

The National Association of Broadcasters

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

NAB REPORTS

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CONVENTION PLANS COMPLETED

The Program of the Fifteenth Annual Convention of the National Association of Broadcasters follows:

Monday, June 21, 1937

9:30 A. M.

Call to Order

Address of Welcome:

HON. EDWARD J. KELLY, Mayor, City of Chicago

Address of the President:

MR. C. W. MYERS, KOIN, KOIN, Incorporated,
Portland, Oregon

Address of the Chairman, Broadcast Division of the
Federal Communications Commission:

JUDGE EUGENE OCTAVE SYKES, Washington, D. C.

The Duty and Responsibility of The Broadcaster.

Address of the Treasurer:

MR. HAROLD HOUGH, WBAP, Carter Publications,
Inc., Fort Worth, Texas

Report of the Managing Director:

MR. JAMES W. BALDWIN, National Association of
Broadcasters, Washington, D. C.

Report of the Nominating Committee

Appointment of Committees

Announcements

Adjournment

Monday, June 21, 1937

No Afternoon Sessions Scheduled

Committee Meetings (at call of chairman)

Commercial Committee, Parlor M

Resolutions Committee, Room 118

Engineering Committee, Parlor L

Tuesday, June 22, 1937

9:30 A. M.

Call to Order

Election of Officers

Report of the Resolutions Committee

Report of the Elections Committee

PLEASE REGISTER EARLY

Delegates to the Fifteenth Annual Convention of the NAB will aid materially in following the schedule for opening the Convention if they will register and secure their credentials Sunday, June 20. The Registration desk will be open beginning at 10 a. m. Sunday.

Tuesday, June 22, 1937

2:00 P. M.

Call to Order

Report of the Engineering Committee:

MR. J. H. DEWITT, WSM, National Life and Accident Insurance Company, Nashville, Tennessee

Wednesday, June 23, 1937

9:30 A. M.

Call to Order

Introductory Remarks and Explanation of the Commercial Section Organization:

MR. H. K. CARPENTER, WHK, Radio Air Service Corporation, Cleveland, Ohio

Report of the Sales Managers' Division:

MR. LEWIS H. AVERY, WGR, Buffalo Broadcasting Corporation, Buffalo, New York

Report of the Committee on National Sales Methods and Costs:

MR. CARL EVERSON, WHKC, Associated Radiocasting Corporation, Columbus, Ohio

IN THIS ISSUE

	Page
Convention Plans Completed.....	2141
Sykes Will Address NAB Convention.....	2142
President Appoints Local Convention Committee.....	2142
Decision in Phonograph Record Case.....	2142
Increased Power Recommended for KIEM.....	2143
Recommends Against Control Change.....	2143
New Oregon Station Recommended.....	2143
Recommends Against Time Changes for WKEV.....	2144
Texas Application Recommendations.....	2144
Recommends No Changes for WMBH.....	2144
Idaho Station Recommended.....	2144
Recommends New Texas Station.....	2144
Broadcast Advertising in April.....	2145
Federal Trade Commission Action.....	2148
Federal Communications Commission Action.....	2151

An Agency Man Looks at Broadcasting:

MR. ARTHUR PRYOR, JR., Batton, Barton, Durstine & Osborn, Inc., New York, N. Y.

Report of the Committee on Radio Research:

MR. ARTHUR B. CHURCH, KMBC, Midland Broadcasting Company, Kansas City, Missouri

Report of the Committee on Radio Promotion:

MR. JOHN J. GILLIN, JR., WOW, Woodmen of the World Life Insurance Association, Omaha, Nebraska

A Retailer Makes An Appraisal of Radio:

MR. MARVIN ORECK, Oreck's, Inc., Duluth, Minnesota

Report of the Committee on Standardization of Sales Forms:

MR. MARTIN CAMPBELL, WFAA, A. H. Belo Corporation, Dallas, Texas

Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.

Wednesday, June 23, 1937

2:00 P. M.

Call to Order

A Panel Discussion—MR. H. K. CARPENTER, WHK,
Chairman

How Should a Station Service Its Local Accounts?

MR. MARVIN ORECK—MR. LEWIS H. AVERY

How Can We Simplify Our Rate Cards?

MR. JOHN J. GILLIN, JR.—MR. MARTIN CAMPBELL

How Can Our Present Methods of Securing National Spot Business Be Improved?

MR. JOHN J. GILLIN, JR.—MR. ARTHUR B. CHURCH

How Can Creative Selling Be Encouraged?

MR. ARTHUR PRYOR, JR.—MR. ARTHUR B. CHURCH

What Information Should Stations Release with Respect to their "Circulation"?

MR. H. K. CARPENTER—MR. MARTIN CAMPBELL

What Is Your Definition of the Term "Merchandising"?

Installation of Officers

7:00 P. M.

Annual NAB Banquet

Entertainment

Presentation of BROADCASTING Trophy to winner of Golf Tournament

SYKES WILL ADDRESS NAB CONVENTION

Judge Eugene O. Sykes, Chairman, Broadcast Division of the Federal Communications Commission, will address

the Fifteenth Annual Convention of the National Association of Broadcasters. The subject of Judge Sykes' address will be: "The Duty and Responsibility of The Broadcaster."

PRESIDENT APPOINTS LOCAL CONVENTION COMMITTEE

C. W. Myers, NAB President, has appointed the following Local Convention Committee:

GLENN SNYDER, Chicago, Illinois, Chairman

H. LESLIE ATCLASS, Chicago, Illinois

RALPH L. ATCLASS, Chicago, Illinois

H. C. CROWELL, Chicago, Illinois

GENE T. DYER, Chicago, Illinois

W. E. HUTCHINSON, Chicago, Illinois

QUIN A. RYAN, Chicago, Illinois

F. A. STANFORD, Chicago, Illinois

NILES TRAMMEL, Chicago, Illinois

CLINTON R. WHITE, Chicago, Illinois

DECISION IN PHONOGRAPH RECORD CASE

DISTRICT COURT OF THE UNITED STATES
DISTRICT OF MASSACHUSETTS

Equity No. 4418

RAY NOBLE

v.

ONE SIXTY COMMONWEALTH AVENUE, INC.

Memorandum

(June 4, 1937)

SWEENEY, J. This suit in equity is before me on the defendant's motion to dismiss. Among the grounds assigned by the defendant for its motion is the allegation that the plaintiff has no cause of action against this respondent.

Statements of fact herein are intended as findings of fact, and statements of legal conclusions, as rulings of law, under the Equity Rules.

The plaintiff is an orchestra leader of substantial reputation, and under a contract with RCA Manufacturing Company, Inc., dated January 14, 1935, made twenty-four phonograph recordings which consisted of the plaintiff's interpretations of musical compositions written by others. Under his agreement the plaintiff surrendered to the RCA Manufacturing Company

"the right to sell, lease or otherwise dispose of, or to refrain, therefrom, throughout the world, records embodying the performances to be recorded hereunder upon such terms as the Company may approve", and * * * "all rights in and to the matrices and records upon which are reproduced the performances to be made hereunder."

Compensation was provided for the plaintiff and his orchestra for the making of the records, and a royalty of five per cent of the sale price of all records was reserved to the plaintiff.

The defendant is a corporation engaged in running the Hotel Vendome in this city, and in connection therewith is the owner and operator of the Nippon Room which is described in the plaintiff's bill as a restaurant and beverage room. At each table in the Nippon Room, the defendant provides a telephone by which patrons may make known their desire to have certain phonograph records played. In its Wine and Music List the defendant lists records containing the plaintiff's renditions or recordings. In practice when a patron of the Nippon Room desires to have one of the plaintiff's pieces played on a phonograph, he indicates his selection through the telephone on his table, and in due course of time the piece requested is played. The phonograph is not located in the Nippon Room, and the sounds are transmitted through loud-speakers.

The plaintiff seeks to enjoin further use by the defendant of his records under the theory that he has a property right in the rendition and interpretation of the compositions that he recorded, and that the defendant violates this right. In paragraph 15 of his bill, he says:

"That all of the rights and property in and to said performances, recordings and interpretations, including the common law right of property therein are the property of, and belong to, the plaintiff herein, with the exception of the right to sell and the right to perform said records on home phonographs for private purposes only."

Looking to the contract between the plaintiff and the RCA Manufacturing Company, it is clear that there is no reservation contained in that contract of any rights by the plaintiff. He gave to the RCA Manufacturing Company "the right to sell, lease or otherwise dispose of" his recordings.

This case on the pleadings differs greatly from *Waring v. WDAS Broadcasting Station, Inc.* (No. 9053, Court of Common Pleas No. 1, County of Philadelphia). RCA-Victor Company had stipulated with Waring that the records which he made would not be sold for broadcasting purposes. The records as made by the RCA-Victor Company contained a stamped restriction against such use on each record. When Waring sought to enjoin the broadcasting company from the use of his records, the court held that he was entitled to injunctive relief on the theory that Waring had not parted with his right to the control of the records for radio broadcasting, and that the defendant broadcasting company violated the express restriction stamped upon the record and reserved by Waring. Considering the contract between Noble and RCA Manufacturing Company, it is apparent that Noble for a consideration granted to the company the absolute right to "sell, lease or otherwise dispose of" his records through-

out the world. This is a broad and all-inclusive grant. Had the recording company seen fit to limit the use of its records to home use it might have acquired rights which it could protest as against this defendant. No such limitations having been made by RCA, to whom Noble had granted all rights, this plaintiff has no standing to question the use by this defendant of the records in the manner indicated in the bill.

The defendant's motion to dismiss is therefore allowed.

INCREASED POWER RECOMMENDED FOR KIEM

Broadcasting Station KIEM, Eureka, Calif., applied to the Federal Communications Commission to increase its power from 500 to 1,000 watts. The station operates unlimited time on 1450 kilocycles.

Examiner P. W. Seward, in Report No. I-429, recommended that the application be granted "if the applicant will select a proper transmitter and antenna site, subject to the approval of the Engineering Department of the Commission." The Examiner found that a need exists for additional radio service in the area proposed to be served. The hearings indicated, the Examiner states, that the present and proposed site for the transmitter and antenna "seems to be too near the city of Eureka, and, operating as proposed, would include a greater percentage of the population within the blanketing area than is permitted by the rules."

RECOMMENDS AGAINST CONTROL CHANGE

Roy L. Albertson applied to the Federal Communications Commission to transfer station WMBO, Auburn, N. Y., to the Auburn Publishing Company. The station operates on 1310 kilocycles, 100 watts, unlimited time.

Examiner P. W. Seward, in Report No. I-430, recommended against the application to transfer. He states in his report that the granting of the application would be in conflict with the provisions of Section 310 of the Communications Act of 1934. He found that the proposed sale price "is far in excess of the valuation of the properties proposed to be transferred as a going concern. * * * The spread between the value of the properties and the sale price appears to be consideration for the transfer of the frequency involved."

