

The National Association of Broadcasters

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

NAB REPORTS

Copyright, 1936. The National Association of Broadcasters

Vol. 4 - No. 73
DEC. 24, 1936

IN THIS ISSUE

	Page
Committee of Fifteen Meets.....	1833
Denial of New Station Recommended.....	1833
Securities Act Registrations.....	1833
Social Security Taxes.....	1833
Market and Newspaper Statistics.....	1834
Is Radio Living Up to Its Promise?.....	1834
By Commissioner Payne	
Broadcast Advertising in October.....	1835
Federal Trade Commission Action.....	1838
FTC Order Set Aside and Closed.....	1840
Federal Communications Commission Action.....	1840

COMMITTEE OF FIFTEEN MEETS

A meeting of the Joint Committee on Radio Research was held in New York City, December 16. This Committee, often referred to as the "Committee of Fifteen", represents the National Association of Broadcasters, the American Association of Advertising Agencies and the Association of National Advertisers. The meeting was called to deal with a number of important issues which are arising in the work of the Committee.

The Committee had before it for consideration the report of Paul Peter, Committee investigator, who had completed his report on coverage of radio stations and on methods used to determine such coverage. This report had been the subject of study and examination by the Technical Committee headed by L. D. H. Weld and the full Committee had before it also the latter's recommendations. There was also before the Committee the question of retaining the services of Mr. Peter who was engaged during the summer to prepare a report on the subject of coverage and listener habits. The Committee agreed to retain the services of Mr. Peter and approved the recommendations of the Technical Committee which are directed toward field tests designed to evaluate methods used to determine station coverage. The representatives of the NAB (Arthur B. Church, KMBC; J. O. Maland, WHO; Roy Witmer, NBC; H. K. Boice, CBS, and James W. Baldwin) agreed that the project should be proportionately financed consistently with the resolution adopted by the NAB at the Fourteenth Annual Convention.

It is expected that the field tests will have been conducted and that analyses of the results of such tests will be made in sufficient time for the whole problem of research to receive serious attention and consideration at the next Annual Convention.

DENIAL OF NEW STATION RECOMMENDED

Smith, Keller & Cole, filed an application with the Federal Communications Commission asking for a construction permit for the erection of a new broadcasting station at San Diego, Cal., to use 1200 kilocycles, 100 watts power and daytime operation.

Examiner P. W. Seward in Report No. I-327 recommended that the application be denied. The Examiner states that the applicants are not financially qualified to construct and operate the proposed station. He also calls attention to the fact that there is already an application pending for the same frequency which would cause objectionable interference if both applications were granted.

SECURITIES ACT REGISTRATIONS

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

- J. C. Penney Company, New York City. (2-2706, Form A-2)
- Mohawk Liquer Corporation, Detroit, Mich. (2-2707, Form A-1)
- Sunset Mines, Inc., Forbestown, Cal. (2-2708, Form A-1)
- Westgate-Greenland Oil Company, San Antonio, Texas. (2-2709, Form A-2)

- Edison Salt Electric Company, Salt Ste. Marie, Mich. (2-2710, Form A-2)
- National Unit Corporation, Boston, Mass. (2-2711, Form C-1)
- Small Industry Management Corp., Buffalo, N. Y. (2-2712, Form A-1)
- Thermoid Company, Trenton, N. Y. (2-2713, Form A-2)
- Brooklyn Daily Eagle Corp., Brooklyn, N. Y. (2-2714, Form A-1)
- Brooklyn Daily Eagle, Brooklyn, N. Y. (2-2715, Form A-2)
- Potash Company of America, Denver, Colo. (2-2716, Form A-1)
- United Securities Co., Missouri, Kansas City, Mo. (2-2717, Form A-2)
- Puritan Mills, Inc., Chicago, Ill. (2-2718, Form A-1)
- Mount Baker Chromium Corp., Seattle, Wash. (2-2719, Form A-1)
- Rath Packing Company, Waterloo, Ia. (2-2720, Form A-2)
- Anglo American Mining Corp., Ltd., San Francisco, Cal. (2-2722, Form A-1)
- Buffalo Stratford Corp., Buffalo, N. Y. (2-2723, Form E-1)
- Financial Independence Founders Inc., New York City. (2-2724, Form C-1)
- Eastern Consolidated Gas Co., Baltimore, Md. (2-2725, Form A-1)
- Tri Metal Mining Corp. of New Mexico, Albuquerque, N. M. (2-2726, Form A-1)
- American Rock Wool Corp., Wabash, Ind. (2-2727, Form A-1)

SOCIAL SECURITY TAXES

The NAB has received numerous inquiries regarding certain provisions of the Social Security Act, particularly as to whether artistic talent including musicians used by radio stations are employees subject to the tax provisions.

Taxes levied under the Act are to be collected by the Bureau of Internal Revenue. Your attention is directed to Treasury Department Regulations 90 and 91 which deal with the collection of these taxes and define in general what constitutes employment. Regular employees of a station, including staff personnel and house orchestras on the regular payroll, are without doubt employees within the meaning of the Act. Talent, including musicians, however, hired for one or more broadcasts by the station or through someone else presents a problem. As yet, no definite ruling of general application has been issued on this point.

In the calculation of your Federal tax, the taxability of talent will have to be determined in the light of the facts in each particular case depending on the contractual relationship between the station and the artist. For the distinction between employees and independent contractors we suggest that you consult your local counsel in order to comply with the Federal statute and your own state law.

The following quotations from *Prentice Hall—Labor and Unemployment Insurance Service*—may be of some value in approaching your own problems:

Entertainers As Independent Contractors, (New York)—"Please be advised that orchestras, bands, artistic talent, etc., engaged by advertising agencies, or by the proprietor of a ballroom, are considered independent persons with respect to the principal engaging their services. The orchestra or band leaders in the cases referred to above should be considered the employers of the members of their bands." (U. I. D. letter to Prentice Hall, Inc., dated July 24, 1936, Prentice Hall, New York, 29,539).

Entertainers—(New York)—"Question: Hotels, restaurants, advertising agencies and the like frequently engage the services of orchestras, bands, entertainers and artistic talent. How should such performers and their personnel be classified?

"Answer: Musicians, entertainers, and the like who are hired directly by hotels and restaurants will be considered employees of such hotels and restaurants unless a contract has been entered into

between the principal engaging such services and the leader or manager of such personnel whereby the leader or manager hires and dismisses the members of his orchestra, band, etc., directs and controls the performance of their work and actually pays their wages; in which case the leaders or managers will be deemed to be the employers of the members of the orchestras, bands, artistic talent, etc." Prentice Hall, New York, 29,544.22.

"*Status of Radio Artists on Sponsored Programs (Wisconsin)*—The following letter is from the Wisconsin Commission regarding liability for contributions on salaries paid to radio artists appearing on sponsored radio broadcasting programs:

"Your letter of July 24 inquires concerning the status of artists other than staff artists appearing on a radio broadcasting sponsored program, under the Wisconsin Unemployment Compensation Act.

"The Unemployment Compensation Act, as amended on June 26, provides that each individual engaged by any employer performing services for pay shall be treated as in an employment (and consequently, as an employee) unless and until the employer has satisfied the Commission that such individual has been and will continue to be free from the employer's control and direction over the performance of his work both under his contract of service and in fact, and that such work is either outside the usual course of the employer's enterprise or performed outside of all the employer's places of business, and that such individual is customarily engaged in an independently established trade, business, profession or occupation.

"It would, therefore, appear that such artists, being engaged in the usual line of business of the broadcasting company, and being employed in the broadcasting company's place of business and, in all probability, being subject to more or less detailed direction and control, should be considered as employees under the Unemployment Compensation Act.

