

The National Association of Broadcasters

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JAMES W. BALDWIN, Managing Director

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FCC SETS HEARING FOR ATTORNEYS

In connection with the disbarment proceedings of the Federal Communications Commission against two Washington attorneys, the Commission on Tuesday issued the following official statement:

The Commission in a General Session today, having considered the answers filed by Paul M. Segal and George S. Smith to the Order of May 19, 1937, including the motions contained in said answers that the charges contained in said Order of May 19, 1937, be dismissed, the Commission orders that said motions be overruled and denied; and,

The Commission further orders that the hearing on said charges and the answers of Paul M. Segal and George S. Smith be set before the Commission en banc on Monday, September 13, 1937, at 10:30 o'clock at the offices of the Commission in the City of Washington.

CCIR-UIR MEETINGS REPORTED

The Managing Director this week received the report of James C. McNary, who, as NAB delegate, attended the Fourth CCIR Meeting at Bucharest, Roumania, from May 21 to June 8, 1937, and the U. I. R. meeting at Lausanne, Switzerland, from June 17 to June 25, 1937.

The CCIR (Comité Consultatif Internationale Radio-communication—International Consulting Committee on Radio Communications) holds its international conference of engineers and scientists by virtue of provisions of the international administrative conferences at Washington (1927) and Madrid (1932). The CCIR functions in an advisory capacity to the administrative conferences, the next of which is scheduled to be held at Cairo beginning February, 1938, and is charged with consideration of technical matters affecting international regulations and allocations. The last CCIR meeting, held in Lisbon in 1934, was also attended by Mr. McNary, representing the NAB.

According to custom, the American delegation to CCIR meetings comprises a government delegation accompanied by company representatives. The government delegates to the 4th CCIR meeting were: Dr. J. H. Dellinger, (chairman), National Bureau of Standards; Captain S. C. Hooper, Navy Department; Colonel D. M. Crawford, War Department; E. K. Jett and Gerald C. Gross, Federal Communications Commission; and Francis B. de

ANOTHER WORD OF APPRECIATION

I take this means of expressing to the members my appreciation for the numerous suggestions which they have addressed to me as President of the National Association of Broadcasters. I am sure your constructive suggestions will be of great benefit in administering the affairs of the Association. The constructive ideas of all the members are solicited.

JOHN ELMER.

Wolf, Department of State. The other company representatives were: Dr. C. B. Jolliffe, Lloyd Briggs and H. K. Chadwick, Radio Corporation of America; Carroll Bickelhaupt, Lloyd Espenschied, F. M. Ryan and G. H. Barney, American Telephone & Telegraph Company; Haraden Pratt, Mackay Radio; and E. K. Cohan, Columbia Broadcasting System, Inc.

The recently-adjourned CCIR meeting was so timed that its opinions would be up-to-date and available for the forthcoming Cairo conference next year. According to the report received, it appears that some of the technical considerations affecting allocations, particularly those dealing with wave propagation, will necessarily undergo review at Cairo because of the rapidly changing state of the art and because of the demands for new frequencies certain to be made at Cairo by the aviation and high-frequency international broadcasting services. Some of the opinions of the 4th CCIR are summarized below.

While in Europe, Mr. McNary also attended the Tenth Annual Meeting of the UIR (International Broadcasting Union), devoting his time principally to the meetings of the Technical Committee. The most important item

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discussed was the present condition of chaos in the high-frequency international relay broadcasting bands, and an effort was made to find engineering basis for improvement of service in these bands. Discussion included consideration of synchronization of transmitters using directional antennas for transmission of the same program in the same wave band to different portions of the earth, limitation of maximum and minimum power, frequency separation between channels, and shared use of the same carrier frequency in various parts of the world. Plans were made for continued observations of certain factors affecting international broadcasting transmissions. Considerable data, from the UIR Control Center at Brussels, was available to show the existing situation on the high-frequency channels.

According to the report submitted to the Managing Director, Mr. McNary observed television practices in Berlin and London. Both of these cities enjoy regular television broadcasting service. He was particularly impressed with the Alexandria Palace transmitter, in London, from which regular afternoon and evening programs are furnished, and with the studio and program production technique employed for these programs.

Of the opinions adopted at the CCIR Meeting, the following appear to be of interest to the broadcasting industry:

(a) r.f. harmonics: The previous opinion of the Lisbon meeting, with respect to radio frequency harmonics of fundamental carrier frequencies of 3000 kilocycles or less, was retained, which recommends that the harmonic power not exceed 0.025 watt, or 300 microvolts at 5 kilometers, with the proviso that such harmonic radiation is to be subject to special treatment if interference is caused. In addition, an opinion was adopted to the effect that harmonic power should be 40 decibels below the fundamental, for fundamentals of 3000 kilocycles or higher, with the same proviso as to interference.

(b) Synchronization: The opinion adopted on the subject of synchronizing broadcast transmissions simply defines synchronized carriers as those whose frequency difference is less than 0.1 cycle, and the so-called quasi-synchronized carriers as those whose frequency difference is less than 10 cycles. The latter term is not applicable to American practice.

(c) Frequency separation between broadcast channels: The opinion adopted on this subject states in effect that 20 kilocycle separation is the least that can be tolerated for two carriers serving the same area with high-fidelity reproduction; that, when geographical separation of transmitters operating on adjacent channels the frequency difference may be reduced to a value of less than 20 kilocycles; and that 10 kilocycles is the minimum recommended for short wave international broadcasting which is definitely not a high fidelity service.

(d) Classification of waves: The only change of importance in the classification of waves, and a change which was opposed by the American delegation, was the classification of frequencies between 30 and 300 megacycles as "very high" and frequencies between 300 and 3000 megacycles as "ultra high." Present American practice utilizes the term "ultra high" for frequencies in excess of 30 megacycles.

(e) Anti-fading antennas: The subject of anti-fading antennas, which was of some interest in certain European quarters but which actually had little international significance, was disposed of by adopting the American opinion practically in toto, pointing out the possibilities of improvement in coverage by careful attention to details of antenna design.

(f) Frequency tolerance: For broadcasting transmitters now in operation, 50 cycles; for broadcasting transmitters installed after January 1, 1939, 20 cycles. The entire table of tolerances and instabilities was reviewed and attempts were made by the American delegation to bolster up the tolerances for other services to conform to modern practice. The success was only moderate, however, as there has always been heavy pressure from some of the more backward services, such as marine radio, for maintaining the status quo.