NEW OREGON STATION RECOMMENDED

The Bend Bulletin applied to the Federal Communications Commission for a construction permit for a new station at Bend, Ore., to use 1310 kilocycles, 100 watts night and 250 watts LS, and unlimited time on the air.

Examiner George H. Hill, in Report No. I-432, recommended that the application be granted "subject to the

selection of an approved transmitter site." The Examiner states that there is a definite need for the services proposed to be rendered by the applicant and no interference would be caused by granting the application.

RECOMMENDS AGAINST TIME CHANGES FOR WKBV

The Curtis Radiocasting Corporation applied to the Federal Communications Commission for a construction permit for the erection of a new station at Indianapolis, Ind., to use 1500 kilocycles, 100 watts night and 250 watts LS, and specified time. Also Station WKBV, Richmond, Ind., operating on 1500 kilocycles, 100 watts, and specified hours, asked that it be granted unlimited time on the air.

Examiner Robert L. Irwin, in Report No. I-431, recommended that both of the applications be denied. He found that there is no need for additional radio service at Indianapolis and the operation of the proposed new station would cause interference with WCKY during daytime operation. He found also that granting WKBV unlimited time on the air would cause objectionable interference to several stations.

TEXAS APPLICATION RECOMMENDATIONS

Applications were made to the Federal Communications Commission by the West Texas Broadcasting Company for a construction permit for a new station at Wichita Falls, Texas, to use 1380 kilocycles, 1,000 watts and unlimited time on the air. Also by the Wichita Broadcasting Company for a construction permit for a new station at Wichita Falls, Texas, to use 620 kilocycles, 250 watts and 1,000 watts LS and unlimited time; and the Faith Broadcasting Company to erect a new station also at Wichita Falls, Texas, to use 1380 kilocycles, 1,000 watts and 5,000 watts LS and unlimited time. Also C. C. Baxter of KFPL, Dublin, Texas, asked to voluntarily assign the station to WFTX, Inc. Also WFTX, Inc. (KFPL), asked to change the frequency from 1310 kilocycles to 1500 kilocycles, and its power to 100 watts and 250 watts LS.

Examiner John P. Bramhall in Report No. I-435 made the following recommendations:

1. That the application of the West Texas Broadcasting Company be granted upon condition that a site be specified which meets the requirements of the Commission and the Aeronautical Division of the Department of Commerce.

2. That the application of the Wichita Broadcasting Company is denied.

3. That the application of the Faith Broadcasting Company, Inc., be denied.

4. That the application of C. C. Baxter (KFPL) be dismissed, as provided in Rule 103.8.

5. That the application of WFTX, Incorporated, (KFPL) be dismissed, as provided in Rule 103.8.

RECOMMENDS NO CHANGES FOR WMBH

Broadcasting station WMBH, Joplin, Mo., operating on 1420 kilocycles, 100 watts night and 250 watts LS, unlimited time, applied to the Federal Communications Commission to change its frequency to 1380 kilocycles and to increase its power to 500 watts all time.

Examiner P. W. Seward in Report No. I-434 recommended that the application be denied. He found that with the changes suggested the station would reach fewer listeners than it does now. The Examiner stated that "the only benefit that might accrue would be to the applicant corporation by granting it the use of a regional frequency upon which it expects to predicate increased advertising rates, when in fact the service area will not be increased."

IDAHO STATION RECOMMENDED

Clarence A. Berger and Saul S. Freeman applied to the Federal Communications Commission for a construction permit for the erection of a new broadcast station at Couer d'Alene, Idaho, to use 1200 kilocycles, 100 watts and daytime operation.

Examiner P. W. Seward in Report No. I-436 recommended that the application be granted "subject to the approval of the Engineering Department of the antenna and transmitter site." He found that there is a need for additional daytime service in the area proposed to be served and "that the operation of the proposed station would not be expected to interfere with the efficient operation of an existing radio broadcast station."

RECOMMENDS NEW TEXAS STATION

The Beaumont Broadcasting Association applied to the Federal Communications Commission for a construction permit for the erection of a new station at Beaumont, Texas, to use 1420 kilocycles, 100 watts unlimited time.

Examiner Melvin H. Dalberg in Report No. I-433 recommended that the application be granted. The Examiner found that the proposed new facilities are needed, and that the proposed station would cause no objectionable interference with any existing station. It would be in the public interest he states.

BROADCAST ADVERTISING IN APRIL

HIGHLIGHTS OF THE MONTH

Total broadcast advertising during the month of April amounted to \$11,309,319. Gross time sales for the month were 2.7% below the level recorded for last month, the usual seasonal decline. While national network and national non-network business showed declines in volume, regional network and local advertising experienced gains. Total sales were 28.1% ahead of the level as registered during April of 1936. The principal gain over last year occurred in the national non-network field, the volume of sales in this portion of the medium rising 53.8%.

As compared to last month, other major media followed the usual seasonal tendencies in experiencing slight increases in advertising volume. As against last April, national magazine volume increased 17.6%, national farm paper volume 11.8%, and newspaper lineage 3.4%. These increases compare to the 28.1% gain experienced by broadcast advertising.

Non-network broadcast advertising remained at approximately the same level as was recorded for March. Local station volume showed the only increase, rising 5.5%. All sizes of stations showed marked increases as compared to last April, the principal increase being a 47.2% gain recorded by regional stations. Of the geographical districts, the South Atlantic-South Central Area showed the only increase of any importance as compared to last month. All sections of the country recorded gains in business as against last April.

Electrical transcriptions continued to show the principal gains of any type of rendition as compared to the preceding month. Transcriptions rose 8.0% in the national non-network field and 9.3% in the local field. Compared to last April, live talent business rose 45.1%, announcements 25.3%, transcriptions 24.1%, and records 12.5%.

The following sponsor groups showed the principal gains as compared to last month: national network soap and kitchen supplies and tobacco advertising, regional network toilet goods and financial advertising, national non-network tobacco advertising, and local household equipment advertising. As against last April, principal increases occurred in the following groups: national network household equipment, financial, soap and kitchen supplies; regional network drug and clothing; national non-network foodstuffs, beverage, and confections; and local foodstuffs, department store and tobacco advertising. Retail broadcast advertising amounted to \$1,252,430, an increase of 6.4% in volume over last month and a gain of 14.5% as compared to April of 1936.

TOTAL BROADCAST ADVERTISING

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

TABLE I
TOTAL BROADCAST ADVERTISING

Class of Business	1937 Gross Time Sales		
	March	April	Cumulative Jan.-Apr.
National networks..	\$6,344,510	\$6,013,181	\$24,133,521
Regional networks..	101,944	112,938	403,433
National non-network	3,037,000	2,982,200	10,849,900
Local.....	2,144,700	2,201,000	8,102,500
Total.....	\$11,628,154	\$11,309,319	\$43,489,354

Total broadcast advertising experienced the usual seasonal decline, dropping 2.7% from the level of the preceding month. National network volume declined 5.2%, while national non-network advertising decreased 1.8%. Regional network volume increased 10.7% over the level of March. Local business followed the usual seasonal upswing in rising 2.6% in volume.

Compared with the corresponding month of last year, gross time sales of the medium increased 28.1% in volume. While regional network volume remained at approximately the same level, national network volume rose 24.4%, national non-network business 53.8%, and local advertising 12.9%.

COMPARISON WITH OTHER MEDIA

National magazine volume gained 9.6% as compared to the level of March. Newspaper lineage increased 3.9% and national farm paper volume rose nearly 1.0%. These increases are normal seasonal tendencies.

Radio broadcasting continued to show the greatest gain in advertising volume of any major medium as compared to the corresponding month of last year. Compared to the 28.1% gain in broadcast advertising, national magazines rose 17.6%, national farm papers 11.8%, and newspapers 3.4%.

Advertising volume by major media is shown in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

Advertising Medium	1937 Gross Time and Space Sales		
	March	April	Cumulative Jan.-Apr.
Radio broadcasting.	\$11,628,154	\$11,309,319	\$43,489,354
National magazines ¹	15,586,852	17,086,299	54,418,295
National farm papers ¹	799,755	807,117	2,956,114
Newspapers ²	50,264,000	52,224,000	183,056,000
Total.....	\$78,278,761	\$81,426,735	\$283,919,763

¹Publishers' Information Bureau.

²Estimated.

NON-NETWORK ADVERTISING

Total non-network broadcast advertising remained at approximately the same level as was recorded for last month. Local station volume registered the only in-

crease, rising 5.5%. Advertising over clear channel and high-powered regional stations declined 1.7%, while regional station volume remained the same.

With total non-network advertising volume increasing 33.4% over last April, all sizes of stations registered important gains. Advertising over clear channel and high-powered regional stations rose 23.6%, over regional stations 47.2%, and over local stations 24.9%.

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

TABLE III

NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	1937 Gross Time Sales		
	March	April	Cumulative Jan.-Apr.
Over 1,000 watts.....	\$2,195,500	\$2,157,800	\$8,118,100
250-1,000 watts.....	2,316,800	2,318,800	8,351,800
100 watts.....	669,400	706,600	2,482,500
Total.....	\$5,181,700	\$5,183,200	\$18,952,400

Compared to March, non-network advertising in the South Atlantic-South Central Area rose 7.8% and in the North Central Area slightly less than 1.0%. Non-network advertising in the New England-Middle Atlantic and in the Pacific and Mountain Areas declined 4.8% and 2.7%, respectively.

All sections of the country enjoyed marked increases in non-network advertising volume as compared to last April. The greatest increase occurred in the New England-Middle Atlantic Area, non-network advertising in this region increasing 51.7%. Non-network advertising in the South Atlantic-South Central Area rose 30.3%, in the North Central Area 25.6%, and in the Pacific and Mountain Area 31.4%.

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

TABLE IV
NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	1937 Gross Time Sales		
	March	April	Cumulative Jan.-Apr.
New England-Middle Atlantic Area.....	\$1,373,800	\$1,307,600	\$4,839,900
South Atlantic-South Central Area.....	966,100	1,042,000	3,649,300
North Central Area...	1,924,800	1,941,400	7,089,700
Pacific and Mountain Area.....	917,000	892,200	3,373,500
Total.....	\$5,181,700	\$5,183,200	\$18,952,400

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Electrical transcriptions registered the principal increase during the month, total volume rising 8.2% above March. Record business, although much smaller in volume, recorded the greatest gain in rising 13.1%. Total live talent volume dropped 2.6% and announcements declined 3.8%. Compared to last April, live talent business rose 45.1%, announcements 25.3%, transcriptions 24.1%, and records 12.5%.

In the national non-network field, transcriptions rose 8.0% in volume over last month and records gained 16.1%. Live talent business declined 6.3% and announcements 10.1%. As against April 1936, records more than doubled, transcriptions rose 34.6%, live talent 65.5%, and announcements 76.0%.

