

# The National Association of Broadcasters

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

## NAB REPORTS

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Vol. 5 - - No. 32  
JULY 29, 1937

### FLORIDA BROADCASTERS MEET

The Florida Association of Broadcasters held their second annual convention in Jacksonville on Sunday, July 25, in the George Washington Hotel. Every station in the state was represented at the meeting. The newly elected officers are: W. Walter Tison, WFLA, President; L. S. Mitchell, WDAE, Secretary-Treasurer; Harold P. Danforth, WDBO, First Vice President; Executive Committeemen—John R. Beechem, WJNO, and Henry G. Wells, WCOA.

### FLORIDA MEETING ATTENDED BY BALDWIN

James W. Baldwin, managing director of the NAB, attended the meeting of the Florida Association of Broadcasters held in Jacksonville, Sunday, July 25.

### FCC CHAIRMAN PRALL DEAD

Anning S. Prall, chairman of the Federal Communications Commission and member of that body since January, 1935, died on July 23, of heart trouble at his summer home in Maine following a brief illness.

Funeral services were held on Tuesday at the Port Richmond Dutch Reformed Church, Port Richmond, Staten Island, N. Y. As a mark of respect the Commission was closed during the funeral and for the remainder of the day on Tuesday.

As a tribute to Mr. Prall the 700 broadcasting stations of the country were asked by NAB to remain silent for a period of one minute at 12 o'clock noon, eastern daylight time, Monday.

James W. Baldwin, managing director of NAB, attended the funeral on behalf of the association.

Mr. Prall entered on duty at the Commission on January 17, 1935, having been appointed by President Roosevelt to succeed Hampson Gary who resigned.

Mr. Prall was confirmed by the Senate without opposition on January 15, and after taking the oath of office his colleagues named him chairman of the Broadcast Division of the Communications Commission.

He was appointed a member of the Federal Radio Commission by President Roosevelt on February 22, 1934, but because of responsibilities in the House of Repre-

sentatives, of which he was then a member, he did not qualify.

His services in the House covered a period of 12 years. He was elected first to the 68th Congress in 1923, and re-elected to each succeeding Congress including the 73rd. He retired from membership in the House on January 3, 1935.

Prior to becoming a member of the Congress of the United States, Mr. Prall served as a member of the Board of Taxes and Assessments of the City of New York, and for three times was elected President of the Board of Education of New York City.

Mr. Prall was of Dutch ancestry. His progenitors settled on Staten Island (now the Borough of Richmond, New York City), in 1653, being the fourth family of Dutch immigrants to settle there. He was married and the father of two sons, Anning Mortimer and Bryan William. He was a member of the Holland Society in New York; a governor of the Downtown Athletic Club; a member of the Fox Hills Golf Club; Columbia Country Club of Chevy Chase, Maryland, Chamber of Commerce, Board of Trade Transportation, and other fraternal, social and civic organizations.

The Communications Commission adopted the following resolution:

WHEREAS, The Federal Communications Commission has in the death of its Chairman, Anning S. Prall, lost a wise and valuable public servant, devoted to the interest of the people of the United States, an indefatigable worker, and a courteous comrade, be it therefore resolved:

That the Federal Communications Commission hereby places on its permanent records this memorial:

"In memory of Anning S. Prall, Chairman of the Federal Communications Commission from March 11, 1935, to the time of his death, July 23, 1937. He made valuable contributions to the work of this Commission and to the art of communication in all its phases."

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## BALDWIN AT A. F. OF M. MEETING

James W. Baldwin, Managing Director of the NAB, is attending the meetings of the American Federation of Musicians being held in New York this week.

## CHANGES RECOMMENDED FOR WBOW

Broadcasting station WBOW, Terre Haute, Ind., operating unlimited time on 1310 kilocycles, 100 watts and 250 watts LS, applied to the Federal Communications Commission to change its frequency to 1290 kilocycles, with 500 watts and 1,000 watts LS. At the same time Glenn E. Webster applied to the Commission for a construction permit for a new station at Decatur, Ill., to use 1290 kilocycles, 250 watts and daytime operation.

Examiner Melvin H. Dalberg in Report No. I-465 recommended that the application of WBOW be granted and that of Glenn E. Webster be denied. He states that there appears to be a definite need for additional service of WBOW while the need for the other application is in a much lesser degree. The Examiner stated also that "the financial showing of the applicant, Glenn E. Webster, is extremely meagre and obviously insufficient to operate the station he proposed over any substantial period of time."