(g) Wave propagation: The study of wave propagation was continued with a report being due from the centralizing administration before the Cairo conference. The interim report contains reference to the material submitted by the United States, without dispute, on which U. S. allocations are based.

(h) Background noise: An opinion on tolerable background noise in broadcast transmitters recommends a value of 54 decibels below 100 per cent modulation.

Miscellaneous: The conference discussed thoroughly and adopted several opinions with reference to the subject of man-made interference to broadcast reception. This subject is largely of European origin because of the plans to control such interference by legislation. The matter is of considerable interest to American broadcasting, but the material is not so applicable in this country. Other opinions issued referred to matters principally concerning other services (point-to-point telegraph, telephone, marine radio, aviation radio, etc), and to matters of interference, field intensities required for rendering service, etc.

SENATE BILL WOULD PROHIBIT BROADCASTING GAMBLING INFORMATION

Senator Wheeler of Montana has introduced a bill in the Senate (S. 2758) which has been referred to the Committee on Interstate Commerce "to prohibit the transmission of certain gambling information in interstate commerce by communications facilities." Broad-

casting is specifically mentioned in the bill which is as follows:

A BILL

To prohibit the transmission of certain gambling information in interstate commerce by communications facilities.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That any gambler or any agent of a gambler who shall knowingly transmit or aid or assist in transmitting in interstate commerce by means of any communications facility any gambling information, and whoever shall knowingly transmit or aid or assist in transmitting in interstate commerce by means of any communications facility any gambling information to or for the use of any gambler, and whoever shall knowingly receive or aid or assist in receiving in interstate commerce by means of any communications facility any gambling information for any gambler or for transmission to any gambler, shall be fined not more than \$, or imprisoned not more than years, or both.

SEC. 2. Whoever shall furnish, supply, provide, maintain, or repair any communications facility knowing that such communications facility is to be used in violation of the first section of this Act shall be fined not more than \$, or imprisoned not more than years, or both.

SEC. 3. As used in this Act—

(a) The term "communications facility" includes any apparatus or personnel used in the broadcast, sending, transmission, or receipt (including delivery to the point of origin, delivery from the point of receipt to the point of destination, and forwarding) of writing, signs, signals, pictures, and sounds of all kinds by means of wire, cable, or radio.

(b) The term "gambling information" includes any information previous to the occurrence of an event, the occurrence or result of which is uncertain, relating to the mathematical chances of or odds on the occurrence of or a particular result of any such event or the amount of money wagered on the occurrence of or a particular result of any such event.

(c) The term "gambler" includes any person, partnership, corporation, or association who or which is engaged in business as a bettor, gambler, bookmaker, betting commissioner, stakeholder, or in any like or similar capacity.

THREE RADIO AMENDMENTS INTRODUCED

Senator Schwellenbach of Washington has introduced three amendments to the Communications Act of 1934 all of which have been referred to the Committee on Interstate Commerce. They are as follows:

S. 2755

A BILL

To amend section 315 of the Communications Act of 1934.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 315 of the Communications Act of 1934 be, and hereby is, amended by striking out the whole of said section and by inserting in lieu thereof the following:

"SEC. 315. Each licensee of a radio-broadcasting station shall be required to set aside regular and definite periods at desirable times of the day and evening for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. When any such licensee permits any speaker on any controversial, social, political, or economic issue to use its facilities during any such period, it shall afford to at least one exponent or advocate of each opposing viewpoint equivalent facilities. The licensing authority shall without any delay make rules and regulations to carry this provision into effect, and in proceeding hereunder it shall appoint and, in its discretion, act upon the recommendations of an advisory committee consisting of disinterested, representative citizens: *Provided*, That the licensing authority, the advisory committee, and licensees shall have no power of censorship of any kind, nor shall any license be revoked or renewal refused because of material so broadcast."

S. 2756

A BILL

To add section 315 (a) to the Communications Act of 1934.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Communications Act of 1934 be, and hereby is, amended by adding thereto the following:

"SEC. 315. (a) Each licensee of a radio-broadcasting station shall keep complete and accurate records open to reasonable public inspection—

"(1) of all applications for time;

"(2) of all rejected applications and the reasons for such rejections;

"(3) of all additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects;"

S. 2757

A BILL

To amend section 326 of the Communications Act of 1934.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 326 of the Communications Act of 1934

be, and hereby is, amended by striking out the whole of said section and by inserting in lieu thereof the following:

"SEC. 326. Nothing in this Act shall be understood or construed to give the licensing authority the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication: *Provided*, That this provision shall not be understood or construed to exempt any licensee from liability for any defamatory, profane, indecent, or obscene language or action broadcast by any officer, employee, agent, or representative of such licensee."

WIL APPEALS FROM DECISION OF FCC IN STAR-TIMES CASE

Contending that the Communications Act of 1934 necessitates a finding on the question of "if public interest, convenience, or necessity will be served" as a prerequisite to a grant by the Federal Communications Commission, Radio Station WIL, St. Louis, Mo., this week filed its brief in the United States Court of Appeals for the District of Columbia. The appeal was from a denial by the Commission of an application by WIL for the facilities of 1250 kc, 1000 watts, with unlimited hours of operation, and the granting of such facilities to the Star-Times Publishing Co. of St. Louis.

The brief points out that the Commission rendered its decision and thereafter adopted certain findings in support of the ruling. It further alleges that the findings were not made by the Commission itself or by the Broadcast Division or by any board authorized to make such findings but that they were in fact made by the Law Department of the Commission and raises the contention that such findings cannot, by a minute entry of the Broadcast Division, become the findings of the Commission.

Asserting that the procedure followed in this case is contrary to established practice of other federal administrative boards, commissions and agencies, WIL asks that the Commission itself be required to determine the facts before making final decisions.

A further argument is advanced in the brief to the effect that the Commission erred in preferring a new applicant over an existing utility (WIL) and that it failed to give consideration to a prior licensee who had pioneered in the development of radio broadcasting in the St. Louis area.

The Commission has until September 20 to file its answer.

JACK FALVEY

Members are advised to communicate with NAB Headquarters before contracting with Jack Falvey who represents the Falvey Feature Service or the Falvey Service Corporation.