All types of rendition in the local field increased in volume over last month. Transcriptions rose 9.3%, live talent 1.6%, records 12.1%, and announcements 1.4%. When compared to last April, transcriptions declined 10.4% and records 6.1%, while live talent business and announcements increased 28.2% and 3.3%, respectively.

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		Local		1937 Gross Time Sales Total		Cumulative Jan.-Apr.
	March	April	March	April	March	April	
Electrical transcriptions.....	\$1,077,800	\$1,164,800	\$214,100	\$234,100	\$1,291,900	\$1,398,900	\$4,575,980
Live talent programs.....	1,356,900	1,271,300	1,171,600	1,190,600	2,528,500	2,461,900	9,447,690
Records.....	17,300	20,100	59,900	67,200	77,200	87,300	343,410
Announcements.....	585,000	526,000	699,100	709,100	1,284,100	1,235,100	4,585,320
Total.....	\$3,037,000	\$2,982,200	\$2,144,700	\$2,201,000	\$5,181,700	\$5,183,200	\$18,952,400

SPONSOR TRENDS IN APRIL

Compared to March, declines were fairly general in the national network field, clothing and radio set advertising declining to the greatest extent. Soap and kitchen supplies and tobacco advertising registered the principal gains. In the regional network field, toilet goods and financial advertising showed the greatest increases. Most

important changes in the national non-network field were a 26.8% drop in the automotive group and a gain of 20.1% in tobacco advertising. Gains were fairly general in the local field, with household equipment advertising recording the greatest gain.

In the national network field, principal increases occurred in the household equipment, soap and kitchen supplies, and financial advertising as compared to last

April. Drug and clothing volume led the other sponsor groups in the regional network field. Gains were general in the local and national non-network fields, with local foodstuffs, department store and tobacco advertising and

national non-network foodstuffs, beverage and confectionery advertising recording substantial gains.

Broadcast advertising during April by major product and sponsor groups is shown in Table VI.

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

<i>Type of Sponsoring Business</i>	<i>National Networks</i>	<i>Regional Networks</i>	<i>Gross Time Sales</i>		
			<i>National Non-network</i>	<i>Local</i>	<i>Total</i>
1a. Amusements.....	—	\$328	\$2,860	\$40,240	\$43,428
1-2. Automobiles and accessories:					
(1) Automobiles.....	\$517,540	—	172,240	118,170	807,950
(2) Accessories, gas and oils.....	498,919	10,220	172,280	60,680	742,099
3. Clothing and apparel.....	9,873	794	61,740	290,790	363,197
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	498,504	12,910	380,130	54,700	946,244
(5) Toilet goods.....	1,018,811	2,008	115,150	18,360	1,154,329
6-8. Food products:					
(6) Foodstuffs.....	1,287,406	39,283	774,580	323,100	2,424,369
(7) Beverages.....	315,536	6,495	178,480	104,060	604,571
(8) Confections.....	116,720	1,112	41,120	10,940	169,892
9-10. Household goods:					
(9) Household equipment and furnishings.....	164,686	3,463	133,130	254,790	556,069
(10) Soap and kitchen supplies.....	603,754	1,276	227,910	7,930	840,870
11. Insurance and financial.....	72,684	6,051	13,000	82,340	174,075
12. Radios.....	117,515	—	6,050	18,120	141,685
13. Retail establishments.....	—	—	7,420	203,960	211,380
14. Tobacco products.....	593,638	13,248	183,450	11,290	801,626
15. Miscellaneous.....	197,595	15,750	512,660	601,530	1,327,535
Total.....	\$6,013,181	\$112,938	\$2,982,200	\$2,201,000	\$11,309,319

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

1a. **Amusements.** Regional network advertising amounted to \$328. National non-network business increased 18.1% and local advertising 21.9% as compared to March. As against last April, national non-network business increased 47.4% and local business 1.7%.

1. **Automotive.** National network volume 14.8% below March. National non-network business declined 26.8% and local advertising rose 1.9%. Compared to last April, national network volume increased 46.3%, while national non-network and local advertising dropped 33.3% and 21.3%, respectively.

2. **Gasoline and accessories.** Gains over March as follows: national networks 3.0%, regional networks 3.1%, national non-network 4.3%, and local 12.8%. Compared to last April, national network volume increased 28.5%. Regional network volume declined 34.4%, national non-network business 1.5%, and local advertising 27.9%.

3. **Clothing.** National non-network up 18.1% compared to March. Declines in other fields as follows: national network 61.2%, regional networks 3.1%, and local 4.1%. As against last April, national network volume decreased 65.8% while regional network volume increased 69.6%, national non-network 66.6%, and local 5.5%.

4. **Drugs and pharmaceuticals.** Local advertising 10.7% above March, while national network volume de-

clined 14.9%, regional network volume 14.1%, and national non-network business 13.2%. Gains as compared to corresponding month of previous year as follows: national networks 36.0%, regional networks 99.2%, national non-network 7.5%, and local 6.6%.

5. **Toilet goods.** Regional network volume 79.2% above March. National network volume down 13.1%, national non-network 25.4%, and local 15.6%. As against last April, national non-network rose 60.1%, while national network declined 5.3%, regional network 62.8%, and local advertising 16.1%.

6. **Foodstuffs.** National network volume 3.4% below March and local down 1.6%. Regional network and national non-network business up 16.7% and 5.1%, respectively. Increases over April 1936 as follows: national networks 45.8%, regional networks 21.7%, national non-network 97.6%, and local 36.2%.

7. **Beverages.** National network volume 10.6% above March and national non-network up 11.6%. Regional network volume remained the same, while local advertising declined 9.7%. As against last April, national network volume declined 22.1% and regional network volume 31.5%. National non-network increased more than four times, while local advertising rose 19.6%.

8. **Confectionery.** Declines from the preceding month as follows: national networks 2.1%, regional networks 42.3%, national non-network 24.3%, and local 12.3%. National network volume 17.8% below last April and regional network volume down 48.8%. National non-

network business rose 66.7% and local advertising remained the same.

9. *Household equipment.* Gains over March as follows: national networks 1.4%, regional networks 39.1%, national non-network 16.3%, and local 24.4%. National network volume more than four times greater than during last April. National non-network and local advertising increased 12.9% and 13.7%, respectively. Regional network volume declined 24.6%.

10. *Soap and kitchen supplies.* Compared to March, national network up 16.7%, regional network 45.8%, and national non-network 2.0%. Local advertising declined 16.3%. National network up 89.7% over last April and national non-network more than tripled. Regional network volume declined materially and local advertising 30.3%.

11. *Insurance and financial.* Compared to last month, regional network volume more than doubled, while national network volume declined 4.0%, national non-network 32.9%, and local advertising 6.8%. As against last April, national network more than doubled, local advertising increased 15.4%, and regional network volume increased materially. National non-network volume declined 50.0%.

12. *Radios.* National non-network up 14.3% over March, while national network volume declined 52.9% and local advertising 3.3%. National network volume rose 7.3% and local advertising 8.6% when compared to April of last year. National non-network declined 51.0%.

13. *Department and general stores.* National non-network business down 59.7% as compared to March. Local advertising rose 8.7%. National non-network 28.1% below last April. Local business rose 35.2% over April of last year.

14. *Tobacco products.* National network and national non-network business increased 16.4% and 20.1%, respectively, as compared to March. Regional network volume remained the same, while local business dropped 4.5%. Gains over last April as follows: national networks 49.2%, regional networks 21.6%, and national non-network and local more than doubled.

15. *Miscellaneous.* National network volume 8.5% below last month, while regional networks rose 10.9%, national non-network 1.6%, and local advertising 1.8%. Compared to last April, national network volume declined 32.3%, while regional network volume rose 17.3%, national non-network business 87.6%, and local advertising 17.6%.

RETAIL BROADCAST ADVERTISING

Total retail broadcast advertising over individual stations was 6.4% greater in volume than during March and 14.5% higher than during April of last year. Advertising placed by beverage retailers, household equipment deal-

ers and hardware stores showed the principal gains as compared to last month. Volume placed by beauty parlors and confectionery stores declined. Restaurants, beverages, confections, hardware stores, and department stores showed the principal gains as against April of last year.

Broadcast advertising by retail establishments will be found in Table VII.

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

<i>Type of Sponsoring Business</i>	<i>1937 Gross March</i>	<i>Time Sales April</i>
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$105,910	\$126,320
Gasoline stations, garages, etc.....	34,720	39,740
Clothing and apparel shops.....	332,130	316,530
Drugs and toilet goods:		
Drug stores.....	20,470	21,510
Beauty parlors.....	6,980	5,470
Food products:		
Grocery stores, meat markets, etc..	47,180	42,080
Restaurants and eating places.....	35,500	33,370
Beverage retailers.....	4,900	8,350
Confectionery stores.....	9,180	7,110
Household goods:		
Household equipment dealers.....	65,920	94,750
Furniture stores.....	112,090	124,360
Hardware stores.....	29,590	43,640
Radio retailers.....	14,860	16,750
Department and general stores.....	204,280	211,380
Tobacco shops.....		
Miscellaneous.....	152,500	161,070
Total.....	\$1,176,210	\$1,252,430

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.

Nos. 3138 and 3140. Alleging unfair competition in the sale of candy complaints have been issued against **Ira W. and Clayton A. Minter**, trading as **Minter Brothers** and as **Douglass Candy Co.**, 3917 Lancaster Ave., **Philadelphia**, and against **Peck-O-Fun Co.**, 1428 West Thirty-seventh St., **Chicago**.

The complaint against the Minter firm charges the respondents with selling to wholesalers and retailers certain assortments of candy so packed and assembled as to involve, or which are designed to or may involve, the use of a lottery scheme when such products are distributed by retail dealers.

No. 3141. Charging use of unfair methods of competition in selling dresses which allegedly were falsely advertised as being composed of silk a complaint has been issued against **Lord & Taylor**, 5th Ave., and 38th St., **New York**; **Biberman Bros., Inc.**, 15th and Mt. Vernon Sts., **Philadelphia**, and **Galey & Lord, Inc.**, 57 Worth St., **New York**.

The complaint alleges that Lord & Taylor, a department store, purchased the dresses in question from the manufacturer thereof, Biberman Bros., Inc., which bought the fabrics from which such dresses were made from Galey & Lord, Inc.

In order to facilitate sales, the complaint alleges, Lord & Taylor, with the cooperation of the other two respondent companies, advertised the dresses, in newspapers and by other means, as being composed of "Soft, silky Seal crepe woven from Enka yarns," and as being "made from Seal crepe."

No. 3142. Four New York companies selling cosmetics, perfumes and drug notions to the retail and peddler trade, and certain of their officers, are charged with unfair competition in violation of Section 5 of the Federal Trade Commission Act, in a complaint issued by that Commission.