"You also inquire whether, if an advertising agency handles all of the details incidental to the organization and preparation of the radio broadcasting program (including hiring of artists), and if the agency receives therefor a stipulated fee from the sponsor of the program, the artists are the employees of the advertising agency, the sponsor, or the broadcasting company.

"It would seem that the artists are the employees of the organization which actually enters into the contract of hire. Since you indicate in your question that the agency is assumed to hire the artists, the artists should be considered the employees of the agency." (Letter from Unemployment Compensation Department of Industrial Commission of Wisconsin, to Prentice Hall, Inc., dated August 16, 1935. Prentice Hall—Wis. 26,131).

MARKET AND NEWSPAPER STATISTICS

Section B of the fifth volume of "Market and Newspaper Statistics" has just been released by the American Association of Advertising Agencies.

This section deals with the 62 cities in the United States and Canada over 100,000 population for which A.B.C. Audit Reports were issued for periods ended March 31 and June 30, 1936.

It contains figures on population, number of families, English reading persons (for Canadian cities, English speaking persons), income tax returns, audited newspaper circulations, local rates, national rates, the differential between local and national rates, lineage, and an analysis of sections of A.B.C. Audit Reports dealing with inducements.

"Market and Newspaper Statistics" is a part of a program for the advancement of newspaper advertising being conducted by the A.A.A.A. Committee on Newspapers, of which J. J. Hartigan of Campbell-Ewald Company, Detroit, is Chairman, and Lester M. Malitz of Cecil, Warwick & Cecil, New York, Vice-Chairman.

These studies aim to help space buyers determine:

- (1) The size and character of markets as indicated by population, families, percentage of English reading persons and income tax returns,
- (2) The cost of reaching these markets with newspapers, including comparison between markets,
- (3) The differential between local and national rates,
- (4) The amount of circulation obtained through inducements.

A supplement entitled "Changes in General and Retail Milline Rates Together with Circulation and Rates Changes Which Have Caused Them," comparing Section B, Volume V with Volume IV, will be issued shortly.

Copies of Section B are available to other than A.A.A.A. members at \$6.00 each (including the supplement, when issued. The same price applies to Section A.

IS RADIO LIVING UP TO ITS PROMISE?

Commissioner George Henry Payne, member of the Federal Communications Commission, speaking at the University of the Air, College of the City of New York Auditorium December 18, said:

"In the first place let me say that the question I was asked to discuss—'Is Radio Living up to its Promise?'—poses a pretty problem.

"If you take 'radio' as the scientific world regards it as the transmission through the ether of messages—it has more than met its promises. If you mean by 'radio', *broadcasting*, you are on debatable ground.

"It is important to remember that 'broadcasting' is but one of the twenty-seven services. A few of the more important radio services other than broadcast service may be mentioned here.

"Radio is used extensively in telegraph and telephone services to foreign countries and in maritime service, which includes radiotelegraph and radiotelephone communication between ships at sea and between ships and the shore. It has become indispensable to aviation and to the police of the country. It is used in the transmission of news to the newspapers by means of what is known as the multiple address radiotelegraph service, the messages being automatically recorded by means of printers. There are also maintained a number of experimental services which permit further research and development in the radio science.

"Not far off is a new service which is associated with broadcasting and is very much in the public eye at the present time. I refer to television, which is still in the experimental stage but is bound some day to play an important part in our social and business life. In these services radio has certainly lived up to its promise.

"Assuming then that the problem that I am to discuss is 'broadcasting' I can say that I have received many protesting letters and messages from people who felt that through inferior broadcasting programs their homes were being invaded by doctrines and ideas calculated to create unhappiness in their homes and to invade their rights.

"The situation recalls the keen analysis of Sainte-Beuve in his delightful essay on Cardinal De Bernie. That interesting character had astonished the world by suddenly changing from a flippant man of the world and maker of whimsical, gay, and not always decorous verse, to a serious-minded statesman and prime minister. Sainte-Beuve's explanation was that he had suddenly come to the conclusion that inasmuch as it took just as much trouble to accomplish little things as it did to accomplish large things, he would devote himself, hereafter, to accomplishing the great things of life.

"So with broadcasting—the same amount of effort would give us nobler programs instead of the jazz and trash of today.

"Every movement that tends to make broadcasting more cultural and more intelligent is deserving of the greatest respect and the most earnest support. I am glad, therefore, to be included in the program of the Fifth Anniversary of the University of the Air, especially under its present distinguished sponsors.

"It is not an easy problem, however, that you have posed for me—'Is Radio Broadcasting Living up to its Promise?' Frankly, my own opinion is that it is not, but I feel I would be unfair if I did not qualify that statement by saying that elements, mainly political and some economic, have been as much to blame as the broadcasting industry itself. Nor would it be fair to say that broadcasting has not come up to expectations when some fine programs have been the delight of American audiences.

"But—and this is the question—when we have allowed private corporations to develop a national resource that elsewhere in the world is government owned and controlled, should not those who are making large fortunes from this resource give us better programs?

"To anyone who studies the situation from the inside there is quite evident a contempt for educational and cultural influences that is most unusual in any field of scientific development.

"What would have happened in the field of medicine, philosophy, law, science, literature, politics or journalism if the first impulse had been money-making? When we look back over the long struggle of humanity to achieve civilization and some surcease from the sorrow and the ills that flesh is heir to, how little would have been accomplished if there had not been, in all those fields, men and women ready to suffer and even to die that humanity might benefit. What untold tragedies might have resulted if the men and women who made all those sacrifices were actuated by a desire to make a million dollars rather than by a love of humanity.

"Fortunately in the radio field, while the great actuating impulse of those who are in control of the industry is money, the engineers and scientists on whom they depend for the development of their fortunes are, in the main, men who are unselfish.

Some of them, and I am speaking of those who are associated with the Federal Communications Commission, have a devotion to high ideals that will challenge comparison with any other time.

"A more disagreeable aspect, and a more sinister one, deterring radio from living up to its promise, is the fact that the radio lobby in Washington has filled the radio 'industry' with the novel idea that they control the government.

"For two and a half years I have watched the operations of this lobby which has endeavored to dictate the actions of the Federal Communications Commission.

"When I speak of its contemptuous attitude toward educational and cultural matters I am not hazarding any guess. I am speaking from facts. An important broadcaster, a man who has acted as an official of an organization, sat in my office one day arguing about the perfectability of the radio program. We were naturally at different ends of the question—he declaring that the programs as given today were perfect. Finally I drew out some letters and extracts from letters of many college presidents throughout the country and showed him that they were far from satisfied with the present set-up.

"His answer was, 'What the hell do them college presidents know!'

"One argument, effective though unreal, that has kept public opinion from forcing the production of better programs has been that the pioneers of the radio art are entitled to a just share of credit and profits for their pioneering. But have the real pioneers had any sizeable share in the profits?

"Of the forty-three scientists who, since 1912, have contributed most to radio's scientific development and progress, only two have received compensation in any way commensurate with their achievements.

"We have here a complex and serious economic phenomenon. Great discoveries are made and the discoverers profit little. The public which owns the ether is amused, delighted and astonished, but spiritually profits little. A third party steps in and, discovering nothing, inventing nothing and owning nothing, nevertheless makes great fortunes.

"Mr. Gifford, President of the American Telephone and Telegraph Company, went so far as to say in a paper, brought out by the Federal Communications Commission telephone investigation, as follows:

"'If anyone tries to tell me that he is acting in a business capacity in the public interest, I am inclined to say, 'Oh, bunk!' in my own mind, unless the public interest and his interest coincide.'

"Here we have the philosophy of decline and decay, denying the very principle of altruism.

