiated by reliable statistical evidence, and that the probability of death of an overweight person, as compared with a person of normal weight, is greater by any ratio or percentage than can be substantiated by reliable statistical evidence.

No. 01466. **Henrietta K. and George L. Moore, 1616 N. Vermont Ave., Hollywood, Calif., trading as Breth Kontrol Tablet Co.** and selling "Breth Kontrol Tablets," agree to stop representing that the product will remove all forms of breath odors, regardless of the cause of such odors.

No. 01467. **Mantle Lamps Company of America, Inc., 609 West Lake St., Chicago**, selling oil lamps designated "Aladdin Lamps", signed an agreement to cease and desist from representing that its product gives 10 times more light than the old luminous flame lamp, and uses less oil than the old lamp; that it is the world's finest light, does not cost a penny, is nearest to sunlight of any light known, and the nearest approach to daylight of all artificial lighting devices. So long as the respondent corporation advertises for sale and keeps in stock fixtures, replacements and repairs for its lamps, it will stop representing that there is nothing on such lamps to get out of order. The stipulation does not prevent the respondent corporation from making, by the method of comparison, a representation concerning its lamps, when such comparison is supported by competent evidence of a practical demonstration or experiment.

No. 01468. **D. Crimmins, 3741D 60th St., Woodside, Long Island, N. Y.**, engaged in selling canaries and a booklet entitled "\$500 A Year Raising Canaries", agrees to discontinue representing that the market price for canaries is any amount in excess of that for which canaries are sold for regular purposes under normal conditions; that only the original expense is involved in the breeding and sale of canaries; that the formulas contained in the respondent's booklet are remedies or cures for diseases of canaries; that the respondent guarantees earnings and a market to those who purchase canaries from him, and that his "service" is the only one of its kind. The respondent further stipulates that he will not make unmodified representations as to the earnings that may be made by breeders of canaries, and will not exaggerate the average number of young birds that may be raised annually under normal conditions.

No. 01469. **Sinclair Manufacturing Co., Woodland Ave. and New York Central Railroad, Toledo, Ohio**, signed an agreement to cease representing that "Sunrae," a washing fluid, kills all germs, including their spores; helps heal scratches, cuts

and abrasions, unless such claim is expressly limited to its effect as an antiseptic; that it is effective in the treatment of athletes foot, except where the germ or fungus can be reached by the solution, and that it is commonly used in hospitals.

No. 01473. Philip Adler, Jr., 525 Fulton St., Indianapolis, trading under the name of American Silk Hosiery Mills, agrees to discontinue the following representations in the sale of his "Snag-Proofed Hosiery": That he wants women merely to demonstrate hosiery, until such time as he actually does employ them for that purpose and pays them for it regardless of sales made; that hose are furnished free to his agents for their use, unless they are in fact furnished without consideration in money or service; that hose are made of 100 per cent pure silk, so long as any other thread enters into the construction of any part of the hose; that they are so manufactured that "there is nothing to catch on rough edges and sharp points," and that purchasers save the cost of selling through retailers so long as the respondent employs agents to obtain orders and expends substantial amounts for advertising.

The respondent further stipulates that he will cease making any comparison, by use of photographs, samples, or otherwise, between his products and those of competitors, unless the results of such comparison are actually and truthfully set forth, and he will discontinue any claims for his hosiery which are not true of both grades, namely, "chiffon" and "service," unless such claims are clearly limited to the appropriate grade.

No. 2265. Prohibiting unfair representations in the sale of a medicinal product called "Casey's Compound," an order to cease and desist has been issued against **J. H. Casey, trading as J. H. Casey Company, Portland, Ore.** The respondent company's address is Post Office Box 731.

Under the order, "Casey's Compound" is not to be represented as a cure, remedy or competent treatment for rheumatism, arthritis neuritis and related ailments, nor is it to be advertised as capable of relieving the blood and system of toxic poisoning and excess acidity, and of stimulating the glands to normal functioning.

No. 2628. An order to cease and desist has been issued against Dallas E. Winslow, Inc., Holden Avenue at Lincoln Street, Detroit, dealer in automobile parts and accessories, directing it to stop using the name "Durant Motor Car Company" or "Durant Motor Company" as a trade name for its business.

Trading under the name "Durant Motor Car Company," the respondent company, according to findings, succeeded Winslow-Baker-Meyering Corporation, which had purchased all unassembled parts on hand in the Durant Motor Company's plant in Lansing, Mich., at the time the latter was adjudged to be insolvent and a receiver appointed. Findings are that Winslow-Baker-Meyering distributed replacement parts for the "Durant," "Star," and "Rugby" automobiles, selling at first only Durant parts purchased through the receiver, but later, as the stock of such parts became depleted, selling supplies obtained from other manufacturers, but still advertising them as Durant parts.

The order to cease and desist directs the respondent to discontinue using the word "Durant" in any way which may tend to deceive purchasers into believing that the respondent company is successor to the Durant Motor Company; from advertising that its automotive parts and equipment are "authorized Durant parts direct from the factory," and from using the word "factory" in its advertising, alone or with pictures to represent that Dallas E. Winslow, Inc., owns, operates, or controls a factory in which its products are made, when this is not true.

No. 2668. False and illegible labeling of the watt measurement on incandescent lamps is prohibited as a violation of Section 5 of the Federal Trade Commission Act, under an order to cease and desist issued against Fannie Chanowitz, trading as Atlas Products Company, 307 Peshine Ave., Newark, N. J.

The respondent is ordered to discontinue representing that the lamps are of any other watt measurement than that stamped or marked thereon, except that a variation in the watt measurement of 4 per cent above or below the rating marked on the lamps is permissible. The order also directs the respondent to cease placing the watt measurement on lamps in such a manner that the printing or marking may be easily eradicated by ordinary handling.

Findings are that the respondent's lamps, in nearly every instance, are of greater wattage than indicated by the markings, which are easily rubbed off and become illegible so that it is impossible to determine, without submitting the lamps to a test, what their actual watt measurement is.

No. 2766. L. W. Gibson, 4700 North Racine Ave., Chicago, a dealer in formulas and specifications for the production of cosmetics, tooth paste and other toilet articles, has been ordered to

cease and desist from misleading representations in the conduct of his business.

Findings are that Gibson represented to customers that he was educated in the science of chemistry, that he had had many years of experience in its commercial application; had devoted several years to collecting, studying and perfecting practical working formulas and processes; had been employed as a consultant chemist and advisor to the manufacturing trade for several years, and other similar assertions.

