

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.
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NAB REPORTS

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Vol. 5 - - No. 11
MAR. 11, 1937

WASHINGTON RADIO HIGHLIGHTS

Chairman Prall of the Federal Communications Commission was designated by the President on Wednesday to succeed himself as chairman for a period of one year from March 11 * * * * Copeland pure food and drug bill passes the Senate with little debate * * * * Commissioner Stewart dissents in important newspaper-radio case * * * * January broadcast advertising increases over same month of last year * * * * New copyright bill introduced in House and several new radio bills.

PRALL REAPPOINTED CHAIRMAN

President Roosevelt announced at his press conference on Wednesday that he had designated Anning S. Prall, chairman of the Federal Communications Commission, to succeed himself as chairman for a period of one year. The term as chairman expired on March 11.

NEW BROADCAST STATION GRANTED

The Federal Communications Commission this week granted a construction permit for the erection of a new broadcast station at Indianapolis, Ind., to Glenn Van Auken, to use 1050 kilocycles, 1,000 watts, and daytime operation. The order is effective May 11.

EXTENSION OF DATE OF RULE 981

The Broadcast Division of the Federal Communications Commission has further extended the working date of Rule 981 for six months from March 15. This rule requires all relay, international, television, facsimile, high frequency, and experimental broadcast stations to have in operation by September 15, 1936, a frequency monitor. This monitor does not have to be approved by the Commission but must have an accuracy of one half the allowed tolerance of the class of station with which it is to be used. It is believed that sufficient commercial monitors will be available within six months so that all stations of this class can be equipped as required.

NEW RADIO ENDORSEMENT BILL

Representative Maloney of Louisiana has introduced a bill (H. R. 5300) in the House "to require that personal endorsements of articles by radio be accompanied by a statement that the endorsement is paid for." The

bill, which has been referred to the House Committee on Interstate and Foreign Commerce, will be found on page 1985 of this issue.

PURE FOOD BILL PASSES SENATE

Senator Copeland's pure food and drug bill (S. 5) passed the Senate on Tuesday of this week with few amendments and practically no debate.

The bill as it passed the Upper House puts the advertising features of the bill under the direction of the Department of Agriculture instead of the Federal Trade Commission.

At a recent press conference the President stated that he was not satisfied with the bill and the amendments made did not take care of his objections. It is reported that the bill may be held up indefinitely in the House.

RADIO OPERATORS QUALIFICATION BILL

Representative Welch of California has introduced a bill (H. R. 5376) in the House in connection with the qualifications of radio operators which would amend the Communications Act. The bill, which has been referred to the House Committee on Interstate and Foreign Commerce, is as follows:

That section 303 (1) of the Communications Act of 1934 (U. S. C., 1934 ed., title 47, sec. 303), is amended by inserting the words "who are twenty-one years of age or over" after the words "United States", so that the amended paragraph will read:

"(1) Have authority to prescribe the qualifications of station operators, to classify them according to the duties

IN THIS ISSUE

	Page
Washington Radio Highlights.....	1971
Prall Reappointed Chairman.....	1971
New Broadcast Station Granted.....	1971
Extension of Date of Rule 981.....	1971
New Radio Endorsement Bill.....	1971
Pure Food Bill Passes Senate.....	1971
Radio Operators Qualification Bill.....	1971
New Copyright Bill.....	1972
Iowa Station Recommended.....	1972
Stewart Dissents On KTSM Decision.....	1972
Broadcast Advertising In January.....	1975
Federal Trade Commission Action.....	1979
FTC Closes Case.....	1980
Federal Communications Commission Action.....	1980
Maloney Endorsement Bill.....	1985

to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States who are twenty-one years of age or over as the Commission finds qualified;”.

NEW COPYRIGHT BILL

Representative Daly of Pennsylvania has introduced a new bill (H. R. 5275) in the House dealing with the copyright situation. The bill, which has been referred to the House Committee on Patents, is different from the Daly bill of the last session of Congress and is also different from any of the copyright bills now pending in either House of Congress.

IOWA STATION RECOMMENDED

The Central States Broadcasting Company filed an application with the Federal Communications Commission asking for a construction permit for the erection of a new broadcasting station at Council Bluffs, Iowa, to use 1500 kilocycles, 100 watts power, and unlimited time on the air.

Examiner Melvin H. Dalberg, in Report No. I-360, recommended that the application be granted. He found that “there is an apparent need for the additional service in the area proposed to be served, and the proposed program service is of a satisfactory nature.” The Examiner states further that “the proof seems to be clear that the operation of the proposed station would not result either in objectionable interference from it or to it from any existing station.”

STEWART DISSENTS ON KTSM DECISION

Commissioner Stewart has issued the following dissenting opinion in connection with the decision rendered a short time ago by the Federal Communications Commission in the KTSM case. Commissioner Stewart said:

“Dorrance D. Roderick applied for a permit to construct a new broadcast station at El Paso, Texas, to operate unlimited time with 100 watts power on the frequency 1500 kc. The Broadcast Division having granted that application, the Tri-State Broadcasting Company, Incorporated, licensee of Station KTSM, located at El Paso, has petitioned the full Commission to grant a rehearing under Section 405 of the Communications Act of 1934.

“There are now two time-sharing local stations in El Paso, apparently operated as a single full-time station. On the facts of the present case there are presented the questions of the need for another broadcast station in El Paso and the ability of that area to support a second station. The Division found that there was both need and support for applicant’s proposed station.

“The determination of need is a subjective process. There is no yard stick which can be applied against any

given set of statistics with the invariable result that the need for another broadcast station is or is not demonstrated. The best the Commission can do is to receive such testimony as is offered and announce its opinion as to the need. The opinion may be dignified by calling it a conclusion or a finding of fact, but nevertheless it remains an opinion, a kind of enlightened and informed guess.

“The finding of a need for an additional broadcast station in El Paso rests almost entirely upon applicant’s testimony that he wants a station and that some people he talked to would like to see another station in El Paso and are willing to advertise over it. Applicant introduced no witnesses other than himself to establish the need for a station in El Paso nor did he introduce depositions from persons in El Paso as to such need. Instead, he relied upon his impression of what people told him, a procedure which made effective cross-examination impossible. While I have no doubt that the publisher of such an important newspaper as the *El Paso Times* would be able to procure depositions supporting his desire for a broadcast station, it seems to me that the affirmative testimony in the present record is decidedly weak. In fact, if the applicant’s self-serving declarations were disregarded, it would be difficult to find any affirmative testimony at all.

“The intervenor, Station KTSM, presented as an expert a witness who testified as to the inability of the El Paso area to support another broadcast station. The Broadcast Division apparently declined to attach significant weight to his testimony; and it found there was sufficient potential advertising reasonably to assure adequate financial support for another broadcast station in El Paso.

“Developments subsequent to the hearing, as recited in the petition for rehearing, throw grave doubt upon the validity of the finding of adequate support. Thus, the opinion of the Broadcast Division states, and apparently substantial reliance is placed upon the fact, that ‘the evidence shows that three newspapers are now supported in the City of El Paso.’ The petition for rehearing states that subsequent to the hearing one of those newspapers has ceased publication with a statement of ‘regret that economically it is apparent El Paso can not adequately support three English newspapers.’ The petition further states that the other two newspapers, one of which is owned by a corporation in which applicant holds the majority of stock, have since the hearing entered into an arrangement ‘for the joint printing, sale and distribution of their newspapers, and for the sale of advertising, without affecting the ownership of either property.’ While such an arrangement is not unknown to the newspaper world, it is sufficiently unusual to create a strong implication that El Paso is having difficulty in supporting two English language newspapers conducted along the usual

competitive newspaper lines. These two developments subsequent to the hearing cast grave doubt upon the correctness of the finding that El Paso can support an additional broadcast station.

"Whenever reasonable doubt exists as to the ability of a community to support two stations, the Commission should look to the possible consequences of the operation of more than one station. In my opinion there is such a doubt on the record in the present case.

"The applicant herein owns the majority of the stock of the corporation publishing the *El Paso Times*, a daily newspaper published in El Paso. He testified that the newspaper and the broadcast station would be separate with reference to their business management and operation but otherwise identified with each other. The station will receive space rent free in a building on which the newspaper pays rent. Members of the newspaper staff will be used to produce programs. Applicant's proposed rates, which he admits are not based on the probable cost of operation of the station, are lower than those of KTSM. In the application for the station, it is recited that applicant is 'able and willing to operate station at loss, if necessary.' Many of the persons who are said to have agreed to buy time on applicant's station are now patrons of KTSM. Applicant's newspaper does not list the programs of KTSM; the manager of that station testified that applicant had given as his reason for not listing the programs that KTSM was competitive to the newspaper.

"From the above it is apparent that applicant is prepared to throw the resources of his newspaper behind his proposed broadcast station. In any struggle for existence between the two competing broadcast stations, the odds seem greatly in favor of the continuance of the station herein authorized. In that circumstance, the only broadcast station in El Paso will be owned and operated by the dominant stockholder in one of the two English language newspapers in the community. I believe the Commission should consider whether such a result is desirable.

"The criterion by which the law requires the Commission to judge applications is that of 'public interest, convenience or necessity.' It is my opinion that the application of this criterion requires that matters which have a bearing upon the ownership and control of broadcast stations should be given appropriate consideration. I believe that the ownership or control of broadcast stations by newspapers has an important bearing upon public interest.

"The newspaper has long served the community as its source of news and its guide to the offerings of the local and national market places, and, to some extent, has moulded the pattern for its thinking. As a purveyor of current news, until recently it has had no competitors. Similarly, until recently it has had relatively little competition for local advertising, although this has not been

true for national advertising. As to its influence upon thought patterns (except as influenced by its news columns), it has had to share the field with many others.

"Broadcasting directly challenged the newspaper in all three fields. It could deliver news faster (though normally in much less detail) than the newspaper. When the leading press associations refused to serve broadcast stations except upon a highly restrictive basis, independent press associations sprang up to furnish news to the stations. Local and national advertisers found radio a valuable method of putting their wares before the public. By bringing into the home the views of men whose views on public questions varied widely among themselves, broadcasting encouraged its listeners to do more thinking for themselves on those questions.