"For two years I have argued and pleaded and reasoned with this most difficult division of our activities to take a fairer attitude toward the public. I finally came to the conclusion that I could get better results if I appealed to them from a public forum, and so I accepted invitations from Harvard, Columbia and other universities to enunciate under dignified auspices what I thought were proper reforms.

"You can imagine my surprise when instead of getting the co-operation of those whom this Commission is supposed to regulate, I was told publicly in their trade journal that I 'should mind my own business.'

"Attacking every endeavor of the cultural and educational interests to improve the quality of radio programs is a most vicious lobby. It is not a particularly intelligent lobby for, if it knew its business, it would see that the education and cultural interests ask so little that they could be easily conciliated by small concessions. But, arrogant in its belief that it controls the Commission, it is not inclined to concede anything.

"Developments and inventions that are now going on and being made in the radio field will affect the mental life and education and possibly the material interests of every person in the country. Behind this development, fraught with so much importance to our people, a fierce struggle is going on for the control of the great resource of the air.

"Private interests favoring private monopoly are naturally anxious that there be just as little governmental 'interference' (regulation) as possible in what they call their 'business'. Those who believe that we must not repeat the mistakes of the past and allow the wasteful private exploitation of our resources are just as keenly aroused in behalf of the government taking a strong stand to protect the public interest.

"The indifference of the public to the importance of this struggle is lamentable. Fascinated by the wonders of radio and the astonishing developments in the entire field of communications, the people have given little attention to the economic control of these new developments. Unless the public is aroused, its interests are

apt to be neglected and lax administration is apt to creep in. In this way private monopoly, without warrant of law, establishes itself, and, too late, the public bestirs itself to recover ground that never should have been lost.

"I lunched a few days ago with Dr. Alexis Carrel and Dr. Ward Crampton, and the subject of discussion was the upbringing of the human race, the awakening of man to something like an appreciation of his powers—spiritual and mental—and the possibilities of his future for happiness and usefulness.

"The fruitfulness of that conversation I could not relate if I took the two hours of its actual duration. But this thought I can give as a summation. What a blessing radio would be, if under the direction of Dr. Carrel and Dr. Crampton, it stimulated the American public to find some answers to the questions that Dr. Carrel propounded in his great book 'Man, The Unknown!' What a blessing radio would be, instead of urging children to harass their tired mothers to buy various nostrums, time and attraction were given to the endeavors of Dr. Crampton to bring our boys to a better understanding of their future needs and to a greater knowledge of their possibilities for usefulness and happiness.

"To sum up, I do not hesitate to say that radio has not lived up to its promise because its promise is limitless and its development has hardly begun. It has failed, however, in that it has catered to the lesser intelligent rather than to the greater.

"To those who are battling for a more intelligent discussion of the problems of broadcasting, in fact, all the problems of communications, I would say, be of good cheer and of great hope. If the solution—an intelligent and honest solution—is not just around the corner, like Mr. Hoover's prosperity, it is not as far away as it was a year ago, and certainly not as far away as it was when the Federal Communications Commission came into existence. If we, the Commissioners, have not seemed to live up to our opportunities the trouble lies, as it lies with the question of radio, in the fact that the opposition—those who are organized for selfish and greedy purposes, have been stronger than we thought and more arrogant than it is possible to believe. But in their very arrogance there lies their self-destruction. The increasing interest in radio is stimulating hundreds of thousands of people to think more clearly as to their rights. It is stimulating the great mass of people to see that radio does live up to its promise. More and more we hear of men and women in far off places rebelling against the conditions as they are and demanding better and more intelligent programs. More and more as we fight for better radio and more enlightened governmental supervision, I see the truth of what John Stuart Mill so beautifully said:

"'All the grand sources of human suffering are in a great degree, many of them almost entirely, conquerable by human care and effort, and though their removal is grievously slow, though a long succession of generations will perish in the breach before the conquest is completed, yet every mind sufficiently intelligent and generous to bear a part, however small and unobtrusive—will draw a noble enjoyment from the contest itself which he would not for any bribe in the form of selfish indulgence consent to be without.'

BROADCAST ADVERTISING IN OCTOBER

Highlights of the Month

Broadcast advertising experienced the greatest month in the history of the medium during October. Gross time sales amounted to \$11,514,505, an increase of 34.8% over September and a gain of 37.2% over October 1935. All portions of the medium registered the greatest volume of sales in history. Total gross time sales for the first ten months of the current year were 20.5% ahead of the 1935 level for the corresponding period. Radio broadcasting showed the greatest gain over September of any major medium.

Total non-network advertising increased 31.4% over the preceding month. The greatest gain was shown by the clear channel group which rose 38.8%, although all classes of stations registered substantial increases. All sections of the country shared in the increased business, the South Atlantic-South Central Area and the North Central Area leading with increases over the preceding month of 36.9% and 36.3%, respectively. All classes of stations and sections of the country were well ahead of October 1935 non-network sales.

Transcriptions showed the greatest increase of any type of rendition over last month, rising 41.6%. All types of rendition, however, enjoyed marked increases. Announcements and transcriptions showed the principal

gains in the national non-network field, while transcriptions and live talent led in the local field.

All sponsor groups with a few minor exceptions gained as compared to September. Mainly because of sponsored political broadcasts, the miscellaneous group enjoyed the greatest increase over September, rising 94.2%. Principal gains were registered in the automotive, clothing, drugs and pharmaceuticals, foodstuffs, soap and kitchen supply and department store sponsor groups. The miscellaneous group showed nearly a threefold increase over last October. Soap and kitchen supply volume rose 90.4% and department store advertising 63.1% as compared to the corresponding month of last year.

Total Broadcast Advertising

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

TABLE I

TOTAL BROADCAST ADVERTISING

1936 Gross Time Sales

Class of Business	September	October	Cumulative Jan.-Oct.
National networks	\$4,894,494	\$6,722,926	\$47,408,601
Regional networks	117,524	154,979	1,145,671
National non-network	1,697,900	2,401,800	18,806,960
Local	1,831,300	2,234,800	17,723,570
Total	\$8,541,218	\$11,514,505	\$85,084,802

Total broadcast advertising volume increased 34.8% over the preceding month. All portions of the medium registered substantial gains. National network volume rose 37.3%, regional network volume 31.9%, national non-network business 41.5%, and local advertising 22.0%. As in past years, local advertising experienced the smaller gain, this portion of the medium being less subject to seasonal fluctuation than other types of broadcast advertising.

Compared to the corresponding month of last year, total broadcast advertising rose 37.2%. National non-network business showed the greatest increase, rising 59.6%. National network volume rose 33.9%, regional network volume 16.7%, and local business 28.5%.

Cumulative figures for the first ten months of the current year compared to those of the corresponding period of last year, showed the following increases: National network volume 16.8%, regional network volume 34.0%, national non-network business 37.2%, and local advertising 14.6%. Total broadcast advertising was 20.5% ahead of the 1935 level.

Comparison with Other Media

Advertising volume by major media during the month of October is found in Table II.

TABLE II

ADVERTISING BY MAJOR MEDIA

1936 Gross Time and Space Sales

Advertising Medium	September	October	Cumulative Jan.-Oct.
Radio broadcasting	\$8,541,218	\$11,514,505	\$85,084,802
National magazines ¹	11,118,077	14,324,291	117,611,600
National farm papers ¹	597,036	624,835	5,774,152
Newspapers ²	46,247,000	55,242,000	462,364,000
Total	\$66,503,331	\$81,705,631	\$670,834,554

¹ Publishers' Information Bureau.

² Estimated.

Radio broadcast advertising showed the greatest increase over the preceding month of any medium. Whereas broadcasting volume increased 34.8% over September, national magazine volume increased 28.8%, national farm paper advertising 4.7%, and newspaper lineage 19.4%.

Compared to the corresponding month of last year, national

magazine volume increased 35.1%, national farm paper advertising 18.9%, and newspaper lineage 13.6%.