The corporate respondents are: **Rex Merchandise Corporation of America**, and **Crown Laboratories, Inc.**, both of 48 East Twenty-first St.; **Sheray, Incorporated**, and **Wilshire Sales Corporation**, both of 33 Union Square, New York.

The respondents are alleged to have entered into a combination and effected an agreement to sell tooth paste, shaving cream and other toiletries and notions marked and branded with fictitious prices and to have advertised them in a false and misleading manner.

Various items of merchandise described in their price lists and other printed matter are alleged to have been represented as of superior value because of the excessive fictitious prices marked thereon, when in fact, such articles were of values lower and had actual selling prices lower than the prices marked thereon would indicate to buyers, according to the complaint.

No. 3143. Violation of Section 5 of the Federal Trade Commission Act through use of certain unfair methods of competition is alleged in a complaint issued against six individuals trading as **National Optical Stores Company** and **Dr. Ritholz Optical Company**, 1148-1160 West Chicago Ave., Chicago.

The individual respondents, engaged in the interstate sale of spectacles and optical supplies, are Benjamin D., Morris I., Samuel J., Sylvia, Fannie and Sophie Ritholz. They have branch offices in Berwyn and Peoria, Ill.; Cleveland, Canton, Akron, Dayton, Youngstown, Columbus and Springfield, Ohio; Indianapolis, Gary, South Bend, Hammond and Evansville, Ind.; Nashville, Memphis, Knoxville and Chattanooga, Tenn., and Atlanta, Ga.

The respondents are said to have represented and implied in advertising matter that, in offering certain spectacles for sale at stated prices, they were making a special offer for a limited time, and that the stated prices advertised were much less than the regular retail prices and retail values of the spectacles, and much less than the prices at which products of the same kind and quality could be purchased elsewhere.

According to the complaint, the respondents did not make a special offer for a limited time, the prices advertised were the regular prices at which the spectacles customarily were sold and were not less than the retail values of such products.

Nos. 3144 and 3145. Complaints have been issued against a **Chicago** candy company and a **Detroit** chewing gum manufacturer, alleging the use of lottery methods in the sale of their products. The respondents are **Frank, George A.**, and **E. T. Urban**, trading as **Close & Co.**, 2021 Fulton St., Chicago, and **Wolverine Gum, Inc.**, 5625 Lauderdale Ave., Detroit.

The Chicago candy company is charged with selling assortments of uniformly sized candies, together with other articles of merchandise to be given as prizes to purchasers drawing certain pieces of candy having centers colored differently from those of most of the pieces, and to purchasers obtaining the last piece in an assortment.

The Detroit company is alleged to sell assortments consisting of several sticks of chewing gum and other articles of merchandise, so that customers drawing chewing gum with wrappers different from the majority of wrappers receive a prize.

No. 3146. Charging unfair competition in the sale of "Cosray Vitamin D Soap", a complaint has been issued against **Los Angeles Soap Co.**, trading as **Cosray Products Co.**, 617 East First St., Los Angeles.

Advertising in newspapers, over the radio and in pamphlets, the respondent company is alleged to have represented that the Vitamin D in its soap is a wonderful discovery of science to increase natural beauty, and that science has proven that this vitamin content will enable users of this soap to smooth out premature wrinkles, reduce large pores, eliminate blackheads and pimples, correct subnormal skin conditions and restore youthful color and elasticity.

Stipulations and Orders

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

No. 01644. **Von Schrader Manufacturing Co.**, 16th St. and Junction Ave., Racine, Wis., selling the Von Schrader Portable Carpet Washer, stipulated that it will cease advertising that the machine restores colors or shades to and removes microbes or germs from carpets or rugs.

No. 01645. **Henry and Sigmund Sacks, trading as Metal Cast Products Co.**, 1696 Boston Road, New York, agreed to discontinue advertising that they are the "only dealers" in casting forms or molds for manufacturers; that they sell the molds on a half-cost basis, or for any amount less than the regular price, unless such is a fact; that they furnish to purchasers of their molds all the necessary equipment for the manufacture of toys, novelties and other articles, and that they remunerate customers for any financial loss incurred.

No. 01647. **William Jonason, trading as Bill's Music Shop, Clay Center, Nebr.**, agreed to cease representing that the study of any of the correspondence courses he sells will enable one to play any musical instrument within any definite period of time, or that any article is offered free to the purchaser of a course, when the cost of the article is included in the purchase price of the course.

No. 01650. **The Sparks-Withington Co.**, Jackson, Mich., engaged in the sale of Sparton radios, will discontinue representations that Sparton radio tone control makes reception possible under any condition, and that by use of the Sparton, programs are received clearly and distinctly from all American stations or from various foreign countries or from outpost stations in remote parts of the world.

No. 01654. **Wilhelmina Wittgenschlager, trading as Indian Root & Herb Co.**, 150 N. E. Third St., Miami, Fla., will discontinue using the word "Indian" as part of her trade name or in the trade name of any of the various medicinal preparations she sells. She also will cease certain false representations as to the therapeutic value of preparations recommended as treatments for the nose and throat, rheumatism, skin ailments, high blood pressure, nervousness, and liver and stomach disorders.

No. 01655. **French Lick Springs Hotel Co.**, French Lick, Ind., agreed to cease advertising that Pluto Water is the "only" laxative and will correct constipation, unless the latter representation is limited to indicate acute constipation; that it is of itself a competent treatment for gall bladder and liver troubles, and that it provides a sure way of cleansing the system of health-destroying poisons, unless such claim is limited to the intestinal tract.

No. 01656. **Willard Mathias Moore, trading as Moore-made**, 77 Turrill Ave., Lapeer, Mich., selling plans for an amusement park device, methods of engaging in mail order business, and other money-making schemes, stipulates that he will cease advertising that his plan for making money enabled him to accumulate \$40,000, and that such plan will make easy money for anyone. Moore agrees to stop asserting that "Celebrated Magic Cologne" is in universal demand; that several hundred dollars' worth of "Magic Grease Eradicator" can be sold in a single township in a week's time; that "The Roadman's and Streetman's Guide" contains real plans for making big money, and that the book "Famous Secret Formulas", will enable one to clear \$20 a day, and contains formulas for various accomplishments such as making inkless pens, an everlasting black ink, and a preparation that will cure the tobacco habit.

No. 01657. **The Institute on Mentalphysics**, Second St. at Hobart Blvd., Los Angeles, in the sale of correspondence courses, books and other literature on "Mentalphysics", agrees to cease the representation that the institute's founder was taught by masters of the Far East in Tibet, and is today an authoritative interpreter of the ancient wisdom. The respondent also will cease representing that it offers a secret method of the actual technique of rejuvenation; that old age is only a chemical change which the respondent is able to instruct its students to overcome; that "Mentalphysics" enables one to cure appendicitis, sinus trouble and certain other ailments, and to attain a perfect supply of the right kind of food.

No. 01658. **Jim Bourland, trading as Star Products Co.**, 1901 Runnels St., Houston, Tex., will cease making assertions in advertising that his Blue Star Ointment is a positive relief for itchy skin, will penetrate the pores or will kill common itch, tetter, rash, eczema, foot itch or ringworm.

No. 01659. **Red Sea Balsam Co., Inc.**, 450 Broadway, Taunton, Mass., stipulated that it will cease advertising Red Sea Balsam as competent in the treatment of bruises, sprains, burns and sunburn, or that it is an effective remedy for colds, unless limited to the conditions associated with colds.

No. 01660. **Crown Products Corporation**, 1237 Minnesota St., San Francisco, agreed to discontinue advertising that Sani-Clor kills germs, is a sterilizer, or destroys odors, unless the latter representation is limited to the destruction of odors by application at the source of the odor or upon the object from which it emanates. The corporation also will cease representing that Sani-

Clor is a disinfectant, unless directions are given for first cleansing the surface to be disinfected, and then thoroughly wetting such surface with a proper solution of the product.

No. 01661. G. H. Glitzke, trading as Ulgo Co., 125 Wirthman Building, Kansas City, Mo., will stop advertising that Ulgo is a competent remedy in the treatment of leg or arm sores, or that it does other than control, but not cure, some cases of leg sores when caused by trichophyton tinea germs.

No. 01662. Dr. A. L. Barth, trading as Central Laboratory and as Central Laboratory Service, Pana, Ill., is engaged in the sale of a health service which includes his analysis of a body excretion as a means of diagnosing certain diseases. He agreed to cease representing that the findings of his analysis are an index to the state of one's health or indicate whether all the vital organs are performing their work properly or require attention, and that by the use of his health services the causes of dropsy, tonsillitis, tumors, goiter, indigestion and other ailments may be determined and the conditions relieved.

No. 01663. James Austin Co., Greenfield Ave. and Kaercher St., Pittsburgh, will stop representations that Austin's A-1 Solution will disinfect cuts, wounds, and insect bites; that when used for laundering clothes the use of bluing will not be necessary, and that the product will serve as a disinfectant for household purposes, unless such claim is qualified by the direction that the articles to be disinfected must be thoroughly washed or cleansed before application of the solution.

No. 01664. Farmaide Products Co., 2637 Randolph St., Lincoln, Nebr., will stop asserting that its Ex-Tone Poultry Worm Tablets or Ex-Tone Poultry Worm Powder will, alone or in combination with each other, constitute a competent treatment or an effective remedy for worm infestation of chickens or turkeys, or that either of them will save a flock from worms. The respondent company also will desist from advertising that Chloraide is suitable for all sanitation purposes in the home and on the farm, is non-poisonous, destroys bacteria, and will insure freedom from disease germs.

No. 01665. Thomas J. McBride, trading as The Entromul Co., 2147 West Washington Boulevard, Los Angeles, will discontinue advertising that Entromul is effective or competent in the treatment of inflamed stomach, nervousness and distress caused by acid secretions. Use of testimonials stating that the preparation will effect the cure of any disease or malady of the human body will be stopped.

No. 01666. Pacific Coast Borax Co., 510 West 6th St., Los Angeles, selling 20-Mule Team Borax, stipulated that it will desist from representing that the product will destroy all odors, banish insect pests and cure athlete's foot.

No. 01667. Francess Kable, Inc., 400 North Michigan Ave., Chicago, will discontinue representations that the respondent's product, Hollywood Contour Neck Band, is Hollywood's most guarded secret, and is used and endorsed by famous stage and screen stars, unless such celebrities actually use and endorse it; that the product rebuilds relaxed neck and contour muscles, builds up a receding chin or creates and protects the perfect contour. The respondent corporation also agreed to cease using the word "Hollywood" in designating its product.

No. 01668. Scientific Medicinal Products, Inc., Russ Building, San Francisco, agreed to cease advertising that its product, Slendrets, will enable one to get rid of fat and that its results are guaranteed. The company also will stop representing, inferentially or otherwise, that the product has been used in the reducing clinic of any hospital, unless such is a fact.