Broadcast Advertising in May HIGHLIGHTS OF THE MONTH

Total broadcast advertising during the month of May amounted to \$11,325,165, a slight increase over the volume registered for last month. This increase, due mainly to a 6.7% gain in local advertising, took the place of the usual seasonal decline. National network volume declined 2.3% and national non-network business 0.6% from the level of last month. Regional network volume gained 21.9%. Gross time sales for the month of May were 32.5% ahead of the volume recorded for the corresponding month of 1936. All portions of the medium experienced marked gains.

Compared to April, national magazine advertising increased in volume, national farm paper volume declined and newspaper lineage remained the same. Radio broadcasting continued to show the greatest gains in advertising volume of any major medium as compared to corresponding periods of last year. As against the 32.5% increase over last May registered by radio, national magazine volume increased 19.6% and national farm paper volume 4.2%. Newspaper lineage declined 1.1% from the level of last May.

Total non-network advertising rose 2.4% over the level of April and 33.6% over the volume registered during May 1936. The increase over last month was due mainly to a 4.7% gain in volume for the clear channel stations. Regional stations showed the greatest gain as compared to last May, although all sizes of stations recorded increases. The New England-Middle Atlantic Area experienced the most marked gain of any section of the country both as compared to last month and as to May 1936.

In the rendition field, live talent showed the only increase of importance as compared to April. Live talent showed the only gain in the national non-network field but transcriptions increased to a greater extent in the local field. As against last May, total live talent increased 41.7%, transcriptions 25.1%, records 9.4%, and announcements 29.1%. Announcements in the national field and live talent in the local field showed the greatest gains over May 1936.

National network clothing, regional network tobacco products, national non-network financial, and local accessory, beverage and department store sponsor groups showed the main increases in advertising volume over last month. As against last May, the most important gains were registered in national network household equipment and soap and kitchen supply advertising, regional network drug and tobacco advertising, national non-network food products and tobacco advertising, and local food products and radio set advertising sponsor groups. Retail broadcast advertising over individual stations amounted to \$1,333,180, an increase of 6.4% over the

level of last month and 21.8% greater than the volume recorded for May 1936.

TOTAL BROADCAST ADVERTISING

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

TABLE I
TOTAL BROADCAST ADVERTISING

1937 Gross Time Sales

<i>Class of Business</i>	<i>April</i>	<i>May</i>	<i>Cumulative Jan.-May</i>
National networks....	\$6,013,181	\$5,875,531	\$30,009,052
Regional networks....	112,938	137,734	541,167
National non-network.	2,982,200	2,962,200	13,812,100
Local.....	2,201,000	2,349,700	10,452,200
Total.....	\$11,309,319	\$11,325,165	\$54,814,519

Contrary to the usual seasonal decline, total broadcast advertising during the month of May remained at approximately the same level as was recorded in April. The slight increase was less than 1.0%. National network volume declined 2.3% and national non-network business 0.6%. Regional network volume increased 21.9% and local advertising 6.7%.

National non-network advertising showed the greatest gain over May of last year in rising 45.5% in volume. National network volume rose 32.1%, regional networks 10.4% and local business 21.1%. Total broadcast advertising for the month was 32.5% ahead of May 1936.

COMPARISON WITH OTHER MEDIA

Compared to last month, national magazine volume increased 4.5% while national farm paper volume dropped 14.9% and newspaper lineage remained at approximately the same level. As against the 32.5% gain over last year registered by radio, national magazine advertising increased 19.6% in volume and national farm paper advertising 4.2% while newspaper lineage decreased 1.1%.

Advertising volume by major media is shown in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

1937 Gross Time and Space Sales

<i>Advertising Medium</i>	<i>April</i>	<i>May</i>	<i>Cumulative Jan.-May</i>
Radio broadcasting....	\$11,309,319	\$11,325,165	\$54,814,519
National magazines ¹ ..	17,086,299	17,863,997	72,282,292
National farm papers ¹ .	807,117	686,534	3,642,648
Newspapers ²	52,224,000	52,138,000	235,194,000
Total.....	\$81,426,735	\$82,013,696	\$365,933,459

¹ Publishers' Information Bureau.

² Estimated.

NON-NETWORK ADVERTISING

Total non-network advertising rose 2.4% in volume over last month due to the increase in local business. Non-network advertising over clear channel and high-

powered regional stations showed the greatest gain in rising 4.7%. Regional station volume rose 0.7% and local station advertising 1.2%.

All sizes of stations showed marked gains in advertising volume over May of last year. Clear channel and high-powered regional station volume increased 31.6%, regional station volume 44.7% and local station volume 10.8%. Total non-network advertising increased 33.6% over the volume registered for last May.

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

TABLE III
NON-NETWORK ADVERTISING BY POWER OF STATION

1937 Gross Time Sales

<i>Power of Station</i>	<i>April</i>	<i>May</i>	<i>Cumulative Jan.-May</i>
Over 1,000 watts.....	\$2,157,800	\$2,261,000	\$10,379,100
250-1,000 watts.....	2,318,800	2,335,500	10,687,300
100 watts.....	706,600	715,400	3,197,900
Total.....	\$5,183,200	\$5,311,900	\$24,264,300

Compared to last month, the New England-Middle Atlantic and the North Central Areas experienced increases of 5.7% and 4.8%, respectively. The South Atlantic-South Central Area declined 3.0% in volume and the Pacific and Mountain Area 1.0%.

As compared to May of last year, the greatest increase in volume occurred in the New England-Middle Atlantic Area, advertising in this Area rising 59.6%. Non-network advertising in the South Atlantic-South Central Area increased 42.2%, in the North Central Area 29.3% and in the Pacific and Mountain Area 6.9%.

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

TABLE IV
NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

1937 Gross Time Sales

<i>Geographical District</i>	<i>April</i>	<i>May</i>	<i>Cumulative Jan.-May</i>
New England — Middle Atlantic Area.....	\$1,307,600	\$1,382,800	\$ 6,222,700
South Atlantic — South Central Area.....	1,042,000	1,010,500	4,659,800
North Central Area....	1,941,400	2,035,200	9,124,900
Pacific and Mountain Area.....	892,200	883,400	4,256,900
Total.....	\$5,183,200	\$5,311,900	\$24,264,300

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Live talent showed the only increase of importance among the various types of rendition, rising 7.6% in volume over April. Announcements registered an increase of 0.7%. Electrical transcriptions declined 4.7% and records 1.5%. Live talent business also showed the greatest gain over last May by increasing 41.7% in

volume. Transcriptions showed a gain of 25.1%, records 9.4% and announcements 29.1%.