Representations of the respondent were found not to be true, and he was ordered to cease and desist from making them. The respondent admitted the material allegations of the Commission's complaint, and consented to issuance of the findings of fact and order to cease and desist.

No. 2863. R. C. Jenner and William DeLapp, 31 Allison St., Pontiac, Mich., trading as Jenner Manufacturing Company and Jenner Sales Company and engaged in the manufacture and sale of a small electric heater, designated "Wonder Electric Water Heater," has been ordered to discontinue unfair methods of competition which allegedly result in injury to competitors and deception of unemployed persons who answer the respondents' advertisements in the "Help Wanted" columns of newspapers.

The Commission's findings in the case are that the respondents represent to persons applying for positions that they have established or will establish dealers in various cities, and that applicants for work are only required to distribute heaters to replace those previously sold and to make weekly collections and remittances; that an initial deposit of from \$60 to \$100 is required in lieu of a temporary fidelity bond, which deposit will be refunded; that applicants will receive \$5 for each new dealer they obtain and are furnished with automobiles or compensated for the use of their own cars.

These representations are false and fraudulent, according to the findings. The Commission ordered the respondents to cease representing that services to be performed by applicants consist only of making deliveries of and collections for heaters, and that no selling is required; that dealers have been or will be established in various territories, when such is not a fact; that the initial payment is a temporary bond and will be refunded when such is not true, or that it is anything other than payment for a certain number of heaters; that applicants will receive \$5 for each new dealer obtained, when no such sum is paid, and that they are furnished with automobiles or paid a weekly allowance for use of their own cars, when this is not done.

No. 2864. Morris Gottsegen and David Jacoby, trading as Mills Sales Company, 901 Broadway, New York, have been ordered to discontinue unfair methods of competition in connection with the sale of general merchandise and peddlers' supplies, including tooth brushes, shaving cream, rubbing alcohol, razor blade hones and toilet articles.

The respondents are directed to cease representing through circulars, catalogs or labels, or by radio broadcasts, that the price marks stamped on their products are the regular or customary resale prices, when such price marks are fictitious and greatly in excess of the regular and customary prices at which the merchandise is sold at retail, and that these fictitious and excessive prices are the regular retail prices customarily received for the products.

No. 2928. Simulation of the corporate name of a competitor, in violation of Section 5 of the Federal Trade Commission Act, is alleged in a complaint issued against Helmeo, Inc., 844 West Jackson Boulevard, Chicago, formerly the **H. E. Lacy Manufacturing Company.** The respondent is engaged in the manufacture and sale of electric "fudge warmers" and "hot cups," for heating liquid mixtures of chocolate syrup and other ingredients used in the manufacture of candy and soda fountain drinks.

Lacy Products Corporation, 15 Aberdeen St., Chicago, also manufactures and sells similar products under the trade name "Lacy Hot Cups," as did its predecessor, Lacy Manufacturing Company. Under this name, such products are said to have become well and favorably known to the members of the drug trade, who, through long usage and over a long period of time, have identified electric "fudge warmers" and "hot cups" which bear the name "Lacy" as being products of the Lacy Products Corporation.

FTC CLOSES CASE

No. 2394. The Federal Trade Commission has closed its case against Royal Distillers, Ltd., Chicago, which is no longer in business, and is insolvent. The respondent corporation, at the time it was engaged in the business of rectifying and selling gin, was charged with misuse of the word "Distillers" in its corporate

name, and with use of a plan to maintain the resale price of its product.

As of June 30, 1935, according to the order, the corporation surrendered all its permits, has transferred its physical assets to the Wexmar Liquor Company, Chicago, and it appears unlikely that the corporation will resume the sale of spirituous beverages in interstate commerce.

In entering the order, the Commission reserved the right to reopen the case should the facts warrant.

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

No hearings have been scheduled before either the Broadcast Division or the Examiners of the Commission for the week beginning Monday, October 5, because of the general allocation hearing called on that date.

APPLICATIONS GRANTED

KELD—Radio Enterprises, Inc., El Dorado, Ark.—Granted C. P. to install new transmitter.

NEW—The Travelers Broadcasting Service Corp., Mobile, Hartford, Conn.—Granted C. P. for new experimental relay broadcast station on an experimental basis; frequencies 105000, 200000, 290000, 450000 kc., 5 watts day and night, unlimited. Also granted license covering same.

NEW—Pittsburgh Radio Supply House, Mobile (Pittsburgh, Pa.).—Granted C. P. for new experimental relay broadcast station on an experimental basis; frequencies in Group G of Rule 1003 (c) under provisions of Rules 1000, 1001 (b) and 1003 (e).

NEW—WJR, The Goodwill Station, Mobile (Detroit, Mich.) (2 A Is.).—Granted amended C. P. for general experimental station for broadcast pickup purposes; frequencies 90000, 100000, 200000 and 400000 kc., 40 watts.

The WATR Co., Inc., Mobile, Waterbury, Conn.—Granted C. P. for general experimental broadcast pickup station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Reading Broadcasting Co., Mobile (Reading, Pa.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Woodmen of the World Life Ins. Assn., Mobile (Omaha, Nebr.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—West Virginia Broadcasting Corp., Mobile (Wheeling, W. Va.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Olean Broadcasting Co., Inc., Mobile (Olean, N. Y.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Wilton E. Hall, Mobile (Anderson, S. C.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Berks Broadcasting Co., Mobile (Reading, Pa.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Miami Valley Broadcasting Corp., Mobile (Dayton, Ohio).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—The Toledo Broadcasting Co., Mobile (Toledo, Ohio).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—The Atlanta Journal Co., Mobile (Atlanta, Ga.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—WDZ Broadcasting Co., Mobile (Tuscola, Ill.) (4 Appls.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

NEW—Earle C. Anthony, Inc., Mobile (Los Angeles, Calif.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 10 watts.

W3XEW—WTAR Radio Corp., Mobile (Norfolk, Va.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 5 watts.

KOL—Seattle Broadcasting Co., Seattle, Wash.—Granted C. P. to make changes in equipment.

WRDW—Augusta Broadcasting Co., Augusta, Ga.—Granted C. P.

to move transmitter to edge of city, North Augusta, S. C., and install new antenna.

W1XT—The Travelers Broadcasting Service Corp., Mobile (Hartford, Conn.).—Granted C. P. for replacement transmitter and increase in power from 7.5 watts to 100 watts unlimited.