National magazine volume for the first ten months of the current year exceeded the previous year's level by 13.9%, national farm papers 24.7%, and newspaper lineage 10.2%.

Non-network Advertising

Total non-network advertising increased 31.4% over last month, all classes of stations showing substantial gains. Non-network advertising over clear channel and high powered regional stations rose 38.8% and regional station and local station volume increased 28.4% and 22.4%, respectively. Compared to October of last year, total non-network advertising rose 42.9%. Gains over the different classes of stations were as follows: clear channel and high powered regional stations 42.9%, regional stations 49.2%, and local stations 27.1%.

Non-network advertising by power of station is shown in Table III.

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

1936 Gross Time Sales

Power of Station	September	October	Cumulative Jan.-Oct.
Over 1,000 watts	\$1,329,200	\$1,845,600	\$15,442,340
250-1,000 watts	1,616,700	2,076,900	15,325,050
100 watts	583,300	714,100	5,763,140
Total	\$3,529,200	\$4,636,600	\$36,530,530

Compared to the preceding month, all sections of the country experienced an increase in non-network advertising. The South Atlantic-South Central Area and the North Central Area showed the greatest gains, rising 36.9% and 36.3%, respectively. Non-network advertising in the New England-Middle Atlantic Area rose 21.5% and in the Pacific and Mountain Area 29.0%.

Likewise, non-network advertising experienced increases in all sections of the country when compared to the corresponding month of last year. Gains were as follows: New England-Middle Atlantic Area 49.5%, South Atlantic-South Central Area 53.3%, North Central Area 42.5%, and Pacific and Mountain Area 24.7%.

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

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

1936 Gross Time Sales

Geographical District	September	October	Cumulative Jan.-Oct.
New England-Middle Atlantic Area	\$922,900	\$1,121,400	\$8,143,550
South Atlantic-South Central Area	683,900	936,900	7,324,670
North Central Area	1,354,400	1,845,600	14,339,330
Pacific and Mountain Area	568,000	732,700	6,722,980
Total	\$3,529,200	\$4,636,600	\$36,530,530

Non-network Advertising by Type of Rendition

All types of rendition showed marked increases during October both when compared to the preceding month and the corresponding month of last year. Total transcription volume rose 41.6% over the September level, live talent business 27.8%, records 12.6%, and announcements 31.5%. Compared to October of last year, total transcriptions increased 56.5%, live talent 42.7%, records 28.6%, and announcements 33.4%.

In the national non-network field, transcription volume rose 39.4%, live talent business 32.8%, and announcements 71.4%. Record volume, which is relatively unimportant in the national non-network field, declined 15.4%. When compared to last October, both transcriptions and live talent business increased more than 50.0%, while records rose 66.4% and announcements 83.9%.

Transcription volume showed an increase of 50.0% in the local field over the previous month. Live talent business rose 23.7%, records 18.5%, and announcements 12.9%. Compared to the

corresponding month of the previous year, local transcriptions increased 50.3%, live talent business and records more than one-third, and announcements 11.7%.

For the first ten months of 1936, transcription volume was 47.4%

above the 1935 level for the corresponding period. Live talent business showed a gain of 25.9% and records and announcements increases of 7.5% and 9.3%, respectively.

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

TABLE V
RADIO BROADCAST ADVERTISING BY TYPE OF RENDITION

<i>Type of Rendition</i>	<i>National Non-network</i>		<i>1936 Gross Time Sales</i>		<i>Total</i>		<i>Cumulative Jan.-Oct.</i>
	<i>September</i>	<i>October</i>	<i>Local</i>	<i>October</i>	<i>September</i>	<i>October</i>	
Electrical transcriptions	\$595,790	\$830,800	\$157,290	\$235,920	\$753,080	\$1,066,720	\$9,024,850
Live talent programs.....	791,180	1,051,000	966,930	1,196,470	1,758,110	2,247,470	17,547,350
Records	14,780	12,500	69,580	82,480	84,360	94,980	741,700
Announcements	296,150	507,500	637,500	719,930	933,650	1,227,430	9,216,630
Total	\$1,697,900	\$2,401,800	\$1,831,300	\$2,234,800	\$3,529,200	\$4,636,600	\$36,530,530

Sponsor Trends in October

Marked increases were experienced in practically all sponsor groups as compared with the preceding month. The greatest gain was registered in the miscellaneous group which contains sponsored political broadcasts. This group increased 94.2% over September, with the national network volume increasing 165.2%. Automotive advertising increased 72.9% over September, all portions of the medium showing increases. Clothing, drugs and pharmaceuticals, foodstuffs, soap and kitchen supply and department store advertising also experienced substantial gains. Amuse-

ment, confectionery, financial, and tobacco groups declined to a small extent.

The miscellaneous group showed nearly a threefold increase over the October 1935 level. Soap and kitchen supply advertising rose 90.4% and department store advertising 63.1% as compared to the previous October. Substantial gains were also registered in the gasoline and accessories, foodstuffs, beverage and financial sponsor groups. Only the amusement and confectionery groups experienced declines.

Broadcast advertising during October on the part of various sponsoring groups is found in Table VI.

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

<i>Type of Sponsoring Business</i>	<i>Gross Time Sales</i>			<i>Local</i>	<i>Total</i>
	<i>National Networks</i>	<i>Regional Networks</i>	<i>National Non-network</i>		
1a. Amusements	—	—	\$10,960	\$37,710	\$48,670
1-2. Automobiles and accessories:					
(1) Automobiles	\$694,062	\$560	225,060	103,780	1,023,462
(2) Accessories, gas and oil.....	469,456	41,129	178,430	70,130	759,145
3. Clothing and apparel.....	50,986	658	46,560	306,230	404,434
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	472,504	4,783	431,310	59,140	967,737
(5) Toilet goods	1,002,738	5,535	119,040	22,950	1,150,263
6-8. Food products:					
(6) Foodstuffs	1,131,056	34,054	464,970	261,280	1,891,360
(7) Beverages	394,251	7,470	67,640	110,750	580,111
(8) Confections	33,984	2,680	48,350	7,300	92,314
9-10. Household goods:					
(9) Household equipment and furnishings.....	8,091	3,340	78,100	219,110	308,641
(10) Soap and kitchen supplies.....	457,224	4,088	152,920	4,330	618,562
11. Insurance and financial.....	53,320	1,984	17,770	68,910	141,984
12. Radios	121,527	—	29,260	34,610	185,397
13. Retail establishments.....	64,964	616	18,500	200,850	284,930
14. Tobacco products.....	359,076	9,350	89,930	7,120	465,476
15. Miscellaneous	1,409,687	38,732	423,000	720,600	2,592,019
Total	\$6,722,926	\$154,979	\$2,401,800	\$2,234,800	\$11,514,505

Detailed information regarding various sponsor groups during the month of October is as follows:

1a. **Amusements.** National non-network volume increased 34.3% over September, while local business declined 25.9%. Total down 19.2%. National non-network three times over the October 1935 level. Local decreased 21.9%. Total volume 5.9% below October of last year.

1. **Automotive.** Total volume 72.9% over preceding month. National network advertising rose 101.7%, national non-network 36.4%, and local 26.8%. Regional network business amounted to \$560. Compared to last October, national network rose 4.0%, national non-network 10.0%, and the total volume 4.9%. No change occurred in volume of local advertising.

2. **Gasoline and accessories.** National network volume up 10.2% over September, regional network business 94.9%, national non-network advertising 61.6%, and total volume 17.1%. Local advertising declined 22.5%. Compared to the corresponding month of last year, national network increased 21.3%, regional network

71.2%, national non-network 139.3%, and total volume 31.9%. Local advertising 21.9% below last October.

