

McNinch, Craven Appointed To FCC Vacancies

On Tuesday, President Roosevelt sent the names of Frank R. McNinch and T. A. M. Craven to the Senate to fill the vacancies on the Federal Communications Commission created by the death of Anning S. Prall, chairman of the Commission, and Irvin Stewart, who resigned to enter private work.

At the time of the appointment Mr. McNinch was chairman of the Federal Power Commission and Mr. Craven was chief engineer of the Commission. Up to this time the chairman had not been appointed by the President but it is understood that it will be Mr. McNinch.

While nothing official has been made public, the general impression is that McNinch will only remain on the Communications Commission long enough to get some of the present difficulties straightened out.

Mr. McNinch, who was born at Charlotte, N. C., April 27, 1873, was originally appointed to the Power Commission in 1930 by President Hoover and has been chairman since 1933.

He was educated in the high schools of Charlotte and the Barriers Military Institute of the same place and began the practice of law in Charlotte in 1900. He was a member of the House of Representatives of North Carolina in 1905 and was mayor and commissioner of finance of Charlotte for two terms from 1917-1921.

Mr. Craven, who is a retired Lieutenant-Commander in the Navy, was appointed chief engineer of the Commission in November, 1935. He was born January 31, 1893, in Philadelphia and after completing his academic training, he was appointed to the U. S. Naval Academy, where he graduated with the class of 1913.

His first assignment after graduation was as Radio Officer on the U. S. S. *Delaware*, 1913-1915 during the Mexican Campaign. His professional duties since then follow:

Fleet Radio Officer, U. S. Asiatic Fleet, 1915-1917.

In charge U. S. Naval Coastal and Transoceanic Radio Operations, 1917-1920.

U. S. Naval Representative at Provisional Inter-allied Communication Conference at Paris, France, 1919.

Naval Representative on U. S. Government Inter-Departmental Board to arrange for collection and distribution of meteorological data in 1919.

U. S. Naval Radio Technical Adviser at International Conference on electrical communication at Washington, 1920.

Chairman of sub-committee on wave-length allocation at International Conference at Washington, D. C., in 1920.
Battleship Force Radio Officer, 1921.

U. S. Naval Representative at conference of Radio Technical Committee on International Radio Communication at Paris, France, in 1921.

Fleet Radio Officer, U. S. Atlantic Fleet, 1921-1922.

Fleet Radio Officer, United States Fleet, 1922-1923.

In charge of Radio Research and Design Section, Bureau of Engineering, 1923-1926.

Member of Inter-Departmental Radio Advisory Committee.

Radio Technical Adviser for radio frequency allocation at International Radio Conference, Washington, D. C., 1927.

Represented Navy Department on various national conferences (frequency allocation).

He resigned from the Navy in 1930 to engage in private radio practice as a consulting engineer.

His work as an author:

Commander Craven has made notable contributions to radio development in his writings. Among other things he collaborated with Captain Hooper in writing Robinson's Manual of Radio Telegraphy and Radio Telephony.

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Various technical essays on Naval Radio Communications.

He is a member of the following clubs and societies: U. S. Naval Institute. Ends of the Earth. Military Order of the Loyal Legion of the U. S. Army, Navy and Marine Corps Country Club. Kilocycle-Wave Length Club.

SESAC REPORT

The report on the Society of European Stage Authors and Composers (SESAC) is being mailed to members this week.

WORKING DATE OF RULE 981 EXTENDED

The Broadcast Division of the Federal Communications Commission has further extended the working date of Rule 981 for six months from September 15, 1937. This rule requires all relay, international, television, facsimile high frequency and experimental broadcast stations to have a frequency monitor in operation by September 15, 1936. This monitor does not have to be approved by the Commission but must have an accuracy of one half the allowed tolerance of the class of station with which it is to be used. The unavailability of commercial monitors on the market has necessitated this the third extension of the effective date of Rule 981.

NEW WIGGLESWORTH RESOLUTION

Representative Wigglesworth of Massachusetts, who has had so much to say recently on the floor of the House concerning radio and broadcasting, on Wednesday introduced a resolution (H. Res. 321) which has been referred to the House Committee on Interstate and Foreign Commerce, calling on the Federal Communications Commission for information in connection with possible holdings of its employees in any radio company. The resolution is as follows:

Whereas "no member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation or employment. Not more than four

commissioners shall be members of the same political party" (the Federal Communications Act of 1934, sec. 4b); and

Whereas addresses have recently been made by members of Congress in both the House and the Senate emphasizing the apparent failure to eliminate the evils of monopoly in the field of communications and more particularly in the radio-broadcasting field despite the intent of Congress manifest in the Communications Act of 1934; and

Whereas it appears possible that television may be added to the virtual monopoly apparently existing in this field; and

Whereas the apparent existence of trafficking in licenses, capitalization of Federal licenses at the expense of the public and other matters referred to, suggest the lack of proper administration, raising squarely the question of whether or not the Federal Communications Commission or the Broadcasting Division of the Commission is being conducted or is in a position to be conducted in accordance with the intent of Congress under the Communications Act of 1934; and

Whereas resolutions are now pending before both the House and the Senate with a view to a thorough-going investigation into the apparent monopoly in the radio-broadcasting field: Therefore be it

Resolved, That the Federal Communications Commission be required to furnish under oath the following information:

1. The name or names, if any, of any member, agent, or employee of the Commission financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any other company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio or in any company owning stocks, bonds, or in any other securities of such company.

2. The name or names, if any, of any member, agent, or employee of the Commission in the employ of or holding any official relation to any person subject to any provision of the Communications Act of 1934.

3. The name or names, if any, of any member, agent, or employee of the Commission holding, directly or indirectly, stocks, bonds, or other securities of any corporation subject to any provisions of the Communications Act of 1934; or having other interests profiting such member, agent, or employee, if any, through the action of the Commission in the field of communications; be it further

Resolved, That the above information be furnished the House of Representatives immediately.

RADIO CONFERENCE APPROPRIATION

The Senate has passed the resolution (S. Jt. Res. 197) providing an appropriation of \$15,000 for the use of American delegates to the Inter-American Radio Conference to be held at Habana, Cuba, in November.

FORMAL WHITE REPORT

The Senate Committee on Interstate Commerce in making its formal report on the White radio resolution calling for a full survey of the broadcasting and radio situation had the following to say:

"Your committee, having had under consideration Senate Resolution 149, report the same to the Senate with the recommendation that the resolution do pass with an amendment fixing a limit of \$25,000 on the expenditures of the committee.