W10XDD—Evansville on the Air, Inc., Mobile (Evansville, Ind.).—Granted C. P. to increase power to 35 watts.

W1XD—The Travelers Broadcasting Service Corp., Mobile (Hartford, Conn.).—Granted C. P. to change equipment and increase power from 7.5 watts to 50 watts.

NEW—Woodmen of the World Life Ins. Assn., Mobile (Omaha, Nebr.).—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600, 40600 kc., 100 watts.

WRJN—Racine Broadcasting Corp., Racine, Wis.—Granted license to cover C. P.; 1370 kc., 100 watts night, 250 watts day, unlimited.

KGNO—The Dodge City Broadcasting Co., Inc., Dodge City, Kans.—Granted license to cover C. P.; 1340 kc., 250 watts, unlimited time.

WMT—Iowa Broadcasting Co., Cedar Rapids, Iowa.—Granted license to cover C. P.; 600 kc., 1 KW night, directional antenna; 5 KW day, unlimited.

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted license to cover C. P.; 1280 kc., 500 watts night, 500 watts day, shares with WTNJ and WCAM.

WPRA—Puerto Rico Advertising Co., Inc., Mayaguez, P. R.—Granted modification of C. P. approving transmitter and studio sites.

KVI—Puget Sound Broadcasting Co., Inc., Tacoma, Wash.—Granted modification of C. P. approving new equipment.

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Granted modification of C. P. approving transmitter site.

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—Granted modification of C. P. extending completion date to 10-31-36.

KG CX—E. E. Krebsbach, Wolf Point, Mont.—Granted modification of C. P. to change type of transmitter to be installed.

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—Granted C. P. approving new equipment.

KPRC—Houston Printing Co., Houston, Tex.—Granted modification of license to change name from Houston Printing Co. to Houston Printing Corp.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted special experimental authority to operate with 5 KW from sunset at KPO to 11 p. m., EST, using directional antenna after sunset, for period ending February 1, 1937.

KWKH—International Broadcasting Corp., Shreveport, La.—Granted extension of special authority to operate on 1100 kc., unlimited, with directional antenna night, for period ending February 1, 1937.

WBAA—Purdue University, W. Lafayette, Ind.—Granted authority to install automatic frequency control.

KGFW—Central Nebraska Broadcasting Corp., Kearney, Nebr.—Granted authority to install automatic frequency control.

WCAM—City of Camden, Camden, N. J.—Granted authority to install automatic frequency control.

WRR—City of Dallas, Texas, Dallas, Tex.—Granted authority to use transmitter of KVPA as auxiliary transmitter; present assignment: 1280 kc., 500 watts, unlimited. Also granted authority to determine operating power by direct measurement of antenna for auxiliary transmitter.

KOOS—Pacific Radio Corp., Marshfield, Ore.—Granted authority to transfer control of corporation from Harry B. Read to Walter L. Read.

KSLM—Oregon Radio, Inc., Salem, Ore.—Granted authority to transfer control of corporation from Walter L. Read to H. B. Read.

WPEN—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Granted renewal of license for the period September 1, 1936, to March 1, 1937.

WPEN—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Same for auxiliary.

WFBM—Indianapolis Power & Light Co., Indianapolis, Ind.—Granted extension of license for a period of 3 months from October 1, 1936.

WRAX—WRAX Broadcasting Co., Philadelphia, Pa.—Granted renewal of license for the period 9-1-36 to 3-1-37.

WRAX—WRAX Broadcasting Co., Philadelphia, Pa.—Same for auxiliary.

NEW—Bamberger Broadcasting Service, Inc., Portable, Newark, N. J.—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—Bamberger Broadcasting Service, Inc., Portable, Newark, N. J.—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—WDZ Broadcasting Co., Portable (Tuscola, Ill.) (2 Appls.)—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

WDAE—Tampa Times Co., Tampa, Fla.—Granted extension of special experimental authority to operate with power of $2\frac{1}{2}$ KW LS, with equipment changes, for the period ending 4-1-37.

KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Granted authority to operate simultaneously with Station WSMK, Dayton, Ohio, from 10 p. m. to 10:15 p. m., EST, September 30, October 7, 14, 21, 28, and November 4, 1936.

KDAL—Red River Broadcasting Co., Inc., Duluth, Minn.—Granted modification of C. P. correcting geographical location of transmitter, change in studio location, and changes in antenna.

NEW—Julio M. Conesa, Portable, Ponce, P. R.—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150, 2790 kc., 26.4 watts.

NEW—West Virginia Broadcasting Corp., Portable, Wheeling, W. Va.—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150, 2790 kc., 26.4 watts.

NEW—The Toledo Broadcasting Co., Portable (Toledo, Ohio).—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—WSOC, Inc., Portable (Charlotte, N. C.)—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—Fort Worth Broadcasters, Inc., Portable (Fort Worth, Tex.)—Granted C. P. for low frequency relay broadcast station to operate on frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—Intermountain Broadcasting Corp., Portable, Salt Lake City, Utah.—Granted C. P. for temporary broadcast pick-up station; frequencies 1622, 2058, 2150 and 2790 kc., 26.4 watts.

NEW—General Electric Co., Schenectady, N. Y.—Granted C. P. for new experimental broadcast station; frequency 790 kc., 250 watts, midnight to 6 a. m.

NEW—Honolulu Broadcasting Co., Ltd., Honolulu, T. H., Mobile.—Granted C. P. for high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 2 watts.

WTIC—Travelers Broadcasting Service Corp., Hartford, Conn.—Granted authority to rebroadcast over WTIC programs of station W1XEV (experimental broadcast station).

ACTION ON EXAMINERS' REPORTS

NEW—Ex. Rep. 1-214 (in part): Northern Broadcasting Co., Inc., Wausau, Wis.—Granted C. P. for new broadcast station to operate on 1370 kc., 100 watts day. Examiner Seward reversed. Order effective November 15, 1936.

WPAB—Ex. Rep. 1-215: Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Denied C. P. to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day. Examiner Bramhall sustained. Order effective December 1, 1936.

NEW—Ex. Rep. 1-217: C. G. Hill, Geo. D. Walker and Susan H. Walker, Winston-Salem, N. C.—Granted C. P. for new broadcast station to operate on 1250 kc., 250 watts, daytime (site to be determined subject to Commission's approval). Examiner R. L. Walker reversed. Order effective November 10, 1936.