"Most important of all this, as I see it, is that the broadcast station has given the public a source of information independent of the newspaper. That many newspapers honestly endeavor to present a true picture of the course of events, I firmly believe. That some distort that picture to conform to the views of the publisher is apparent to anyone who gives thought to what he is reading, and who has any check on its accuracy. Editorial views are not always confined to the editorial page—they are sometimes permitted to influence the presentation of news. No one can question that there must be editorial discretion; no one should be expected to believe that such discretion may not, frequently or infrequently, reflect the prejudices of the editor or publisher.

"Most readers are dependent upon the intellectual integrity of the publisher, editor and reporters of the newspaper they read. The events reported are outside their personal experience and beyond their ability to test. Reading additional newspapers to get additional enlightenment is not practicable for most people. 'All I know is what I read in the papers' is more than the slogan of a well-remembered humorist; until recently at least, it was the confession of a national dependence.

"Broadcasting has given the listener the means of checking on the newspaper. More important, it has given him a means to supplement the information he gets from the paper, to get matter denied him in the process of editorial selection or because of the limited resources of the publisher. This does not mean that he always gets better or more accurate information over the radio. The reverse may often be the case. Editorial discretion is a part of the broadcaster's stock in trade as it is of the publisher. There are instances in which the broadcaster has used his editorial discretion in a manner heartily to be condemned by fair minded men. The main thing is that where the newspaper and the broadcast station are separately controlled, the listener may receive the full benefit of both—that he has more chance to decide for himself what is really happening, what its influence upon him, his family,

his community, his country is likely to be. Obviously the newspaper and the broadcast station can not be checked against each other when both are under the same control. To some this solicitude for channels of information independent of each other may seem a counsel of confusion; to me, it is a principal hope of democracy.

“As possibly shedding some light on the question of public interest as affected by newspaper control of broadcast stations it may be observed that one of the most direct requests that the Commission limit the freedom of speech of broadcasters was made on behalf of the American Newspaper Publishers’ Association. That Association, on June 22, 1936, requested the Commission to fix definite periods as the only times at which news could be broadcast.

“Persons familiar with developments in broadcasting are aware of the exceeding rapidity with which broadcast stations are passing into newspaper control. It is not possible to compile a list of newspaper controlled broadcast stations with assurance that it is complete. This is due to the fact that the Commission does not require the disclosure of information leading to ultimate control. Where the application of a station shows that its stock is owned by another company, the name of the owning company does not always give a clue to its real business. Thus one can not state with absolute finality the number of broadcast stations owned or controlled by or affiliated with newspapers or persons interested in publishing newspapers. The number may be somewhat larger than that given below.

<i>Existing Stations Controlled by Newspapers</i>	<i>Pending Applications to Transfer Existing Stations to Newspaper Control</i>	<i>Pending Applications for New Stations to be Newspaper Controlled</i>
200	8	103

“To show the rate of growth of newspaper control, it is of interest to note the date since which there has been continuous newspaper control of each of the 200 broadcast stations presently so controlled. There may be slight errors in the assignment of five stations in the following

“Likewise it is not possible to define in a single term all types of relationship between newspapers and broadcast stations. In some cases the company owning a newspaper owns the broadcast station; in some the same holding company owns both; in some each is owned by a separate holding company, in turn owned by the same persons; in some the publisher of the newspaper owns the station as an individual; and there are several other variations of the same general idea. For simplicity of expression I am referring to all such cases collectively as newspaper controlled stations. In the total figures for newspaper controlled stations given below, there are included 29 existing stations and 12 pending applications where the ascertainable newspaper interest is 49% or less or the common relationship is one which may fall short of control.

“In an endeavor to obtain complete information as to newspaper control of broadcast stations, I have supplemented the information disclosed by the Commission’s records with such outside information as is available. The totals given below include four existing stations where the newspaper interest is not apparent from the Commission’s records; in these cases the interest common between the newspaper and the broadcast station may be short of controlling. Within the limitations set out above, the following figures show the situation with respect to newspaper controlled broadcast stations as of February 16, 1937:

table due to the incompleteness of some of the records. The dates have been divided into three unequal groups, corresponding roughly to the three periods in the regulation of broadcasting:

Dates from which newspaper control has been continuous

<i>Pre-Federal Radio Commission (6 years)</i>		<i>Federal Radio Commission (7½ years)</i>		<i>Federal Communications Commission (2½ years)</i>	
<i>Year</i>	<i>Number of Stations</i>	<i>Year</i>	<i>Number of Stations</i>	<i>Year</i>	<i>Number of Stations</i>
1921	1	1927	4	1934 (2nd half)	10
1922	16	1928	6	1935 (1st half)	11
1923	3	1929	9	(2nd half)	15
1924	3	1930	12	1936 (1st half)	23
1925	2	1931	21	(2nd half)	26
1926	5	1932	12	1937 (Jan. 1 to Feb. 16)	8
		1933	5		
		1934 (1st half)	8		
Total	30	Total	77	Total	93

“It will be observed that comparatively few of the present stations were newspaper controlled during the highly experimental period prior to the creation of the

Federal Radio Commission. Newspaper control of most of them dates from the time when broadcasting had definitely demonstrated its value as a news distributing

medium and its power to make money as an advertising medium. More than one-half of them have come under newspaper control since January 1, 1934, after the revenues of broadcast stations had stood up so significantly during the depression. The greatest rate of increase has occurred since the establishment of the Federal Communications Commission. I shall not labor the rate of progression at which newspaper control has proceeded in recent months nor attempt to picture the future if that growth continues unabated. In 1936 the Commission approved nearly twice as many newspaper stations as during 1935. In the period January 1-February 16, 1937, eight newspaper controlled stations have been authorized; in the same period of 1936 none were authorized.

"There is no reason to believe that the demand for newspaper controlled stations will not continue. Although broadcast stations have come under newspaper control at a constantly accelerating rate, there were pending on February 16, 1937, a total of 111 applications the granting of which would result in other stations coming under newspaper control. The corresponding figure stood at 97 on October 1, 1936, at 87 on August 1, 1936, and at 62 on February 1, 1936. In other words, in spite of the rapidity with which newspaper stations have been authorized, there has been a steady increase in the number of applications yet to be acted upon. Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations.

"To those newspaper stations which were among the pioneers in the development of broadcasting, much credit is due. However, the table shows that few of the stations presently controlled by newspapers were among the pioneers. Most of the newspapers now controlling stations merely jumped on the bandwagon.

"Of more than passing interest is the following: in the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station.

"There are 103 cities in which the only broadcast station is newspaper controlled, 8 cities with two broadcast stations each in which both stations are newspaper controlled, and 2 cities with three broadcast stations each in which all three are newspaper controlled. Thus there are 113 cities in which all local broadcast stations are under newspaper control.

"Applying the foregoing statements to the present case, it seems to me that the Commission should not create a situation which may result in the control of the only local broadcast station passing to a newspaper. In reaching this conclusion, I consider it immaterial whether the editorial policy and practices of the *El Paso Times* are better or worse than those presently followed by Station KTSM.

The Commission must be concerned with the possibilities inherent in the situation, not with the particular manifestations of editorial discretion.

"The application for rehearing should be granted."

Broadcast Advertising In January

HIGHLIGHTS OF THE MONTH

Total broadcast advertising in January amounted to \$10,369,556, a decrease of 6.7% from the level of the preceding month but a 29.1% increase over gross time sales for the corresponding month of last year. The usual seasonal declines occurred in all portions of the medium. Compared to last January only regional networks failed to show a gain, declining 3.3%. The principal increase was registered in the national non-network field where advertising rose 42.2% over January, 1936.

Although all advertising media experienced the downward seasonal trend during January, radio broadcasting declined to the least extent when compared to December. Advertising in national magazines declined 26.1%, national farm papers 14.2%, and newspapers 25.3%.

Non-network advertising declined 12.8% as compared to December. Local station advertising decreased to the greatest extent, dropping 24.1%. Clear channel and regional station advertising declined 8.1% and 13.3%, respectively. A decline in volume of advertising was recorded in all sections of the country although the Pacific and Mountain Area declined to the least extent. Regional station advertising and advertising in the New England-Middle Atlantic Area showed the greatest gain over last January. However, all sizes of stations and geographical districts showed marked increases in non-network advertising.

Transcriptions showed the greatest decrease of any type of rendition during the month, declining 22.7%. However, all types dropped below the level of last month. Live talent volume declined 5.6%, records 11.4%, and announcements 17.2%. Records and announcements in the national non-network field and records and transcriptions in the local field showed the greatest gains when compared to last January.

Principal gains in national network advertising were registered in the radio set, gasoline and accessory and household equipment sponsor groups, while the clothing, confectionery, soap and kitchen supply, and miscellaneous groups declined as compared to last month. Clothing, confectionery, and tobacco advertising gained in the regional field, whereas accessory and drug volume declined. A decrease of 68.3% in national non-network automotive advertising was recorded during the month. In the local field, toilet goods, soaps and kitchen supplies, and accessories and gasoline showed increases and radio set, drug, clothing and automotive advertising dropped as compared

to December. Retail broadcast advertising during January declined 30.5% as compared to the previous month but remained 21.3% ahead of last January.

TOTAL BROADCAST ADVERTISING

Total broadcast advertising for the month of January is found in Table I.

TABLE I

TOTAL BROADCAST ADVERTISING

Class of Business	Gross Time Sales	
	Dec., 1936	Jan., 1937
National networks.....	\$6,185,441	\$6,061,387
Regional networks.....	99,416	92,169
National non-network.....	2,461,200	2,313,700
Local.....	2,373,500	1,902,300
Total.....	\$11,119,557	\$10,369,556

Total broadcast advertising continued the usual seasonal trend by declining 6.7% from the level of the previous month. During the previous year the decline for this period amounted to 7.5%. All portions of the medium declined at about the usual seasonal amount. National network volume declined 2.1%, regional networks 7.2%, national non-network business 5.9%, and local advertising 19.8%.

Gross time sales for the month were 29.1% ahead of the volume recorded for last January. National non-network business showed the greatest gain, rising 42.2%. National network volume rose 27.8% and local advertising 20.9%. Regional network volume declined 3.3%.