"This resolution contemplates and authorizes a serious study of wireless communication problems with a view to recommendations to the Congress as to the principles and policies to be observed in the regulation of the industry and of radio communications. It directs such fact-finding investigation as is necessary if there is to be an intelligent consideration of these problems.

"In 1912, when the first act to regulate radio communications was enacted by the Congress, the only practical use of radio was for communication between ships and between ship and shore. At that time on the oceans of the world there were about 600 vessels equipped with radio. Transoceanic communication was in its very infancy. Broadcasting was unborn. Amazing developments have come in the intervening years. Wave lengths unknown in 1912 have become of common use. Power undreamed of when Congress first legislated is now projecting energy across the oceans and over continents. We now have facsimile transmission of writing, of printing, and of pictures. Beacon signals and the radio compass are new aids to navigation. Radiotelephony, television, and transmission of power are knocking at our doors.

"In the air hundreds of planes are signaling to and talking with each other and with the earth. Upon the oceans many thousands of ships are warned of ice, storms, and of other dangers. In the United States alone we have 666 broadcasting stations, 47,500 amateur stations, and 6,704 commercial stations. These commercial stations include some 26 different uses to which radio is put. No man knows of other refinements and uses soon to be here.

"This amazing growth has brought problems for the industry and for the Government of the greatest complexity and difficulty. The resolution suggests many of them, and it is unnecessary here to restate them. Except for such study as was given when the 1927 act was passed, there has been no serious study of radio communication by any committee of the Congress in the 25 years which elapsed since the act of 1912 became law. Your commit-

tee feel that the situation demands thorough study and that it should be immediately undertaken. The committee express the earnest hope that the resolution may have speedy passage to the end that this important work may be undertaken at the earliest possible moment."

The resolution has been referred to the Senate Committee on Audit and Control because of the provision for a \$25,000 appropriation to carry on the investigation.

McFARLANE RADIO RESOLUTION

Representative McFarlane of Texas has introduced a resolution in the House (H. Res. 313) calling for an investigation of radio and broadcasting. It has been referred to the House Committee on Rules and is as follows:

Whereas the Congress, in creating the Federal Radio Commission and in enacting the Communications Act of 1934, expressly reserves to the people of the United States control of all radio frequencies; and

Whereas despite the restriction through the leasing of, the purchase of, the affiliating of, the operation of, or through the possession of contracts giving to a select few the exclusive right to use the more desirable time of these radio-broadcasting stations, there is reason to believe that, contrary to the intent and the spirit, as well as the language, of laws in force, one or more monopolies exist in radio broadcasting, which radio-broadcasting monopolies are believed to be profiting illegally at the expense and to the detriment of the people through the monopolistic control and operation of all clear-channel and other highly desirable radio-broadcasting stations, such as the Columbia Broadcasting System, the National Broadcasting Company, and the Mutual Broadcasting System, or other existing groups; and

Whereas it is believed that neither public interest, convenience, nor necessity is served by permitting virtual radio-broadcasting monopolies to control this property which has been reserved to the control of the American people; and

Whereas it is contrary to public policy, convenience, or necessity to allow any private groups to monopolize the use of a property reserved to and for the people; and

Whereas it has just become publicly known that stock racketeering exists in the sale of radio securities to the possible detriment of the innocent investing public, and wide-open trafficking in the sale and lease of radio licensing is and has taken place contrary to law; and

Whereas it has just become known that the three large radio chains above-mentioned and their lessees own and control 93 per centum of the broadcasting power of the Nation and that some two hundred of the largest radio stations are owned and operated in this chain system by the large daily newspapers of the communities in which said stations are located, thereby forming a combine of

radio, motion picture, and press through cross-licensing and patent pooling, which largely control the molding of public opinion in this country; and

Whereas, under a consent decree approved by the Hoover administration and entered as an order of the Federal court in Wilmington, Delaware, November 21, 1932, a monopoly in radio manufacturing, sale, and distribution of all radio equipment was illegally authorized and the said consent decree also is credited with defrauding the stockholders of one corporation of more than \$200,000,000: Therefore be it

Resolved, That a committee of seven Members of the House of Representatives shall be appointed by the Speaker, which committee is hereby directed to inquire into and investigate the allegations and charges that a monopoly or monopolies exist in radio broadcasting alleged to be held by the Columbia Broadcasting System, National Broadcasting Company, Mutual Broadcasting System, or others; be it further

Resolved, That the said committee shall make a thorough and exhaustive investigation of all charges and allegations of the existence of a monopoly or monopolies in radio broadcasting, sound motion-picture industry, and radio-newspaper broadcasting combinations and rates charged advertisers, and generally the effect of such monopoly or monopolies on the public, and said committee shall report in whole or in part at any time to the House of Representatives during the Seventy-fifth Congress, together with such recommendations for legislation or otherwise as it deems advisable; and be it further

Resolved, That said committee or any subcommittee thereof is authorized to sit and act during the present Congress at such times and places within the United States whether or not the House is sitting, has recessed, or adjourned; to hold such hearings; to require the attendance of such witnesses and the production of such books, papers, and documents by subpoena or otherwise; and to take such testimony as it deems necessary with respect to such monopoly or monopolies and the management and operation of any company or companies being so investigated. Subpenas shall be issued under the signature of the chairman of said committee or any member designated by him and shall be served by any person designated by them or either of them. The chairman of the committee or any member thereof may administer oaths to witnesses. Every person who, having been summoned as a witness by authority of said committee, or subcommittee thereof, willfully makes default, or who, having appeared, refuses to answer any questions pertinent to the matter herein authorized to be investigated, shall be held to the penalties provided in sections 102, 103, and 104 of the Revised Statutes of the United States, as amended (U. S. C., title 2, secs. 192, 193, and 194).

BILLY TRUEHART

A number of members have forwarded to NAB headquarters copies of a form letter from Billy Truehart requesting time on broadcasting stations on a per inquiry or percentage basis. Mr. Truehart has been advised that such a proposition is in violation of paragraph 6 of the NAB Code of Ethics and he has been requested to cease and desist from further attempts to obtain radio advertising on this basis.

JERSEY STATION RECOMMENDED

The Press-Union Publishing Company applied to the Federal Communications Commission for a construction permit for the erection of a new station at Atlantic City, N. J., to use 1200 kilocycles, 100 watts and 250 watts LS, and unlimited time on the air.