NEW—Ex. Rep. 1-258: Jonas Weiland, Kinston, N. C.—Granted C. P. for new broadcast station to operate on 1200 kc., 100 watts night, 250 watts day, unlimited time (site to be determined subject to Commission's approval). Examiner R. L. Walker sustained. Order effective October 20, 1936.

NEW—Ex. Rep. 1-260: Navarro Broadcasting Assn., J. C. West, Pres., Corsicana, Tex.—Granted C. P. for new broadcast station to operate on 1310 kc., 100 watts, daytime. Ex-

aminer G. H. Hill sustained. Order effective October 20, 1936.

NEW—Ex. Rep. 1-263: Wilton Harvey Pollard, Huntsville, Ala.—Granted C. P. for new broadcast station to operate on 1200 kc., 100 watts, unlimited time. Examiner Seward sustained. Order effective October 27, 1936.

NEW—Jefferson Broadcasting Co., Ormond O. Black, Pres., Birmingham, Ala.—Denied C. P. for new broadcast station to operate on 1200 kc., 100 watts night, 250 watts day, unlimited time. Examiner Seward sustained.

KRLC—Ex. Rep. 1-265: H. E. Studebaker, Lewiston, Idaho.—Granted C. P. to install new equipment; move transmitter to site to be determined locally; change frequency from 1420 kc. to 1390 kc.; increase power from 100 watts to 250 watts, unlimited time. Examiner R. H. Hyde sustained. Order effective November 3, 1936.

KGFG—Ex. Rep. 1-270: Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Granted modification of license to change hours of operation from sharing with KCRC to unlimited; 1370 kc., 100 watts; also granted authority to transfer control of corporation from Hale V. Davis, controlling corporation, to Harold V. Hough, controlling corporation. Examiner Bramhall sustained. Order effective November 3, 1936.

APPLICATIONS DENIED

WHBB—Selma Broadcasting Co., Selma, Ala.—Denied authority to operate unlimited time beginning October 1, 1936, pending action on modification of license, requesting unlimited time.

WLEU—Leo J. Omelian, Erie, Pa.—Denied special authority to operate with increased night power of 250 watts for period of 45 days.

WIBW—Topeka Broadcasting Assn., Inc., Topeka, Kans.—Denied authority to operate with power of 5 KW from 12 midnight to 1 a. m., CST, for period beginning October 1 and ending October 30, 1936.

WSMK—WSMK, Inc., Dayton, Ohio; KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Denied authority to operate simultaneously from local sunset to midnight for period not exceeding 30 days.

WSPA—Virgil V. Evans, d/b as The Voice of South Carolina, Spartanburg, S. C.—Denied special authority to operate unlimited time with power of 500 watts night, 1 KW day, on frequency 1120 kc.

WEST—Associated Broadcasters, Inc., Easton, Pa.—Denied special temporary authority to operate simultaneously with station WKBO for a period not to exceed 30 days, in order to broadcast political matters.

WKBO—Keystone Broadcasting Corp., Harrisburg, Pa.—Denied special temporary authority to operate simultaneously with station WEST for a period not to exceed 30 days, in order to broadcast political matters.

APPLICATIONS DISMISSED

The following cases, heretofore set for hearing, were dismissed as in cases of default:

NEW—Joseph G. Morrow, Oakland, Calif.—Applied for C. P., 1150 kc., 250 watts LS, daytime.

NEW—KLA, Inc., LaGrande, Ore.—Applied for C. P., 1100 kc., 250 watts LS, daytime.

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

WJBR—J. B. Roberts, Gastonia, N. C.—Voluntary assignment of license; 1420 kc., 100 watts, unlimited.

NEW—H. A. Hamilton, Asheville, N. C.—C. P. for new station, 1200 kc., 100 watts, unlimited.

NEW—Frank F. Airey, Twisp, Wash.—C. P., 1220 kc., 250 watts LS, daytime.

The following application, heretofore set for hearing, dismissed inasmuch as applicant for assignment of license to Virgil V. Evans requested the application be dismissed:

WJBR—Virgil V. Evans, Gastonia, N. C.—Modification of C. P., 1420 kc., 100 watts, unlimited.

SET FOR HEARING

NEW—Arthur H. Groghan, Minneapolis, Minn.—Application for C. P. for new station at Minneapolis, Minn., to operate on 1310 kc., 100 watts, daytime only. Transmitter and studio sites to be approved.

WLB—University of Minnesota, Minneapolis, Minn.—Application for C. P. to install new equipment; change antenna; change frequency from 1250 kc. to 760 kc.; increase power from 1 KW to 5 KW, time from S.H. to S-WCAL (2/3 daytime). Contingent upon B4-P-1293, WCAL, and B4-ML-326, WTCN.

WCAL—St. Olaf College, Northfield, Minn.—Application for C. P. to make changes in equipment and install new antenna; change frequency from 1250 kc. to 760 kc.; and change power from 1 KW night, 2.5 KW day, specified hours, to 5 KW day, sharing with WLB (1/3 daytime).

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Application for modification of license to change hours of operation from specified to unlimited.

KWTN—Greater Kempeska Radio Corp., Watertown, S. Dak.—Application for C. P. to install vertical radiator, move transmitter site locally, install new equipment, increase night power to 250 watts and day power to 500 watts, change frequency to 1340 kc. from 1210 kc.

KGDY—Voice of South Dakota, Huron, S. Dak.—Application for C. P. to install vertical radiator; move transmitter and studio sites locally; change in equipment; change frequency from 1340 kc. to 1210 kc.; and change power from 250 watts daytime to 100 watts night, 250 watts day, unlimited time.

NEW—F. M. Gleason, d/b as North Georgia Broadcasting Co., Rossville, Ga.—Application for C. P. for new station to operate on 1200 kc., 100 watts, unlimited (amended 8-21-36 to omit name of Neil O. Davis).

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Calif.—Application for modification of C. P. to make changes in authorized equipment; 1500 kc., 100 watts, unlimited.

WLMU—Lincoln Memorial University, Middlesboro, Ky.—Application for modification of C. P. to make changes in equipment and increase power from 100 watts to 100 watts, 250 watts LS.

NEW—C. S. Gooch, d/b as Amarillo Broadcasting Co., Amarillo, Tex.—Application for C. P. for new station to operate on 1500 kc., 100 watts, daytime only.

NEW—W. E. Whitmore, Hobbs, N. Mex.—Application for C. P. for new broadcast station at Hobbs, N. Mex., to authorize operation on 1500 kc., 100 watts, daytime only; amended 8-16-36 antenna changes, frequency from 1210 kc. to 1500 kc.—operation from unlimited to 100 watts day.