COMPARISON WITH OTHER MEDIA

Radio broadcasting experienced the slightest decline in gross sales for the month of any of the major advertising media. National magazines declined 26.1% from the level of December, national farm papers 14.2%, and newspaper volume 25.3%. Broadcast advertising also showed the greatest gain over January 1936. Whereas radio broadcasting increased gross sales 29.1% over last January, national magazines gained 9.8%, national farm papers 28.3%, and newspaper volume remained at approximately the same level.

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

TABLE II

ADVERTISING BY MAJOR MEDIA

Advertising Medium	Gross Time and Space Sales	
	Dec., 1936	Jan., 1937
Radio broadcasting.....	\$11,119,557	\$10,369,556
National magazines ¹	12,264,808	9,065,572
National farm papers ¹	631,615	541,539
Newspapers ²	52,867,000	39,486,000
Total.....	\$76,882,980	\$59,462,667

¹ Publishers Information Bureau.

² Estimated.

NON-NETWORK ADVERTISING

Total non-network advertising followed the usual seasonal trend by declining 12.8% as compared to last month. Advertising over local stations declined to the greatest extent, falling 24.1% below the level of December. Non-network advertising over clear channel and high-powered regional stations declined 8.1%, while regional station volume decreased 13.3%.

Compared to January of last year, non-network advertising volume increased 31.7%, all classes of stations showing gains. Clear channel and high-powered regional station volume increased 22.3%, regional station volume 50.6%, and non-network advertising over local stations 13.2%.

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

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	Gross Time Sales	
	Dec., 1936	Jan., 1937
Over 1,000 watts.....	\$1,983,600	\$1,823,100
250-1,000 watts.....	2,122,500	1,839,900
100 watts.....	728,600	553,000
Total.....	\$4,834,700	\$4,216,000

Declines in non-network advertising volume were experienced in all sections of the country as compared to last month. However, the volume in the Pacific and Mountain Area declined only 2.9% as against a decrease of 13.6% in the New England-Middle Atlantic Area, 14.4% in the South Atlantic-South Central Area, and 15.6% in the North Central Area.

The New England-Middle Atlantic Area showed the greatest gain over the corresponding month of last year, non-network advertising in that area rising 59.9%. Other regions experienced increases over last January as follows: South Atlantic-South Central Area 24.0%, North Central Area 21.6%, and Pacific and Mountain Area 29.4%.

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

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	Gross Time Sales	
	Dec., 1936	Jan., 1937
New England-Middle Atlantic Area.....	\$1,270,900	\$1,097,900
South Atlantic-South Central Area.....	915,500	783,000
North Central Area.....	1,854,900	1,564,700
Pacific and Mountain Area.....	793,400	770,400
Total.....	\$4,834,700	\$4,216,000

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Transcription volume showed the greatest drop in the non-network field as compared to December, although all types of rendition registered declines. Total transcription volume declined 22.7% below last month's level. Live talent volume decreased 5.6%, records 11.4%, and announcements 17.2%. Compared to the volume of the corresponding month of 1936, total transcriptions rose 14.1%, live talent 36.6%, records 56.1%, and announcements 38.1%.

In the national non-network field, transcriptions dropped 18.7% as against last month. Live talent vol-

ume remained practically unchanged, while records and announcements registered gains of 4.9% and 3.4%, respectively. As against last January, transcriptions rose 9.4%, live talent 59.6%, announcements 74.4%, and record volume more than tripled.

In the local non-network field, transcriptions declined 34.6% from December but remained 35.6% above the level of the corresponding month of last year. Live talent declined 11.3% from last month, records 14.1%, and announcements 27.6%. Compared to last January, live talent gained 17.8%, records 41.4%, and announcements 20.3%.

Non-network advertising by type of rendition is found in Table V.

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		Gross Time Sales Local		Total	
	Dec., 1936	Jan., 1937	Dec., 1936	Jan., 1937	Dec., 1936	Jan., 1937
Electrical transcriptions.....	\$874,800	\$710,850	\$291,120	\$190,130	\$1,165,920	\$900,980
Live talent programs.....	1,168,200	1,169,850	1,187,890	1,053,140	2,356,090	2,222,990
Records.....	14,400	15,110	86,410	74,200	100,810	89,310
Announcements.....	403,800	417,890	808,080	584,830	1,211,880	1,002,720
Total.....	\$2,461,200	\$2,313,700	\$2,373,500	\$1,902,300	\$4,834,700	\$4,216,000

SPONSOR TRENDS IN JANUARY

Principal gains to be registered over last month in the national network field were in the radio set, gasoline and accessory and household equipment groups. Clothing, confectionery, soaps and kitchen supply and the miscellaneous groups showed the major declines. All other sponsor groups showed little change. With exception of miscellaneous advertising, all sponsor groups showed gains over last January, principal gains being registered in the financial, radio set, soap and kitchen supply and automotive groups.

Clothing, confectionery and tobacco advertising showed increases in the regional network field as compared to December. Accessory and drug volume showed the principal declines. As compared to last January, clothing, beverage, accessory and financial advertising showed the major gains, while the drug, confectionery and household equipment groups registered declines.

In the national non-network field, automotive advertising declined 68.3% as compared to December. Accessory, clothing, and radio set advertising also showed substantial declines. All groups gained as compared to last January except the amusement, automotive, clothing, and radio set groups.

Toilet goods, soaps and kitchen supplies, and accessories and gasoline showed the only increases of importance in the local field as compared to December. Radio set, drug, clothing and automotive groups declined. With

the exception of amusements, drugs, toilet goods and confectionery, all groups were ahead of last January's totals.

Broadcast advertising during January by major product and service groups is found in Table VI on page 1978.

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

1a. **Amusements.** Compared to December, national non-network volume down 2.1% and local 24.5%. Total down 21.3%. National non-network down 27.5% and local 3.9% as against last January. Total down 9.2%.

1. **Automotive.** National network volume increased 6.9% over last month. Regional network volume declined from \$950 to \$540. National non-network and local business declined 68.3% and 31.8%, respectively. National network volume 82.4% ahead of last January. National non-network business declined 79.7% and local advertising increased 4.8%.

2. **Accessories and gasoline.** National network volume 27.4% above December and local advertising up 48.6%. Regional network volume down 21.2% and national non-network 33.1%. Gains over corresponding month of last year as follows: national networks 12.6%, regional networks 35.9%, national non-network 50.0%, and local 53.4%.

3. **Clothing.** Compared to December, national network volume down 23.6%, national non-network business 36.8%, and local advertising 30.2%. Regional network

TABLE VI
RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS
(JANUARY 1937)

Type of Sponsoring Business	National Networks	Regional Networks	Gross Time Sales		Total
			National Non-network	Local	
1a. Amusements.....	—	—	\$6,210	\$28,930	\$35,140
1-2. Automobiles and accessories:					
(1) Automobiles.....	\$617,494	\$540	43,730	76,400	738,164
(2) Accessories, gas and oils.....	468,051	16,160	131,600	108,830	724,641
3. Clothing and apparel.....	29,718	3,345	32,620	271,240	336,923
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	613,537	9,176	521,420	61,360	1,205,493
(5) Toilet goods.....	1,085,472	4,860	132,920	16,210	1,239,462
6-8. Food products:					
(6) Foodstuffs.....	1,261,951	27,593	589,190	261,920	2,140,654
(7) Beverages.....	367,242	10,338	71,190	101,590	550,360
(8) Confections.....	131,170	3,000	44,760	11,660	190,590
9-10. Household goods:					
(9) Household equipment and furnishings.....	39,156	2,655	61,640	168,710	272,161
(10) Soap and kitchen supplies.....	355,702	200	112,510	8,930	477,342
11. Insurance and financial.....	74,410	1,812	19,450	100,560	196,232
12. Radios.....	285,710	—	6,500	19,520	311,730
13. Retail establishments.....	—	—	18,260	160,250	178,510
14. Tobacco products.....	421,369	8,420	143,460	7,500	580,749
15. Miscellaneous.....	310,405	4,070	378,240	498,690	1,191,405
Total.....	\$6,061,387	\$92,169	\$2,313,700	\$1,902,300	\$10,369,556

volume more than doubled. As against last January, national network volume rose 3.2%, local advertising 21.0%, and regional network volume tripled. National non-network advertising declined 3.5%.

4. *Drugs and pharmaceuticals.* National network volume alone increased over last month, rising 6.4%. Regional network volume declined 27.4%, national non-network business 2.5%, and local advertising 31.1%. Compared to the corresponding month of the preceding year, national network volume increased 20.7% and national non-network business 17.5%. Regional network volume declined 33.8% and local business 31.5%.

5. *Toilet goods.* National network volume and national non-network business down 7.6% and 10.6%, respectively, from December. Regional network volume remained the same, while local business increased 33.4%. Compared to last January, national network volume increased 15.6%, regional network volume 19.7%, and national non-network business 88.7%. Local advertising declined 29.5%.

6. *Foodstuffs.* Compared to last month, national network volume increased 3.1% and national non-network business 3.0%. Regional network business dropped 2.5% and local advertising 17.5%. As against the corresponding month of last year, national networks increased 38.7%, national non-network 76.8%, and local advertising 22.2%. Regional networks declined 4.3%.

7. *Beverages.* Compared to the previous month, national network volume declined 11.7%, national non-network business 11.5%, and local advertising 8.8%. Regional network business rose 15.3%. Gains over last January as follows: national networks 2.6%, national non-

network 64.3%, and local advertising 13.6%. Regional network business more than doubled.

8. *Confectionery.* National network volume 27.3% below December. Regional network volume and local advertising increased 56.7% and 15.1%, respectively. National non-network advertising declined 6.6%. Compared to the corresponding month of 1936, national network volume increased 4.0% and national non-network business 23.6%. Regional network volume dropped 55.7% and local business 33.3%.

9. *Household equipment.* As against last month, national network volume increased 26.5% and national non-network business 14.7%. Regional network business declined 9.6% and local business 21.8%. National network volume 1.8% above last January. National non-network business up 25.9% and local advertising 29.5%. Regional network business down 63.1%.