By increasing 8.2% in volume, live talent business registered the only gain in the national non-network field as compared to April. Transcriptions declined 7.7%, records 71.1% and announcements 4.0%. However, only records failed to show an increase as against last May. Transcriptions rose 33.7%, live talent 47.5%, and announcements 73.4%. Records declined 28.3%.

In the local field, electrical transcriptions showed the most important gain in rising 9.7% over last month. Live talent showed a gain of 6.9%, records 19.3% and announcements 4.3%. Compared to last May, live talent rose 36.0%, records 13.8% and announcements 10.0%. Transcriptions declined 1.5%.

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

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

<i>Type of Rendition</i>	<i>National Non-network</i>		<i>1937 Gross Time Sales</i>		<i>Total</i>		<i>Cumulative Jan.-May</i>
	<i>April</i>	<i>May</i>	<i>Local April</i>	<i>May</i>	<i>April</i>	<i>May</i>	
Electrical transcriptions.....	\$1,164,800	\$1,075,100	\$234,100	\$256,900	\$1,398,900	\$1,332,000	\$5,907,980
Live talent programs.....	1,271,300	1,376,400	1,190,600	1,272,800	2,461,900	2,649,200	12,096,890
Records.....	20,100	5,800	67,200	80,200	87,300	86,000	429,410
Announcements.....	526,000	504,900	709,100	739,800	1,235,100	1,244,700	5,830,020
Total.....	\$2,982,200	\$2,962,200	\$2,201,000	\$2,349,700	\$5,183,200	\$5,311,900	\$24,264,300

SPONSOR TRENDS IN MAY

Declines were general in the national network field as compared to April. Clothing showed the only important increase. Compared to last May, however, many sponsor groups showed marked gains, the most important being in the automotive, accessory, foodstuff, household equipment, soap and kitchen supply, financial and tobacco groups.

As against last month, tobacco advertising showed the most important gain in the regional network field. Drug, soap and kitchen supply, and tobacco advertising increased to the greatest extent over last May. Gasoline and accessories, toilet goods, and beverage advertising declined.

Financial advertising increased 54.3% in the national non-network field. Drug, beverage, amusement, radio, department store and the miscellaneous groups showed minor declines while all other groups registered slight increases as compared to last month. Clothing, food products, soap and kitchen supply and tobacco advertising registered marked gains as compared to last May.

Gains were fairly general in the local field with the accessory, beverage and department store sponsor groups increasing to the greatest extent over April. All groups except the automotive, accessory, drug, and soap and kitchen supply groups showed increases as compared to last May.

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

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

<i>Type of Sponsoring Business</i>	<i>Gross Time Sales</i>				
	<i>National Networks</i>	<i>Regional Networks</i>	<i>National Non-network</i>	<i>Local</i>	<i>Total</i>
1a. Amusements.....	—	\$984	\$2,490	\$55,770	\$59,244
1-2. Automobiles and accessories:					
(1) Automobiles.....	\$532,922	—	176,820	128,370	838,112
(2) Accessories, gas and oils.....	536,947	11,204	189,290	83,680	821,121
3. Clothing and apparel.....	26,040	913	77,210	285,210	389,373
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	466,901	14,184	300,840	60,310	842,235
(5) Toilet goods.....	1,017,125	1,680	115,090	21,000	1,154,895
6-8. Food products:					
(6) Foodstuffs.....	1,219,108	41,499	787,460	326,520	2,374,587
(7) Beverages.....	300,326	7,772	162,470	142,600	613,168
(8) Confections.....	110,522	200	42,130	13,480	166,332
9-10. Household goods:					
(9) Household equipment and furnishings.....	171,269	3,576	137,720	286,880	599,445
(10) Soap and kitchen supplies.....	527,793	12,389	241,350	7,060	788,592
11. Insurance and financial.....	61,044	8,017	20,060	104,540	193,661
12. Radios.....	121,134	—	5,500	25,060	151,694
13. Retail establishments.....	—	—	6,800	197,590	204,390
14. Tobacco products.....	620,961	21,400	187,530	14,160	844,051
15. Miscellaneous.....	163,439	13,916	509,440	597,470	1,284,265
Total.....	\$5,875,531	\$137,734	\$2,962,200	\$2,349,700	\$11,325,165

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

1a. *Amusements.* Regional network volume three times as great as April. National non-network volume declined 12.9% while local advertising rose 38.5% compared to April. Regional network tripled volume of last May. Local advertising rose 79.7% and national non-network dropped 81.1% as against last May.

1. *Automotive.* Gains over April as follows: national networks 2.9%, national non-network 2.6% and local 8.6%. As against May 1936, national network volume rose 47.8% while national non-network and local advertising declining 33.7% and 12.2%, respectively.

2. *Gasoline and accessories.* Increases over April as follows: national networks 7.6%, regional networks 9.6%, national non-network 9.8%, and local 37.9%. National network volume 44.9% ahead of last May in volume. Regional network volume declined 47.9% and local business 21.5%. National non-network business increased 0.9%.

3. *Clothing.* National network volume two and one-half times as great as April. Regional network volume rose 14.9% and national non-network business 25.0%. Local business declined 1.9%. As compared to May 1936, national network business declined 16.0% while national non-network and local advertising increased 97.7% and 9.5%, respectively.

4. *Drugs and pharmaceuticals.* National network volume 6.3% below level of last month. Regional network volume rose 9.8% and local volume 10.2%. National non-network volume declined 20.8%. Compared to last May, national network business increased 25.6% and regional network volume more than doubled. National non-network and local advertising declined 0.7% and 1.6% respectively.

5. *Toilet goods.* While national network and national non-network volume remained at approximately the same level as last month, regional network volume declined 16.3% and local business rose 14.3%. As against last May, national network volume increased 13.5%, national non-network business 75.5% and local business 6.2%. Regional network volume declined 44.1%.

6. *Foodstuffs.* National network volume 5.3% below last month. Regional network volume increased 5.6%, national non-network volume 1.6%, and local business 1.0%. Increases in volume over last May as follows: national networks 47.6%, regional networks 21.2%, national non-network 78.7%, and local 36.9%.