## 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. 3182-3184.** Two Chicago dealers in merchandise are charged with use of unfair competitive methods through promotion of sales by means of lotteries or gift enterprises, in complaints against **Joseph W. Graff**, 4224 Lincoln Ave., trading as **The Sylvan Co.**, and **Theodore H. Koolish**, 538 South Dearborn St., trading as **Universal Specialties Co.**

The respondent companies sell various items of merchandise, including clocks, radios, pen and pencil sets, food mixers and cameras.

Customers of the two dealers were furnished with pushcard devices, permitting the drawing of prizes by chance through selection of certain feminine names, according to the complaint, and such devices were allegedly used in the sale of products to ultimate consumers.

**No. 3183.** Alleging the use of false and misleading representations in the sale of soap, in violation of Section 5 of the Federal Trade Commission Act, a complaint has been issued against **Richard I. Stewart**, Anaheim, Calif., trading as **Avocado Soap Products Co.**

Stewart's advertising literature is alleged to have contained representations tending to create the impression that the soap he makes and sells contains a substantial amount of avocado oil; that this soap is nature's aid to beauty and is highly recommended by beauty specialists.

**No. 3185.** Charging false and misleading representations in the sale of **Cal-A-Mo Reducing Bath**, a complaint has been issued against **Guy J. Banta**, 706 South Hill St., Los Angeles, trading as **Cal-A-Mo Laboratories**.

In newspaper and periodical advertising and radio announcements, the respondent is alleged to have made representations tending to deceive buyers into believing that he is a manufacturer of a reducing preparation, maintaining a laboratory for that purpose, and that his product, **Cal-A-Mo Reducing Bath**, is in fact a safe,

efficient and harmless preparation for effectively reducing weight and excess fat.

**No. 3186.** An unlawful conspiracy to fix and maintain uniform minimum prices and uniform maximum discounts is alleged in a complaint issued against **Covered Button and Buckle Creators, Inc.**, its officers and directors, and approximately 150 member companies engaged in manufacturing and selling upwards of 90 per cent of all the covered buttons, buckles and novelties produced in the United States.

The complaint charges that the respondents falsely represented, in a widely-circulated advertisement, that their uniform price and discount policy was initiated and enforced by and through the means of trade practice rules approved by the Federal Trade Commission for the covered button and buckle manufacturing industry promulgated April 9, 1937.

The respondents are located principally in New York City, and their acts and practices as set out in the complaint are said to constitute unfair methods of competition, in violation of Section 5 of the Federal Trade Commission Act.

**No. 3187.** Alleging the use of unfair methods of competition in the sale of women's leather purses and gloves, a complaint has been served upon the **Elite Glove Company, Inc.**, Gloversville, New York.

Imprinted upon certain of the respondent company's purses and gloves and the containers thereof, according to the complaint, are the words, in Old English type, "Lady Daphne—A British Doeskin" or "Lady Daphne—A British Suede," together with the words "Made in U. S. A." in much smaller type. These words, purporting to be descriptive of the respondent company's products, also are said to appear in newspaper and magazine advertisements and in catalogs.

The complaint alleges that use of the name "Lady Daphne" said to be indicative of British royalty, in connection with the words "A British Doeskin" or "A British Suede," and the disparity of the size of the letters used therein as compared with the size of the type in the phrase "Made in U.S.A.," serve as representations and lead customers into the belief that the leather used in the manufacture of the respondent company's products is processed into a finished leather in England and imported into the United States, where it is made into gloves and purses.

**No. 3188.** Misrepresentation of the properties and therapeutic value of **Lavoptik Eye Wash** is alleged in a complaint issued against **Lavoptik Company, Inc.**, Michigan Ave. and 7th St., St. Paul, Minnesota.

Advertising in newspapers, magazines, booklets, and by radio, the respondent company is alleged to have falsely represented that its preparation has been endorsed by 6,000 medical doctor eyesight specialists, and falsely implied that it is a cure for diseases of the eye or impaired vision; that it strengthens the nerves of the eye, relieves eye strain, and makes the eyes healthier and more efficient.

### Stipulations and Orders

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

**No. 01752.** **Ann J. MacHale, Inc.**, 101 Fifth Ave., will discontinue advertising that MacHale's Hair Color Restorer is not a dye and has been used by men and women for many years with excellent results in bringing back color to faded, gray hair. The respondent corporation agreed not to designate its product as "Hair Color Restorer."