10. *Soaps and kitchen supplies.* National network business decreased 27.8% from December. Regional network business dropped from \$960 to \$200. National non-network and local volume increased 4.1% and 22.6%, respectively. Compared to last January, national networks increased 45.7%, national non-network 155.4%, and local advertising 23.3%.

11. *Financial and insurance.* National network volume 12.3% below December and regional network volume down 3.2%. National non-network up 10.6% and local advertising remained the same. Gains over last January as follows: national networks 110.2%, regional networks 44.0%, national non-network 79.9%, and local advertising 42.6%.

12. **Radios.** National network volume 57.8% above December. National non-network volume and local advertising down 79.5% and 45.4%, respectively. National network volume 207.8% greater than last January. National non-network business declined 55.0%, while local increased 75.0%.

13. **Department and general stores.** National non-network volume declined 17.5% as against December and local 29.0%. National non-network business 67.8% above corresponding month of last year. Local volume up 29.8%.

14. **Tobacco products.** Compared to last month, national network volume increased 4.3%, regional network volume 30.7%, and national non-network business 8.0%. Local advertising declined 2.4%. Gains over last January as follows: national networks 17.3%, regional networks 29.3%, national non-network business six times as great, and local business 56.9%.

15. **Miscellaneous.** As against last month, national network volume declined 28.7%, regional network volume 34.5%, and local advertising 20.6%. National non-network business increased 19.1%. Compared to the corresponding month of last year, national network volume declined 10.8% and regional network volume 50.6%. National non-network and local business gained 87.7% and 26.7%, respectively.

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

<i>Type of Sponsoring Business</i>	<i>Gross Time Sales</i>	
	<i>Dec., 1936</i>	<i>Jan., 1937</i>
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$113,730	\$73,310
Gasoline stations, garages, etc....	28,570	28,140
Clothing and apparel shops.....	426,290	291,610
Drugs and toilet goods:		
Drug stores.....	20,790	9,080
Beauty parlors.....	5,960	7,680
Food products:		
Grocery stores, meat markets, etc.	46,960	51,010
Restaurants and eating places....	30,310	19,350
Beverage retailers.....	2,610	1,980
Confectionery stores.....	2,480	7,390
Household goods:		
Household equipment dealers.....	59,880	53,820
Furniture stores.....	141,680	103,390
Hardware stores.....	19,780	6,290
Radio retailers.....	36,110	14,330
Department and general stores....	247,990	176,600
Tobacco shops.....		
Miscellaneous.....	227,340	135,000
Total.....	\$1,410,480	\$978,980

RETAIL BROADCAST ADVERTISING

Retail broadcast advertising over individual stations during January declined 30.5% as compared to the preceding month. This decline compares to a 29.4% drop registered at the same time last year. Retail broadcast

advertising still remained 21.3% ahead of the level of January, 1936. Decreases were fairly general as compared to December, only beauty parlors, grocery and confectionery stores showing increases. As compared to last January, clothing stores, household equipment dealers, furniture and department stores showed the principal gains, while drug stores, beverage retailers, and grocery store advertising registered declines.

Retail broadcast advertising during the month is found in Table VII.

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. 3067. Making and selling automobile accessories, **Banner Manufacturing Co.**, 841 East 43rd St., **Brooklyn**, is charged with unfair competition in the sale of its products, in a complaint.

Banner Radiator Glycerine, marketed by the respondent company, was advertised as a safe anti-freeze, according to the complaint, while this product and other anti-freeze preparations of the respondent company were represented as furnishing the user protection against inferior compounds, the company certifying that the products were made in strict conformity of standard under strict supervision of the company's own laboratories.

These representations are alleged to lead the public into believing that the respondent company's anti-freeze solutions are safe and harmless for general use, are made under strict supervision of laboratories and manufactured at the company's premises, when in fact, according to the complaint, these assertions are not the facts and the company does not operate a laboratory for manufacturing, compounding and testing these products along scientific lines.

No. 3068. **Levy Bros. China Co., Inc.**, 467 Keap St., **Brooklyn**, is charged in a complaint with unfair competition in the sale of chinaware.

Labels on certain of the respondent company's products are alleged to have created the impression that they or the decorations thereon originated in Limoges, France, when this was not a fact. Chinaware made and decorated in Limoges has a favorable and valuable reputation in the United States, the complaint points out.

No. 3069. Alleging use of unfair methods of competition in the sale of a medicinal compound designated "Eucathol," a complaint has been issued against **The Eucathol Co., Inc.**, **Shawnee, Okla.**

The respondent corporation advertises over the radio and in newspapers, magazines and other printed matter, and allegedly represents, expressly or by implication, that use of Eucathol will prevent and cure, or is beneficial in the treatment of insect bites, sunburn, asthma and hay fever, catarrh, colds, scalds and burns, skin disorders, influenza and pneumonia, and other ailments.

Stipulations and Orders

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

No. 1904. **William Alt**, 107 South Wells St., **Chicago**, engaged in the sale of toiletries, razor blades, notions and household utilities, will cease using on labels and in catalogues exaggerated or misleading representations concerning the value of his merchandise or the prices at which it is sold or intended to be sold in the usual course of trade. He also will stop using the word "New York" in any manner so as to imply that he has an office or a place of business in New York City, when such is not a fact. Alt trades as **Star Novelty Utilities and Star Products Co.**, and, according to the stipulation, labeled certain of his products with the words "Star Products Company, New York, Chicago," when, in fact, he did not have a place of business in New York.

No. 1905. **Dilex Institute of Feminine Hygiene, 33 West 47th St., New York City,** engaged in selling, under the trade name **La Dila Hygienic Institute**, a product designated "**La-Dila Method**," agreed to discontinue making certain representations, the effect of which was to directly assert or imply that use of the feminine hygiene preparation it sells could be relied upon generally to accomplish the results claimed for it.

No. 1909. **Munsell's Mineral Products Co., 1415 Sharp Building, Lincoln, Nebr.,** engaged in compounding and selling household remedies under the name "**Munsell's Mineralization Tablets**," stipulated that it will cease representing that its products, used alone, are a specific or remedy for any human ailment, but reserved its right to represent that they are beneficial to the general health in cases where they may supply a deficiency of any mineral salt which may be lacking and which deficiency has produced, or is tending to produce, a diseased condition. The company also will cease representing that its products are safe for self-medication if they contain any drug or ingredient, such as fluoride, in a quantity which may prove harmful when taken otherwise than under the direction of a physician. The stipulation sets out that there is no established authority for believing that mineral salts, when taken alone, will correct human ailments.

Nos. 1910-1913. Unfair representations in the interstate sale of extracts and an orange juice concentrate, will be banned by two concerns. These respondents are: **Alfredo Wanderlingh, 2321 First Avenue, New York,** trading as **Venus Importing Co., and Bireley's, Inc., 1117 North Mansfield Avenue, Hollywood, Calif.**

Wanderlingh, in the sale of extracts, agreed to stop employing the word "importing" as part of or in connection with the trade name under which they were sold, and to cease using this word or the word "importati" on labels implying that the articles referred to are imported from Italy or elsewhere, or that Wanderlingh is an importer, when such are not the facts.

Use of the phrase "**Laboratorio Chimico Italiano**" to imply that Wanderlingh maintains a chemical laboratory in Italy, will be discontinued, as will be the use of pictorial or other representations tending to indicate that medals or crosses were awarded Wanderlingh in connection with exhibition of his products at an exposition or fair.

Bireley's, Inc., in the sale of "**Bireley's Dairy Orange Juice**" and "**Bireley's Orangeade**," stipulated that it would cease seeking or obtaining agreements, promises or assurances from distributors that they would cooperate with Bireley's in a system of resale price maintenance for Bireley products.

The respondent corporation's product is said to have been sold to a large number of distributors and to several chain stores. Distributors were required to sign a written agreement that Bireley's would fix a minimum retail price and that the distributors would not under any circumstances sell for less than the prices so established.

No. 2860. **Gulf Coast Oil Company of Mississippi, Inc., 3331 St. Charles Ave., New Orleans,** has been ordered to discontinue unfair methods of competition through simulation of the brand names and trade marks of the products of competitors, including **Gulf Refining Co.,** and **Ethyl Gasoline Corporation** and its licensees. The order also is directed against **Anthony Paciera,** president of the respondent corporation.

The respondents are ordered to cease and desist from representing, through use of the word "**Gulf**," either alone or with other words simulating the brand names under which **Gulf Refining Company** sells its products, that their motor oils and gasolines are those of their competitor. The respondents also are directed to discontinue making the same representation through use of any symbol, term or device.

In advertising their products, the respondents are not prohibited from using their entire corporate name or any trade or brand name which includes the words "**Gulf Coast**," so long as they do not use the word "**Gulf**" in any manner unless the word "**Coast**" appears in close proximity thereto in letters equally prominent and of the same type. The order does not prevent the respondents from using any yellow or orange color scheme on their stations, pumps and other equipment.

Nos. 2882-2777. Practices permitting use of a lottery or game of chance in the sale of candy to jobbers and wholesalers for resale to retailers, are prohibited under orders to cease and desist issued against **The Euclid Candy Co., of California, Inc., 715 Battery St., San Francisco,** and **Plantation Chocolate Co., Inc., 3150 Janney St., Philadelphia.**

Candy assortments sold by the respondent companies to wholesalers and retailers were arranged so that prizes could be given to

consumers procuring certain candies designated by a color different from the other candies in the collections, according to the findings.

No. 2901. An order to cease and desist has been entered directing **National Kream Co., Inc., 360 Furman St., Brooklyn,** to cease and desist from unfair methods of competition in the sale of flavoring extracts.

The respondent corporation is ordered to discontinue advertising or representing, through use of words of any foreign language, or through symbols or picturizations, that flavoring extracts manufactured in the United States are produced in Italy or any other foreign country and imported into this country. Other representations ordered discontinued are that the respondent corporation's extracts were exhibited or awarded a prize at any exposition.

FTC CLOSES CASE

No. 2751. The Federal Trade Commission has closed its case against **Thomas Leeming & Co., Inc., 101 West 31st St., New York,** that respondent having entered into a stipulation with the Commission to discontinue certain unfair trade practices in connection with the sale of a treatment for the relief of pain designated "**Baume Analgesique**" or "**Baume Bengue**." The Commission's complaint was issued March 30, 1936.