3. **Clothing.** Gains compared with September as follows: national networks 115.2%, national non-network 28.1%, local 33.3%, and total volume 39.4%. Regional network business amounted to \$658. National networks increased as against October 1935 by 33.9%, national non-network 17.5%, local 2.5%, and total volume 5.9%. Regional network advertising declined materially.

4. **Drugs and pharmaceuticals.** National network advertising 39.6% above preceding month, national non-network 80.8%, local 52.9%, and total volume 55.7%. Regional network volume down 21.1%. Compared to October 1935, national networks down 7.7%, regional networks 65.7%, and local 11.4%. National non-network advertising up 25.2% and total volume increased 3.2%.

5. **Toilet goods.** National network volume 7.3% greater than during previous month. Regional networks up 4.8%, national non-network 33.7%, local 1.8%, and total volume 9.4%. Compared to the corresponding month of last year, national networks

increased 9.9%, national non-network 54.3%, local 23.6%, and total volume 14.2%.

6. **Foodstuffs.** Increases as against previous month as follows: national networks 22.8%, regional networks 13.0%, national non-network 17.7%, local 13.8%, and total volume 20.0%. Compared to last October, increases as follows: national networks 13.3%, regional networks 17.8%, national non-network 46.8%, local 37.1%, and total volume 23.3%.

7. **Beverages.** National network advertising 19.8% over September, national non-network 8.9%, local 6.9%, and total 15.4%. Regional network business down 5.7%. National networks 51.1% over October 1935, national non-network 5.8%, local 28.6%, and total volume 38.4%. Regional network advertising declined 8.3%.

8. **Confectionery.** Total volume 13.5% below September and 41.9% below October 1935. Regional network volume increased 263.5% as compared to September, national non-network 145.7%, and local 130.3%, while national network volume declined 59.1%. Compared to last October, national networks declined 74.5% and regional networks 52.5%. National non-network volume increased threefold and local business 62.2%.

9. **Household equipment.** National network and regional network business down 69.8% and 6.2%, respectively, as compared to September. National non-network advertising up 22.6%, local 28.8%, and total volume 16.8%. Compared to the corresponding month of last year, national network and regional network volume down 73.5% and 63.3%, respectively. National non-network up 44.0%, local 22.8%, and total volume 13.4%.

10. **Soaps and kitchen supplies.** National network volume 33.6% above September. National non-network up 38.1% and total volume 32.5%. Regional networks down 50.5% and local 21.1%. Total volume 90.4% above October 1935 level. National networks up 76.6% and national non-networks 242.6%. Regional network and local business down 62.3% and 58.2%, respectively.

11. **Financial and insurance.** Total volume 2.2% below September, national non-network declining 30.1% and local 7.3%. National network business increased 21.8% and regional network volume 22.7%. Total increased 32.6% as compared to October of last year. Gains as follows: national networks 58.9%, regional networks four times as great, national non-network 5.6%, and local 22.6%.

12. **Radios.** National network advertising 9.1% greater than September. National non-network increased 5.8%, local business 75.9%, and total volume 16.8%. Compared to last October, national network volume declined less than 2.0% and national non-network volume 5.2%. Local business up 29.5% and total increased 2.3%.

13. **Department and general stores.** Mail order house advertising over national networks amounted to \$64,964 during October. Regional network advertising amounted to \$616. National non-network advertising 43.6% greater than during September, local 5.7%, and total volume 40.0%. Compared to the corresponding month of last year, national non-network volume rose 55.5%, local 36.8%, and total volume 63.1%.

14. **Tobacco products.** Total declined 10.6% compared to September, national networks declining 18.2% and local business 16.6%. Regional networks up 4.2% and national non-network volume 40.6%. Total increased 17.4% as compared to previous October, national non-network increasing threefold and local business 17.1%. National network declined 4.1% and regional networks 41.4%.

15. **Miscellaneous.** Increases as against previous month as follows: national networks 165.2%, regional networks 84.4%, national non-network 57.0%, local 40.6%, and total volume 94.2%. Compared to last October, increases as follows: national networks 416.0%, regional networks 267.2%, national non-network 132.5%, local 76.5%, and total volume 196.5%.

Retail Broadcast Advertising

Total retail broadcast advertising for October showed an increase of 20.3% over the previous month and a gain of 20.1% over the corresponding month of last year. Automotive advertising rose 31.9% over September, clothing 32.1%, grocery stores 53.4%, furniture stores 49.2%, and radio retailers 65.7%. Beverage and confectionery volume increased materially. Compared to October 1935, restaurant advertising rose 25.2%, household equipment dealers 46.9%, furniture stores 43.6%, radio retailers 65.7%, and department stores 38.2%. Confectionery advertising increased materially.

Broadcast advertising by retail establishments of various types is set forth in Table VII.

TABLE VII

RETAIL BROADCAST ADVERTISING OVER INDIVIDUAL STATIONS

Type of Sponsoring Business	1936 Gross Time Sales	
	September	October
Automobiles and accessories:		
Automobile agencies and used car dealers	\$82,670	\$109,100
Gasoline stations, garages, etc.	43,250	33,660
Clothing and apparel shops	247,750	327,050
Drugs and toilet goods:		
Drug stores	15,340	16,180
Beauty parlors	6,670	9,550
Food products:		
Grocery stores, meat markets, etc.	36,000	55,230
Restaurants, eating places	20,090	21,750
Beverage retailers	370	990
Confectionery stores	1,530	6,390
Household goods:		
Household equipment dealers	65,850	76,120
Furniture stores	86,640	129,260
Hardware stores	18,760	18,330
Radio retailers	18,990	31,460
Department and general stores	202,950	219,360
Tobacco shops	—	—
Miscellaneous	144,730	138,300
Total	\$991,590	\$1,192,730

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 to show cause why cease and desist orders should not be issued against them.

No. 3015. A complaint charging unfair competition in the sale of hosiery has been issued against **Louis A. and Abram Burd**, 112-120 North 12th Street, **Philadelphia**, trading as **Burd Knitting Mills Company**.

Use by the respondents of the words "knitting mills" in their firm name and of the word "manufacturers" in the phrase "hosiery manufacturers" in connection with or separate from their trade name, to describe their business, is alleged to be a violation of Section 5 of the Federal Trade Commission Act.

These representations, according to the complaint, tend to deceive purchasers by causing them to believe the respondents actually own and operate or control a factory in which their products are made, when this is not a fact. The complaint notes that many purchasers prefer to buy directly from a manufacturer or mill, believing that a saving of a middleman's profit may be obtained.

No. 3017. **Charles of the Ritz, Incorporated**, and **Charles of the Ritz Distributors Corporation**, both of 9-11 University Place, **New York City**, engaged in the sale of cosmetics and toilet goods, are named respondents in a complaint alleging violation of three sections of the Robinson-Patman Anti-Price Discrimination Act and Section 5 of the Federal Trade Commission Act.

Under Section 2(a) of the Robinson-Patman Act, the respondent corporations are charged with discriminating in price between different purchasers of their products of like grade and quality, by allowing certain of such purchasers prices different from those granted to others who are competitively engaged in the sale of such products in interstate commerce.

According to the complaint, customers whose purchases are less than \$4,000 a year are allowed a discount of 33⅓ per cent, plus 5 per cent of the retail or list price of the respondent corporations' commodities of like grade and quality; and those whose total annual purchases amount to \$4,000 or more are given a discount of 33⅓ per cent, plus 10 per cent of the retail or list price. It is alleged that these same discounts are made to a group of purchasers, depending upon whether their purchases are less than \$18,000 annually, or more than that amount.

The effect of these price discriminations, the complaint alleges, may be to lessen competition substantially in the sale of toilet articles and cosmetics between the respondent corporations and competitors, and between favored purchasers and those who do not receive discriminatory allowances.