Examiner John P. Bramhall, in Report No. I-475, recommended that the application be granted. He found that a need for additional service in the area proposed to be served "has been clearly established." The proposed station, the Examiner found, would not cause objectionable interference with Stations WEST, WKBO, WCAU or WSNJ. He states that the granting of the application would be in the public interest.

G. RICHARD HIGHAM—MARK TYME—BOB WHITE

Anyone knowing the whereabouts of G. Richard Higham, often known as Mark Tyme and also as Bob White, please communicate with NAB Headquarters.

RECOMMENDS GEORGIA STATION

Several persons operating as J. K. Patrick & Company applied to the Federal Communications Commission for a construction permit for the erection of a new station at Athens, Ga., to use 1310 kilocycles, 100 watts and 250 watts LS, with unlimited time.

Examiner George H. Hill, in Report No. I-474, recommended that the application be granted, "subject to the selection of an approved transmitter site." He states that "there will be a definite need for radio services such as proposed, in the Athens area, when Station WRFI is removed to Atlanta, Ga., and adequate talent is available to supply the needs of the proposed station." The Examiner states further that the granting of the application would not result in any substantial interference with any existing station "but such interference as would be caused would be only slight."

NEW MONTANA STATION RECOMMENDED

The Roberts-McNab Company and the Gallatin Radio Forum both applied to the Federal Communications Com-

mission for a construction permit for the erection of new stations at Bozeman, Mont., both asking for 1420 kilocycles. The first applicant asked for unlimited time to use 100 watts and 250 watts LS, while the second applicant asked for daytime operation, 250 watts.

Examiner Melvin H. Dalberg, in Report No. 473, recommended that the application of the first named be granted but that of the Gallatin Radio Forum be denied. There is an obvious need for a station at Bozeman, the Examiner states, there being no radio station at that place. He says that the Roberts-McNab Company "by reason of its business interests, is apparently more closely allied and familiar with the broadcasting needs of the population of Bozeman and its surrounding area. These matters, in conjunction with the unlimited hours of operation proposed by the latter applicant, lead the Examiner to the conclusion that it is better qualified to operate such a station in the public interest, convenience and necessity."

RECOMMENDS ON SOUTH DAKOTA STATIONS

Broadcasting station KWTN, Watertown, N. Dak., applied to the Federal Communications Commission to change its frequency from 1210 to 1340 kilocycles, and to increase its power from 100 to 250 watts and 500 watts LS. Also KGDY, Huron, S. Dak., asked the Commission to change its frequency from 1340 to 1210 kilocycles, and to change its power from 250 watts to 100 watts and 250 watts LS. Also station KGDY applied to the Commission for authority to transfer its control.

Examiner Tyler Berry, in Report No. I-471, made the following recommendations:

1. That the application of the Greater Kampska Radio Corporation (KWTN) for renewal of license be granted subject to compliance, as a condition precedent, with Rules 131, 132, and 139;
2. That the application of the Greater Kampska Radio Corporation (KWTN) for construction permit be denied;
3. That the application of the Voice of South Dakota for a renewal of license be granted subject to compliance with Rules 131, 132, and 139;
4. That the application of Voice of South Dakota for construction permit be denied; and
5. That the application of Dr. Finn Koren, Robert J. Dean, and M. W. Plowman, Transferors, for authority to transfer control of the Voice of South Dakota, licensee of Radio Station KGDY at Huron, S. Dak., to Greater Kampska Radio Corporation, Transferee, be granted.

NEW OHIO STATION RECOMMENDED

The Summit Radio Corporation applied to the Federal Communications Commission for a construction permit for the erection of a new station at Akron, Ohio, to use 1530 kilocycles, 1,000 watts, and unlimited time.

Examiner John P. Bramhall, in Report No. I-476, recommended that the application be granted. He states that the need for additional service was established at the hearing and he stated further that the interests of stations WBRY and KXBY "will not be adversely affected by reason of interference should this application be granted." The Examiner states further that the granting of the application will serve the public interest.

BROADCAST ADVERTISING FOR THE FIRST HALF OF 1937 AND FOR JUNE

BROADCAST ADVERTISING FOR THE FIRST HALF OF 1937

PRINCIPAL DEVELOPMENTS

Broadcast advertising for the first six months of the current year amounted to \$65,426,432, as compared to \$50,802,179 for the corresponding period of 1936, a gain of 28.7%. All portions of the medium showed gains in gross time sales. National non-network volume increased to the greatest extent, rising 43.3% over the level recorded for the first half of 1936.

Radio broadcasting for the first half of this year showed the greatest relative increase of any major medium. Compared to the 28.7% rise on the part of radio broadcasting, national magazine advertising increased 16.2% in volume, national farm paper volume 13.6%, and newspaper lineage 2.9%.

Total non-network advertising exceeded the gross time sales for the first half of last year by 32.8%. The regional station group showed the greatest gain by rising 45.6%. Non-network advertising in the New England-Middle Atlantic Area increased to a greater extent than that in other portions of the country.

Live talent programs enjoyed the principal increase among the types of rendition. Live talent programs increased 37.1%, transcriptions 24.4%, records 25.1%, and announcements 34.0%.

Gross time sales for the first half of the year showed an increase in tobacco and foodstuff advertising in all portions of the medium. National network automotive advertising enjoyed a marked increase, as did regional and national non-network clothing advertising. The other principal gains were in the following groups: National non-network cosmetics and beverages, national network and local household equipment, national network and national non-network soap and kitchen supplies, national and regional network financial, national network and local radio set, and local department store advertising.

TOTAL BROADCAST ADVERTISING

Total broadcast advertising over various portions of the radio broadcasting medium for the first half of the current

year as compared to the corresponding period of the preceding year is set forth in Table I.

TABLE I
TOTAL BROADCAST ADVERTISING

<i>Class of Business</i>	<i>Gross Time Sales First Half</i>	
	<i>1936</i>	<i>1937</i>
National networks.....	\$28,181,976	\$35,564,039
Regional networks.....	644,473	669,293
National non-network.....	11,527,860	16,528,100
Local.....	10,447,870	12,665,000
Total.....	\$50,802,179	\$65,426,432

National non-network advertising for the first half of the current year showed the greatest gain in volume as compared to the first six months of 1936, rising 43.3%. National network and local advertising also recorded marked gains over last year, rising 26.1% and 21.2%, respectively. Regional network advertising rose 3.8% in volume as compared to the first half of 1936. Total broadcast advertising increased 28.7% in volume.