NEW—Virgil V. Evans, Gastonia, N. C.—Application for C. P. for new broadcast station at Gastonia, N. C., to operate on 1420 kc., 100 watts, unlimited (requests call WJBR).

NEW—The Schuylkill Broadcasting Co., Pottsville, Pa.—Application for C. P. for new station at Pottsville, Pa., to operate on 580 kc., 250 watts, daytime only.

NEW—Northwestern Publishing Co., Danville, Ill.—Application for C. P. for new broadcast station at Danville, Ill., to operate on 1500 kc., 250 watts, daytime.

NEW—Waldo Abbot, Ann Arbor, Mich.—Application for C. P. for new special broadcast station at Ann Arbor, Mich., to operate on 1550 kc., 1 KW, unlimited.

NEW—Central States Broadcasting Co., Council Bluffs, Iowa.—Application for C. P. for new broadcast station at Council Bluffs, Iowa, to operate on 1500 kc., 100 watts, unlimited time; transmitter site to be determined.

SPECIAL AUTHORIZATIONS

WABI—Community Broadcasting Service, Bangor, Maine.—Granted special temporary authority to operate between the hours of 2 p. m. and 6 p. m., EST, October 3, 10, 17, 24, and 31, 1936, in order to broadcast football games. (Conditional Clause)

KPAC—Port Arthur College, Port Arthur, Texas.—Granted special temporary authority to operate from 5:45 p. m. to 12:00 midnight, CST, on October 2 and 9, 1936, in order to broadcast football games.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted special temporary authority to operate from 9 p. m. to 9:30 p. m., EST, September 29, 1936, in order to broadcast speech by President Roosevelt.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Granted special temporary authority to operate from 8:30 p. m. to 9:30 p. m., EST, October 1, 1936, in order to broadcast speeches by President Roosevelt and Governor Earle.

WFOR—Forrest Broadcasting Co., Inc., Hattiesburg, Miss.—

Granted special temporary authority to operate station without an approved frequency monitor for period not to exceed 30 days.

WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Granted special temporary authority to operate station without antenna ammeter for a period not to exceed 10 days from September 20, 1936, pending repair of that apparatus damaged by storm.

KSUN—Copper Electric Co., Inc., Lowell, Ariz.—Granted special temporary authority to operate without antenna and transmission line indicating instruments pending replacement for a period not to exceed 20 days.

WCPO—Continental Radio Company, Cincinnati, Ohio.—Granted special temporary authority to operate 100-watt portable test transmitter on 1200 kc. from midnight to 6 a. m., EST, for period not to exceed 10 days in order to determine new transmitter site, provided station remains silent during those hours prescribed for Commission monitoring schedule.

KGFF—KGFF Broadcasting Co., Inc., Shawnee, Okla.—Granted special temporary authority to use the equipment as specified in license dated June 12, 1936, located at 9th and Bell Sts., Shawnee, Okla., instead of operation under the terms of the C. P. as authorized by program tests on August 22, 1936, for period not to exceed 30 days.

KSEI—Radio Service Corp., Pocatello, Idaho.—Granted special temporary authority to operate station without an antenna ammeter for a period beginning September 16, 1936, and ending in no event later than October 1, 1936.

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Granted extension of special temporary authority to operate station without an antenna ammeter for a period beginning September 20, 1936, and ending in no event later than October 4, 1936, in order to repair damage caused by lightning.

WHDF—The Upper Michigan Broadcasting Co., Calumet, Mich.—Granted special temporary authority to operate from 12:30 p. m. to 3:30 p. m., CST, for period beginning September 30, 1936, and ending in no event later than the conclusion of the World Series Baseball Games.

WILL—University of Illinois, Urbana, Ill.—Granted special temporary authority to operate simultaneously with station KFNF from 1:45 p. m. to 4 p. m., CST, October 3 and 24, 1936, in order to broadcast football games, provided WBAA remains silent.

WAML—New Laurel Radio Station, Inc., Laurel, Miss.—Granted special temporary authority to operate from 2 p. m. to 4 p. m., CST, September 30, 1936, and from October 1 to October 6, 1936, inclusive, in order to broadcast the World Series.

KFNF—KFNF, Inc., Shenandoah, Iowa.—Granted special temporary authority to operate simultaneously with WILL from 8 a. m. to 11 a. m., CST, daily except Sundays during the month of October, 1936.

WFAS—Westchester Broadcasting Corp., White Plains, N. Y.—Granted special temporary authority to operate simultaneously with WGNV from 2:15 p. m. to 3 p. m., EST, on October 3, 24, 31, November 7 and 21, 1936, in order to broadcast football games.

KRNR—Southern Oregon Publishing Co., Roseburg, Ore.—Granted special temporary authority to operate 5:30 p. m. to 6 p. m., EST, on October 3, 10, 17, 24 and 31, 1936, in order to complete broadcast of football games.

KRNR—Southern Oregon Publishing Co., Roseburg, Ore.—Granted special temporary authority to operate from 4:45 p. m., PST, November 3, 1936, to 1 a. m., PST, November 4, 1936, in order to broadcast election returns.

KGCX—E. E. Krebsbach, Wolf Point, Mont.—Granted special temporary authority to operate from 3:30 p. m. to 6 p. m., MST, October 1, 1936, in order to broadcast football game between American League All Stars and Fort Peck team.

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Granted special temporary authority to operate a portable (high frequency relay broadcast) transmitter on September 30 and October 1, 1936, for purpose of relaying KFEQ programs from St. Joseph Livestock Exposition; frequency 37600 kc.

WTRC—The Truth Publishing Co., Inc., Elkhart, Ind.—Granted special temporary authority to operate simultaneously with Station WLBC from 7:30 p. m. to 10:30 p. m., CST, on October 2, 9, 16, 23 and 30, 1936, in order to broadcast football games.

WSAJ—Grove City College, Grove City, Pa.—Granted special temporary authority to operate from 2 p. m. to 5:30 p. m.,

EST, on October 3, 10 and November 14, 1936, in order to broadcast football games.

The Farmers & Bankers Life Ins. Co., 715 Beacon Bldg., Wichita, Kans.—Granted special temporary authority to operate a portable (high frequency relay broadcast) transceiver on October 8 and 9, 1936, for the purpose of relaying the Big Fall Festival street parade in Salina, Kans.; frequency to be used in the band 86000 to 400000 kc.