Stipulations and Orders

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

No. 01510. Harold C. Breckenridge, 20030 Russell St., Detroit, trading as Quality Chemical Co., agreed that in the sale of medicinal preparations, a hair shampoo, and a cleanser designated "Magic Concentrates", he will cease advertising that any article is free when the price therefor is included in the price charged for a combination of articles or that any article is worth more than the price charged. Among other representations he will discontinue are that "Dolora Alice Healthy Hair Shampoo" will make hair grow, that "Nature's Blood Purifier and Laxative Tonic" will benefit the liver, stomach, kidneys or nerves; that "Magic Cough Syrup" is a germ killer and meets all the requirements of the Pure Food and Drug Act, that "Magic Hits The Spot Liniment" will relieve sprains, lumbago and rheumatism, and that "Scientific" restores original luster to the surface of new objects or leaves the surface so that it will not collect dust or so that the weather will not affect it.

No. 01511. William E. Huber, 2905 W. North Ave., Milwaukee, trading as Wonderene Company and selling a washing fluid designated "Huber's Wonderene Solution", agreed to discontinue advertising that the product thoroughly disinfects wherever it is used, unless specific directions are set forth in equally conspicuous type, providing that the object to be disinfected must be cleansed thoroughly before application of the solution. The respondent also will stop representing that "Wonderene" is not a poison, will kill all germs, and is a disinfectant for poultry and dogs.

No. 01512. Chamberlain Laboratories, Des Moines, Iowa, will cease and desist from representing in advertising that "Chamberlain's Lotion" will revitalize and enable the skin to retain the radiance of youth, that it is a complete beauty treatment containing a blend of 13 imported oils, each of which is noted for a specific skin need; that it will prevent sunburn, windburn and cracked or irritated skin in all cases, and that it is a competent treatment for athlete's foot.

No. 01513. Eugene Munk, 1851 Washington Ave., New York, trading as Duad Company, Duad Laboratories and Duo-Beaute Laboratories, in selling a sensitizing solution designated "Duo-Print", will cease representing that his 50-cent "treatment" is sufficient to print 200 pictures, three by five inches in size; that results are guaranteed, no dark room or special equipment is required, and that it takes but four minutes to complete a picture. The stipulation sets out that the respondent admits that, according to the weight of scientific opinion, the "treatment" is sufficient to sensitize not more than 35 prints of the size referred to in the advertising.

No. 01514. Associated Pharmacists of Massachusetts, Inc., Salem, Mass., selling a preparation designated "Chaulmex," will discontinue assertions in advertising that its product will heal any condition of the skin or that it is an effective remedy for various skin disorders, unless the representations are limited to the relief of such skin conditions as the product reasonably may be expected to benefit. The respondent corporation admitted that its president is the only pharmacist connected with the firm and agreed to cease using as a part of its trade name the term "Associated Pharmacists of Massachusetts", or otherwise implying that it is an association of individuals engaged in the practice of pharmacy.

No. 01515. Kenneth M. Wickware, trading as K-W Company, 7392 Churchill St., Detroit, will stop representing that "Wick's Hair-Root Stimulant" will correct sluggish scalp circulation, inactive hair roots, dandruff or premature loss of hair; that it contains no irritants or harmful ingredients and that any offer is a special offer or is limited to a definite period of time, unless there is a definite time limit, after which offers to purchase are refused. Wickware stipulated that he will desist from using the words "Hair Root Stimulant" as part of the trade name for his product.

No. 01516. J. E. Ledger, operating as Standard Chemical Company, 113 E. 2nd St., Dayton, Ohio, is engaged in selling several preparations for use in making a cleaning compound, food flavorings and home remedies. Under his stipulation he will cease advertising that one can make from his products suitable flavorings of the "highest" quality, "wonderful" lemon and tar shampoo, effective cough remedy, and a herb laxative compound which he describes as a valuable aid in liver or kidney disorders. Ledger agrees to stop representing certain merits of, and results to be obtained from the use of his products which include a cleaning preparation designated "Quickleen". He further stipulates that he

will not represent as maximum earnings any amount in excess of what actually has been earned by his salesmen or dealers under normal business conditions.

No. 01517. Dr. J. Douglas Thompson, 330 Fifteenth St., Oakland, Calif., in selling a medicinal preparation designated "Dubla" and health and diet publications, entered into a stipulation to discontinue representations that infectious and contagious diseases are caused by acidosis; that through use of "Dubla" and a chart called a "Colorimeter" the percentage of acid in one's system may be determined; that by use of the preparation and the chart, with the aid of Dr. Thompson's "specially planned diet control", any specified percentage of acid in the system may be overcome, and that such diet plan enables one to overcome rheumatism, arthritis and diseases of the skin, stomach, heart and liver. Among other claims to be discontinued are that Dr. Thompson taught in a leading college, that his text books are used by universities or colleges, that he is recognized as international authority on the subject of nutrition, or is the leader in the science of diet.

No. 2317. Galion Metallic Vault Company, Galion, Ohio, has been ordered to discontinue unfair methods of competition, in violation of Section 5 of the Federal Trade Commission Act, in connection with the sale of metal burial vaults.

The order prohibits the respondent company from representing in purported certificates of warranty, in guarantees, or in advertising matter that its Air Seal vaults are water-proof, or that they are airtight either at the time of interment or after burial.

No. 2329. An order to cease and desist has been issued against seven companies manufacturing pin tickets for use in marking prices and stock numbers on garments offered for sale. The orders direct cessation of certain unfair competitive trade practices.

A. Kimball Co., 307 West Broadway, New York City; The Reyburn Manufacturing Co., Allegheny Ave. and 32nd St., Philadelphia; Waterbury Buckle Co., Waterbury, Conn.; American Tag Co., 6151 South State Street, Chicago; Dancyger Safety Pin Ticket Co., 4704 Detroit Ave., Cleveland; Adam Sutcliffe Co., Central Falls, R. I., and Noesting Pin Ticket Co., Mt. Vernon, N. Y., are the respondents.

The order prohibits the respondent companies from entering into any agreement or understanding among themselves to fix figures for the sale of pin tickets, and from restricting or suppressing competition among themselves or with others by any other similar concert of action.

No. 2373. Under an order issued, **Robert R. Dunn, Jr., and Tom Keek, 1260 Fourth Ave., San Diego, Calif.,** trading as **Iokelp Co.,** are prohibited from using certain unfair trade representations in the sale of a medicinal preparation called "Iokelp", produced by dehydrating and grinding kelp or seaweed.

The respondents are directed to stop representing that "Iokelp" is a remedy for, or will cure, constipation, nervous anemic conditions, prostrate, pituitary, or thyroid gland troubles, including simple goiter.

No. 2416. Under an order to cease and desist, **Nat D. Goldberg, trading as Sunset Distilling Co., 125 N. Racine Ave., Chicago,** is directed to discontinue representing that he is the distiller of the spirituous beverages he sells in interstate commerce, when such is not a fact.

Goldberg is ordered to cease representing, through use of the word "distilling" in his trade name, on labels, or otherwise, that he is a distiller of whiskies, gins or other spirituous beverages; that such products are manufactured by him through the process of distillation, or that he owns or controls a distillery, unless and until he actually does own or control such a place.

No. 2641. Albert F. Cooley, of Palms Station, Los Angeles, has been ordered to cease and desist from unfair trade representations in the sale of certain medicinal products. Cooley does business under the names of **Rango Tablet Company, A. F. Rango, Daddy Rango, Daddy Rango Tablet Company, Rango Company, and Daddy Rango Company.**

Among representations prohibited in the order are: That Daddy Rango's Laxative Herb Tablets are an adequate treatment for headaches, dizzy spells, neuritis, and liver and kidney troubles; that Daddy Rango's Sunshine Kelp Tablets are a cure or competent treatment for goiter and for a run-down condition, and promote growth, and build sturdy bones and teeth in children; that Daddy Rango's Asthma and Hay Fever Remedy is a cure or competent treatment for asthma and hay fever, and other similar representations.