No. 01669. Elizabeth May and George W. Haylings, trading as National Folio Service, Los Angeles, agree to quit representing that their Treatise No. 5 on business methods is a remarkable plan telling a person how to earn a remarkable wage every week, and that in order to succeed with the business described in this treatise, it is not necessary to canvass and one need work only a few hours each day.

No. 01670. Towertown Studios, Inc., 520 North Michigan Ave., Chicago, agrees to stop advertising that in the sale of its correspondence course in art and commercial drawing, special cash offers are made or prizes are given for promptness, and that as a result of studying the course a person can begin selling his drawings as soon as he is able to produce them. The respondent also agrees to discontinue representing that the price of the course is fluctuating and subject to increase, or that such price is special, and that a reduction in tuition may be obtained by promptness in enrollment, unless such price increase actually takes place. The respondent admitted in its stipulation that expediting enrollment would not afford a student a special reduction in tuition.

No. 01671. Paul Gardinier, Newark, Mo., engaged in selling Vitality Tonic, Antiseptic Douche Powder, and roots and herbs,

agreed to cease certain false representations concerning the therapeutic value of such products. Gardinier also will stop misrepresenting the results to be obtained from the use of other products he sells, including gazing crystals, booklets and novelties. The respondent does business under five trade names, each containing the words "Smythe Company."

No. 01674. W. M. Robbins, trading as Ray-Zem Laboratories, St. Paul, Minn., stipulated that in advertising Ray-Zem, a poultry remedy, he will discontinue assertions that the product is non-poisonous, harmless, and indispensable in making a success of poultry raising.

No. 01675. Hollywood Hygienic Products, Inc., Hollywood, Calif., will discontinue the following representations concerning certain products it sells: That use of Hollywood Dainties gives assurance of quality not found in other preparations for marriage hygiene, and that its germicidal qualities become active at once; that Glandex is a tonic and a competent remedy for nervousness and sleeplessness; that Ur-Gard is a Medical Corps prophylactic having properties fully effective for the prevention or treatment of social diseases generally, and that Retardex is a gland tonic, is harmless, and has been used with success where other remedies have failed.

No. 01677. H. D. Sandstone, trading as Rol-A-Ray Sales Co., Portland, Ore., stipulated that he will cease advertising that Rol-A-Ray, an electrical appliance, has performed miracles in relieving persons who had lost all hope of enjoying normal health; that it gives a miracle electrical massage, and is a competent treatment for anemia, arthritis, paralysis, pneumonia, influenza, ulcers and other ailments.

No. 1989. Illinois Nut Products Co., candy manufacturer, 613 West Lake St., Chicago, has entered into a stipulation to discontinue using any method or plan of sale or of promoting the sale of its candy products, which method or plan involves the use of any gift enterprise, lottery or scheme of chance whereby an article is given as a prize or premium in consideration of the purchase of any other article.

According to the stipulation, the company employed a certain punchboard method in promoting the sale of its products, and all of the prizes awarded were received by the purchasing public wholly by lot or chance.

No. 2355. An order to cease and desist has been issued against H. N. Heusner & Son, Hanover, Pa., cigar manufacturer, requiring it to cease certain misrepresentations in the sale of its products.

The order directs that the respondent company stop representing, through use of the words "Havana" or "Habana," alone or with other words, or through use of other representations of similar effect, that cigars not made entirely from tobacco grown in Cuba, are Havana cigars. The use of such representations was held to be in violation of Section 5 of the Federal Trade Commission Act.

No. 2634. Kienzler Distilling Corporation, 3032 West Twenty-fourth St., New York, has been ordered to cease and desist from representing that it is a distiller of alcoholic beverages, when such is not a fact. Findings are that the company is engaged in the liquor business solely as a wholesaler and rectifier.

The respondent company is ordered to discontinue representing, through use of the word "Distilling" in its corporate name, in advertising, on labels, or otherwise, that it is a distiller of whiskies, gins or other spirituous beverages, that it manufactures such products through the process of distillation, or that it owns or operates a distillery, unless and until it does own or operate such a place.

No. 3074. Kolynos Co., New Haven, Conn., has been ordered to cease and desist from making certain false and misleading representations in connection with the interstate sale of Kolynos tooth paste.

Among representations prohibited in advertising are that Kolynos tooth paste conquers bacterial mouth allegedly caused by germs which attack tooth and gum; cleans and polishes teeth down to the naked white enamel and erases and removes tartar; gives teeth a double cleansing not to be obtained with ordinary or other dentifrices, and restores all teeth to sparkling or natural whiteness.

Nos. 3095 and 3098. Respondents in two cases have been ordered to cease and desist from using lottery methods to promote interstate sale of blankets, bedspreads or other merchandise.

In one case the respondents are **William F. Allen, Charles H. Wolf, Edward M. Mullen and Charles H. Clark,** individually and trading as **Miller, Bain, Beyer & Co., 1001 Filbert St., Philadelphia;** in the other the respondent is **George J. Nothnagel, trading as The Stanley Store, 734 Haddon Ave., Collingswood, N. J.**

Findings are that these respondents sold their merchandise, along with their sales plan, to clubs, fraternal organizations, hospitals and charitable institutions, while Miller, Bain, Beyer & Co. sold to wholesalers and retailers as well.

The respondents' method of selling their merchandise is described in the findings as a club plan, the clubs organized having a fixed number of members 60 or 100, each of whom pays weekly dues, generally 25 cents, for a given number of weeks.

FEDERAL COMMUNICATIONS COMMISSION ACTION

Hearing Calendar

The following broadcast hearings are scheduled at the Commission for the week beginning Monday, June 14:

Monday, June 14

FURTHER HEARING BEFORE AN EXAMINER (Broadcast)

- WBZA—Westinghouse Electric and Manufacturing Co., Springfield, Mass.—C. P., 550 kc., 1 KW, unlimited time (requests facilities WDEV). Present assignment: 990 kc., 1 KW, synchronized with WBZ.
- WDEV—Chas. B. Adams, Administrator of Harry C. Whitehill Estate and Executor of Mary M. Whitehill Estate, Waterbury, Vt.—Renewal of license, 550 kc., 500 watts, daytime.

Tuesday, June 15

HEARING BEFORE AN EXAMINER (Broadcast)

- NEW—Robert E. Clements, Huntington Park, Calif.—C. P., 1160 kc., 250 watts, daytime.
- NEW—Kenneth Baker, Hartwell Gaus, V. A. Bernier, d/b as Key City Broadcasting Co., Kankakee, Ill.—C. P., 1500 kc., 100 watts, unlimited time.
- NEW—Robert Raymond McCulla, Oak Park, Ill.—C. P., 1500 kc., 100 watts, daytime.
- NEW—Northwest Research Foundation, Inc., Seattle, Wash.—C. P., 1530 kc., 1 KW, unlimited time.
- NEW—Earle Yates, Las Cruces, N. Mex.—C. P., 930 kc., 500 watts, daytime.

Wednesday, June 16

HEARING BEFORE AN EXAMINER (Broadcast)

- NEW—A. Annas, K. C. Elliott, C. L. Green, C. D. Newton, d/b as Hickory Broadcasting Co., Hickory, N. C.—C. P., 1370 kc., 100 watts, daytime.
- NEW—World Publishing Co., Tulsa, Okla.—C. P., 940 kc., 1 KW, 5 KW LS, unlimited time.
- KGKL—KGKL, Inc., San Angelo, Tex.—C. P., 940 kc., 1 KW, 5 KW LS, unlimited time. Present assignment: 1370 kc., 100 watts, 250 watts LS, unlimited.
- NEW—The Tribune Co., Tampa, Fla.—C. P., 940 kc., 1 KW, 5 KW LS, unlimited time.

Friday, June 18

HEARING BEFORE AN EXAMINER (Broadcast)

- NEW—Clark Standiford, L. S. Coburn, and A. C. Sidner.—C. P., 1370 kc., 100 watts, unlimited time.
- WKEU—Radio Station WKEU, Griffin, Ga.—C. P., 1310 kc., 100 watts, unlimited time.
- 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.—C. P., 1310 kc., 100 watts, 250 watts LS, unlimited time.

APPLICATIONS GRANTED

- WTFI—Liberty Broadcasting Co., Atlanta, Ga.—Granted modification of C. P. to move studio site locally and increase day power from 500 watts to 1 KW.

KSRO—The Press Democrat Publishing Co., Santa Rosa, Calif.—Granted modification of C. P. approving transmitter site at Fresno Ave. and Vallejo St.; extension of commencement date to 60 days after grant and completion date to 180 days thereafter.

KTEM—Bell Broadcasting Co., Temple, Tex.—Granted license to cover C. P., 1370 kc., 250 watts, daytime only.

KCMC—KCMC, Inc., Texarkana, Tex.—Granted license to cover C. P., 1420 kc., 100 watts night, 250 watts day, unlimited time.

KVEC—Christina M. Jacobson, tr/as The Valley Electric Co., San Luis Obispo, Calif.—Granted license to cover C. P. for new station, 1200 kc., 250 watts, daytime only.

WFBG—The Gable Broadcasting Co. (Lessee), Altoona, Pa.—Granted license to cover C. P. as modified, 1310 kc., 100 watts night and day, sharing with WJAC.

KRLC—H. E. Studebaker, Lewiston, Idaho.—Granted license to cover C. P. as modified, 1390 kc., 250 watts, unlimited time.

WKBW—Buffalo Broadcasting Corp., Buffalo, N. Y.—Granted license to cover C. P., 1480 kc., 5 KW, unlimited time. Also granted authority to determine operating power by direct measurement of antenna.

WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Granted license to cover C. P. as modified, 550 kc., 1 KW night, 5 KW day, unlimited time. Also granted authority to determine operating power by direct measurement of antenna.

KGNC & KFYO—Estate of Wilbur C. Hawk and Gene A. Howe, Lubbock, Tex.—Granted authority to transfer control of Plains Radio Broadcasting Company, Inc. (KGNC), to Globe News Publishing Co., Inc.; station operates on 1410 kc., 1 KW night, 2½ KW LS, at Amarillo, Tex., and station KFYO Plains Radio Broadcasting Co., Inc., Lubbock, Tex.; 1310 kc., 100 watts, 250 watts LS, unlimited.

WSIX—Jack M. Draughon and Louis R. Draughon, d/b as 638 Tire & Vulcanizing Co., Nashville, Tenn.—Granted voluntary assignment of license to WSIX, Inc. (1210 kc., 100 watts, unlimited).

NEW—WTAR Radio Corp., Mobile around Norfolk, Va. (2 applications).—Granted C. P. for new high frequency relay broadcast station, frequencies 31100, 34600, 37600 and 40600 kc., 1 watt.

W3XEW—WTAR Radio Corp., Mobile around Norfolk, Va. (2 applications).—Granted license to cover C. P., frequencies 31100, 34600, 37600 and 40600 kc., 5 watts.