MISCELLANEOUS

KDON—Monterey Peninsula Broadcasting Co., Monterey, Calif.—Denied petition asking Commission to reconsider and designate for hearing application of F. W. Atkinson for authority to erect and operate new broadcast station at Watsonville, Calif., to operate on 1310 kc., 250 watts, daytime only. This application was granted July 2, 1936.

WMEX—Northern Corporation, Boston, Mass.—Granted petition asking leave to intervene in hearing upon application of WCOP, Boston, for change of frequency from 1120 kc. to 1130 kc., and to increase hours of operation from daytime to local sunset at KSL, Salt Lake City, Utah.

NEW—Bay County Publishers, Inc., Panama City, Fla.—Denied petition requesting its application for authority to construct new broadcast station in Panama City, Fla., to operate on 1420 kc., 100 watts, unlimited time, designated for hearing April 14, 1936, be reconsidered and granted in part for daytime operation and leave the request for unlimited time on the hearing docket.

WHDL—Olean Broadcasting Co., Olean, N. Y.—Reconsidered and granted without hearing amended application so as to change frequency from 1420 kc. to 1400 kc., increase power from 100 watts to 250 watts daytime only, and to move transmitter locally.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Granted petition asking reconsideration and grant of application for modification of license so as to authorize operation between local sunset and 11 p. m., with power of 50 watts, on 1210 kc., on Tuesday, Thursday, Saturday and Sunday nights on a permanent basis, subject to Rule 131. This rule requires where new or additional facilities are requested, licensees shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

KGMB—Honolulu Broadcasting Co., Honolulu, T. H.—Granted request that hearing on application for authority to transfer control of corporation from J. L. P. Robinson to Pacific Theatre & Supply Co., Ltd., scheduled for November 10, 1936, be postponed indefinitely.

NEW—Findlay Radio Broadcasting Co., Findlay, Ohio.—Granted permission, as respondents, to file answer, to be made part of record in re application of John C. Looney, d/b as High Fidelity Broadcasting Service, for new station at Milton, Mass., to operate on 1570 kc., 1 KW, unlimited and variable.

KGCU—Mandan Radio Association, Mandan, N. D.—Reconsidered action of September 17, 1935, and removed application for renewal of license from hearing docket. Granted regular renewal of license for the period October 1, 1936, to April 1, 1937.

WCKY—L. B. Wilson, Inc., Covington, Ky.—Denied petition asking Commission to reconsider action of May 1, 1936, in designating for hearing application for C. P. requesting authority to install new equipment and increase power from 5 KW to 50 KW, employing a non-directional antenna system and to grant the same in part without a hearing, increasing power to 10 KW night, 25 KW day, and to leave the request for 50 KW on hearing docket.

NEW—H. Wimpy, Thomasville, Ga.—Granted authority to file appearance and statement of desire to be heard, as part of record in re application for authority to erect a new station at Albany, Ga., on 1420 kc., 100 watts night, 250 watts LS, unlimited. Requests facilities of WGPC.

WMT—Iowa Broadcasting Co., Waterloo, Iowa.—Granted petition to intervene in hearing of application of Waterloo Times-Tribune Publishing Company for C. P. for establishment of a broadcast station at Waterloo, Iowa, to operate on 1370 kc., 100 watts, daytime only.

NEW—W. H. Hartman Company, Waterloo, Iowa.—Granted petition to intervene in the hearing of application of Waterloo Times-Tribune Publishing Company for C. P. to operate new station at Waterloo, Iowa, on 1370 kc., 100

watts, daytime only. Petitioner has pending application for establishment of new broadcast station at Waterloo to operate on 1420 kc., 100 watts.

RENEWAL OF LICENSES

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

KGBX, Springfield, Mo.; KMA, Shenandoah, Iowa; KOIL, Council Bluffs, Iowa; KTAT, Fort Worth, Texas; KVOA, Tucson, Ariz.; KWLC, Decorah, Iowa; WCAL, Northfield, Minn.; WCSH, Portland, Maine; WORC, Worcester, Mass.

WCAU—WCAU Broadcasting Co., Philadelphia, Pa.—Granted renewal of license for auxiliary transmitter for period ending February 1, 1937.

KUSD—University of South Dakota, Vermillion, S. Dak.—Granted renewal of license for the period ending March 1, 1937.

The following stations were granted renewals on a temporary basis subject to whatever action may be taken on their pending applications for renewals:

KFBB, Great Falls, Mont.; KTFI, Twin Falls, Idaho; WCAE and auxiliary, Pittsburgh, Pa.

WFAE—Hammond-Calumet Broadcasting Corp., Hammond, Ind.—Present license further extended on a temporary basis only to November 1, 1936, pending receipts and/or action on application for renewal.

KLPM—John E. Cooley, Minot, N. Dak.—Present license further extended on a temporary basis only to November 1, 1936, pending receipt and/or action on application for renewal.

WHIO—Miami Valley Broadcasting Corp., Dayton, Ohio.—Present license further extended on a temporary basis only to November 1, 1936, pending receipt and/or action on application for renewal.

WHBI—May Radio Broadcast Corp., Newark, N. J.—Present license further extended on a temporary basis only to November 1, 1936, pending receipt and/or action on application for renewal.

WHBI—May Radio Broadcast Corp., Newark, N. J. (auxiliary)—Present license further extended on a temporary basis only to November 1, 1936, pending receipt and/or action on application for renewal.

WIBA—Badger Broadcasting Co., Inc., Madison, Wis.—Present license further extended on a temporary basis only to November 1, 1936, pending receipt and/or action on application for renewal.

KFQD—Anchorage Radio Club, Inc., Anchorage, Alaska.—Present license extended on a temporary basis to November 1, 1936, subject to such action as may be taken upon pending application for renewal.

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—Present license extended on a temporary basis to November 1, 1936, subject to such action as may be taken upon application for renewal and upon application for modification of license as to hours of operation pending before it.

WATL—Atlanta Broadcasting Co., Atlanta, Ga.—Present license extended on a temporary basis only for the period October 1 to November 1, 1936, subject to such action as may be taken upon pending application for renewal.

WRDO—WRDO, Inc., Augusta, Maine.—Present license extended on a temporary basis only for the period ending November 1, 1936, pending receipt and/or action on application for renewal.

WNYC (auxiliary)—City of New York, Dept. of Plant and Structures, New York City.—Present license extended on a temporary basis only for the period ending November 1, 1936, pending receipt and/or action on application for renewal.