COMPARISON WITH OTHER MEDIA

Radio broadcast advertising for the six-month period showed the greatest rate of increase of any major medium as compared to the corresponding period of last year. Compared to the 28.7% rise on the part of radio broadcasting, national magazine advertising increased 16.2% in volume, national farm paper volume 13.6%, and newspaper lineage 2.9%.

Advertising volume by major media during the first half of 1937 as against the corresponding period of 1936 is set forth in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

<i>Advertising Medium</i>	<i>Gross Time and Space Sales First Half</i>	
	<i>1936</i>	<i>1937</i>
Radio broadcasting.....	\$50,802,179	\$65,426,432
National magazines ¹	74,756,884	86,922,900
National farm papers ¹	3,730,765	4,238,891
Newspapers ²	275,706,000	283,725,000
Total.....	\$404,995,828	\$440,313,223

¹ Publishers' Information Bureau.

² Established.

NON-NETWORK ADVERTISING

As a whole, non-network advertising rose 32.8% in volume over the level recorded for the first half of last year. The greatest relative increase in the non-network field was experienced in the regional station group, advertising on this class of stations rising 45.6%. However, advertising volume in the clear channel and high-powered regional station group rose 26.1% and in the local station

group 18.9%. Non-network advertising by power of station is found in Table III.

TABLE III
NON-NETWORK ADVERTISING BY POWER OF STATION

<i>Power of Station</i>	<i>Gross Time Sales First Half</i>	
	<i>1936</i>	<i>1937</i>
Over 1,000 watts.....	\$9,864,340	\$12,437,300
250-1,000 watts.....	8,798,750	12,815,800
100 watts.....	3,312,640	3,940,000
Total.....	\$21,975,730	\$29,193,100

Of the major geographical districts, non-network advertising in the New England-Middle Atlantic Area showed the greatest rate of increase as compared to the first half of the preceding year, rising 56.4% in volume. Advertising in the South Atlantic and South Central Area during the first half of 1937 exceeded that of the previous year by 30.3%. The North Central and Pacific and Mountain Areas also recorded good gains in rising 25.5% and 23.3% in volume, respectively. Non-network advertising by major geographical districts is found in Table IV.

TABLE IV
NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

<i>Geographical District</i>	<i>Gross Time Sales First Half</i>	
	<i>1936</i>	<i>1937</i>
New England-Middle Atlantic Area	\$4,802,650	\$7,516,100
South Atlantic-South Central Area	4,304,570	5,612,600
North Central Area.....	8,676,930	10,892,800
Pacific and Mountain Area.....	4,191,580	5,171,600
Total.....	\$21,975,730	\$29,193,100

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Live talent exhibited the greatest rate of increase among the various types of rendition by rising 37.1% in volume over the first half of 1936. Live talent programs in the national non-network field rose 47.0% in volume and 27.4% in the local field.

Total transcription volume during the first half of 1937 exceeded that of the previous year by 24.4%. This type of rendition increased 27.5% in the national non-network field and 12.3% in the local field.

Records in the national field more than doubled the volume recorded for the first half of 1936 while increasing 15.7% in the local field. Total record volume rose 25.1%. Announcements in the national field rose 72.4% and in the local field 15.2%, the total volume rising 34.0% over the level recorded for the first six months of last year.

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

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

<i>Type of Rendition</i>	<i>Gross Time Sales</i>					
	<i>First Half</i>		<i>Local</i>		<i>Total</i>	
	<i>National</i> <i>1936</i>	<i>Non-network</i> <i>1937</i>	<i>1936</i>	<i>1937</i>	<i>1936</i>	<i>1937</i>
Electrical transcriptions.....	\$4,542,695	\$5,794,250	\$1,181,255	\$1,327,130	\$5,723,950	\$7,121,380
Live talent programs.....	5,244,910	7,714,950	5,398,860	6,878,940	10,643,770	14,593,890
Records.....	39,340	85,110	383,780	444,300	423,120	529,410
Announcements.....	1,700,915	2,933,790	3,483,975	4,014,630	5,184,890	6,948,420
Total.....	\$11,527,860	\$16,528,100	\$10,447,870	\$12,665,000	\$21,975,730	\$29,193,100

BROADCAST ADVERTISING SPONSORSHIP

Increases were general in all portions of the medium as compared to the first six months of last year with but a few declines in each field. Outstanding developments have been the marked increases in tobacco and foodstuff advertising, these products having gained in all portions of the medium.

National network automotive advertising increased 51.2% and regional network and national non-network clothing volume 218.3% and 47.4%, respectively. National non-network automotive volume declined 35.9%.

National non-network cosmetic and beverage volume increased 46.8% and 177.8%, respectively. Other important gains were registered in the following fields: national network and local household equipment, national network and national non-network soap and kitchen supplies, national and regional network financial advertising, national network and local radio set volume, and local department store advertising.

Broadcast advertising by various product and service classes for the first half of the current year is set forth in Table VI.

TABLE VI
RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS

<i>Type of Sponsoring Business</i>	<i>1937 Gross Time Sales</i>				
	<i>First Half</i>		<i>Local</i>		<i>Total</i>
	<i>National</i> <i>Networks</i>	<i>Regional</i> <i>Networks</i>	<i>Non-network</i>	<i>Local</i>	
1a. Amusements.....		\$1,312	\$26,730	\$253,340	\$281,382
1-2. Automobiles and accessories:					
(1) Automobiles.....	\$3,255,257	4,191	921,850	678,030	4,859,328
(2) Accessories, gas and oil.....	2,879,033	76,713	1,010,750	452,950	4,419,446
3. Clothing and apparel.....	147,927	7,374	342,950	1,620,310	2,118,561
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	3,192,912	72,422	2,408,390	327,570	6,001,294
(5) Toilet goods.....	6,332,522	20,396	771,190	126,650	7,250,758
6-8. Food products:					
(6) Foodstuffs.....	7,415,609	208,282	4,184,870	1,879,440	13,688,201
(7) Beverages.....	1,871,602	49,993	838,280	688,810	3,448,685
(8) Confections.....	708,920	8,932	267,960	61,540	1,047,352
9-10. Household goods:					
(9) Household equipment and furnishings.....	773,869	15,439	579,380	1,343,770	2,712,458
(10) Soap and kitchen supplies.....	2,972,053	23,994	1,204,980	51,700	4,252,727
11. Insurance and financial.....	423,898	27,443	121,600	556,700	1,129,641
12. Radios.....	1,126,755		31,530	117,150	1,275,435
13. Retail establishments.....		800	70,490	1,097,640	1,168,930
14. Tobacco products.....	3,198,131	86,968	993,680	67,410	4,346,189
15. Miscellaneous.....	1,265,551	65,034	2,753,470	3,341,990	7,426,045
Total.....	\$35,564,039	\$669,293	\$16,528,100	\$12,665,000	\$65,426,432

Details as to broadcast advertising trends in various fields of business for the first six months of 1937 as compared to the corresponding period of last year are as follows:

1a. **Amusements.** Advertising on regional networks increased from \$325 to \$1,312. National non-network volume decreased 52.4%, while local volume increased 16.6%.