NEW—WSOC, Inc., Mobile.—Granted C. P. for new high frequency relay broadcast station; frequencies 31100, 34600, 38600 and 40600 kc., 0.2 watts. Also granted license covering same.

NEW—WJW, Inc., Mobile.—Granted C. P. and license for new high frequency relay broadcast station, frequencies 31100, 34600, 37600 and 40600 kc., 20 watts.

NEW—C. G. Hill, Geo. D. Walker, Susan H. Walker, Mobile (Winston-Salem, N. C.).—Granted C. P. for new high frequency relay broadcasting station, frequencies 31100, 34600, 37600 and 40600 kc., 5 watts.

WAAJ—The Fort Industry Co., Mobile.—Granted reinstatement of original C. P. which expired May 29, 1937, and modifications thereof for changes in equipment and increase in power from 50 to 100 watts.

NEW—WJW, Inc., Mobile (vicinity of Akron, Ohio).—Granted C. P. for new high frequency relay broadcast station, frequencies 31100, 34600, 37600 and 40600 kc., 1 watt. Also granted license covering same.

W6XCI—Earle C. Anthony, Inc., Mobile.—Granted modification of C. P. to make changes in equipment and decrease power from 250 watts to 2 watts, and extend completion date to 60 days after grant.

W6XCI—Earle C. Anthony, Inc., Mobile.—Granted license to cover C. P. as modified for new relay station on experimental basis, frequencies in group D of Rule 1003.

SET FOR HEARING

NEW—Southern Broadcasting Corp., Bogulusa, La.—C. P. for new station, 1500 kc., 100 watts night, 250 watts day, unlimited time. Exact site to be determined with Commission's approval.

NEW—Seaboard Broadcasting Corp., Savannah, Ga.—C. P. for new station, 1310 kc., 100 watts night, 250 watts day, unlimited time. Transmitter location to be determined with Commission's approval.

NEW—Martin R. O'Brien, Aurora, Ill.—C. P. for new station, 1240 kc., 250 watts, daytime only. Exact site and type of antenna to be determined with Commission's approval.

NEW—Tom Olsen, Port Angeles, Wash.—C. P. for new station, 1420 kc., 100 watts, unlimited time. Transmitter site to be determined.

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—C. P. to make changes in composite equipment and increase day power from 1 to 5 KW.

NEW—State Broadcasting Corp., New Orleans, La.—C. P. for new station, already in hearing docket, amended so as to request 1500 kc., 100 watts, unlimited time.

NEW—Radiotel Corp., San Diego, Calif.—C. P. for new station, already in hearing docket, amended so as to request 920 kc., 1 KW, unlimited time.

WNBZ—Earl J. Smith and William Mace, d/b as Smith and Mace, Saranac Lake, N. Y.—Application for voluntary assignment of license to the Upstate Broadcasting Corporation.

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—C. P. to install directional antenna system for night-time use.

WHK—Radio Air Service Corp., Cleveland, Ohio.—C. P. to install directional antenna system for night-time use.

SPECIAL AUTHORIZATIONS

WSAJ—Grove City College, Grove City, Pa.—Granted special temporary authority to operate from 9:45 a. m. to 1 p. m., EST, June 9, 1937, in order to broadcast the Grove City College commencement program. Also granted authority to suspend operation of station during the college vacation from June 10 to September 22, 1937.

WCBS—WCBS, Inc., Springfield, Ill.—Granted special temporary authority to operate from 10 p. m. to 12 midnight, CST, June 12, in order to broadcast National Convention Activities of the Phi Tau Omega Sorority.

WCAD—St. Lawrence University, Canton, N. Y.—Granted special temporary authority to operate from 10:30 a. m. to 12 noon, EST, June 13, in order to broadcast Commencement Exercises of Theological School.

WDZ—WDZ Broadcasting Co., Tuscola, Ill.—Granted extension of special temporary authority to operate from 5 to 6 a. m., CST, for the period beginning June 15 and ending no later than July 14, 1937, in order to reach the farmers in the territory surrounding station WDZ who are in their fields during the summer months by 5 a. m.

WCAL—St. Olaf College, Northfield, Minn.—Granted extension of special temporary authority to operate from 2 to 3 p. m., CST, the following Sundays: June 27, July 4, 11, 18, 25, 1937 (provided WTCN remains silent), in order to continue schedule NBC programs with the commencement of daylight saving time in New York City.

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Same as above except to operate from 3 p. m. to 4 p. m., CST (provided WCAL remains silent).

WBIG—North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Granted special temporary authority to operate a 100-watt mobile transmitter between the hours of 2 and 6 a. m., EST, for a period not to exceed 30 days, in order to make tests to determine a new transmitter site in the territory surrounding Greensboro, N. C. However, such operation not permitted during those hours prescribed for Commission monitoring schedule.

WCBS—WCBS, Inc., Springfield, Ill.—Granted special temporary authority to operate from 10 p. m. to 12 midnight, CST, Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, for period not to exceed 30 days, in order to broadcast local evening Municipal League baseball games only.

KUMA—Albert H. Schermann, Yuma, Ariz.—Granted special temporary authority to operate from 9 to 11 a. m. and from 2 to 6 p. m., MST, June 16, in order to broadcast the public hearing of the rate hearing of the Arizona Edison Co., Inc.

KFRO—Voice of Longview, Longview, Tex.—Granted special temporary authority to operate from local sunset (July sunset 7:30 p. m.) to 9 p. m., CST, using power of 100 watts, on Sundays, July 4, 11, 18 and 25, 1937, in order to broadcast church services of the Kelly Memorial Methodist Church.

KOAC—Oregon State Agricultural School, Corvallis, Ore.—Granted special temporary authority to operate from 8 a. m. to 2:30 p. m. and from 6:30 to 8 p. m., PST, during months of

July and August (instead of unlimited time, as licensed) in order to observe summer vacation.

WFLA-WSUN—Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater, Fla.—Granted special temporary authority to transmit programs originating aboard the yacht *Iorano* for a period not to exceed 30 days.

W10XGY—Donald Roebling, on board yacht *Iorano*.—Granted special temporary authority to operate general experimental station aboard the yacht *Iorano* as a relay broadcast station to transmit programs, under the sponsorship of the Smithsonian Institution, over broadcast station WFLA-WSUN, for a period not to exceed 30 days.

APPLICATIONS DISMISSED

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

NEW—WDRG, Inc., New Haven, Conn.—C. P., 1330 kc., 250 watts, 250 watts LS. To synchronize with WDRG.

WFIL—WFIL Broadcasting Co., Philadelphia, Pa.—560 kc., 5 KW, 5 KW LS, unlimited time.

ORAL ARGUMENTS SCHEDULED

Oral arguments were granted, to be held September 23, 1937, in the following cases: Ex. Rep. 1-405 (KDON), Monterey Peninsula Broadcasting Co., Del Monte, Calif., and Salinas Newspapers, Inc., Salinas, Calif. Ex. Rep. 1-410 (WHOM), New Jersey Broadcasting Corp., Jersey City, N. J. Ex. Rep. 1-411, Sharon Herald Broadcasting Co., Sharon, Ohio, and Allen T. Simmons, Mansfield, Ohio. Ex. Rep. 1-416 (KADA), C. C. Morris, Ada, Okla.; and on September 30, 1937, Ex. Rep. 1-417 (WSOC), WSOC, Inc., Charlotte, N. C.

EXAMINERS' REPORTS RELEASED SINCE JUNE 1

KIEM—Ex. Rep. 1-429: Redwood Broadcasting Co., Inc., Eureka, Calif.—Examiner P. W. Seward recommended grant of application to increase daytime power to 1 KW and to continue operation with 500 watts at night on 1450 kc.

WMBO—Ex. Rep. 1-430: Roy L. Albertson, Auburn, N. Y.—Examiner Seward recommended denial of application to transfer control of corporation to the Auburn Publishing Co.; 1310 kc., 100 watts, unlimited time.

NEW—Ex. Rep. 1-431: Curtis Radiocasting Corp., Indianapolis, Ind.—Examiner R. L. Irwin recommended denial of application for C. P. to erect new station to operate on 1500 kc., 100 watts night, 250 watts LS, specified hours.

WKBV—Knox Radio Corp., Richmond, Ind.—Examiner Irwin recommended denial of application for modification of license to change hours from specified to unlimited time of operation.

NEW—Ex. Rep. 1-432: The Bend Tribune, Bend, Ore.—Examiner George H. Hill recommended grant of application for C. P. to erect a new station to operate on 1310 kc., 100 watts night, 250 watts LS, unlimited time.

NEW—Ex. Rep. 1-433: Beaumont Broadcasting Assn., Beaumont, Tex.—Examiner M. H. Dalberg recommended grant of application for C. P. for a new station to operate on 1420 kc., 100 watts, unlimited time.

WMBH—Ex. Rep. 1-434: Joplin Broadcasting Co., Joplin, Mo.—Examiner P. W. Seward recommended denial of application for C. P. to change frequency from 1420 kc. to 1380 kc., power from 100 watts night, 250 watts LS, to 500 watts.

NEW—Ex. Rep. 1-435: West Texas Broadcasting Co., Wichita Falls, Tex.—Examiner John P. Bramhall recommended grant of application for C. P. to erect a new station to operate on 1380 kc., 1 KW, unlimited time.

NEW—Wichita Broadcasting Co., Wichita Falls, Tex.—Examiner Bramhall recommended denial of application for C. P. for new station to operate on 620 kc., 250 watts, 1 KW LS, unlimited.

NEW—Faith Broadcasting Co., Inc., Wichita Falls, Tex.—Examiner Bramhall recommended denial of application for C. P. for new station to operate on 1380 kc., 1 KW, 5 KW LS, unlimited.

KFPL—C. C. Baxter, Dublin, Tex.—Examiner Bramhall recommended dismissal of application for voluntary assignment of license to WFTX, Inc.

KFPL—WFTX, Inc., Wichita Falls, Tex.—Examiner Bramhall recommended dismissal of application for C. P. to change frequency from 1310 kc. to 1500 kc.