7. *Beverages.* National network and national non-network volume 4.8% and 8.9% below April, respectively. Regional network volume up 19.6% and local business up 37.0%. As against May 1936, national network volume down 9.9% and regional network volume

down 52.0%. National non-network business four times as great and local business up 18.3%.

8. *Confectionery.* National network volume down 5.3% compared to April. Regional network business declined materially. National non-network business increased 2.4% and local business 23.2%. Compared to last May, regional network volume remained the same while national network volume increased 12.6%, local business 41.9% and national non-network business doubled.

9. *Household equipment.* Increases over April as follows: national networks 3.9%, regional networks 3.2%, national non-network 3.4%, and local 12.5%. National network business five times as great as last May. Regional network volume down 16.0%, National non-network and local advertising increased 14.1% and 28.9%, respectively.

10. *Soaps and kitchen supplies.* National network volume 12.5% below April. Regional network volume increased materially and national non-network volume rose 5.8%. Local business dropped 10.9%. Compared to last May, national network volume increased 62.3%, regional network volume 41.1% and national non-network more than doubled. Local business down 33.5%.

11. *Insurance and financial.* Compared to April, national network business down 16.0%. Regional network volume up 32.4%, national non-network 54.3%, and local advertising 26.9%. As against last May, national network volume increased 61.9% and local business 28.7%. Regional network business increased materially and national non-network business remained the same.

12. *Radios.* National network volume 3.0% above April. National non-network volume down 9.1% and local volume up 38.3%. Compared to May of last year, national network volume rose 6.5% and local volume 74.8%. National non-network volume dropped 70.4%.

13. *Department and general stores.* Compared to April, national non-network business down 8.3% and local business 3.1%. National non-network volume 11.1% below last May. Local advertising increased 32.7% over May 1936.

14. *Tobacco products.* Increases over April as follows: national network 4.6%, regional network 61.5%, national non-network 2.2% and local 25.4%. Increases over May 1936 as follows: national networks 57.8%, regional networks 72.9%, and local advertising 5.6%. National non-network volume more than doubled.

15. *Miscellaneous.* Declines from April level as follows: national networks 17.2%, regional networks 11.6%, national non-network 0.6% and local 0.6%. Compared to last May, national network volume declined 36.6% and regional network volume 7.2%. National non-network business increased 67.9% and local advertising 31.3%.

RETAIL BROADCAST ADVERTISING

Total retail broadcast advertising over individual stations was 6.4% above the level recorded for last month and 21.8% greater than the volume of May 1936. Advertising by drug stores, confectionery stores, and radio retailers showed the greatest gains in volume as compared to last month. Drug, beverage, confectionery, household equipment, and radio set advertising showed the principal gains and gasoline, beauty parlor and grocery store advertising the principal declines as compared to last May. 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 Time Sales</i>	
	<i>April</i>	<i>May</i>
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$126,320	\$131,890
Gasoline stations, garages, etc.....	39,740	46,060
Clothing and apparel shops.....	316,530	302,950
Drugs and toilet goods:		
Drug stores.....	21,510	32,950
Beauty parlors.....	5,470	7,000
Food products:		
Grocery stores, meat markets, etc....	42,080	39,260
Restaurants and eating places.....	33,370	36,090
Beverage retailers.....	8,350	7,620
Confectionery stores.....	7,110	12,270
Household goods:		
Household equipment dealers.....	94,750	123,530
Furniture stores.....	124,360	133,380
Hardware stores.....	43,640	43,910
Radio retailers.....	16,750	25,450
Department and general stores.....	211,380	204,400
Tobacco shops.....		
Miscellaneous.....	161,070	186,420
Total.....	\$1,252,430	\$1,333,180

FEDERAL TRADE COMMISSION ACTION

Complaints

The Federal Trade Commission has alleged unfair competition in complaints against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them:

No. 3168. Alleging false and misleading representations in the sale of a study course intended to prepare pupils for United States Government positions, a complaint has been issued against **Clement A. DeGrace, trading as Social Security Counselors, Davis Building, Portland, Ore.**

Advertisements published in "Help Wanted" columns of newspapers are alleged to have been worded and placed so as to imply that they had been sponsored by a Government agency; that 300,000 Government positions were open and available and men and women were wanted to fill them, and that the respondent could obtain such positions for persons completing his course.

DeGrace is charged with making representations through his salesmen and through other channels, implying that the salesmen are connected with or otherwise represent the Government; that thousands of positions are available in the Social Security Board; that examinations for such positions would be held at definite times; that Government jobs are guaranteed or assured, and that money would be refunded students if no jobs were obtained.

No. 3169. Charging unfair competition in the sale of fountain pens, a complaint has been issued against **Argo Pen-Pencil Co., Inc., 220 Broadway, New York, and Harry Sachnoff, president and owner of practically all capital stock of the respondent company.**

According to the complaint, certain fountain pens sold by the respondents were stamped in a manner simulating the stamping and marking as seen on solid gold pen points of 14 carat fineness. These markings allegedly conveyed the impression that such articles were composed of some kind of gold or gold alloy of 14 carats in fineness. "Duripoint 14 KT. Gold Plate" was imprinted on the points of certain of the respondents' pens. The words "Gold Plate" appeared below, and at such distance from the figures and letters "14 KT." that when a point was inserted to a sufficient degree within the barrel of a pen, the words "Gold Plate" were completely or almost completely concealed and the legend "Duripoint 14 KT." alone remained visible.

Stipulations and Orders

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

No. 01740. People's Drug Stores, Inc., Washington, D. C., in its stipulation, agrees to stop representing that Thompson's Effervescent Aspirin Compound Tablets are an effective remedy for colds, and that they will relieve pain, unless there appears in such representation an explanation of the causes of pain which can be relieved thereby. The tablets will no longer be advertised as an effective remedy for over-acidity, unless this is expressly limited to over-acidity of the stomach. The respondent admits that while its preparation would have some mild analgesic effect due to the contained aspirin, and would temporarily reduce gastric acidity through its alkaline properties, it is not a competent treatment or an effective remedy for colds, nor will it affect over-acidity, except in the stomach.

No. 01741. The Kendall Co., 2500 South Dearborn St., Chicago, trading as Bauer & Black, and engaged in selling a hand lotion called Velure Lotion, stipulates that it will no longer advertise this preparation as a recent scientific discovery containing two ingredients new to hand lotions, or as capable of softening the hands in 15 seconds, or that Velure Lotion will miraculously transform work-roughened hands into white, soft things of beauty. The respondent admits that Velure has value as a hand lotion, and that although one of its ingredients is in a form unusual in such lotions, Velure is not a preparation newly or recently discovered or possessing ingredients radically different from other hand lotions.