WWL—Loyola University, New Orleans, La.—Special experimental temporary authority extended on a temporary basis for the period ending November 1, 1936, subject to the same conditions as contained in the existing authority, pending consideration of pending petition of station WLWL and petitions in opposition thereto.

KTFI—Radio Broadcasting Corp., Twin Falls, Idaho.—Granted extension of special experimental authority from October 1, 1936, to April 1, 1937, on a temporary basis only, subject to a hearing and decision by the Commission.

ORAL ARGUMENTS

KSEI—Ex. Rep. 1-250: Radio Service Corp., Pocatello, Idaho.—Granted oral argument to be held December 10, 1936.

NEW—Ex. Rep. 1-287: C. A. Rowley, Ashtabula, Ohio.—Granted oral argument to be held December 17, 1937.

MISCELLANEOUS

WATR—The WATR Co., Inc., Waterbury, Conn.—Granted C. P. to change transmitter site locally to Baldwin Ave. and studio to 47 Grand T. Waterbury; make equipment changes; install directional antenna system for day and night operation; change frequency to 1290 kc.; and increase power from 100 watts, limited time, to 250 watts, unlimited time. (Present assignment: 1190 kc., 100 watts, limited.) (Action taken September 22, 1936.)

RATIFICATIONS

The Broadcast Division ratified the following actions taken on the dates shown:

WMT—Iowa Broadcasting Co., Des Moines, Iowa—Granted extension of program test period 30 days from September 22, 1936. (Action taken 9-23.)

W2XK—National Broadcasting Co., Inc., New York City—Granted extension test period 30 days from September 29, 1936. (Action taken 9-25.)

KGFL—KGFL, Inc., Roswell, N. Mex.—Granted authority to operate simultaneously with WICA from 7:30 to 10:30 p. m., MST, October 2, 9, 16 and 30, 1936, in order to broadcast night football games. (Action taken 9-25.)

WMBQ—Joseph Husid, Receiver, Metropolitan Broadcasting Corp., Brooklyn, N. Y.—Granted temporary authority to Joseph Husid to operate station WMBQ under terms of present license for period of 60 days. (Action taken 9-24.)

Detroit National League Football Club, Inc., Detroit, Mich.—Designated for hearing the application to transmit football game programs to station CKLW on September 27, October 11, 18, 25, November 1, 8, 15, 22, 26, 29 and December 6, 1936. (Action taken 9-26.)

APPLICATIONS RECEIVED

First Zone

WDEL—WDEL, Inc., Wilmington, Del.—Authority to make 1120 changes in automatic frequency control.

WSPR—Quincy A. Brackett, Lewis B. Breed and Edmund A. 1140 Laport, co-partners, d/b as Connecticut Valley Broadcasting Co., Springfield, Mass.—Modification of license to change hours of operation from limited local, sunset WAPI, to limited, local sunset, KVOO.

WCAX—Burlington Daily News, Inc., Burlington, Vt.—License 1200 to cover construction permit (B1-P-1237) to install new transmitter.

WGNV—Peter Goelet, Newburgh, N. Y.—Modification of construction permit (B1-P-1166) move studio and transmitter and new equipment, requesting approval of antenna, transmitter and studio sites and install new transmitter.

WNEW—Wodaam Corporation, Newark, N. J.—Modification of 1250 license to change studio location from 116 Market St., Newark, N. J., to 501 Madison Ave., New York, N. Y.

WMBO—WMBO, Inc., Auburn, N. Y.—Authority to transfer 1310 control of corporation from George I. Stevens to Roy L. Albertson, 150 shares of common stock.

WBNX—Standard Cahill Co., Inc., New York, N. Y.—License to 1350 cover construction permit (B1-P-608) as modified for new equipment, increase in power, move of transmitter and approval of directional antenna.

Second Zone

WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Construction permit to move transmitter to site to be determined, Montgomery County, Pennsylvania; install new transmitter, vertical antenna; increase power from 100 watts to 5 KW, and change hours of operation from daytime to limited, Chicago sunset.

WEXL—Royal Oak Broadcasting Co., Royal Oak, Mich.—Construction permit to install new transmitter and make antenna changes. Amended to omit request for antenna changes.

WORK—York Broadcasting Co., York, Pa.—Authority to make 1320 changes in automatic frequency control.

NEW—John Stewart Bryan and Douglas Freeman, Tennant 1370 Bryan, co-partners, Petersburg, Va.—Construction permit to erect a new broadcast station to be operated on 1370 kc., 100 watts, daytime operation.

WHDF—Upper Michigan Broadcasting Co., Calumet, Mich.—1370 Construction permit to install new transmitter.

NEW—Fayette Broadcasting Corp., Uniontown, Pa.—Construction permit for a new station to be operated on 1420 kc., 250 watts, daytime.

WLAP—American Broadcasting Corporation of Kentucky, Lexington, Ky.—Construction permit to move transmitter and studio from Main and Esplanade Sts., Lexington, Ky., to Phoenix Hotel, East Main St., Lexington, Ky., and install new equipment and antenna.

WAZL—Hazleton Broadcasting Service, Inc., Hazleton, Pa.—Authority to make changes in automatic frequency control.

NEW—The Crosley Radio Corp., Portable-Mobile.—Construction permit for a new high frequency relay broadcast station to be operated on 31100, 34600, 37600 and 40600 kc., 2 watts.

NEW—The Crosley Radio Corp., Portable-Mobile.—Construction permit for a new high frequency relay broadcast station to be operated on 31100, 34600, 37600 and 40600 kc., 2 watts.

Third Zone

WPTF—WPTF Radio Company, Raleigh, N. C.—Authority to 680 determine operating power by direct measurement of antenna (of main transmitter when using 1 KW power from local sunset to 11 p. m., EST.).

WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—780 License to cover construction permit (B3-P-621) for changes in equipment, antenna, increase in power, and change in transmitter site.

NEW—World Publishing Co., Tulsa, Okla.—Construction permit to erect a new broadcast station to be operated on 940 kc., 1 KW power, unlimited time, to use directional antenna at night. Amended: Install new transmitter and change daytime power from 1 KW to 5 KW.

KTHS—Hot Springs Chamber of Commerce, Hot Springs National Park, Arkansas.—Construction permit to install new transmitter and directional antenna for day and night use; change frequency from 1040 kc. to 1060 kc., time from S-KRLD to unlimited; move transmitter from Malvern Road, Hot Springs National Park, Arkansas, to U. S. Highway 67, McAlmont, Ark., and studio to be determined, Little Rock, Ark.