**No. 01757.** **H. E. Curtiss**, trading as **C. E. Curtiss and as The Enterprise Press**, 41 Alleghany St., Corfu, N. Y., in his stipulation, agrees to cease representing that his book, the Showman's Guide, exposes and lays bare the black art and that any of his books provides insight into a mystic secret writing system, or constitutes a rare collection of golden secrets or is a gypsy oracle fortune teller.

**No. 01763.** **The R. L. Watkins Company**, 170 Varick St., will cease representing that its **Mulsified Coconut Oil Shampoo** cannot possibly injure the most tender scalp; that scientists say it is the safe and best preparation to use for healthy, beautiful hair, and that it restores to the hair natural oils and youthful beauty.

**No. 01767.** **Segal Safety Razor Corporation**, 270 Broadway, selling shaving sets consisting of a case, a Segal unitary razor, a brush, and blades, will desist from advertising that the brush is germ-proof and the razor rust or tarnish-proof.

**No. 01771.** **Arthur Abrahams Navello**, trading as **Navello System**, 105 W. Madison St., Chicago, selling a correspondence course in singing and crooning, agrees to cease advertising that his



booklet of instructions will enable one to learn to sing or croon and to have a trained singing voice or become an accomplished singer or crooner in 10 easy home lessons. He will also stop asserting that his course enables one to acquire the secrets of easy, natural singing without learning musical terms or engaging in tedious study.

**No. 01772.** Winslow W. Chase, trading as **The Taxley Co.**, 450 Randolph St., N. W., Washington, D. C., selling a device designated "Don't Snore", agrees to stop representing that use of the device prevents or overcomes snoring, mouth-breathing or attendant ills, unless this is properly qualified. The respondent admits in his stipulation that, according to reliable medical authority, there are many pathological and anatomical causes of snoring which could not be remotely affected by such a device as he sells. He also will not assert that the product is invaluable in cases of asthma, catarrh, hay fever, common colds and insomnia, and that benefits may be derived from its use by singers, public speakers and athletes.

**No. 01776.** Mrs. J. G. Morris, trading as **Morris Orthopedic Institute**, 7th St. and Broadway, Los Angeles, sells a device designated **Morris Limb Straightener**, and agrees to stop representing it as such unless the reference is limited to the limbs of children or young people. In her stipulation, the respondent admits that, according to reliable scientific opinion, the value of her product is limited in its use to aiding in straightening the limbs of children or young people.

**No. 01780.** Chester Miller, trading as **Goldentone Radio Co.**, 8780 Grand River Ave., Dearborn, Mich., agrees to abandon the assertion in advertising that any of the radio receiving sets he sells will afford world-wide reception and that this can be guaranteed. In his stipulation, he admits that while radios are being sold which will afford reception of programs emanating from foreign stations, consistent world-wide reception is still unaccomplished in radio development. Miller also agrees to stop asserting that his sets are used by the United States Forestry Service.

**No. 01809.** Certain false and misleading advertising practices in connection with the sale of a hair tonic and a shampoo will be discontinued by **Wildroot Company, Inc.**, 1490 Jefferson Ave., Buffalo, under a stipulation entered into.

The company will cease representing that **Wildroot Hair Tonic** cleans up dandruff completely, unless qualified by the explanation that repeated and continued use is necessary to obtain this result; that it is an effective treatment for falling hair, unless limited to those cases of falling hair due to seborrheal eczema, and that it regulates the flow of oil, thereby stimulating the growth of hair.

**No. 2017.** **New Method File Grinders, Inc.**, 609 Fulton St., Chicago, has entered into a stipulation to discontinue unfair methods of competition in the sale of files.

According to the stipulation, the company purchased old, worn files from large manufacturing concerns, resharpened and reconditioned them, and sold them in interstate commerce without disclosing that they were not new or that they were second-hand files which had been reconditioned.

**Nos. 2447-2454.** **Fairfield Distilling Company** and **Byrd Distilling Company**, both of Louisville, Ky., have been ordered to cease and desist from representing that they are distillers of alcoholic beverages, when such is not a fact.

The respondent companies are ordered to discontinue representing through use of the word "Distilling" in their corporate names, in advertising matter, on labels, or otherwise, that they distill whiskeys, gins or other spirituous beverages; that they manufacture such products through the process of distillation, or that they own or operate distilleries, unless they do own or operate such places.