1. **Automotive.** National network volume rose 51.2%. Advertising on regional networks amounted to \$4,191 as against no advertising in 1936. National non-network volume declined 35.9% and local volume 7.4%.

2. **Gasoline and accessories.** National network volume rose 22.1% and national non-network business 14.0%. Advertising on regional networks declined 14.7% in volume, while local advertising dropped 3.6%.

3. **Clothing.** While national network volume declined 22.7%, regional network volume more than tripled, national non-network volume rose 47.4%, and local advertising increased 15.6%.

4. **Drugs and pharmaceuticals.** National network volume rose 26.9%, regional network volume 15.1%, and national non-network business 2.7%. Local business declined 15.2%.

5. **Toilet goods.** National network advertising rose 9.3%, regional network volume 3.1%, and national non-network business 46.8%. Local advertising volume remained at approximately the same level.

6. **Foodstuffs.** Advertising increased in volume in all portions of the medium as follows: national networks 40.0%, regional networks 13.5%, national non-network 76.6%, and local 34.9%.

7. **Beverages.** Volume declined 11.5% in both the national and regional network fields. National non-network volume rose 177.8% and local volume 16.2%.

8. **Confectionery.** National network volume rose 6.5%, national non-network business 32.6%, and local advertising 18.4%. Regional network business alone showed a decrease, declining 54.4%.

9. **Household equipment.** Advertising in the national network field rose 236.2%. Regional network volume declined 48.0%. National non-network and local advertising rose 16.9% and 21.5%, respectively.

10. **Soaps and kitchen supplies.** National network volume rose 64.2% and national non-network volume 141.3%. Regional network business declined 37.7% and local business 2.1%.

11. **Insurance and financial.** National network business rose 71.9%, while regional network business increased more than sixfold. Local business increased 22.1%. National non-network volume declined 7.4%.

12. **Radios.** National network volume rose 76.7%. Regional network business amounted to \$1,328 in 1936, while there was not any business in 1937. National non-network business decreased 61.9%. Local volume rose 44.6%.

13. **Department and general stores.** In the regional network field, advertising amounted to \$800 as against \$2,730 in 1936. National non-network business rose 10.2% and local business 34.5%.

14. **Tobacco products.** Marked increases in all portions of the medium as follows: national networks 41.3%, regional networks 55.6%, national non-network 191.4%, and local 51.3%.

15. **Miscellaneous.** National network and regional network volume declined 33.7% and 15.8%, respectively. National non-network business rose 76.5% and local advertising 32.5%.

RETAIL BROADCAST ADVERTISING

Total retail broadcast advertising over individual stations increased 21.4% over the level registered for the first half of last year. All groups registered increases with the exception of the automotive, gasoline and accessories, beauty parlor and grocery store advertising groups. Beauty parlor advertising declined 19.5%, grocery store advertising 35.6%, automotive advertising 10.3%, and gasoline station and accessory store advertising less than 1.0%.

The most significant increases were as follows: clothing and apparel shops 18.4%, drug stores 15.6%, restaurants 40.0%, household equipment dealers 49.4%, furniture stores 24.1%, hardware stores 58.8%, radio retailers 54.3%, and department stores 32.0%.

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

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

Type of Sponsoring Business	Gross Time Sales First Half	
	1936	1937
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$760,600	\$682,020
Gasoline stations, garages, etc.....	259,000	256,450
Clothing and apparel shops.....	1,475,040	1,747,240
Drugs and toilet goods:		
Drug stores.....	104,645	121,030
Beauty parlors.....	55,500	44,630
Food products:		
Grocery stores, meat markets, etc..	398,610	256,570
Restaurants and eating places.....	127,080	177,920
Beverage retailers.....	22,810	27,520
Confectionery stores.....	17,430	44,150
Household goods:		
Household equipment dealers.....	325,530	486,460
Furniture stores.....	575,360	714,250
Hardware stores.....	110,190	175,050
Radio retailers.....	69,990	108,000
Department and general stores.....	881,881	1,164,430
Tobacco shops.....	3,090	
Miscellaneous.....	555,140	967,280
Total.....	\$5,741,896	\$6,973,000

BROADCAST ADVERTISING IN JUNE HIGHLIGHTS OF THE MONTH

Total broadcast advertising during the month of June amounted to \$10,611,913, a decline of 6.2% from the volume recorded for last month. This decline, a usual seasonal tendency, was much less than the usual downward summer trend. Declines were general throughout the broadcast field, all portions of the medium declining at approximately the same rate. Gross time sales for the month were 34.0% ahead of the level of last June. National non-network volume showed the greatest gain of any portion of the medium, rising 44.2%. National network volume rose 39.5%, regional network volume 21.0%, and local advertising 13.5%.

Although all major media declined in advertising volume as against May, radio broadcasting declined to the least extent. Radio gross time sales declined 6.2%, while national magazine volume dropped 18.0%, national farm papers 13.1%, and newspaper lineage 6.9%. Radio also showed the greatest increase in advertising volume as compared to last June.

Non-network advertising for the month declined 7.2% compared to May but showed a 28.6% gain in volume over last June. Local station volume showed the only gain over last month. While all sizes of stations increased

their gross time sales over June 1936, the greatest gain occurred in the clear channel and high-powered regional station group. Among the geographical districts of the country the Pacific and Mountain Area alone showed a gain as compared to last month, while the New England-Middle Atlantic Area continued to show the greatest gains in volume as compared to corresponding periods of last year.

All types of rendition, with the exception of records, showed declines in volume in both the national non-network and local fields as compared to last month. Live talent registered the most important gains in both the national non-network and local fields as compared to last June.

The principal gains over last month occurred in the following groups: national network clothing and financial, regional network beverage and toilet goods, national non-network automotive and financial, and local toilet goods and soap and kitchen supplies. Retail broadcast advertising over individual stations amounted to \$1,260,370, a decline of 5.4% from the volume recorded in May but 20.0% greater than that of June 1936.