No. 2776. Bonomo Candy & Nut Corporation, 649 Morgan Ave., Brooklyn, has been ordered to cease and desist from selling candy so packed and assembled that sales to ultimate purchasers are to be made, or may be made, by means of a lottery, gaming device or gift enterprise.

The order prohibits the respondent company from packing in assortments, for sale to the public at retail, pieces of candy of uniform shape and size and having centers of different color, together with small boxes of candy which are to be given as prizes to purchasers procuring a piece of candy with a center of a particular color.

Nos. 2789 and 2970. Leader Novelty Candy Co., Inc., 23 Marcy Ave., Brooklyn, and Maywood Candy Co., Maywood, Ill., have been ordered to cease and desist from selling candy so packed and assembled that sales to ultimate purchasers are to be made, or may be made, by means of a lottery, gaming device or gift enterprise.

The order against the Brooklyn firm also prohibits placing in the hands of wholesalers and jobbers packages of candy which may be used without alteration to conduct a lottery or gift enterprise, and bars the packing or assembling in the same or separate packages of uniform sized candies having different colored centers, and other articles of merchandise, which other articles are to be given as prizes to the purchaser procuring a piece of candy of a particular color.

FTC ORDER SET ASIDE AND CLOSED

No. 2721. Findings of fact and an order to cease and desist entered against **R. M. Barnett**, trading as **Home and School Education Society**, 1621 Real Estate Trust Building, **Philadelphia**, have been set aside by the Federal Trade Commission.

The respondent's application for oral argument in the case was not brought to the attention of the Commission until after it had issued the order to cease and desist.

The Commission, therefore, set aside the order and fixed January 6, next, as the date for final argument in the Commission's hearing room, 815 Connecticut Ave., N. W., Washington.

The Commission's complaint charges the respondent with making certain unfair representations in connection with the sale of an encyclopedia set, a loose-leaf extension service and memberships in a "Perpetual Bureau of Research."

No. 2487. The Commission has ordered its case closed in the matter of **United Importers & Distillers, Inc.**, of 167 Columbus Ave., **New Haven, Conn.**, charged with misleading use of the word "distillers" in its trade name and in advertising.

The case was ordered closed because the respondent, prior to November 23, 1935, had abandoned the practices alleged and ever since has engaged in business under the corporate name of "United Importers and Distributors, Inc."

FEDERAL COMMUNICATIONS COMMISSION ACTION

Owing to the holidays there was no meeting of the Broadcast Division of the Commission this week.

No hearings are scheduled for the week beginning **Monday**, December 28, for the same reason.

The Broadcast Division, on December 19, granted the petition of **Central Newspapers, Inc.**, to reconsider its action of December 15, in designating for hearing the application of the **Indianapolis Broadcasting, Inc.**, Station **WIRE**, **Indianapolis, Ind.**, to transfer control of **WIRE** to **Central Newspapers, Inc.**, and directed that said application be dismissed from the hearing docket and granted (Commissioner Case dissenting). It was further directed that an order be entered accordingly and forwarded to all interested parties.

APPLICATIONS RECEIVED

First Zone

WEEL—Columbia Broadcasting System, Inc., Boston, Mass.—
590 Modification of construction permit (B1-P-1196) to install a new transmitter and directional antenna, increase power, and move transmitter, requesting increase in power from 1 KW, 5 KW day, to 5 KW day and night. Amended to change name from **WEEL Broadcasting Corp.** to **Columbia Broadcasting System, Inc.**

NEW—Geraldine Alberghane, Pawtucket, R. I.—
720 permit to erect a new station to be operated on **720 kc.**, 1 KW power, daytime operation.

WEAN—Shepard Broadcasting Service, Inc., Providence, R. I.—
780 License to cover construction permit (B1-P-734) as modified for new equipment, directional antenna, move of transmitter, and increase in power.

NEW—McNary & Chambers, near College Park, Md.—
1060 construction permit for a new experimental broadcast station to be operated on **1060 kc.**, 100 watts power, time from 12 mid-night to 6 a. m.

NEW—General Electric Co., near Belmont, Calif.—Construction permit for a new international broadcast station to be operated on **9530, 15330, 21480 kc.**, 20 KW. Amended to delete the frequency **21480 kc.**

WIXLV—The WATR Company, Inc., Mobile.—License to cover construction permit for a new high frequency relay broadcast station.

WIXAL—World Wide Broadcasting Corp., Boston, Mass.—Modification of license to increase power from 10 KW to 20 KW.

Second Zone

NEW—Pottsville News & Radio Corp., Pottsville, Pa.—Construction permit for a new station to be operated on **580 kc.**, 250 watts, daytime only.

WTAR—WTAR Radio Corporation, Norfolk, Va.—Modification of construction permit (B2-P-1073) for changes in equipment, requesting increase in power from 500 watts, 1 KW day, to 1 KW, using directional antenna night, and move auxiliary transmitter from **Virginia Beach Blvd.**, 1.7 miles from **Norfolk, Va.**, to on **Glen Rock-Elizabeth Park Road**, 1.6 miles east of **Norfolk, Va.**, and extend commencement and completion dates.

WRVA—Larus & Bros Co., Inc., Richmond, Va.—Construction permit to install a new transmitter and directional antenna for day and night use; increase power from 5 KW to 50 KW; move transmitter from **Mechanicsville** (4½ miles from city limits), **Virginia**, to 15 miles southeast of **Richmond, Va.**

NEW—Great Lakes Broadcasting Corp., Cleveland, Ohio.—Construction permit for a new station to be operated on **1270 kc.**, 1 KW night, 5 KW day, unlimited time.

NEW—Lou Poller, Scranton, Pa.—Construction permit to erect a new station to be operated on **930 kc.**, 250 watts, daytime operation. Amended to change requested frequency from **930 kc.** to **1370 kc.**

WBLK—The Exponent Co., Clarksburg, W. Va.—Modification of construction permit (B2-P-1127) as modified for a new station, requesting authority to change type of transmitter to be installed.

WBNS—WBNS, Inc., Columbus, Ohio.—Construction permit to install a new transmitter and increase power from 500 watts, 1 KW day, to 1 KW night, 5 KW day. Amended to install directional antenna for night use.

WCBA—B. Bryan Musselman, Allentown, Pa.—Modification of construction permit (B2-P-1381) for new transmitter and vertical antenna, requesting authority to move transmitter from **Mizpah Grove, 14th Ward, Allentown, Pa.**, to near junction of **Route 309** and **W. Catasauqua Road, Allentown, Pa.**

WSAN—WSAN, Inc., Allentown, Pa.—Modification of construction permit (B2-P-1380) for new transmitter and vertical antenna, requesting authority to move transmitter from **Mizpah Grove, 14th Ward, Allentown, Pa.**, to near junction of **Route 309** and **W. Catasauqua Road, Allentown, Pa.**

WJBK—James F. Hopkins, Inc., Detroit, Mich.—License to cover construction permit (B2-P-637) as modified for new equipment.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio.—Construction permit for a new high frequency broadcast (relay) station to be operated on **31100, 34600, 37600, 40600 kc.**, 10 watts power.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio (Mobile).—License to cover above.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio (Mobile).—Construction permit to erect a new high frequency relay broadcast station to be operated on **38900, 39100, 39300, and 39500 kc.**, 100 watts power.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio (Mobile).—License to cover above.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio (Mobile).—Construction permit to erect a new high frequency relay broadcast station to be operated on **39700, 39900, 40800, 41400 kc.**, 10 watts power.