**No. 2948.** **Eastern Pharmacal Company, Inc.**, 1 Herriot St., Yonkers, N. Y., selling a liquid pharmaceutical product under the name "Aspiral," has been ordered to discontinue using that name or any word containing the letters "Aspir" as a trade name or designation, unless at the time of its sale the product is acetyl salicylic acid, commonly known to the public as aspirin.

The respondent company also is directed to cease and desist from representing that Aspiral is aspirin and that Elixir Aspiral offers the better way of prescribing aspirin.

**No. 3121.** **Joe Anderson, New Bern, North Carolina**, trading as **The A. & O. Co.**, has been ordered to cease and desist from making certain deceptive, misleading and exaggerated representations in connection with the sale of a pharmaceutical preparation designated "A. & O.", advertised in newspapers, magazines, catalogs and by radio as an adequate treatment for colds.

Among the representations ordered discontinued are that the preparation relieves and cures the most stubborn colds when other treatments fail, and gives instant, guaranteed or effective relief from the first dose; that it protects one from influenza, pneumonia or serious lung trouble, clears the digestive tract, restores the system to normal, and is quicker and safer than pills and salve.

**Nos. 3177-3178-3179-3180-3181.** Five dealers in merchandise are charged with use of unfair competitive methods through promotion of sales by means of lotteries or gift enterprises under complaints. Four of the respondents have headquarters in Chicago and one in Jersey City, N. J.

Complaints have been served against the following Chicago dealers: **Frieda Wolchui**, 418 South Wells St., trading as **Wright Manufacturers Distributing Co.**, and **J. C. Robertson**, 117 West Harrison St., trading as **Novelty Distributing Co.**, both dealers in clocks; **E. I. Donahue**, 407 South Dearborn St., trading as **Donahue Advertising Co.**, dealing in electric clocks, kitchen cutlery sets and other articles; and **Carlton, Inc.**, 17 North Wabash Ave., trading as **Carlton Sales Co.**, dealer in men's and women's wearing apparel. The Jersey City dealer named as respondent is **Hyman Mendels**, 113 Hudson St., a clock dealer trading as **J. J. Henderson**.

Customers of the five dealers were furnished with pushcard devices, permitting the drawing of prizes by chance through selection of certain feminine names, according to the complaints, and such devices were allegedly used in the sale of products to ultimate consumers.

## FTC CLOSES CASE

**No. 2965.** The Federal Trade Commission has closed its case against **Shuford Hosiery Mills, Inc.**, Hickory, N. C., for the reason that the objectionable practices complained of have been discontinued and it does not appear that the respondent company will resume them.

The company was charged with labeling certain hosiery in a manner tending to cause purchasers to believe it was composed substantially of silk when such was not a fact.

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

## FEDERAL COMMUNICATIONS COMMISSION ACTION

No hearings are scheduled at the Commission in broadcast cases during the week beginning August 2.

The Broadcast Division took the following actions subject to ratification at the next regular meeting of the Division:

## RENEWAL OF LICENSES

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

KDKA and alternate, Pittsburgh, Pa.; KEX, Portland, Ore.; KFAB, Lincoln, Nebr.; KFEQ, St. Joseph, Mo.; KFI and auxiliary, Los Angeles; KFVD, Los Angeles; KGDM, Stockton, Calif.; KGO and auxiliary, San Francisco; KIEV, Glendale, Calif.; KIRO, Seattle, Wash.; KJBS, San Francisco; KJR and auxiliary, Seattle, Wash.; KMMJ, Clay Center, Nebr.; KNX, Los Angeles, Calif.; KOA, Denver; KOB, Albuquerque, N. M.; KPO, San Francisco; KRLD, Dallas, Tex.; KTHS, Hot Springs National Park, Ark.; KVOO, Tulsa, Okla.; KWKH, Shreveport, La.; KXA, Seattle, Wash.; KYW, Philadelphia; WAAW, Omaha, Nebr.; WBAL, Baltimore, Md.; WBAP, Fort Worth, Tex.; WBBM and auxiliary, Chicago; WBIL, New York City; WBT, Charlotte, N. C.; WBZ, Boston, Mass.; WBZA, Boston; WCAU and auxiliary, Philadelphia; WCAZ, Carthage, Ill.; WCBD, Chicago; WCCO, Minneapolis; WCFL, Chicago, Ill., and auxiliary; WDGY, Minneapolis; WDW, Tuscola, Ill.; WEEU, Reading, Pa.; WENR and auxiliary, Chicago; WEW, St. Louis, Mo.; WFAA, Dallas, Tex.; WGN, Chicago; WGY and auxiliary, Schenectady; WHAM and auxiliary, Rochester, N. Y.; WHAS, Louisville, Ky.; WHB, Kansas City, Mo.; WHDH and auxiliary, Boston; WHEB, Portsmouth, N. H.; WHKC, Columbus, Ohio; WHO, Des Moines, Iowa; WIBG, Glenside, Pa.; WINS, New York City; WJR and auxiliary, Detroit, Mich.; WJZ and auxiliary, New York City; WKAR, East Lansing, Mich.; WLS and auxiliary, Chicago; WMAQ, Chicago; WMAZ, Macon, Ga., and auxiliary; WMBI, Chicago; WOAI, San Antonio, and auxiliary; WOI, Ames, Iowa; WOV, New York City; WOWO, Fort Wayne, Ind.; WPG, Atlantic City, N. J.; WRVA, Richmond, Va.; WSAZ, Huntington, W. Va.; WSB and auxiliary, Atlanta, Ga.; WSPR, Springfield, Mass.; WTAM, Cleveland, Ohio; WTIC, Hartford, Conn.; WWVA and auxiliary, Wheeling, W. Va.; WJJD,



Chicago; WLW, Cincinnati; WSM, Nashville, Tenn.; WPTF and auxiliary, Raleigh, N. C.; KMOX, St. Louis, Mo.; KSL, Salt Lake City; KTRB, Modesto, Calif.; KYOS, Merced, Calif.; WABC-WBOQ, New York City; WATR, Waterbury, Conn.; WEA and auxiliary, New York City; WNYC, New York City, and auxiliary; WOR and auxiliary, Newark, N. J.; WTBO, Cumberland, Md.; WWL, New Orleans, La.

The following stations were granted renewal of licenses for the period ending January 1, 1938:

KRMC, Jamestown, N. Dak.; WMFJ, Daytona Beach, Fla.; KNET, Palestine, Tex.; WJBK, Detroit, Mich.

### APPLICATIONS GRANTED

WAPO—Broadcast Station WAPO, Chattanooga, Tenn.—Granted authority to remain silent for a period not to exceed 10 days in accordance with Rule 151.

WAPY—Broadcast Station WAPY, Portsmouth, Ohio.—Granted authority to remain silent period not to exceed 10 days in accordance with Rule 151, provided licensed operator cannot be obtained.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted extension program test period 30 days from July 21, 1937.

WCKY—L. B. Wilson, Inc., Covington, Ky.—Granted extension equipment test period 10 days from July 20, 1937.

KROC—Southern Minnesota Broadcasting Co., Rochester, Minn.—Granted extension program test period 30 days from July 24, 1937.

WMBG—Havens & Martin, Inc., Richmond, Va.—Granted extension program test period 30 days from July 23.

WIBX—WIBX, Inc., Utica, N. Y.—Granted extension equipment test period 10 days from July 23, 1937.

W9XVP-W9XVQ—Minn. Broadcasting Corp., Minneapolis, Minn.—Granted special temporary authority to operate two mobile high frequency relaybroadcast transmitters, RCA Model ATR, on 31100, 34600, 37600, 40600 kc., 1 watt, for period of 30 days, for relaybroadcast from State Amateur Golf Tournament and St. Paul Open Tournament for rebroadcast over WTCN.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted extension special temporary authority to operate with two 350-foot towers spaced five-eighths of a wave for the period beginning July 21 and ending no later than July 30, while the 250-foot tower is taken down and moved to the proper location in the new three element array as authorized by C. P. granted 3-9-37.

W3XPF—Farnsworth Television, Inc., of Pennsylvania, Philadelphia.—Granted special temporary authority to conduct equipment tests of a 250-watt exciter unit, for the period July 21 to August 19, 1937.

KPRC—Houston Printing Corp., Houston, Tex.—Granted extension special temporary authority to operate with power of 5 KW night for the period beginning July 23, 1937, and ending no later than August 21, 1937.

WQDM—Regan & Bostwick, St. Albans, Vt.—Granted special temporary authority to operate from 5 to 7:30 p. m., EDST, July 27, August 4, 12, 17, 19, 1937; 2 to 3:30 p. m. and 5 to 6 p. m., EDST, July 31, August 7, 14, and from 2 to 6 p. m., EDST, August 1, 22, 1937, in order to broadcast sponsored baseball games.