No. 01742. W. K. Sterline, 830 Ohio Ave., Sidney, Ohio, in the sale of an asthma treatment, will cease advertising that his preparation will remove the cause of asthma or hay fever, or that it will do any more than give temporary relief from the paroxysms of asthma and the symptoms of hay fever. The respondent agrees that in promoting the sale of his medicine as a palliative for or as a relief from asthma and hay fever symptoms, he will assert neither directly nor by inference that the preparation is safe, unless it is explained that the preparation is not intended for use by persons having tuberculosis.

No. 01743. Charles H. Birnbaum, trading as Star Book & Novelty Co., Camden, N. J., selling books, herbs, roots, curios, perfume and incense powder, agrees to stop representing that the roots or herbs sold, or any combination thereof, comprise a cure or competent treatment or remedy for some 90 listed diseases or conditions, and that the reading or studying of any book sold by the respondent will enable one to rise above his present surroundings, giving him efficiency, intellectual supremacy, or influence.

No. 01744. Phoenix-Powers Co., Haddonfield, N. J., distributor of a wheat germ oil preparation designated E-Now, stipulates that it will cease representing that E-Now is of value in cases of lack of vigor, unless this is expressly limited to lack of vigor due to Vitamin E deficiency, or that E-Now is a concentrate of Vitamin E. The respondent company admits that E-Now contains a considerable number of Vitamin E units, but that such vitamins cannot be concentrated, and that administration of Vitamin E, while producing certain specific effects, has no effect on physical vigor generally.

No. 01745. W. A. Orr, trading as Orr Health System and Orr Health Service, 2501 Glenmary St., Louisville, sells "Printed Instructions Regarding Diet and Exercises as a Relief for Constipation". In his stipulation, Orr agrees to stop asserting that his system or service provides a competent remedy in the treat-

ment of constipation or indigestion, unless such assertions are clearly qualified to indicate that there are many cases in which beneficial results may not be expected. He will cease asserting that the system is based on natural or scientific principles, and that by following his instructions, constipation will be eliminated, and the eliminative system can be made normal or can be corrected. The respondent admits that, according to reliable medical authority, his exercises and diet, as outlined, are of benefit only in certain cases of constipation, and that in some cases harmful effects may result from following his instructions.

No. 01746. E. L. Leisenring, trading as U. S. Drug & Sales Co., 1534 Lawrence St., Denver, will discontinue the assertion that his Special Vitality Tablets are compounded from powerful glandular substances properly balanced with other active ingredients, and that the product is made by registered pharmacists. Leisenring also agrees to stop asserting that his preparation will aid in renewing the entire system, or that its use results in healthy and active glands.

No. 01747. Floratone Company, 2512 West 7th St., Los Angeles, selling Floratone, will cease advertising it as being capable of freeing one from mucous colitis, relieving gaseous stomach trouble, and making one feel like a "new man". The respondent will also cease asserting that Floratone may be used safely to "normalize" the chemistry of the colon by providing a suitable environment that invites the growth of "friendly bacteria", at the same time tending to retard disease-producing germs. Another assertion to be discontinued is that 17 cents a day or the cost of a full month's treatment of "Floratone", is the cost of better health and of freedom from constipation and mucous colitis.

No. 01748. A. B. Mueller and A. L. Trader, operating as N. R. S. Company, 4221 East 31st St., Kansas City, Mo., in the sale of Vigorsol and Conditioner, agree to stop representing that Vigorsol is a prostate remedy capable of giving quick and positive results in home treatment, and that the Conditioner is harmless, or that it will eliminate toxins, purify the blood and maintain a free intestinal tract.

No. 01749. Johnston, Holloway & Co., 1728 Spring Garden Road, Philadelphia, selling Alergene, will stop representing this product as a competent treatment for allergy, unless this is limited to indicate allergic symptoms due to a Vitamin F deficiency or a lack of unsaturated fatty acids. The respondent company admits that, according to consensus of medical opinion, although Alergene contains certain ingredients which may aid in cases involving allergic conditions, it is not indicated in the treatment of allergy generally, nor will it reach or remedy the cause of any disease not due to fatty acid deficiency.

No. 01793. Trading as Spark Plug Service Co., Joseph and Mayer Krawetz, 977 Rondo St., St. Paul, Minn., have entered into a stipulation to stop certain false and misleading representations in the sale of reconditioned spark plugs for automobiles.

Representations to be discontinued are that the respondents operate the largest rebuilt spark plug factory in the world; that their rebuilt spark plugs will give perfect performance for 10,000 miles, or that their products are individually tested and perform with the efficiency of new spark plugs.

No. 01795. Agreeing to discontinue certain false and misleading representations in the sale of an electro-therapeutic device, William K. Beyer and Emil R. Hahnwald, trading as Beyer Manufacturing Co., 4655 Lincoln Ave., Chicago, have entered into a stipulation.

The device, known as "Tropic Sun", will no longer be advertised as capable of building up resistance to colds and other winter ailments, according to the stipulation, and it will not be asserted that the rays of this lamp are deeply penetrating, or constitute a competent treatment or effective remedy for scalp disorders, psoriasis, rickets, influenza, rheumatism and arthritis.

No. 2442. An order has been issued vacating and setting aside its order to cease and desist issued July 8, 1936, against Raritan Distillers Corporation, Perth Amboy, N. J. The Commission also ordered that prosecution of the original complaint in this case be resumed.

The order to cease and desist of July 8, 1936, prohibited the representation, through use of the word "distillers" in the respondent company's corporate name, on stationery, in advertising or on labels, that the respondent company was a distiller of alcoholic beverages.

No. 2795. An order to cease and desist has been issued against Harvey E. Wagley, trading as Federal Civil Service Training Bureau, 508 South Dearborn St., Chicago, directing discontinuance of certain false and misleading representations in the sale of correspondence courses designed to prepare students for Civil Service examinations.

Wagley is ordered to stop representing, through use of the words "Federal" or "Bureau", or the term "Civil Service", or other terms with similar meaning, that his business is a part of or is connected with the United States Government or the United States Civil Service Commission.