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—1180 License to cover construction permit (B3-P-1041) to install auxiliary transmitter to operate on 500 watts power.

WRBL—WRBL Radio Station, Inc., Columbus, Ga.—Construction permit to install new transmitter and antenna, move transmitter and studio locally, and increase day power from 100 watts to 250 watts.

WJBY—Gadsden Broadcasting Company, Inc., Gadsden, Ala.—1210 Authority to make changes in automatic frequency control.

KTAT—Raymond E. Buck, Fort Worth, Tex.—Voluntary assignment of license from Raymond E. Buck to Tarrant Broadcasting Company.

KUOA—KUOA, Inc., Siloam Springs, Ark.—Modification of construction permit (B3-P-1070) to move transmitter and studio; make equipment changes; install new antenna; and increase in power, requesting further increase in power from 2½ KW to 5 KW; install new transmitter; and additional hours of operation from midnight to 6 a. m., using 5 KW; and extend commencement date to 30 days after grant and completion date to 150 days thereafter.

WSJS—Winston-Salem Journal Co., Winston-Salem, N. C.—1310 Construction permit to install new transmitter, new antenna (subject to approval); move transmitter to site to be determined, Winston-Salem, N. C.; change frequency from 1310 kc. to 1250 kc., and increase power from 100 watts to 1 KW.

KTSM—Tri-State Broadcasting Co., Inc., El Paso, Tex.—Construction permit to move transmitter to corner Mills and Oregon Sts., El Paso, Tex.; make equipment changes; install vertical antenna; increase day power from 100 to 250 watts; and request authority to carry WDAH schedule on KTSM transmitter.

KMAC—W. W. McAllister, San Antonio, Tex.—Construction permit to install new transmitter and vertical antenna; increase power from 100 watts to 100 watts night, 250 watts day; move transmitter locally. Amended: Equipment changes.

WAGF—John T. Hubbard and Julian C. Smith, d/b as Dothan 1370 Broadcasting Co., Dothan, Ala.—Assignment of license

from John T. Hubbard and Julian C. Smith, d/b as Dothan Broadcasting Co., to John T. Hubbard, Julian C. Smith and Fred C. Moseley, d/b as Dothan Broadcasting Co.

KABC—Alamo Broadcasting Co., Inc., San Antonio, Tex.—Construction permit to install a new transmitter.

WJBR—J. B. Roberts, Gastonia, N. C.—Modification of construction permit (B3-P-744) for new station on 1420 kc., 100 watts, unlimited time, requesting authority to extend commencement date from 12-15-35 to 10-1-36 and completion date from 6-15-36 to 1-1-37.

WGPC—Americus Broadcast Corp., Albany, Ga.—Modification of construction permit (B3-P-1077) for new equipment, move studio and transmitter, further requesting authority to install new transmitter, make antenna changes, increase day power from 100 watts to 250 watts, and move studio from 127½ N. Jackson St. and transmitter from corner Pine and Jackson Sts., to 125½ N. Jackson St., Albany, Ga., and extend commencement and completion dates to 30 days after grant and 60 days thereafter.

KPLC—Calcasieu Broadcasting Co. (T. B. Lanford, R. M. Dean, L. M. Sepaugh), Lake Charles, La.—Construction permit to make equipment changes, install vertical antenna, increase in day power from 100 to 250 watts, move transmitter to site to be determined, Lake Charles, La.

KGKB—East Texas Broadcasting Co., Tyler, Tex.—License to cover construction permit (B3-P-1028) to make changes in equipment and move transmitter.

Fourth Zone

KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Construction permit to make equipment changes, install vertical antenna, and move transmitter one-half mile.

NEW—The Journal Company (The Milwaukee Journal), Waukesha, Wis.—Application for license for a new facsimile broadcast station to be operated on 620 kc., 500 watts, 12 midnight to 6 a. m. (WTMJ broadcast transmitter to be used).

KFEQ—KFEQ, Inc., St. Joseph, Mo.—Construction permit to install new transmitter and antenna, and move transmitter from Pauline and Elwood Sts., St. Joseph, Mo., to the South 15 acres of E. 40 acres of NW ¼ of Sec. 33-57-36, St. Joseph, Mo. Amended to omit request for move of transmitter.

WEW—The St. Louis University, St. Louis, Mo.—License to cover construction permit (B4-P-967) for equipment changes.

NEW—Charles J. Pettinger, Indianapolis, Ind.—Construction permit for a new station to be operated on 1050 kc., 5 KW, daytime.

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Construction permit to make equipment changes, increase power from 10 KW to 25 KW night, 10 KW day. Amended to change name to Westinghouse Radio Stations, Inc.

WJBC—Arthur Malcolm McGregor and Dorothy Charlotte McGregor, a partnership, Bloomington, Ill.—Authority to make changes in automatic frequency control.

WTRC—The Truth Publishing Co., Inc., Elkhart, Ind.—License to cover construction permit (B4-P-412) for equipment changes, increase in power, move transmitter, and antenna changes.

KSCJ—Perkins Bros. Co. (The Sioux City Journal), Sioux City, Iowa.—Construction permit to install new transmitter and increase power from 1 KW night, 2½ KW day, to 1 KW night, 5 KW day.

NEW—W. H. Hartman Co., Publisher of Waterloo Daily Courier, Waterloo, Iowa.—Construction permit for a new station to be operated on 1420 kc., 100 watts, unlimited time.

KOVC—George B. Bairey, Valley City, N. Dak.—Voluntary assignment of construction permit from George B. Bairey to KOVC, Inc.

Fifth Zone

KGO—National Broadcasting Co., Inc., San Francisco, Calif.—Authority to install automatic frequency control in auxiliary equipment.

NEW—George H. Payne, San Jose, Calif.—Construction permit to erect a new broadcast station to be operated on 1010 kc., 1 KW power, unlimited time, facilities of KQW.

KFXD—Frank E. Hurt, Nampa, Idaho.—Construction permit to install a new transmitter.

KROY—Royal Miller, Sacramento, Calif.—Modification of construction permit (B5-P-713) for a new station on 1210 kc., 100 watts, daytime, to further request authority to install new transmitter and vertical antenna, change frequency from 1210 kc. to 1340 kc., power from 100 watts to 250 watts night, 1 KW day, time from daytime to unlimited, and studio to site to be determined.

NEW—D. L. Thornton, Centralia and Chehalis, Wash.—Construction permit for a new station to be operated on 1500 kc., 100 watts night, 250 watts day, unlimited time.