MISCELLANEOUS

- WFMD—The Monocacy Broadcasting Co., Frederick, Md.—Granted special temporary authority to operate from local sunset (June, 7:45 p. m.) to 10 p. m., EST, June 8, in order to broadcast election returns in Frederick City Municipal election.
- WRR—City of Dallas, Tex.—Granted petition to intervene in the hearing on the application of Centennial Broadcasting Corp. for a new station at Dallas, Tex. (Docket 4551.)
- WDAE—Tampa Times Company, Tampa, Fla.—Granted authority to intervene in the hearing on the application of The Tribune Company for C. P. to erect a new station at Tampa, Fla., to operate on 940 kc., 1 KW n, 5 KW LS, unlimited time.
- KXA—American Radio Telephone Company, Seattle, Wash.—Granted request to continue hearing on application for C. P. to make changes in equipment, install vertical antenna, increase power from 250 watts night, 500 watts local sunset to 1 KW limited hours, from June 29, 1937, to the second week in September, 1937, new date to be fixed by the Docket Section.
- NEW—Richland Broadcasting Co., Mansfield, Ohio.—Denied petition requesting Commission to withhold decision on the application of Allen T. Simmons for C. P. to erect a new broadcast station at Mansfield, Ohio, to operate on 780 kc., 1 KW, daytime only, until such time as a hearing is held on petitioner's application.
- KCRC—Enid Radiophone Company, Enid, Okla.—Granted request to withdraw application for C. P. to use 1360 kc., 500 watts, unlimited time, calendared for hearing on June 22, without prejudice.
- NEW—Seaboard Broadcasting Corp., Savannah, Ga.—Denied petition requesting hearing on application of Arthur Lucas for a new station at Savannah, Ga., to use 1310 kc., 100 watts, unlimited time, Docket 4563, be continued until such time as the Commission shall schedule for hearing the application of Seaboard Broadcasting Corp., and that both hearings be consolidated and heard on the same date.
- W2XNT—National Television Corp., New York City.—Denied petition for an amendment and modification of special temporary experimental authorization for the operation of a television broadcast station upon the frequencies 2000-2100 kc., with power of 500 watts, unlimited time. The Commission also entered its final order denying the application of the National Television Corp. for a C. P. (Ex. Rep. 1-125), to establish and operate a visual broadcast station upon frequencies 2000-2100 kc., with power of 500 watts, hours of operation to be determined in accordance with Rule 308.
- NEW—Seaboard Broadcasting Corp., Savannah, Ga.—Granted petition to intervene in the hearing on the application of Arthur Lucas for a new station at Savannah, Ga., to use 1310 kc., 100 watts, unlimited time, Docket 4563, now scheduled for July 6, 1937.
- NEW—George H. Payne, San Jose, Cal.—Granted motion for continuance of hearing now calendared for June 28, 1937, on application for new station at San Jose, to use 1440 kc., 500 watts, unlimited time, Docket 4276, and that new hearing date in October, 1937, be fixed at the convenience of the Docket Section.
- NEW—Kenneth Baker, Hartwell Gaus and V. A. Bernier, Kankakee, Ill.—Granted petition to intervene in the proceedings upon the application of Robert Raymond McCulla (Docket 3647), now scheduled for June 15, for C. P. to use 1500 kc., 100 watts, daytime only.
- NEW—Gallatin Radio Forum, Gallatin, Mont.—Denied motion to quash an order to take depositions in connection with the application of the Roberts-MacNab Company for C. P. to erect a new station at Bozeman, Mont., to use 1420 kc., 100 watts night, 250 watts LS, unlimited time (Docket 4460), and dismissed opposition thereto by Roberts-MacNab Company.
- WOW—Woodmen of the World Life Ins. Assn., Omaha, Neb.—Denied petition to extend effective date of the Commission's Order in Docket 2412, granting the application of WKZO, Inc., for C. P. to move transmitter location, install directional antenna and increase hours of operation to unlimited time.
- WAAB—The Yankee Network, Inc., Boston, Mass.—Denied petition requesting authority to operate station with 1 KW day pending effective date of Commission's order authorizing such operation. The Commission on May 18 granted ap-

plication of WAAB for modification of license to increase power from 500 watts to 1 KW daytime.

- WKEU—Radio Station WKEU, Griffin, Ga.—Granted petition for continuance of hearing now scheduled for June 18, for a period of approximately 4 months, the new date to be fixed at the convenience of the Docket Section.
- KGMB—J. L. P. Robinson, Pacific Theatres & Supply Co., Ltd., and Fred J. Hart, Honolulu, T. H.—Granted petition for continuance of hearing now scheduled for June 25, 1937, to a date on or about November 1, 1937, in the matter of the application to transfer control of Honolulu Broadcasting Co., Ltd. (Docket 3873), and the applications of Honolulu Broadcasting Co., Ltd. (Dockets 4571, 4572, 4590 and 4570).
- WBNO—Coliseum Place Baptist Church, New Orleans, La.—The Commission, on its own motion, continued the hearings upon the applications of Coliseum Place Baptist Church for voluntary assignment of license and renewal of license (Dockets 4468 and 4008), Charles C. Carlson (WJBW) for C. P. to use 1200 kc., 100 watts night, 250 watts LS, unlimited, and for renewal of license (Dockets 4204 and 4330), and Southern Broadcasting Corp., for a new station to use 1200 kc., 100 watts night, 250 watts LS, unlimited (Docket 3999), to be heard upon the same date as the applications of Coliseum Place Baptist Church for C. P. to use 1420 kc., 100 watts night, 250 watts LS, unlimited time (Docket 4580), and Standard Life Ins. Co. of the South for a new station to use 1420 kc., 100 watts n, 250 watts LS, unlimited (Docket 4510).
- WRC—National Broadcasting Co., Washington, D. C.—Denied petition to reconsider and grant without a hearing application to use 5 KW power at night on 950 kc.
- KFWB—Warner Bros. Broadcasting Corp., Hollywood, Cal.—Denied petition to reconsider and grant without a hearing application to use 5 KW power at night on 950 kc.
- KMBC—Midland Broadcasting Co., Kansas City, Mo.—Denied petition to reconsider and grant without a hearing application to use 5 KW power at night on 950 kc.

RATIFICATIONS

The Broadcast Division ratified the following acts, authorized on the dates shown:

- WTAR—Radio Station WTAR, Norfolk, Va.—Granted authority to operate directional antenna authorized by C. P., for period of 5 days, beginning June 4 from midnight to local sunset in order to obtain additional measurements.
- WGST—Radio Station WGST, Atlanta, Ga.—Granted authority to reduce power at 6:30 instead of 6:45 p. m., CST, during June and July to prevent interruption of program.
- KGFL—KGFL, Inc., Roswell, N. M.—Granted authority to operate unlimited time for emergency broadcast flood only in strict compliance with Rule 23, period 10 days.
- WNOX—Continental Radio Co., New York City.—Granted extension program test period 30 days from June 3.
- KVEC—Valley Electric Co., San Luis Obispo, Cal.—Granted extension program test period 30 days from June 11.
- WNOX—Radio Station WNOX, New York City.—Granted authority employ former licensed transmitter WNOX period 10 days repair equipment damaged by lightning.
- W9XPV-W9XPN—WDZ Broadcasting Co., Tuscola, Ill.—Granted authority operate as licensed period 30 days, beginning June 3, relaybroadcast material from Douglas Farms provided no wire lines available.
- W4XCI—The Atlanta Journal Co., Atlanta, Ga.—Granted authority operate as licensed period 30 days, beginning June 5, relaybroadcast A. A. A. National Safety Campaign, also from Atlanta Fire Dept.
- KNEF—Radio Service Corp. of Utah, Salt Lake City.—Granted authority operate as licensed, June 5 and 11, relaybroadcast model home description.
- WAXD-WAXC—Alford J. Williams, Pittsburgh, Pa.—Granted special temporary authority to operate R. C. A. Type H. aircraft transmission, 5 w. power, on board plane NR-1050, and R. C. A. Type AVT-7 transmission, portable on ground, for period 30 days, for testing transmission of program communication service between plane and portable transmission on ground in connection with flight demonstrations and junior Aviator activities at various locations over U. S.
- KROC—Southern Minn. Broadcasting Co., Rochester, Minn.—The Broadcast Division, upon consideration of a petition by the Southern Minn. Broadcasting Co., to reconsider its action of April 2, 1937, in designating for hearing applica-

tion for C. P. to make changes in equipment and increase day power from 100 to 250 watts, and granted same without a hearing. The Broadcast Division directed further that an order be entered accordingly and forwarded to all interested parties.

WEAU—Central Broadcasting Co., Eau Claire, Wis.—The Broadcast Division, upon consideration of a petition filed on behalf of WEAU, reconsidered its action of December 15, 1936, in designating application for modification of C. P. approving transmitter location and increase in time of operation from daytime to limited, sunset at Abilene, Kans., for hearing, and granted same without a hearing, and directed that an order be entered accordingly and forwarded to all interested parties.

NEW—Northwest Research Foundation, Inc., Seattle, Wash.—Dismissed, without prejudice, at request of applicant, application for C. P. for new station, 1530 kc., 1 KW, unlimited time; exact transmitter site in Seattle to be determined, subject to Commission approval.

Granted motion of WCLS, Inc., for continuance of hearing upon its application of modification of license, Docket 4517, and directed that hearing be continued until September 7, 1937.

Granted petition of Athens Times, Inc., for continuance of hearing upon its application for C. P., Docket 4534, until July 9, 1937.

Granted petition of F. B. Clements & Co., d/b as Southern Minn. Supply Co., for continuance of hearing upon its application for C. P., Docket 4549, and directed that said hearing be continued until July 15, 1937.

Reconsidered its action of June 1, 1937, in denying petition of Ashland Broadcasting Co. (WCMJ), for continuance of hearing an application for C. P., Docket 4537, and directed that hearing be continued until September 8, 1937.

Denied motion of George W. Taylor Co., Inc., for continuance of hearing on application for C. P., Docket 4367, now scheduled for June 4, 1937.

Granted petition of J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, d/b as J. K. Patrick & Co., for an order to take depositions in support of their application for C. P. for new station at Athens, Ga., Docket No. 4489.

Granted petition of WSMK, Inc., requesting that its application for C. P., Docket 4470, be heard on July 2, 1937, together with application of KQV Broadcasting Co., Docket 4469.

PETITION DENIED

NEW—Saginaw Broadcasting Co., Saginaw, Mich.—Denied petition for rehearing upon its application for C. P. to establish a new broadcast station to operate on frequency 1200 kc., 100 watts, 250 watts LS, specified hours (Docket 3651), and upon the application of Harold F. Gross and Edmund C. Shields for a C. P. to establish a new broadcast station at Saginaw, upon the frequency 950 kc., 500 watts, daytime hours. (Docket 3899.)

APPLICATIONS RECEIVED

First Zone

NEW—Colonial Broadcasting Co., Morristown, N. J.—Construction permit for a new station to be operated on 620 kc., 1 KW, unlimited time. Amended to give transmitter site as adjacent to Route 10, near Whippany, N. J.

WDEL—WDEL, Inc., Wilmington, Del.—Authority to transfer 1120 control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 500 shares common stock.

WILM—Delaware Broadcasting Co., Wilmington, Del.—Authority 1420 to transfer control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 707 shares of stock.

NEW—Donald B. MacMillan, Provincetown, Mass.—Construction permit for a new temporary relay station to be operated on 12855 kc., 100 watts.

W2XDG—National Broadcasting Co., Inc., New York, N. Y.—Construction permit to install new equipment, decrease power from 5000 watts to 150 watts, and move transmitter from 350 Fifth Avenue, New York, to 30 Rockefeller Plaza, New York, N. Y.