Under the stipulation, the respondent corporation will cease representing that **Baume Bengue** will allay or relieve pain in any part of the body except in the local area of application; will stay in the area where it is applied until the pain is banished, and will penetrate deeper or through muscles to the pain itself.

The claim that **Baume Bengue** is the only "true" **Baume Analgesique** also will be discontinued, as will any similar representation which may reasonably be taken to imply that there are no other reputable or authentic preparations on the market of substantially similar ingredients and therapeutic properties.

In closing the case, the Commission reserved the right to reopen it, should the facts warrant, and to resume prosecution of the complaint in accordance with regular procedure.

FEDERAL COMMUNICATIONS COMMISSION ACTION

Hearing Calendar

The following broadcast hearings are scheduled at the Commission for the week beginning Monday, March 15:

Monday, March 15

HEARING BEFORE AN EXAMINER

(Broadcast)

NEW—H. O. Davis, Mobile, Ala.—C. P., 610 kc., 250 watts, 500 watts LS, unlimited time.

FURTHER HEARING BEFORE AN EXAMINER

(Broadcast)

NEW—The Waterloo Times-Tribune Pub. Co., Waterloo, Iowa.—C. P., 1370 kc., 100 watts, daytime.

NEW—Harold Thomas, Pittsfield, Mass.—C. P., 1310 kc., 100 watts, 250 watts LS, unlimited time.

Tuesday, March 16

HEARING BEFORE AN EXAMINER

(Broadcast)

NEW—Arthur H. Croghan, Minneapolis, Minn.—C. P., 1310 kc., 100 watts, daytime.

NEW—Troy Broadcasting Co., Inc., Troy, N. Y.—C. P., 950 kc., 1 KW, daytime.

Wednesday, March 17

HEARING BEFORE AN EXAMINER

(Broadcast)

KRLH—Clarence Scharbauer, Midland, Texas.—Modification of license, 1210 kc., 100 watts, daytime.

Thursday, March 18

HEARING BEFORE THE COMMISSION
EN BANC *

* (There is a petition pending for postponement of this hearing.)

- WBBC—Brooklyn Broadcasting Corp., Brooklyn, N. Y.—Modification of license, 1400 kc., 500 watts, unlimited time. (Requests facilities of WARD, WVFW and WLTH). Present assignment: 1400 kc., 500 watts. Share-WLTH, WARD and WVFW.
- WBBC—Brooklyn Broadcasting Corp., Brooklyn, N. Y.—Renewal of license, 1400 kc., 500 watts. Share-WLTH, WARD and WVFW.
- WBBC—Brooklyn Broadcasting Corp., Brooklyn, N. Y.—Renewal of license, 1400 kc., 500 watts (Auxiliary transmitter). Share-WARD, WLTH and WVFW.
- WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—Modification of license, 1400 kc., 500 watts, unlimited time. (Requests facilities of WARD, WLTH and WBBC). Present assignment: 1400 kc., 500 watts. Share-WARD, WLTH and WBBC.
- WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—Renewal of license, 1400 kc., 500 watts. Share-WARD, WLTH and WBBC.
- WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—C. P. to make changes in equipment; 1400 kc., 500 watts. Share WARD, WLTH and WBBC.
- WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—Transfer of control of corp.; 1400 kc., 500 watts. Share WARD, WLTH and WBBC.
- WEVD—Debs Memorial Radio Fund, Inc., New York, N. Y.—Modification of license, 1400 kc., 1 KW, unlimited time. (Requests facilities of WBBC, WLTH, WARD and WVFW)
- WARD—United States Broadcasting Corp., Brooklyn, N. Y.—C. P. to move transmitter; 1400 kc., 500 watts. Share WVFW, WLTH and WBBC.
- WARD—United States Broadcasting Corp., Brooklyn, N. Y.—Renewal of license, 1400 kc., 500 watts. Share WVFW, WLTH and WBBC.
- WARD—United States Broadcasting Corp., Brooklyn, N. Y.—Voluntary assignment of license to Kings Broadcasting Corp., 1400 kc., 500 watts. Share WVFW, WLTH and WBBC.
- WLTH—Voice of Brooklyn, Inc., Brooklyn, N. Y.—Renewal of license, 1400 kc., 500 watts. Share WARD, WVFW and WBBC.
- WLTH—Voice of Brooklyn, Inc., Brooklyn, N. Y.—Voluntary assignment of license to Kings Broadcasting Corp., 1400 kc., 500 watts. Share WARD, WVFW and WBBC.
- NEW—Brooklyn Daily Eagle Broadcasting Co., Inc., Brooklyn, N. Y.—C. P., 1400 kc., 500 watts, unlimited time. (Requests facilities of WBBC, WLTH, WARD and WVFW)

APPLICATIONS GRANTED

- WCHV—Community Broadcasting Corp., Charlottesville, Va.—Granted C. P. approving transmitter site 0.85 miles from present location; change in composite equipment, and installation of vertical radiator.
- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted C. P. for changes in directional antenna.
- KMAC—W. W. McAllister, San Antonio, Texas.—Granted license to cover C. P.; 1370 kc., 100 watts night, 250 watts day, share KONO.
- KFJB—Marshall Electric Co., Inc., Marshalltown, Ia.—Granted modification of C. P. to extend completion date from 3-18-37 to 5-18-37.
- KCKN—WLBK Broadcasting Co., Kansas City, Kans.—Granted modification of license to change name from WLBK Broadcasting Co., to The KGKN Broadcasting Co.
- KRNR—Southern Oregon Publishing Co., Roseburg, Ore.—Granted authority for changes in automatic frequency control apparatus.
- KPLC—Calcasieu Broadcasting Co., Lake Charles, La.—Granted license to cover C. P. and modifications thereof, 1500 kc., 100 watts night, 250 watts day, unlimited.
- WGST—Georgia School of Technology, Atlanta, Ga.—Granted license to cover C. P. and modifications thereof; 890 kc., 1 KW night, 5 KW day, unlimited time; also granted authority to determine operating power by direct measurement of antenna input.

- KJBS—Julius Brunton & Sons Co., San Francisco, Cal.—Granted license to cover C. P.; 1070 kc., 500 watts night and day, limited time.
- KSFO—Associated Broadcasters, Inc., San Francisco, Cal.—Granted modification of C. P. to move transmitter site locally.
- KHQ—Louis Wasmer, Inc., Spokane, Wash.—Granted modification of C. P. to extend completion date from April 6 to June 7, 1937.
- KRNT—Iowa Broadcasting Co., Des Moines, Ia.—Granted Modification of C. P. to make changes in transmitting equipment and antenna system authorized by C. P.
- WSMB—WSMB, Inc., New Orleans, La.—Granted modification of C. P. for authority to change transmitter site authorized by C. P. from Algiers Naval Station to Behrman Highway, New Orleans.
- KGFI—Eagle Broadcasting Co., Inc., Corpus Christi, Tex.—Granted Modification of C. P. to move station to Brownsville, exact studio sites and type of antenna to be determined with Commission's approval; installation of new equipment; and extension of commencement date to 60 days after grant and completion date to 180 days thereafter.
- WMCA—Knickerbocker Broadcasting Co., New York City.—Granted modification of license to increase operating power of auxiliary transmitter from 500 watts to 1 KW for emergency purposes only.
- WOC—Tri-City Broadcasting Co., Davenport, Iowa.—Granted authority to make changes in automatic frequency control apparatus.
- KSCJ—Perkins Bros. Co. (The Sioux City Journal), Sioux City, Iowa.—Granted authority to determine operating power by direct measurement of antenna input in compliance with terms of Rule 137.
- Columbia Broadcasting System, Inc., New York City.—Granted extension of authority to transmit programs to Canadian stations CFBR and CKAC and to stations of the Canadian Broadcasting Corp. (formerly Canadian Radio Broadcasting Commission).
- NEW—General Electric Company, Albany, N. Y.—Granted C. P. for new high frequency broadcast station; frequencies 31600, 35600, 38600 and 41000 kc., 150 watts.

SET FOR HEARING

- NEW—Petersburg Newspaper Corp., Petersburg, Va.—Application for C. P. for new station; 1210 kc., 100 watts night, 250 watts day, specified hours. Full time Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays; 6 to 10:30 a. m., 1:30 to 5:30 p. m., 7 to 7:30 p. m., 9:30 to midnight, EST, Sundays. Exact transmitter site and type of antenna to be determined with Commission's approval.
- NEW—Carolinas Radio, Inc., Charlotte, N. C.—Application for C. P. for new station; 880 kc., 500 watts night, 1 KW day, unlimited, exact transmitter and studio sites to be approved.
- NEW—C. S. Gooch, d/b as Amarillo Broadcasting Co., Amarillo, Tex.—Application for C. P. for new station amended to request 1500 kc., 100 watts, unlimited.
- NEW—John W. Haigis, Greenfield, Mass.—Application for C. P. for new station; 1210 kc., 250 watts, daytime only, exact transmitter site to be determined with Commission's approval.
- NEW—J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, d/b as J. K. Patrick & Co., Athens, Ga.—Application for C. P. for new station; 1310 kc., 100 watts night, 250 watts day, unlimited, exact transmitter and studio sites to be determined with Commission's approval.
- NEW—George H. Payne, San Jose, Calif.—Application for C. P. amended so as to request 1440 kc., 500 watts, unlimited, exact transmitter site to be determined with Commission's approval.
- NEW—Howard A. Miller, Galesburg, Ill.—Application for C. P. amended to request 1500 kc., 100 watts, daytime only, exact transmitter site to be determined.
- NEW—John D. Fields, Inc., Las Vegas, Nev.—Application for C. P. amended to request 1370 kc., 100 watts, unlimited, exact transmitter site to be approved.
- NEW—World Publishing Co., Tulsa, Okla.—Application for C. P. amended to request 940 kc., 1 KW night, using directional antenna, 5 KW day, unlimited.
- NEW—Thomas R. Waters, Jr., Sydney R. Lines, Jr., and Gomer Thomas, d/b as Skagit Broadcasting Asso., Bellingham, Wash.—Application for C. P. amended to request 1200 kc., 100 watts night, 250 watts day, unlimited time, exact trans-

mitter and studio sites and type of antenna to be determined with Commission's approval (facilities of KVOS).