WBNY—Roy L. Albertson, Buffalo, N. Y.—Granted extension special temporary authority to operate from 8:30 to 9 a. m., EST, Morning News Roundup; 9 to 9:30 a. m., EST, Morning Musicales; 9:30 to 9:45 a. m., EST, Band Music; 9:45 to 10 a. m., EST, Organ Program; 2 to 2:15 p. m., EST, Transradio Newscast; 2:15 to 2:30 p. m., EST, Organ Recital; 2:30 to 2:45 p. m., EST, five familiar tunes; and 2:45 to 3 p. m., EST, Sons of the Pioneers musical program, for the period beginning July 31 and ending no later than August 29, 1937, provided WSVS remains silent.

WSAY—Brown Radio Service Lab., Rochester, N. Y.—Granted special temporary authority to operate between hours of 1 a. m. and sunrise, EST, for the period July 22 and ending no later than August 30, 1937, for the purpose of taking graphic records of the sky wave of WSAY at Jamestown, N. Y., Wilkes-Barre, Pa., and Sunbury, Pa. However, no operation permitted during hours prescribed for monitor schedule.

WEST—Associated Broadcasters, Inc., Easton, Pa.—Granted extension special temporary authority to operate simultaneously with WKBO from 10 to 11 a. m. and from 5 to 6 p. m., EST, for the period July 23 to August 22, 1937, inclusive, due to adoption of Daylight Saving Time in Easton.

KNX—Columbia Broadcasting System, Inc., Los Angeles, Calif.—Granted special temporary authority to rebroadcast over station KNX a short wave pickup from California National Guard plane operating on frequency 3485 kc., for period of 8 consecutive Sundays beginning July 25, between hours of 4:15 and 4:30 p. m., PST.

W10XAB—C. J. MacGregor, Mobile (Ellesmere Island Area).—Granted C. P. and license, frequencies 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 40 watts; to communicate as an experimental broadcast station in accordance with Rules 1070, 1072, 1074 and 1076; hours of operation unlimited in accordance with Rule 983.

W9XSN—The Champaign News-Gazette, Inc., Mobile, Champaign, Ill.—Granted license to cover C. P., frequencies 39700, 39900, 40800 and 41400 kc., on experimental basis, and these frequencies subject to change without prior notice or hearing; 2 watts; to communicate as relaybroadcast station in accordance with Rules 1000, 1001 (b) and 1003 (c); hours of operation in accordance with Rules 983 and 1004. Location: Mobile.

W4XES—C. G. Hill, George D. Walker, Susan H. Walker, Winston-Salem, N. C., Mobile.—Same as above, except 5 watts.

W3XGM—Reading Broadcasting Co., Reading, Pa., Mobile.—Same as above, except 1 watt power.

WDAF—The Kansas City Star Co., Kansas City, Mo.—Granted license to cover C. P. and modifications thereof, 610 kc., 1 KW night, 5 KW day, unlimited time. Also granted authority to determine operating power by direct measurement of antenna input.

KAGM—Hirsch Battery & Radio Co., Cape Girardeau, Mo., Mobile.—Granted license to cover C. P., frequencies 1622, 2058, 2150, 2790 kc., 50 watts, to communicate as relaybroadcast station.

WCOC—Mississippi Broadcasting Co., Inc., Meridian, Miss.—Granted modification of C. P. for extension of completion date from July 10 to September 10.

KRIS—Gulf Coast Broadcasting Co., Corpus Christi, Tex.—Granted license to cover C. P. and modifications thereof, 1330 kc., 250 watts night, 500 watts day, unlimited.

KRIS—Gulf Coast Broadcasting Co., Corpus Christi, Tex.—Granted license to cover modification of C. P., 1330 kc., 500 watts, unlimited time.

KOKO—The Southwest Broadcasting Co., La Junta, Colo.—Granted license to cover C. P., 1370 kc., 100 watts, unlimited time.

KOBH—Black Hills Broadcasting Co., Rapid City, S. Dak.—Granted license to cover C. P., 1370 kc., 100 watts night, 250 watts day, unlimited time.

KRE—Central California Broadcasters, Inc., Berkeley, Calif.—Granted license to cover C. P., 1370 kc., 100 watts night, 250 watts day, unlimited.