TOTAL BROADCAST ADVERTISING

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

TABLE I
TOTAL BROADCAST ADVERTISING

Class of Business	1937 Gross Time Sales		
	May	June	Cumulative Jan.-June
National networks....	\$5,875,531	\$5,554,987	\$35,564,039
Regional networks....	137,734	128,126	669,293
National non-network.	2,962,200	2,716,000	16,528,100
Local.....	2,349,700	2,212,800	12,665,000
Total.....	\$11,325,165	\$10,611,913	\$65,426,432

Total broadcast advertising volume declined 6.2% from the level of last month. Declines were general over the entire medium, national network volume declining 5.4%, regional network volume 6.9%, national non-network business 8.3%, and local advertising 5.8%.

Broadcast advertising for the month showed a 34.0% gain over the volume recorded for last June. National non-network volume continued to show the greatest gains over corresponding periods of last year, rising 44.2% in volume. National network volume rose 39.5%, regional network volume 21.0%, and local business 13.5%.

COMPARISON WITH OTHER MEDIA

All major media showed declines in advertising volume as compared to last month. Radio broadcasting, however, declined only 6.2%, while national magazine volume dropped 18.0%, national farm paper volume 13.1%, and newspaper lineage 6.9%.

Compared to June of last year, all major media showed increases in advertising volume, with radio again leading the field. National magazine volume increased 18.7%, national farm paper volume 13.7%, and newspaper lineage less than 1.0%.

Advertising volume by major media is shown in Table II.

TABLE II
ADVERTISING BY MAJOR MEDIA

Advertising Medium	1937 Gross Time and Space Sales		
	May	June	Cumulative Jan.-June
Radio broadcasting...	\$11,325,165	\$10,611,913	\$65,426,432
National magazines ¹ ..	17,863,997	14,640,608	86,922,900
National farm papers ¹ .	686,534	596,243	4,238,891
Newspapers ²	52,138,000	48,531,000	283,725,000
Total.....	\$82,013,696	\$74,379,764	\$440,313,223

¹ Publishers' Information Bureau.

² Estimated.

NON-NETWORK ADVERTISING

Total non-network advertising declined 7.2% as compared to May. Local station volume alone showed an increase in advertising volume, rising 3.7%. Non-network advertising over clear channel and high-powered regional stations declined 8.9%, while non-network gross time sales over regional stations decreased 8.8% in volume.

All sizes of stations experienced marked gains when compared to June of the preceding year. Non-network advertising over clear channel and high-powered regional stations showed a gain of 33.3%. Regional station volume rose 24.6% and local station volume 27.6%. Total non-network advertising rose 28.6% in volume over last June.

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

TABLE III
NON-NETWORK ADVERTISING BY POWER OF STATION

Power of Station	1937 Gross Time Sales		
	May	June	Cumulative Jan.-June
Over 1,000 watts.....	\$2,261,000	\$2,058,200	\$12,437,300
250-1,000 watts.....	2,335,500	2,128,500	12,815,800
100 watts.....	715,400	742,100	3,940,000
Total.....	\$5,311,900	\$4,928,800	\$29,193,100

Non-network advertising in the Pacific and Mountain Area alone showed an increase in volume as against last month, rising 3.5%. Advertising volume in the New England-Middle Atlantic Area declined 6.4%, in the South Atlantic-South Central Area 5.7%, and in the North Central Area 13.1%.

The New England-Middle Atlantic Area continued to show the greatest gains in volume as compared to corresponding periods of last year. Non-network advertising increased 54.1% in this region as compared to last June. South Atlantic-South Central non-network advertising

rose 30.6%, North Central non-network advertising 19.9%, and Pacific and Mountain advertising 15.7%.

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

TABLE IV
NON-NETWORK ADVERTISING BY
GEOGRAPHICAL DISTRICTS

1937 Gross Time Sales

<i>Geographical District</i>	<i>May</i>	<i>June</i>	<i>Cumulative Jan.-June</i>
New England-Middle Atlantic Area.....	\$1,382,800	\$1,293,400	\$7,516,100
South Atlantic-South Central Area.....	1,010,500	952,800	5,612,600
North Central Area...	2,035,200	1,767,900	10,892,800
Pacific and Mountain Area.....	883,400	914,700	5,171,600
Total.....	\$5,311,900	\$4,928,800	\$29,193,100

NON-NETWORK ADVERTISING BY TYPE OF RENDITION

Among the various types of rendition, only records showed a gain in volume compared to last month. Total

record volume increased 16.2% over May, while total transcription volume declined 8.9%, live talent 5.7%, and announcements 10.1%. However, as against last June all types showed increases in volume. Total transcriptions rose 23.4%, live talent 38.8%, records 20.4%, and announcements 15.6%.

In the local field, transcriptions declined 1.7%, live talent 7.7%, and announcements 4.8% compared to May. Record volume increased 2.4%. As compared to last June, transcriptions rose 3.9%, live talent 20.8%, records 12.3%, and announcements 6.5%.

In the national non-network field, transcription volume declined 10.6%, live talent volume 3.8%, and announcements 17.9% as against last month. Records tripled in volume. Live talent showed the most important gain in the national non-network field as compared to last June in rising 59.9% in volume. Transcriptions rose 29.8%, records 81.1%, and announcements 35.1%.

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

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

1937 Gross Time Sales

<i>Type of Rendition</i>	<i>National Non-network</i>		<i>Local</i>		<i>Total</i>		<i>Cumulative Jan.-June</i>
	<i>May</i>	<i>June</i>	<i>May</i>	<i>June</i>	<i>May</i>	<i>June</i>	
Electrical transcriptions.....	\$1,075,100	\$960,900	\$256,900	\$252,500	\$1,332,000	\$1,213,400	\$7,121,380
Live talent programs.....	1,376,400	1,323,000	1,272,800	1,174,000	2,649,200	2,497,000	14,593,890
Records.....	5,800	17,800	80,200	82,200	86,000	100,000	529,410
Announcements.....	504,900	414,300	739,800	704,100	1,244,700	1,118,400	6,948,420
Total.....	\$2,962,200	\$2,716,000	\$2,349,700	\$2,212,800	\$5,311,900	\$4,928,800	\$29,193,100

SPONSOR TRENDS IN JUNE

Declines were general in the national network field as compared with last month. Clothing and financial advertising showed the only gains of importance, while automotive and household equipment advertising showed the most marked declines. In the other portions of the medium, national non-network automotive, regional network and local toilet goods, regional network beverage volume, local soap and kitchen supplies, and national non-network financial advertising showed the most pronounced increases. Regional network household goods, national non-network and local confectionery volume, and national non-network and local radio set advertising declined to the greatest extent.