NEW—Voice of Detroit, Inc., Detroit, Mich.—Application for C. P. amended to request 1120 kc., 500 watts night, 1 KW day, unlimited, directional antenna for night-time operation only. Exact transmitter and studio sites to be determined with Commission's approval.

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—Application for C. P. to move locally, transmitter to 100 N. Pulaski Road and studio to 14 North Western Ave.; install new equipment.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Application for C. P. for approval of transmitter site at 5200 E. 11th St., Kansas City, Mo.; installation of new equipment and directional antenna system; change frequency from 1370 kc. to 1450 kc.; increase power from 100 watts to 1 KW, DA night-time.

KGO—National Broadcasting Co., San Francisco, Calif.—Application for C. P. amended to request move of transmitter to near Belmont, Calif.; install vertical radiator and new equipment; increase power from 7½ KW to 50 KW.

KWTN—Greater Kampeska Radio Corp., Watertown, S. Dak.—Application for C. P. amended to request move of transmitter site locally to East Shore Lake Kampeska; change frequency from 1210 kc. to 1340 kc.; increase power from 100 watts, unlimited, to 250 watts night, 500 watts day, unlimited. Desires facilities of KGDY.

KRE—Central California Broadcasters, Inc., Berkeley, Calif.—Application for C. P. amended to request change in transmitter site to E. Shore Highway and studio to 2337 Shattuck Ave.; install new equipment and vertical radiator; change frequency to 1440 kc.; increase power to 500 watts night, 1 KW day, unlimited.

WBOW—Banks of Wabash, Inc., Terre Haute, Ind.—Application for C. P. to move transmitter site locally; change equipment; install directional antenna system; change frequency from 1310 kc. to 1290 kc.; increase power from 100 watts night, 250 watts day, unlimited, to 500 watts night, 1 KW day, using directional antenna for night-time operation.

KGKL—KGKL, Inc., San Angelo, Tex.—Application for C. P. to move transmitter locally in Tom Green County; install new equipment and vertical radiator; change frequency from 1370 kc. to 940 kc.; increase power from 100 watts night, 250 watts day, to 1 KW night, 5 KW day, unlimited.

KSLM—Oregon Radio, Inc., Salem, Ore.—Application for C. P. to install new equipment; make changes in antenna; change frequency from 1370 kc. to 1110 kc.; increase power from 100 watts, unlimited, to 500 watts, unlimited. To be heard before the Broadcast Division.

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Application for modification of license for increase in night power from 1 KW to 5 KW. To be heard before the Broadcast Division.

NEW—West Virginia Newspaper Publishing Co., Clarksburg, W. Va.—Application for C. P. for new station; 1250 kc., 1 KW, daytime only, exact transmitter and studio sites to be determined with Commission's approval.

NEW—Radiotel Corp., San Diego, Calif.—Application for C. P. for new station; 920 kc., 500 watts, unlimited time, transmitter site to be determined.

NEW—Scott M. Matheson, d/b as Provo Broadcast Co., Provo, Utah.—Application for C. P. for new station; 1210 kc., 100 watts, unlimited time, exact transmitter and studio sites to be determined with Commission's approval.

KMJ—McClatchy Broadcasting Co., Fresno, Calif.—Application for modification of license to increase night power from 500 watts to 1 KW.

WHK—Radio Air Service Corp., Cleveland, Ohio.—Application for modification of license to increase night power from 1 KW to 5 KW (day power increase from 2½ KW to 5 KW has been requested and designated for hearing 2-16-37). To be heard before the Broadcast Division.

KGHI—Arkansas Broadcasting Co., Little Rock, Ark.—Application for modification of license to increase night power from 100 watts to 250 watts. To be heard before the Broadcast Division.

WSPD—The Fort Industry Co., Toledo, Ohio.—Application for modification of license to increase night power from 1 KW to 5 KW.

APPLICATIONS DENIED

WQDM—E. J. Regan and F. Arthur Bostwick, St. Albans, Vt.—Denied special temporary authority to operate on frequency 1370 kc. with 100 watts power at location authorized by C. P.

WIOD-WMBF—Isle of Dreams Broadcasting Corp., Miami, Fla.—Denied special temporary authority to operate on frequency 610 kc. with 1 KW from 1 a. m. to 6 a. m., EST, from March 14 to 23, 1937, for the purpose of conducting antenna and field intensity data to be used in support of application requesting change in frequency to 610 kc.

The following application, heretofore set for hearing, was denied as in cases of default for failure to file an appearance and statement of facts in accordance with Rule 104.6 (c):

NEW—Malcolm H. Clark (Clark Radio Service), Amarillo, Tex.—C. P., 1500 kc., 100 watts night, 100 watts LS, unlimited time.

APPLICATIONS DISMISSED

NEW—John S. Braun, Waco, Tex.—On February 23, 1937, the Broadcast Division denied the petition of this applicant requesting dismissal without prejudice of application for C. P. for new station, 1500 kc., 100 watts LS, daytime only. The application is, therefore, now dismissed with prejudice.

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

NEW—Lou Poller, Jessup, Pa.—C. P., 1370 kc., 250 watts LS, daytime.

WMFR—WMFR, Inc., High Point, N. C.—Modification of license, 1200 kc., 100 watts, specified hours.

ORAL ARGUMENTS GRANTED

NEW—Ex. Rep. 1-351: Golden Empire Broadcasting Co., Marysville, Calif.—Granted oral argument to be held April 8, 1937.

NEW—Ex. Rep. 1-352: George Harm, Fresno, Calif.—Granted oral argument to be held April 29, 1937.

WAAB—Ex. Rep. 1-355: Bay State Broadcasting Corp., Boston, Mass.—Granted oral argument to be held April 29, 1937.

ACTION ON EXAMINERS' REPORTS

KGDM—Ex. Rep. 1-227: E. F. Pepper, Stockton, Calif.—Denied modification of license to change power from 1 KW day to 1 KW night and day; change hours of operation from daytime to limited; 1100 kc. Examiner Ralph L. Walker sustained. Order effective May 4, 1937.

NEW—Ex. Rep. 1-313: Glenn Van Auken, Indianapolis, Ind.—Granted C. P. for new broadcast station to operate on 1050 kc., 1 KW, daytime (site to be determined, subject to Commission's approval). Examiner P. W. Seward sustained. Order effective May 11, 1937.

NEW—Ex. Rep. 1-318: Asheville Daily News (Harold H. Thoms, owner), Asheville, N. C.—Remanded to docket for further hearing application for C. P. for new broadcast station to operate on 1370 kc., 100 watts, unlimited time.

KXL—Ex. Rep. 1-319: KXL Broadcasters, Portland, Ore.—Granted renewal of license; 1420 kc., 100 watts night, 250 watts day, share time with KBPS (KXL 6/7 time, KBPS 1/7 time). Also granted authority to transfer control of corporation from H. B. Read to T. W. Symons and E. B. Craney. Examiner P. W. Seward sustained. Order effective May 11, 1937.

EFFECTIVE DATE EXTENDED

KTFI—Ex. Rep. 1-249: Radio Service Corp., Pocatello, Idaho.—Effective date of order extended to March 23, 1937.

SPECIAL AUTHORIZATIONS

WKAR—Michigan State College, East Lansing, Mich.—Granted special temporary authorization to operate with reduced power pending arrival of new transformer for a period not to exceed thirty days.

KFNF—KFNF, Inc., Shenandoah, Iowa.—Granted special temporary authorization to operate simultaneously with WILL from 8 a. m. to 11 a. m. and 5 p. m. to 6 p. m. daily, except Sundays, during the month of April, 1937.

KFNF—KFNF, Inc., Shenandoah, Iowa.—Granted special temporary authorization to operate simultaneously with WILL from 4 p. m. to 5 p. m., March 21 and 28, 1937, in order to broadcast additional Eastern time programs.

WPRP—Julio M. Conesa, Ponce, Puerto Rico.—Granted special temporary authorization to operate from 2 to 3 p. m., AST, March 26, 1937, in order to broadcast a religious service on Good-Friday from a local church.

WGBF—Evansville On The Air, Inc., Evansville, Ind.—Granted special temporary authorization to operate simultaneously with KFRU, from local sunset (6:15 p. m., CST) to 12 midnight, with reduced power of 250 watts, on March 20 and 27, 1937, in order to broadcast semi-final and final state championship basketball games.

KFRU—KFRU, Inc., Columbia, Mo.—Granted special temporary authorization to operate simultaneously with WGBF, from local sunset (6:15 p. m., CST) to 12 midnight, with reduced power of 250 watts, on March 20 and 27, 1937, in order to broadcast semi-final and final state championship basketball games.

WKRC—Columbia Broadcasting System, Inc., Cincinnati, Ohio.—Granted special temporary authorization to maintain and employ the present licensed 6-B transmitter of station WKRC as station's auxiliary transmitter without approved frequency monitor and modulation monitors (waiver of Rule 145), for a period not to exceed thirty days to commence on the date the pending application for license for new transmitter is granted by the Commission. Station WKRC will be held responsible for deviation of more than 50 cycles even though permitted to operate without a frequency monitor.

WOW—Woodman of the World Life Insurance Association, Omaha, Nebr.—Granted extension of special temporary authorization to operate with power of 5 KW at night for the period beginning March 28, 1937, and ending in no event later than April 26, 1937.

WEEI—Columbia Broadcasting System, Inc., Boston, Mass.—Granted special temporary authorization to maintain and employ the present licensed transmitter as auxiliary unit without an approved frequency monitor (waiver of Rule 145), (station to be held responsible for deviations of more than 50 cycles from assigned frequency, even though it is permitted to operate without approved frequency monitor (Rule 144), for a period of thirty days from March 1, 1937, during program tests; also maintain present transmitter as auxiliary unit for period thirty days commencing date upon which pending application for license (B1-L-550) for new transmitter is granted.