KWOS—Tribune Printing Co., Jefferson City, Mo.—Granted authority to install automatic frequency control.

WAPO—W. A. Patterson, Chattanooga, Tenn.—Granted special temporary authority to operate a Collins, Tyle 300-F, 250-watt transmitter, using only 100 watts power and daytime hours for period not to exceed 30 days from July 24, pending action on application for modification of C. P.; also authorized to test transmitter on morning of July 24. Station to operate without approved frequency monitor and modulating monitor for period not to exceed 5 days from July 24.

The Broadcast Division extended the effective date of its order denying the application of South Bend Tribune (WSBT), South Bend, for C. P., until such date as the Division may take action on the petition of South Bend Tribune for reconsideration and grant of the application or in alternative for further hearing before examiner.

### APPLICATIONS DENIED

W9XPW—WDZ Broadcasting Co., Tuscola, Ill.—Denied extension special temporary authority to operate relaybroadcast transmitter of W9XPW on frequencies 31100, 34600, 37600, 40600 kc., 30 watts, for period of 30 days beginning July 22 to August 20, 1937.

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Denied special temporary authority to operate with 1 KW at night pending completion of construction authorized in permit and the regular licensing of increased daytime and night-time powers, for period not to exceed 30 days.



## APPLICATIONS RECEIVED

### First Zone

WMAS—WMAS, Inc., Springfield, Mass.—Construction permit to 1420 install a new transmitter; erect a vertical antenna; move transmitter from 70 Chestnut St. to West St., Springfield, Mass., and studio from 70 Chestnut St. to 1757 Main, Springfield, Mass.

WOKO—WOKO, Inc., Albany, N. Y.—Construction permit to 1430 install new transmitting equipment.

W2XE—Columbia Broadcasting System, Inc., Wayne, N. J.—License to use old RCA Victor Type ET-3656A transmitter as an auxiliary transmitter (5 KW).

W1XNU—City Broadcasting Corp., New Haven, Conn.—License to cover construction permit (B1-PRE-110) for a new relay-broadcast station.

NEW—Connecticut State College, Storrs, Conn.—Construction permit for a new relaybroadcast (experimental) station to be operated on 100000, 110000, 200000, 300000 kc., 250 watts.

### Second Zone

WKOK—Sunbury Broadcasting Corp., Sunbury, Pa.—Authority 1210 to transfer control of corporation from The Sunbury Item, Inc., to George W. Beck, Basse A. Beck and Harry H. Haddon, 73 shares common stock.

NEW—Charleston Broadcasting Co., Charleston, W. Va.—Construction permit for a new relaybroadcast station to be operated on 1622, 2058, 2150, 2790 kc., 40 watts.

### Third Zone

KGVL—Hunt Broadcasting Assn., Fred Horton, President, Greenville, Tex.—Modification of construction permit (B3-P-723)

for a new station, requesting changes in automatic frequency control equipment and move of transmitter from 2610 Washington Street to Wesley College Campus, Greenville, Tex.

NEW—Northwestern Broadcasting Co., R. H. Nichols, President, 1500 Vernon, Tex.—Construction permit for a new station to be operated on 1500 kc., 100 watts, unlimited time.

### Fourth Zone

KMMJ—KMMJ, Inc., Clay Center, Nebr.—Authority to install 740 automatic frequency control.

KFBI—The Farmers & Bankers Broadcasting Corporation, Abilene, 1050 Kans.—Construction permit to install a new transmitter and vertical antenna; move transmitter from corner 5th and Barry Streets, Milford, Kans., to site to be determined, Wichita, Kans., and studio from 410 Northwest Third Street, Abilene, Kans., to Wichita, Kans.

### Fifth Zone

KTKC—Tulare-Kings Counties Radio Associates, Charles A. Whitmore, President, Visalia, Calif.—License to cover construction permit (B5-P-816) as modified for new station.

W7XCX—Oregonian Publishing Co., Portland, Ore.—License to cover construction permit (B5-PRE-102) for a new relay-broadcast (experimental) station.

W7XCY—Oregonian Publishing Co., Portland, Ore.—License to cover construction permit (B5-PRE-103) for a new relay-broadcast (experimental) station.

W7XBD—Oregonian Publishing Co., Portland, Ore.—Modification of construction permit to extend commencement date from 2-15-37 to 8-15-37 and completion date from 8-15-37 to 2-15-38.