Compared to the preceding June, increases were fairly general, with the following outstanding gains: national network household equipment, financial and tobacco advertising; regional network toilet goods, soap and kitchen supplies and financial advertising; national non-network clothing, foodstuffs and tobacco advertising; and local tobacco and department store advertising.

Broadcast advertising by major sponsor groups is found in Table VI.

Details as to trends in the various product and service groups sponsoring radio advertising are as follows:

1a. **Amusements.** National non-network business two and one-half times as great as last month. Local volume up 6.2%. Compared to last June, national non-network down 49.1% and local business up 17.1%.

1. **Automotive.** National network volume declined 19.6% from May. Regional network volume amounted to \$3,651. National non-network and local advertising rose 18.6% and 11.8%, respectively. Compared to last June, national network volume up 41.7%, while national non-network and local advertising declined 9.2% and 11.5%, respectively.

2. **Gasoline and accessories.** National network volume declined 11.3% from the May level. Regional network volume rose 6.7%, national non-network business 10.3%, and local advertising 15.7%. As against last June, national network volume rose 47.1%, national non-network business 41.3%, and local advertising 8.4%. Regional network advertising declined 40.5%.

3. **Clothing.** National network advertising 23.9% over May and national non-network advertising up 6.2%. Regional network and local volume declined 22.0% and

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

<i>Type of Sponsoring Business</i>	<i>Gross Time Sales</i>				<i>Total</i>
	<i>National Networks</i>	<i>Regional Networks</i>	<i>National Non-network</i>	<i>Local</i>	
1a. Amusements.....			\$6,360	\$59,260	\$65,620
1-2. Automobiles and accessories:					
(1) Automobiles.....	428,208	\$3,651	209,860	143,540	785,259
(2) Accessories, gas and oil.....	476,180	11,961	208,870	96,880	793,891
3. Clothing and apparel.....	32,268	712	82,070	243,820	358,870
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals.....	462,065	11,371	263,110	48,220	784,766
(5) Toilet goods.....	1,029,554	5,868	122,270	27,560	1,185,252
6-8. Food products:					
(6) Foodstuffs.....	1,115,717	34,156	697,870	362,660	2,210,403
(7) Beverages.....	287,288	10,568	153,670	124,600	581,126
(8) Confections.....	105,228	250	25,130	4,820	135,428
9-10. Household goods:					
(9) Household equipment and furnishings.....	118,244	2,022	62,680	250,260	433,206
(10) Soap and kitchen supplies.....	560,084	8,554	203,330	9,110	781,078
11. Insurance and financial.....	71,450	7,509	26,910	93,760	199,629
12. Radios.....	111,197		1,990	19,020	132,207
13. Retail establishments.....			4,340	191,710	196,050
14. Tobacco products.....	615,807	20,800	209,300	15,700	861,607
15. Miscellaneous.....	141,697	10,704	433,240	521,880	1,107,521
Total.....	\$5,554,987	\$128,126	\$2,716,000	\$2,212,800	\$10,611,913

14.5%, respectively. Gains over last June as follows: national networks 24.5%, national non-network 114.8%, and local 1.9%.

4. *Drugs and pharmaceuticals.* Decreases from May level as follows: national networks 1.0%, regional networks 19.8%, national non-network 12.5%, and local 20.0%. As against last June, national network volume increased 43.3% and regional network volume 38.1%. National non-network volume declined 9.4% and local advertising dropped 10.7%.

5. *Toilet goods.* Gains over May as follows: national networks 1.2%, national non-network 6.2%, and local 31.2%. Regional network volume more than tripled. Increases over last June as follows: national networks 38.4%, national non-network 57.6%, and local 33.3%. Regional network volume more than tripled.

6. *Foodstuffs.* Compared to last month, national network volume declined 8.4%, regional network volume 17.6%, and national non-network business 11.3%. Local advertising rose 11.0%. Gains over June 1936 as follows: national networks 41.4%, regional networks 25.4%, national non-network 72.4%, and local 28.3%.

7. *Beverages.* Regional network volume 35.9% ahead of last month. National network volume declined 4.3%, national non-network 2.3%, and local advertising 12.6%. Compared to last June, national non-network volume tripled. National network volume declined 8.3%, regional network volume 32.8%, and local advertising 17.5%.

8. *Confectionery.* Compared to May, national network volume declined 4.7%, national non-network business 40.3%, and local volume 64.2%. Regional network volume increased 25.0%. As against last June, national network volume rose 46.1% and national non-network

volume 41.4%. Local advertising declined 14.9% from the level of June 1936.

9. *Household equipment.* Declines from preceding month as follows: national networks 30.9%, regional networks 43.4%, national non-network 54.4%, and local 12.7%. Compared to the preceding June, national network volume tripled. Regional network volume dropped 50.9%, and national non-network business 2.7%. Local advertising rose 14.4%.

10. *Soaps and kitchen supplies.* National network volume 6.1% greater than during May. Regional network and national non-network business down 30.9% and 15.7%, respectively. Local advertising rose 29.0%. As against the preceding June, national network volume rose 67.4% and regional network volume more than tripled. National non-network business rose 7.7% and local advertising remained the same.

11. *Insurance and financial.* National network volume rose 17.0% over May. Regional network volume declined 6.3% and local advertising 10.3%. National non-network volume increased 34.1%. Gains over last June as follows: national networks 82.9%, national non-network 61.1%, and local 11.6%. Regional network advertising increased materially.

12. *Radios.* Declines from May levels as follows: national networks 8.2%, national non-network 63.8%, and local 24.1%. Compared to last June, national network volume increased 7.5% and local volume 57.1%. National non-network business declined 79.3%.

13. *Department and general stores.* Compared to May, national non-network and local advertising declined 36.1% and 2.9%, respectively. As against last June, national non-network volume rose 53.9% and local advertising 16.4%.

14. *Tobacco products.* National network volume dropped 0.8% and regional network volume 2.8% as compared to May. National non-network volume rose 11.6% and local advertising 10.8%. Gains over last June as follows: national networks 56.5% and local 42.8%. Both regional network and national non-network volume more than doubled.

15. *Miscellaneous.* Declines from preceding month as follows: national networks 13.3%, regional networks 23.1%, national non-network 14.9%, and local 12.6%. Compared to last June, national network volume and regional network volume declined 22.1% and 25.4%, respectively. National non-network advertising rose 77.6% and local advertising 32.7%.