No. 2800. Canterbury Candy Makers, Inc., 93 Marion St., Seattle, Wash., has been ordered to cease and desist from selling candy so packed and assembled that sales to ultimate purchasers are to be made, or may be made, by means of a lottery, gaming device or gift enterprise.

The order prohibits the respondent company from packing in assortments boxes of candy together with punchboard devices which may be used in the sale of the candy to the public at retail.

No. 2833. Under an order the Imperial Candy Co., Seattle, Wash., is directed to cease and desist from selling and distributing to dealers candy so packed and assembled that sales to the public may be made by means of a lottery, gaming device or gift enterprise.

The respondent company also is ordered to discontinue furnishing to dealers punch boards, either with assortments of candy or separately, bearing legends informing the purchasing public that the candy is being sold by lot or chance.

No. 2950. Tolpin Studios, Inc., 2129 West Van Buren St., Chicago, has been ordered to discontinue certain false and misleading representations in the sale of chinaware. The respondent company is a processor and decorator of foreign and domestic made undecorated chinaware.

The order prohibits the respondent company from branding, labeling, marking or otherwise causing the word "Limoges" to appear on its china or chinaware products, or causing such products to be represented as Limoges china or chinaware when they have not originated or been manufactured in the city of Limoges, France.

No. 3037. Civil Employees Training, Inc., 9th and Chestnuts Sts., Cleveland, and three of its officers, have entered into a stipulation to discontinue certain false and misleading representations in the sale of a correspondence course designed to prepare students for taking Civil Service examinations.

Upon the signing of the stipulation by the respondents, the Commission closed its case in which a complaint had been issued charging them with practices similar to those covered in the stipulation.

Among representations to be discontinued under the stipulation are assertions to the effect that the respondents' salesmen are in the employ of the United States Government, or are otherwise connected with it; that Civil Employees Training, Inc., is an agency of or representative of the Government or the United States Civil Service Commission; that it is necessary to take the respondents' course in order to get a Civil Service job, and other similar allegations.

FTC CASE CLOSED

No. 3099. The Federal Trade Commission has closed its case against Biloxi Oyster Exchange, of Biloxi, Miss., and 24 member companies. The respondents were charged with entering into and maintaining a price-fixing agreement which allegedly had resulted in lessening competition in the interstate sale and distribution of canned oysters.

The case was closed for the reason that Biloxi Oyster Exchange has been dissolved and its charter surrendered.

FEDERAL COMMUNICATIONS COMMISSION ACTION

No hearings are scheduled at the Commission in connection with broadcast cases for the week beginning July 19. The Broadcast Division has taken the following action, subject to ratification at its next regular meeting:

APPLICATIONS GRANTED

WMBO—WMBO, Inc., Auburn, N. Y.—Granted extension of program test period 30 days from July 11, 1937.

KVGB—Earnest Edward Ruehlan, Great Bend, Kans.—Granted authority to discontinue operation for period not to exceed 10 days in accordance with Rule 151.

WEBC—Head of the Lakes Broadcasting Co., Duluth, Minn.—Granted special temporary authority to rebroadcast over radio station WEBC conversation carried on between experimental station W5XAR and W5XAS of the Western Radio Telegraph Co., for the period not to exceed 1 hour between July 10 and 16, flying weather permitting.

WEAU—Central Broadcasting Co., Eau Claire, Wis.—Granted special temporary authority to rebroadcast over WEAU as above for period of not more than 1 hour between July 10 and July 15, flying weather permitting.

KROC—Southern Minnesota Broadcasting Co., Rochester, Minn.—Granted special temporary authority to rebroadcast over radio station KROC a balloon flight into the stratosphere by Dr. Jean Piccard at Rochester, Minn. (W9XUH from the balloon and W9XUG from the ground), for the period ending no later than July 20, 1937.

MISCELLANEOUS

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—The Broadcast Division directed that a modification of license to change frequency from 1420 kc. to 1210 kc., and time from daytime to unlimited, using 100 watts, be issued to KALB in conformity with its action of April 27, 1937, inasmuch as the applicant has complied with the proviso contained therein.

Granted petition of William F. Maag, Jr., to intervene in the proceedings upon the application of WKBN Broadcasting Corp., Youngstown, Ohio, for modification of C. P., Docket 4593.

Granted petition of State Broadcasting Corp. to intervene in the proceedings upon the application of WSMN, Inc., for new station at New Orleans, La., Docket 4530.

Granted petition of Colonial Broadcasters, Inc., to intervene in the proceedings upon the application of Arthur Lucas for new station at Savannah, Ga., Docket 4563.

Granted petition of Savannah Broadcasting Co., Inc. (WTOC), to intervene in the proceedings upon the application of Arthur Lucas for new station at Savannah, Ga., Docket No. 4563.

Granted petition of Wm. E. Walker and Merrill F. Chapin, d/b as Walker & Chapin, for a continuance of the hearing upon their application for C. P. for new station at Oshkosh, Wis., Docket No. 4588, and directed that said hearing be continued until September 24, 1937.

Granted motion of Athens Times, Inc., Athens, Ga., for a continuance of the hearing upon its application for C. P. for new station, Docket No. 4534, and directed that said hearing be continued until September 29, 1937.

Granted petition of Durham Radio Corp. (WDNC) to correct error in its application for C. P., Docket 4525, without affecting the hearing date thereof, and denied the petition of the Monumental Radio Co. for postponement of said hearing.

Extended the effective date of its order of May 18, 1937, in granting the application of the Hartford Times, Inc. (WTHT), for modification of C. P., Docket 3971, and denying the application of S. George Webb for modification of C. P., Docket 3857, and the application of E. Anthony & Sons, Inc., for C. P. for new station at Pawtucket, R. I., Docket 3836 (Ex. Rep. 1-303), from July 6 to July 20, 1937.

Denied motion of the Ward Optical Company for continuance of the hearing upon the application of Harry Schwartz for C. P. for new station at Tulsa, Okla., Docket 4586, and dismissed the protest of Harry Schwartz to the grant of said motion.

Denied petition of F. M. Gleason, d/b as North Georgia Broadcasting Co., to withdraw his application for C. P. for new station at Rossville, Ga., Docket 3978, without prejudice, and directed that said application be dismissed with prejudice, as follows:

Upon consideration of the application, record and evidence in this case, Ex. Rep. No. 1-396, and the exceptions thereto, the Broadcast Division this day found that public interest, convenience and necessity would not be served by granting the application of F. M. Gleason, d/b as North Georgia Broadcasting Co., for C. P., and entered its final order dismissing same with prejudice in the following case (Examiner recommends denial):

NEW—Ex. Rep. 1-396: F. M. Gleason, d/b as North Georgia Broadcasting Co., Rossville, Ga.—C. P. for new broadcast station to operate on 1200 kc., 100 watts, daytime. Application dismissed with prejudice. Order effective June 30, 1937.