NEW—Cleveland Radio Broadcasting Corp., Cleveland, Ohio (Mobile).—License to cover above.

Third Zone

WDBO—Orlando Broadcasting Co., Inc., Orlando, Fla.—License to cover construction permit (B3-P-1048) for change in transmitter and antenna, move of transmitter, and increase in power.

WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—Construction permit for move of auxiliary transmitter from intersection U. S. Highways 64 and 70, 2 miles east of Bartlett, Tenn., to $\frac{3}{4}$ mile northwest of five points intersection U. S. Highway No. 70 and Macon Road, near Memphis, Tenn.

WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Authority 1310 to transfer 25 shares of common stock from E. L. Mack to J. P. Marchant.

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—1370 Modification of construction permit (B3-P-1463) for new equipment, move of transmitter and studio, requesting approval of transmitter site at 1800 W. Main St., Oklahoma City, Okla., studio at 200 Perrine Bldg., Oklahoma City, Okla., and approval of antenna.

NEW—Beaumont Broadcasting Assn., B. A. Steinhagen, Pres., 1420 Beaumont, Tex.—Construction permit for a new station to be operated on 1420 kc., 100 watts, daytime. Amended to change hours of operation from daytime to unlimited, using 100 watts power.

NEW—Archie E. Everage, Andalusia, Ala.—Construction permit 1420 for a new station to be operated on 1420 kc., 100 watts, 250 watts day, unlimited.

Fourth Zone

KFUO—Evangelical Lutheran Synod of Missouri, Ohio, and other 550 states, Rev. R. Kretzschmar, Chairman, Board of Control of Concordia Seminary, Clayton, Mo.—Authority to determine operating power by direct measurement of antenna.

WISN—Hearst Radio, Inc., Milwaukee, Wis.—Construction permit 1120 to move transmitter from 533 East Wells St., Milwaukee, Wis., to 231 West Michigan, Milwaukee, Wis., and install a vertical antenna.

KOIL—Central States Broadcasting Co., Omaha, Nebr.—Construction permit 1260 to make changes in equipment; install a vertical antenna; increase power from 1 KW night, $2\frac{1}{2}$ KW day, to 1 KW night, 5 KW day; and move transmitter from Pottawattamie County, Iowa, to near Omaha, Nebr. Amended to withdraw amendment for change of transmitter site.

WIBA—Badger Broadcasting Co., Inc., Madison, Wis.—Modification of license to change power from 1 KW, 5 KW day, to 5 KW day and night, and to eliminate directional antenna.

KSCJ—Perkins Bros. Co. (The Sioux City Journal), Sioux City, 1330 Iowa.—License to cover construction permit (B4-P-1391) for new transmitter and increase in power.

NEW—Abraham Plotkin, Chicago, Ill.—Construction permit for 1370 a new special broadcast station to be operated on 1370 kc., 5 KW, hours of operation not given. Amended to change power from 5 KW to 1 KW and give hours of operation as unlimited time.

KOBH—Black Hills Broadcast Co. (Robert Lee Dean), Rapid 1370 City, S. Dak.—License to cover construction permit (B4-P-231) as modified for a new station.

KSO—Iowa Broadcasting Co., Des Moines, Iowa.—Modification 1430 of construction permit (B4-P-996) for changes in equipment and increase in power, requesting further changes in equipment.

WTMV—Mississippi Valley Broadcasting Co., Inc., East St. Louis, 1500 Mo.—Modification of construction permit (B4-P-1256) for new transmitter and increase in power, further requesting changes in type of equipment and extend commencement and completion dates.

NEW—Galesburg Printing & Publishing Co., Galesburg, Ill.—Construction permit 1500 to erect a new station to be operated on 1500 kc., 250 watts, daytime operation.

NEW—Howard A. Miller, Galesburg, Ill.—Construction permit for 1500 a new station to be operated on 1500 kc., 100 watts, specified

hours (6 a. m. to 10 p. m.). Amended to give transmitter site as site to be determined, Galesburg, Ill.

NEW—Rockford Broadcasters, Inc., Rockford, Ill. (Mobile).—Construction permit for a new high frequency relay broadcast station to be operated on 31100, 34600, 37600, 40600 kc., 2 watts power.

NEW—Rockford Broadcasters, Inc., Rockford, Ill. (Mobile).—Construction permit for a new low frequency relay broadcast station to be operated on 1646, 2090, 2190, 2830 kc., 50 watts power.

Fifth Zone

KEHE—Evening Herald Publishing Co., Los Angeles, Calif.—780 License to cover construction permit (B5-P-599) as modified for changes in equipment, increase in power, change hours of operation, and move transmitter.

KEHE—Evening Herald Publishing Co., Los Angeles, Calif.—Authority to determine operating power by direct measurement of antenna power.

NEW—Anne Jay Levine, Palm Springs, Calif.—Construction permit 1200 for a new station to be operated on 1200 kc., 100 watts night, 250 watts day, unlimited time.

KOOS—Pacific Radio Corp., Marshfield, Ore.—Voluntary assignment of license from Pacific Radio Corp. to KOOS, Inc.

NEW—Cheyenne Radio Corp., Cheyenne, Wyo.—Construction 1210 permit for a new station to be operated on 1210 kc., 100 watts, 250 watts day, unlimited time, with studio at 16th and Central Avenue, Cheyenne, Wyo., and transmitter as slightly over two miles southeast, near Cheyenne, Wyo.

KFBB—Buttrey Broadcast, Inc., Great Falls, Mont.—Construction permit 1280 to make changes in equipment; increase power from 1 KW, $2\frac{1}{2}$ KW day, to 1 KW, 5 KW day; change frequency from 1280 kc. to 950 kc.; and move transmitter from 5 miles south of town on 13th St., Great Falls, Mont., to site to be determined, south of Great Falls, Mont. Amended to change night power from 1 KW to 5 KW.

NEW—Ellwood Warwick Lippincott, Inc., Bend, Ore.—Construction permit 1310 for a new station to be operated on 1310 kc., 100 watts, unlimited time. Amended to change name from an individual, Ellwood Warwick Lippincott, to a corporation, Ellwood Warwick Lippincott, Inc.

KRE—Central California Broadcasters, Inc., Berkeley, Calif.—1370 Construction permit to install a new transmitter and antenna; move studio from 2345 Channing Way, Berkeley, to 2337 Shattuck Avenue, Berkeley, Calif., and transmitter from same site to East Shore Highway, Berkeley, Calif.

NEW—Central Broadcasting Corp., Centralia, Wash.—Construction permit 1440 for a new station to be operated on 1440 kc., 1 KW, unlimited time. Amended to change requested power from 1 KW to 500 watts, and make changes in equipment.

KLS—S. W. Warner and E. N. Warner, d/b as Warner Bros., 1440 Oakland, Calif.—License to cover construction permit (B5-P-1378) for a new transmitter.

KRNR—Southern Oregon Pub. Co., Roseburg, Ore.—License to 1500 cover construction permit (B5-P-1379) for equipment changes, increase in power, and change hours of operation.

KDB—Santa Barbara Broadcasters, Ltd., Santa Barbara, Calif.—1500 Construction permit to make changes in equipment; erect a vertical antenna; change frequency from 1500 kc. to 1220 kc.; increase power from 100 watts to 500 watts; and move transmitter from 17 E. Haley Street, Santa Barbara, Calif., to site to be determined, near Santa Barbara, Calif. Amended to change type of equipment.

NEW—W. E. Whitmore, Hobbs, N. Mex.—Construction permit 1500 for a new station to be operated on 1500 kc., 100 watts, daytime. Amended to change type of transmitter to be installed.