W2XDG—National Broadcasting Co., Inc., New York, N. Y.—License to cover above.

NEW—National Broadcasting Co., Inc., New York, N. Y.—Construction permit for a new relay broadcast station to be operated on 1606, 2022, 2102, 2758 kc., 100 watts.

NEW—National Broadcasting Co., Inc., New York, N. Y.—License to cover above.

NEW—National Broadcasting Co., Inc., New York, N. Y.—Construction permit for a new relay broadcast station to be operated on 1606, 2022, 2102, 2758 kc., 100 watts.

NEW—National Broadcasting Co., Inc., New York, N. Y.—License to cover above.

Second Zone

WPHR—WLBG, Inc., Petersburg, Va.—Construction permit to 880 install a new transmitter, erect a directional antenna for day and night use, increase power from 500 watts to 1 KW, and change hours of operation from daytime to unlimited time.

WEST—Associated Broadcasters, Inc., Easton, Pa.—Authority to 1200 transfer control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 5,000 shares common stock.

NEW—D. E. Kendrick, Louisville, Ky.—Construction permit for 1210 a new station to be operated on 1210 kc., 100 watts night, 250 watts day, unlimited time.

WORK—York Broadcasting Co., York, Pa.—Authority to transfer 1320 control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 5,000 shares common stock.

WLVA—Lynchburg Broadcasting Corp., Lynchburg, Va.—Construction permit to change frequency from 1200 kc. to 1390 kc.; make changes in equipment; increase power from 100 watts night, 250 watts day, to 500 watts day and night; and install directional antenna for night use. Amended to change transmitter site from near Lynchburg, Va., to U. S. Highway 29, near Lynchburg, Va.

WAZL—Hazleton Broadcasting Service, Inc., Hazleton, Pa.—Authority to transfer control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 5,000 shares common stock.

WKBZ—Karl L. Ashbacher, Muskegon, Mich.—Voluntary assignment of license from Karl L. Ashbacher to Ashbacher Radio Corporation.

WGAL—WGAL, Inc., Lancaster, Pa.—Authority to transfer control of corporation from Mason Dixon Radio Group, Inc., to J. Hale Steinman and John F. Steinman, 5,000 shares common stock.

W8XNC—Allen T. Simmons, Akron, Ohio—License to cover construction permit for a new relay broadcast station.

W8XKH—The Crosley Radio Corp., Cincinnati, Ohio—Modification of construction permit (B2-PRE-44) to extend completion date from 6-7-37 to 12-7-37.

WATA—Ashland Broadcasting Co., Ashland, Kentucky—License to cover construction permit (B2-PRY-29) for a new relay broadcast station.

W8XKD—The Fort Industry Co., Mobile—Modification of construction permit to extend completion date from 5-29-37 to 7-29-37.

W8XKB—West Virginia Broadcasting Corp., Mobile—Modification of construction permit (B2-PRE-22) to extend completion date from 5-29-37 to 8-29-37.

Third Zone

KARK—Arkansas Radio and Equipment Co., Little Rock, Ark.—890 Involuntary transfer of control of corporation from John R. Frazer to Radio, Inc., 617 shares common stock.

WBBZ—Adelaide Lillian Carrell, Rep. of Estate of Charles Lewis 1200 Carrell, deceased, Ponca Citv, Okla.—License to cover construction permit (B3-P-1384) for new equipment, changes in antenna, and increase in day power.

WJNO—Hazelwood, Inc., West Palm Beach, Fla.—License to 1200 cover construction permit (B3-P-1610) for changes in equipment and increase in day power.

WJBY—Gadsden Broadcasting Co., Inc., Gadsden, Ala.—Construction permit to make changes in transmitting equipment; install vertical antenna; increase power from 100 watts to 100 watts night, 250 watts day; move transmitter from Anniston Highway, Gadsden, Ala., to 100 Block, Broad Street, Gadsden, Ala., and move studio from 108 South Sixth Street, Gadsden, Ala., to 100 Block, Broad Street, Gadsden, Ala.

KOCA—Oil Capital Broadcasting Assn. (James G. Ulmer, Pres.), 1210 Kilgore, Tex.—Construction permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day.

WMFJ—W. Wright Esch, Daytona Beach, Fla.—Modification of 1240 construction permit (B3-P-1518) for new transmitter and antenna, requesting authority to change frequency from 1420 kc. to 1240 kc., make further changes in equipment and antenna, increase power from 100 watts to 1 KW, and move transmitter from 126½ Magnolia Avenue, Daytona Beach, Fla., to N. Ridgewood Avenue, Port Orange, Fla.

KTAT—Tarrant Broadcasting Co., Fort Worth, Tex.—License to 1240 cover construction permit (B3-P-1472) for a new transmitter and antenna.

WAIR—C. G. Hill, George D. Walker and Susan H. Walker, 1250 Winston-Salem, N. C.—Construction permit to make changes in transmitting equipment and increase power from 250 watts to 1 KW.

WDAH—Tri-State Broadcasting Co., Inc., El Paso, Tex.—Modification of license to use the transmitter now licensed to KTSM located at corner Texas and Stanton Streets, El Paso, Tex. Amended to change power from 100 watts to 100 watts night, 250 watts day.

KTSM—Tri-State Broadcasting Co., Inc., El Paso, Tex.—Modification of license to change frequency from 1310 kc. to 1350 kc., and change power from 100 watts night, 250 watts day, to 250 watts day and night.

KMAC—W. W. McAllister, San Antonio, Tex.—Voluntary assignment of license from W. W. McAllister to W. W. McAllister and Howard W. Davis, d/b as Walmac Company.

NEW—National Life & Accident Insurance Co., Inc., Nashville, 1370 Tenn.—Construction permit for a new station to be operated on 1370 kc., 100 watts night, 250 watts day, unlimited time.

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—1450 Construction permit to change frequency from 1450 kc. to 620 kc. and install directional antenna for day and night use.

KTVL—Voice of Longview, Longview, Tex.—Reinstatement and modification of construction permit for 1622, 2058, 2150, 2790 kc., 20 watts.

Fourth Zone

KCAM—A. Staneart Graham, E. V. Baxter and Norman Baxter, 790 d/b as Pittsburg Broadcasting Co., Pittsburg, Kans.—Modification of construction permit (B4-P-459) for a new station requesting changes in authorized equipment, approval of vertical antenna, approval of transmitter site near Pittsburg, Kansas and studio site at 404 Commerce Bldg., Pittsburg, Kansas.

WDZ—WDZ Broadcasting Co., Decatur, Ill.—Construction permit 1020 to move transmitter from 1½ miles north on U. S. Highway No. 45, Tuscola, Illinois, to site to be determined, Decatur, Illinois, and studio from Star Store Bldg., Tuscola, Illinois to site to be determined, Decatur, Illinois.

WISN—Hearst Radio, Inc., Milwaukee, Wisc.—License to cover 1120 construction permit (B4-P-1566) as modified, for a new transmitter and antenna and move of transmitter.

KGCU—Mandan Radio Assn., Inc., Mandan, N. Dak.—Modification of license to change hours of operation from specified hours to unlimited time. Contingent upon the granting of KLPM's application for a new frequency. Amended: To install a new vertical antenna.

KWOS—Tribune Printing Co., Jefferson City, Mo.—Construction 1310 permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day and change hours of operation from daytime to unlimited time. Also change frequency from 1310 kc. to 1210 kc. Amended: To omit request for change in frequency.

NEW—Sherman V. Coultas, Milton Edge & Hobart Stephenson, 1310 Jacksonville, Ill.—Construction permit for a new station to be operated on 1310 kc., 100 watts, unlimited time.

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—1360 Voluntary assignment of license and construction permit (B4-P-1599) from Oak Leaves Broadcasting Station, Inc., to WSBC, Incorporated.

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Authority to install new automatic frequency control equipment.

KOVC—KOVIC, Inc., Valley City, N. Dak.—Construction permit 1500 to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

KSAL—R. J. Iaubengayer, Salina, Kans.—License to cover construction permit (B4-P-1004) as modified, for a new station.

W9XJL—Head of the Lakes Broadcasting Co., Superior, Wisc.—Modification of license to delete frequencies 31600, 35600, 38600, 41000 kc. and request 25950 kc. only.

W9XPU—WDZ Broadcasting Co., Mobile—License to cover construction permit (B4-PRE-24) for a new relay broadcast station.

WAAC—WDZ Broadcasting Co., Mobile—Modification of construction permit (B4-PRY-9) to extend commencement and completion dates.

WAAC—WDZ Broadcasting Co., Mobile—Modification of construction permit (B4-PRY-10) to extend commencement and completion dates.

W9XPW—WDZ Broadcasting Co., Mobile—Reinstatement of construction permit (B4-PRE-26) for a new relay broadcast station, requesting increase in power from 2 watts to 30 watts and changes in equipment.

Fifth Zone

NEW—Scripps-Howard Radio, Inc., Denver, Colo.—Construction 630 permit for a new station to be operated on 630 kc., 1 KW night, 5 KW day, unlimited time. Amended: To change name from Continental Radio Co. to Scripps-Howard Radio, Inc.

KFVD—Standard Broadcasting Co., Inc., Los Angeles, Calif.—1090 License to cover construction permit (B5-P-1210) for changes in equipment, new vertical antenna and increase in power.

KFXM—J. C. & E. W. Lee (Lee Brothers Broadcasting Co.), San 1210 Bernardino, Calif.—Construction permit to make changes in equipment.

KTMS—News Press Publishing Co., Santa Barbara, Calif.—Modification of construction permit (B5-P-982) for a new station, requesting changes in authorized equipment, approval of vertical antenna and approval of transmitter site near Goleta, California.

KHUB—Anna Atkinson as Executrix of the last will of F. W. 1310 Atkinson, deceased, Watsonville, Calif.—Involuntary assignment of license from F. W. Atkinson to Anna Atkinson as Executrix of the last will of F. W. Atkinson, deceased.

KGCC—The Golden Gate Broadcasting Co. (Robert J. Craig), 1370 San Francisco, Calif.—Construction permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day and change frequency from 1420 kc. to 1370 kc. Contingent upon the granting of KRE's application for change in frequency.

KOY—Salt River Valley Broadcasting Co., Phoenix, Arizona.—1390 Authority to install automatic frequency control.

KLO—Interstate Broadcasting Corp., Ogden, Utah.—Construction 1400 permit to make changes in equipment, increase power from 500 watts to 1 KW night, 5 KW day, move transmitter and install directional antenna. Amended: To give transmitter site as ⅝ Mile South of Kanessville Church, Kanessville Township, Utah, and make changes in directional antenna.

Puerto Rican Zone

WAAG—Julio M. Conesa, Mobile, Puerto Rico—License to cover construction permit for a new relay broadcast station.