Granted the motion of Coliseum Place Baptist Church, New Orleans, La. (WBNO), and Charles C. Carlson, New Orleans, La. (WJBW), for continuance of hearing in so far as said motions apply to the applications of the Coliseum Place Baptist Church for C. P., Docket 4580, renewal of license, Docket 4008, and assignment of license, Docket 4468, and the applications of Charles C. Carlson for C. P., Docket 4204, and renewal of license, Docket 4330, and the application of Southern Broadcasting Corp. for

C. P. for new station at New Orleans, Docket 3999, and directed that said hearing be continued until September 21, 1937; denied said motions in so far as they apply to the application of the Standard Life Ins. Co. of the South for C. P., Docket 4510, and dismissed the opposition of the Standard Life Ins. Co. of the South to the motion of the Coliseum Place Baptist Church.

NEW—Robert Noble and J. Earl Salter, Los Angeles, Calif.—Dismissed petition requesting rehearing by the Commission en banc upon the application of the Beverly Hills Broadcasting Corp. (KMPC) for transfer of control.

Power City Broadcasting Corp., Niagara Falls, N. Y.—Denied petition for rehearing upon its application for C. P. to establish a new broadcast station upon the frequency 630 kc., with power of 250 watts, daytime hours of operation.

APPLICATIONS RECEIVED

First Zone

WIBX—WIBX, Inc., Utica, N. Y.—Modification of construction 1200 permit (B1-P-1426) to install new transmitter and vertical antenna, change power from 100 watts, 300 watts day to 100 watts, 250 watts day, and move transmitter, requesting extension of completion date from 7-10-37 to 9-10-37.

NEW—Young People's Association for the Propagation of the 1220 Gospel, Philadelphia, Pa.—Construction permit for a new broadcast station to be operated on 1220 kc., 1 KW power, unlimited time. Using directional antenna day and night.

NEW—C. J. MacGregor, Port Newark, N. J.—Construction permit for a new experimental broadcast station on frequencies 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000 kc., power of 400 watts.

NEW—C. J. MacGregor, Port Newark, N. J.—License to cover the above.

XXX—National Broadcasting Co., Inc., New York, N. Y.—Extension of authority to transmit recorded programs to all broadcast stations in Canada, licensed to operate by the Canadian Government, which may be heard consistently in the United States.

Second Zone

WFIL—WFIL Broadcasting Co., Philadelphia, Pa.—Construction 560 permit to install a new transmitter, directional antenna for day use and increase power from 1 KW to 1 KW night and 5 KW day.

NEW—WWPO, Incorporated, Pittsburgh, Pa.—Construction permit for a new broadcast station to be operated on 1120 kc., 250 watts power, unlimited time. Use directional antenna day and night. Amended: To give transmitter site as Troy Hill Road, at Ridgelawn Cemetery, Pittsburgh, Penna.

WJIM—Harold F. Gross, Lansing, Mich.—Construction permit to 1210 install new transmitter.

Third Zone

KRGV—KRGV Incorporated, Weslaco, Texas.—Authority to 1260 transfer control of corporation from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden, 320 shares of common stock.

NEW—J. F. Rodgers, Harlingen, Texas.—Construction permit for 1370 a new station to be operated on 1370 kc., 100 watts power, 250 watts power day, unlimited time.

NEW—Lamar Life Insurance Co., Jackson, Miss.—Construction permit to erect a high frequency relay broadcast station on 31000, 34600, 37600, 40600 kc., 2 watts power. Amended: To omit frequency 31000 kc. and add 31100 kc.

Fourth Zone

WGN—WGN, Incorporated, Chicago, Ill.—Construction permit to 720 install a new transmitter, erect a vertical antenna, move transmitter from Villa Road, about 4 miles East of Elgin, Ill. to Rohlwing Road, 2½ miles S. E. of Schaumburg, Illinois, and studio from 445 North Michigan Ave., to 441 N. Michigan Ave., Chicago, Ill.

WLBL—State of Wisconsin, Dept. of Agriculture and Markets, Stevens Point, Wisc.—Modification of construction permit (B4-P-1220) as modified, for new equipment, increase in power, change in hours of operation and move of transmitter, further requesting move of transmitter from 1 mile S. of Auburndale, Wisc., to 1¼ mile S. W. of Auburndale, Wisconsin.

WMIN—Edward Hoffman, tr/as WMIN Broadcasting Co., St. Paul, Minn.—Assignment of license from Edward Hoffman, tr/as WMIN Broadcasting Company to WMIN Broadcasting Co.

KSTP—National Battery Broadcasting Co., St. Paul, Minn.—Construction permit for a new transmitter and install directional antenna for day and night use, increase power from 10 KW, 25 KW day to 50 KW day and night.

Fifth Zone

KVI—Puget Sound Broadcasting Co., Inc., Tacoma, Wash.—Authority for involuntary transfer of control of corporation from Edward M. Doernbecher, deceased, to Laura M. Doernbecher, Executrix of the estate of Edward M. Doernbecher, 996 shares of common stock.

NEW—Floyd A. Parton, San Jose, Calif.—Construction permit for a new station to be operated on 1330 kc., 250 watts power, daytime operation. Amended to change frequency from 1330 kc. to 1170 kc.

KSUB—Harold Johnson and Leland M. Perry, d/b as Johnson & Perry, Cedar City, Utah.—License to cover construction permit (B5-P-841) as modified for new station.

NEW—Louis P. Thornton, Baker, Ore.—Construction permit for a new broadcast station to be operated on 1500 kc., 100 watts power night, 250 watts power daytime, unlimited hours of operation.

Hawaiian Zone

KGU—Marion A. Mulrony and Advertiser Publishing Company, Ltd., Honolulu, T. H.—License to cover construction permit (B-P-1312) as modified for changes in equipment.

Puerto Rican Zone

WPRA—Puerto Rico Advertising Co., Mayaguez, P. R.—License to cover construction permit (B-P-668) as modified for a new station.