WHDF—The Upper Michigan Broadcasting Co., Calumet, Mich.—Granted special temporary authorization to operate from 12:30 p. m., to 2:30 p. m., March 26, 1937, in order to broadcast Union Services direct from the auditorium of the First Presbyterian Church of Calumet, Mich.

KFRO—Voice of Longview, Longview, Texas.—Granted special temporary authorization to operate from local sunset (6:30 p. m.) to 9 p. m., March 15 to 20, inclusive, and March 22 to 27, 1937, inclusive, in order to broadcast Lenten Church Services.

WHBB—W. J. Reynolds, Jr., J. C. Hughes and J. S. Allen, d/b as Selma Broadcasting Co., Selma, Ala.—Granted special temporary authorization to operate nighttime hours on March 10, 1937, in order to carry election returns on Alabama referendum on state repeal of 15th. amendment.

WMFR—Radio Station WMFR, Inc., High Point, N. C.—Granted special temporary authorization to operate from local sunset (6:30 p. m.) to 9 p. m., EST, March 11, 1937, in order to broadcast annual banquet of the High Point Chamber of Commerce from ballroom of the Sheraton Hotel.

WINS—Hearst Radio, Inc., New York, N. Y.—Granted special temporary authorization to operate from local sunset (8:15 p. m.), to the conclusion of President Roosevelt's speech on Tuesday, March 9, 1937.

WSUI—State University of Iowa, Iowa City, Iowa.—Granted special temporary authorization to operate a minimum of seven hours daily, instead of unlimited time, for the period beginning March 23, 1937, and ending in no event later than March 29, 1937, inclusive, in order to observe the spring vacation at the State University of Iowa.

WXYZ—King-Trendle Broadcasting Corp., Detroit, Mich.—Granted special temporary authorization to operate with a power not to exceed 25 watts on the following frequencies: 550, 590, 650, 710, 780, 830, 890, 940, 990, 1050, 1100,

1140, 1190, 1240, 1300, 1350, 1400, 1460, 1520, 1550, and 1600 kc., between the hours of 1 a. m. and 6 a. m., for a period not to exceed three weeks from April 16, 1937, in order to obtain information on the performance of roof antennas by taking measurements of the field produced by new tower at various heights.

MISCELLANEOUS

KRKO—Lee E. Mudgett, Everett, Wash.—Granted petition asking Commission to continue for approximately 90 days hearing on application for C. P. for new radio broadcasting station to operate on 1420 kc., 100 watts night, 250 watts LS, unlimited time. Hearing now scheduled for March 29, 1937.

KFPY—Symons Broadcasting Co., Spokane, Wash.—Denied petition asking that hearing upon its application for modification of license to authorize operation on frequencies of 890 kc., 5 KW, unlimited, be held on or about March 29, 1937. This application is scheduled to be heard before the Broadcast Division at a date to be determined.

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Granted petition to intervene in proceedings relative to application of Edward Hoffman for modification of license of station WMIN to change frequency from 1370 kc. to 1360 kc., and to increase night power from 100 watts to 250 watts, day power to remain the same: 250 watts.

NEW—Fayette Broadcasting Corp., Uniontown, Pa.—Reconsidered action of December 1, 1936, and granted application for new radio broadcasting station at Uniontown to operate on 1420 kc., 250 watts, daytime only; KQV, Pittsburgh, Pa., has withdrawn protest. Action subject to approval by Commission of transmitter site.

KXYZ—Harris County Broadcasting Co., Houston, Tex.—Granted petition to intervene in hearing on application of Dr. William States Jacobs for C. P. to erect new 1 KW, unlimited time station, to operate on 1220 kc. Hearing scheduled for April 5, 1937.

NEW—W. E. Whitmore, Roswell, N. Mex.—Denied petition asking Commission to reconsider action of January 19, 1937, and grant without hearing application for new radio broadcasting station at Hobbs, N. Mex., to operate on frequency of 1500 kc., 100 watts, daytime only.

KGNC—Plains Radio Broadcasting Co., Amarillo, Tex.—Granted petition to intervene in proceedings relative to application of Malcolm H. Clark for C. P. to authorize new broadcasting station at Amarillo, Tex., to operate on 1500 kc., 100 watts, unlimited time.

NEW—W. H. Hartman Company, Waterloo, Ia.—Granted motion asking Commission to continue for approximately 60 days hearing upon application for C. P. for new broadcast station at Waterloo, Ia., to operate on 1420 kc., 100 watts, unlimited time. Hearing now scheduled for April 2, 1937.

KGKO—Wichita Falls Broadcasting Co., Wichita Falls, Texas.—Granted informal request for further extension of the working date of Rule 132, with respect to equipment, for a period not to exceed 45 days, within which time the station shall have complied with Rule 132 and the station advised no further extension will be granted.

RATIFICATIONS

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

WSAU—Northern Broadcasting Co., Inc., Madison, Wis.—Granted extension program test period 30 days from March 1, 1937.

WGNV—Peter Goelet, Newburgh, N. Y.—Granted extension program test period 30 days from March 1, 1937.

W8XIK—W8XFO—Crosley Radio Corp., Cincinnati, Ohio.—Granted authority operate W8XIK as licensed on March 8, 15, 22 and 29 relaybroadcast street interviews program, "For Men Only." Also granted authority operate W8XFO as licensed on March 5, 12, 19 and 26 relaybroadcast polo matches at Cavalry Armory.

KPLC—Calcesieu Broadcasting Co., Lake Charles, La.—Granted extension program test period 30 days from March 5, 1937.

W9XPN—W9XPV—WDZ Broadcasting Co., Tuscola, Ill.—Granted authority operate as licensed for period 30 days beginning March 5 for relaybroadcast WPA projects and March 4 and 5 relaybroadcast material from plane over Decatur, Ill.

W10XV—W10XGC—National Broadcasting Co., Inc., New York, N. Y.—Granted authority operate as licensed March 6 and 7 in New York City relaybroadcast program "Feeding a City."

WAAK-W4XBT-W4NBZ—WSOC, Inc., Charlotte, N. C.—Granted authority operate as licensed on Tuesdays beginning March 23 for a period not to exceed 30 days ending April 21, 1937, for relaybroadcast from industries and other important points provided wire facilities are not available. Also to operate as licensed on March 17, from Shrine Country Club in Mecklenburg County for broadcast over WSOC.

WKRC—Columbia Broadcasting System, Inc., Cincinnati, Ohio.—Granted special temporary authority to use licensed 6-B 1 KW transmitter as an auxiliary for the period beginning February 12 and ending in no event later than March 13 during program test period.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Granted extension special temporary authority to operate with power of 50 watts from local sunset to 11 p. m., EST (March sunset, 6:15 p. m.), on Tuesdays, Thursdays, Saturdays, and Sundays, during the month of March, 1937, pending compliance with Rule 131 on modification of license application requesting this authority.

KEX—Oregonian Publishing Co., Portland, Ore.—Granted special temporary authority to operate simultaneously with KOB from 5:30 p. m. to 6 p. m., PST, February 27, 1937, in order to broadcast talk by Governor LaFollette of Wisconsin in reply to Senator Wheeler's talk on judiciary proposal.

KFNF—KFNF, Inc., Shenandoah, Iowa.—Granted special temporary authority to operate simultaneously with WILL from 5 p. m. to 6 p. m., CST, daily, except Sundays, during the month of March, 1937.

The Broadcast Division waived Rule 106.22 and granted the motion of Ann Arbor Broadcasting Co., Inc., for authority to take depositions in support of its application reconstruction permit for new station, Docket No. 4178.

The Broadcast Division waived Rule 104.6 and accepted the appearance of Dr. William States Jacobs Broadcasting Company in the hearing on its application for construction permit for new station at Houston, Texas, Docket No. 4269, and denied the motions of Bayou Broadcasting Company, Southland Industries, Inc., and Wren Broadcasting Company to default the application for failure to file appearance within the time prescribed by Rule 104.6. The Broadcast Division directed that the hearing date of Dr. William States Jacobs Broadcasting Co. (Docket No. 4269) be changed from March 5 to April 5, 1937.

The Broadcast Division waived Rule 105.20 and granted the petitions of McClatchy Broadcasting Co., Fresno, Calif., and George Harm, Fresno, Calif., to intervene in the proceedings upon the application of Chase S. Osborn, Jr., for C. P. for a new station at Fresno, Calif., Docket No. 4366.

The Broadcast Division granted the petition of E. F. Peffer (KGDM), Stockton, Calif., to intervene in the proceedings upon the application of Peninsula Newspapers, Inc., Palo Alto, Calif., for C. P. for new station (Docket 3845).

The Broadcast Division granted the petition of Pacific Agricultural Foundation, Ltd. (KQW), San Jose, Calif., to intervene in the proceedings upon the application of Peninsula Newspapers, Inc., Palo Alto, Calif., for C. P. for new station.

The Broadcast Division granted petition of United Theatres, Inc., to intervene in the hearing upon the application of Juan Piza for C. P. for new station at San Juan, P. R., Docket 4309, and denied the petition of United Theatres, Inc., for postponement of hearing upon said application.

APPLICATIONS RECEIVED

First Zone

WEEI—Columbia Broadcasting System, Inc., Boston, Mass.—590 License to cover construction permit (B1-P-1196) for new equipment, increase in power, and move of transmitter.

WFAS—Westchester Broadcasting Corp., White Plains, N. Y.—1210 Special experimental authorization to operate simultaneously with WBRB, sharing as before with WGBB and WGNV, for regular license period.

WSNJ—Eastern States Broadcasting Corp., Bridgeton, N. J.—1210 Modification of construction permit (B1-P-529) for approval of transmitter site at Centerton and Burlington Roads, Upper Deerfield, N. J., and studio at Pearl and Commerce Streets, Bridgeton, N. J.

NEW—Hearst Radio, Inc., Washington, D. C.—Construction permit for a booster station on 1310 kc., 250 watts, to operate synchronously with main transmitter of proposed broadcast station daytime only, site to be determined in or near Washington, D. C. Requests facilities of WOL, contingent on the granting of WOL's application for frequency of 1230 kc.

NEW—Hearst Radio, Inc., Washington, D. C.—Construction permit for a booster station on 1310 kc., 250 watts, to operate synchronously with main transmitter of proposed broadcast station daytime only, site to be determined in or near Washington, D. C. Requests facilities of WOL, contingent on the granting of WOL's application for frequency of 1230 kc.

Second Zone

WMMN—Monongahela Valley Broadcasting Co., Fairmont, W. Va. 890 —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.

NEW—John Stewart Bryan, Petersburg, Va.—Construction permit for a new station to be operated on 1370 kc., 100 watts, daytime. Amended to change name from John Stewart Bryan, Douglas Freeman and Tennant Bryan, co-partners, to John Stewart Bryan; change requested frequency from 1370 kc. to 1210 kc., power from 100 watts to 100 watts night, 250 watts daytime, hours of operation from daytime to unlimited except Sunday, when WBBL operates between 10:30 a. m. to 1:30 p. m., 5:30 to 7 p. m., and 7:30 to 9:30 p. m., EST; and make changes in requested equipment. Requests facilities of WMBG.

NEW—Arlington Radio Service, Inc., Arlington, Va.—Construction permit for a new station to be operated on 850 kc., 250 watts, daytime. Amended to change frequency from 850 kc. to 1510 kc., and hours of operation from daytime to unlimited, using 250 watts power.

WGAL—WGAL, Inc., Lancaster, Pa.—License to cover construction permit (B2-P-1330) for move of transmitter and studio and install new antenna.

W8XIK—The Crosley Radio Corp., Cincinnati, Ohio.—License to cover construction permit for changes in equipment and increase in power.

W8XIL—The Crosley Radio Corp., Mobile.—License to cover construction permit for changes in equipment and increase in power.

WAAX—The Crosley Radio Corp., Cincinnati, Ohio.—License to cover construction permit for a new relay broadcast station.

NEW—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Construction permit for a new relay broadcast station to be operated on 31100, 34600, 37600, 40600 kc., 10 watts.

NEW—Ashland Broadcasting Co., Ashland, Ky.—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 kc., 40 watts.

Third Zone

KARK—Arkansas Radio & Equipment Co., Little Rock, Ark.—890 Authority to transfer control of corporation from Radio, Inc., to T. H. Barton, 617 shares of common stock.

WBBZ—Adelaide L. Carrell, Representative, Estate C. L. Carrell, Deceased, Ponca City, Okla.—Construction permit to install new equipment, make changes in antenna, and increase day power from 100 watts to 250 watts. Amended to change name from Howard Johnson, Representative, Estate C. L. Carrell, Deceased, to Adelaide L. Carrell, Representative, Estate C. L. Carrell, Deceased.

WFTC—Jonas Weiland, Kinston, N. C.—License to cover construction permit (B3-P-944) as modified for a new station.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Construction permit to change frequency from 1200 kc., to 620 kc.; make changes in equipment; increase power from 100 watts, 250 watts daytime, to 500 watts day and night; and install directional antenna for night use.

WDSU—WDSU, Inc., New Orleans, La.—Construction permit to install a new transmitter, increase power from 1 KW to 5 KW, and make changes in antenna system.

NEW—The Enterprise Co., Beaumont, Tex.—Construction permit for a new station to be operated on 1400 kc., 500 watts, unlimited time.

WJPO—Baton Rouge Broadcasting Co., Baton Rouge, La.—Modification of construction permit (B3-P-975) for new equipment, increase in power, change of frequency and hours of operation, further requesting changes in antenna, move of transmitter from Magnolia and 5th Street, Baton Rouge, La., to Baton Rouge, La.; change hours of operation from specified hours to unlimited time and extend commencement and completion dates. Amended to change requested hours of operation from unlimited time to unlimited time except 8 to 9 p. m. Monday.

WTFI—Liberty Broadcasting Co., Atlanta, Ga.—Modification of
1450 construction permit (B3-P-745) for move of transmitter
and studio, requesting authority to install new equipment,
for approval of transmitter site at Parkway Drive and East
Avenue, Atlanta, Ga., and approval of antenna. Amended
to change requested transmitter site from Parkway Drive
and East Avenue to between Memorial Drive and Glen-
wood Drive, Atlanta, Ga.

WKEU—Radio Station WKEU, Griffin, Ga.—Construction permit
1500 to change frequency from 1500 kc. to 1310 kc., hours of
operation from daytime to unlimited time, using 100 watts
power, and install vertical antenna.

NEW—Isle of Dreams Broadcasting Corp., Miami, Fla.—Construc-
tion permit for a new relay broadcast station to be op-
erated on 1606, 2022, 2102, 2758 kc., 40 watts.

NEW—Isle of Dreams Broadcasting Corp., Miami, Fla.—License
to cover construction permit above.

Fourth Zone

KUSD—University of South Dakota, Vermillion, S. D.—License
890 to cover construction permit (B4-P-1503) for a new trans-
mitter.

WBAA—Purdue University, W. Lafayette, Ind.—Construction
890 permit to install new transmitter, make changes in antenna,
change power from 500 watts, 1 KW day to 5 KW day,
change hours of operation from specified hours to daytime
only, and move transmitter ½ mile on Northwestern Ave.,
W. Lafayette, Indiana.

NEW—Southern Minnesota Broadcasting Co., Rochester, Minn.—
920 Construction permit for a new station to be operated on
920 kc., 1 KW night, 5 KW daytime, unlimited time. To
use directional antenna night.

WISN—Hearst Radio, Inc., Milwaukee, Wis.—Modification of
1120 construction permit (B4-P-1566) to install vertical an-
tenna, move transmitter, further requesting authority to
install a new transmitter.

KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa.—Modi-
1200 fication of construction permit (B4-P-1054) as modified,
for changes in equipment, move of transmitter and new
antenna, requesting extension of completion date from
3-18-37 to 5-18-37.

KIUL—Garden City Broadcasting Co. (Homer A. Ellison & Frank
1210 D. Conard), Garden City, Kans.—Voluntary assignment
of license from Garden City Broadcasting Co. (Homer A.
Ellison & Frank D. Conard), to KIUL, Incorporated.

KGLO—Mason City Globe Gazette Co., Mason City, Iowa.—
1210 Authority to determine operating power by direct measure-
ment of antenna.

KOIL—Central States Broadcasting Co., Omaha, Nebr.—Modifi-
1260 cation of construction permit (B4-P-1473) for changes in
equipment, new antenna, increase in power and move of
transmitter, requesting changes in authorized equipment.

NEW—Key City Broadcasting Co., Kenneth Baker, Hartwell
1500 Gaus, and V. A. Bernier, Kankakee, Ill.—Construction per-
mit for a new station to be operated on 1500 kc., 100 watts,
unlimited time.

Fifth Zone

KSFO—Associated Broadcasters, Inc., San Francisco, Cal.—Modi-
560 fication of construction permit (B-P-1512) for new trans-
mitter and antenna, increase in power and move of trans-
mitter, further requesting move of transmitter from Block
490, South of Second St. to approximate S. E. corner Sea-
wall, Lot No. 344, San Francisco, California.

KGIR—KGIR, Incorporated, Butte, Montana—License to cover
1340 construction permit (B5-P-1175) for new equipment, verti-
cal antenna and move of studio and transmitter.

KGAR—Tucson Motor Service Co., Tucson, Arizona.—Modifica-
1370 tion of license to change frequency from 1370 kc. to 890 kc.
and power from 100 watts night, 250 watts day to 250
watts day and night. Amended: To change requested
frequency from 890 kc. to 1340 kc.

KRKO—Lee E. Mudgett, Everett, Wash.—Construction permit to
1370 make changes in equipment, install vertical antenna, in-
crease power from 50 watts to 100 watts night, 250 watts
daytime, and move transmitter and studio. (Violation
Rule 104.7)

KOY—Salt River Valley Broadcasting Co., Phoenix, Arizona.—
1390 License to cover construction permit (B5-P-1516) as modi-
fied, for new equipment, move of transmitter.

NEW—C. W. Moses, R. W. Workman, J. Allan Moses, a partner-
1500 ship, Hobbs, New Mexico.—Construction permit for a new
station to be operated on 1500 kc., 100 watts, unlimited
time.

WDNC—Durham Radio Corp., Durham, N. C.—Construction
1500 permit to install a new transmitter and directional antenna
for night use, change frequency from 1500 kc. to 600 kc.,
power from 100 watts to 1 KW and move transmitter.
(Sections 4 (a), 22 and 26.)

KRNR—Southern Oregon Publishing Co., Roseburg, Oregon.—
1500 Authority to make changes in automatic frequency control
apparatus.

W6XB—Earl A. Nielsen, Mobile—Voluntary assignment of license
from Earl A. Nielsen to Salt River Valley Broadcasting Co.

KABF—James McClatchy Co., Mobile.—Voluntary assignment of
license from James McClatchy Company to McClatchy
Broadcasting Company.

Hawaiian Zone

KGMB—Honolulu Broadcasting Co., Ltd., Honolulu, Hawaii.—
1320 Modification of license to change frequency from 1320 kc.
to 580 kc. Amended re antenna.

K6XCJ—Honolulu Broadcasting Co., Ltd., Honolulu, Territory of
Hawaii.—License to cover construction permit for a new
relay broadcast station.

MALONEY ENDORSEMENT BILL

H. R. 5300

IN THE HOUSE OF REPRESENTATIVES

MARCH 3, 1937

MR. MALONEY introduced the following bill; which was
referred to the Committee on Interstate and Foreign
Commerce and ordered to be printed

A BILL

To require that personal endorsements of articles by radio
be accompanied by a statement that the endorsement
is paid for.

*Be it enacted by the Senate and House of Representa-
tives of the United States of America in Congress as-
sembled,* That section 317 of the Communications Act of
1934 is amended by inserting "(a)" before "All" and by
adding at the end thereof the following new subsection:

"(b) It shall be unlawful for any individual to broad-
cast by radio communication any recommendation of the
use of any article and, in such broadcast, to indicate that
such person has used such article, unless such individual
shall, at the time of such broadcast, also broadcast the
fact, if true, that the recommendation was secured by the
promise or payment of money or other valuable considera-
tion, or that such person has been promised or has received
money or other valuable consideration for the broadcast
of which such recommendation is a part."