RETAIL BROADCAST ADVERTISING

Retail broadcast advertising over individual stations during the month of June declined 5.4% from the volume recorded for May but remained 20.0% ahead of June 1936. All groups, except the automotive, gasoline and accessory, beauty parlor and the miscellaneous groups, showed declines as against last month. Only the automotive and grocery store groups failed to show a gain as compared to the preceding June.

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

TABLE VII
RETAIL BROADCAST ADVERTISING OVER
INDIVIDUAL STATIONS

<i>Type of Sponsoring Business</i>	<i>1937 Gross Time Sales May</i>	<i>June</i>
Automobiles and accessories:		
Automobile agencies and used car dealers.....	\$131,890	\$145,720
Gasoline stations, garages, etc....	46,060	76,070
Clothing and apparel shops.....	302,950	258,120
Drugs and toilet goods:		
Drug stores.....	32,950	23,230
Beauty parlors.....	7,000	9,900
Food products:		
Grocery stores, meat markets, etc..	39,260	38,720
Restaurants and eating places....	36,090	34,260
Beverage retailers.....	7,620	2,830
Confectionery stores.....	12,270	3,350
Household goods:		
Household equipment dealers.....	123,530	94,840
Furniture stores.....	133,380	121,530
Hardware stores.....	43,910	37,750
Radio retailers.....	25,450	19,420
Department and general stores....	204,400	196,040
Tobacco shops.....		
Miscellaneous.....	186,420	198,590
Total.....	\$1,333,180	\$1,260,370

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. 3198. Unfair methods of competition in connection with the sale of silverware and earthenware or chinaware are alleged in a complaint issued against **Matthew A. Willis**, 419-427 Lumber Exchange Building, **Minneapolis**, trading as **Rogers Redemption Bureau**.

Willis is said to market his silverware by selling to merchants gift cards, in minimum lots of 10,000, which he redeems in such wares when they are returned by customers of the merchants distributing the cards.

In certain contracts which merchants sign, the complaint alleges, appear the words "Wm. A. Rogers Silverware" and "Wm. A. Rogers, Ltd.," while the gift cards bear the advertisement of the merchant and the words "Wm. A. Rogers silverware to our customers".

It is charged that use of these words is false and misleading in that prospective purchasers are led into the erroneous belief that Rogers Redemption Bureau is connected with Oneida Ltd., manufacturer of the genuine Wm. A. Rogers silverware. According to the complaint, no such connection exists, except that the respondent purchases Oneida, Ltd., products through a jobber.

Among other representations which the respondent allegedly makes, and which the complaint charges are false, are that a 26-piece set of silverware is furnished free to every merchant purchasing the minimum quantity of cards; that merchants will be refunded the money paid for gift cards when a certain number has been redeemed, and that customers of such merchants will receive articles of silverware without any additional cost upon sending to the respondent a designated number of cards for redemption.

No. 3199. Use of unfair methods of competition in the sale of mattresses is alleged in a complaint issued against **Abraham and Benjamin Solm**, trading as **Solm Bros.**, 1320 Roosevelt Road, **Chicago**.

It is charged that the respondents manufacture mattresses from materials obtained from old, second-hand, and discarded mattresses, and from other sources. Such mattresses, the complaint alleges, are covered by the respondents with new material and have the appearance of being new, but are not labeled or marked to indicate that they are made from old, used, and secondhand materials.

No. 3200. Misrepresentation of the character and quality of wrist watch buckles is alleged in a complaint issued against **Algren Manufacturing Company, Inc.**, 8 Washington Place, **New York**.

Buckles sold by the respondent company to jobbers and retailers, and resold to the purchasing public, allegedly are branded "Gold-Filled", when, the complaint charges, they do not contain a layer or coating of gold of such substantial thickness as to be properly and accurately represented or designated as "Gold-Filled".

No. 3201. **Chenille Corporation of America**, 3945 North Western Ave., **Chicago**, is named respondent in a complaint charging use of unfair methods of competition in connection with the interstate sale of rugs.

The respondent company allegedly represents to retail store customers that its rugs are hand-hooked or hand-made, and pursuant to such representations certain stores also advertise the rugs as being hand-hooked and hand-made, using such assertions as "Every rug is a work of art, hand-hooked, requiring hours and hours to produce."

According to the complaint, the respondent company's rugs are not made by hand so as to be properly represented and designated as hand-hooked, hand-made, or as hooked rugs, but are produced by machine and are of lower cost than rugs which actually are hand-made or hand-hooked.

No. 3202. In a complaint, **Fee & Stemwedel, Inc.**, 4949 Pulaski Road, **Chicago**, is charged with representing that certain weather-indicating instruments it sells in interstate commerce are manufactured in the United States, when such is not a fact.

The respondent company, it is alleged, assembles various models of weather-indicating instruments, some being a combination of thermometer, hygrometer and barometer, and others being merely barometers. According to the complaint, the complete barometer mechanism, to which the respondent company adds a dial and indicator, is enclosed in a case bearing the words "Made in U. S. A. by Fee & Stemwedel, Inc., Chi."

No. 3203. A complaint alleging use of certain unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act has been issued against **Joy Package Company, Inc.**, 37 East 12th St., **New York**, engaged in the sale and distribution of candy.

Representations made by the respondent company in advertising literature and by its agents allegedly are to the effect that it con-

trols and operates factories and manufactures the merchandise in which it deals. According to the complaint, the respondent company is not a manufacturer but only purchases and repacks the candy and other merchandise which it sells.

No. 3204. Misrepresentation of the merit of certain life preservers is alleged in a complaint issued against **Acme Products Company, 152 Brewery St., New Haven, Conn.**

Certain of the respondent company's life preservers, of the cushion type, allegedly are branded as follows: "Guaranteed to comply with the rules and regulations of the Steamboat Inspection Service; allowing cushions as life preservers on pleasure boats."

Rules and regulations of the United States Steamboat Inspection Service are that a life preserver must be capable of sustaining afloat for a continuous period of 24 hours a weight so arranged as to provide a continuous downward gravitation pull of 20 pounds.

Stipulations

The Commission has entered in the following stipulations:

No. 01835. **D. Borovitz, 1612 Summit Lake Blvd., Akron, Ohio, trading as Puritan Laboratories,** will stop representing that Kwik-Silver is a preparation which will plate pure silver on silver articles, that it contains no injurious ingredients, and that the plating is permanent. The respondent also will eliminate the word "Laboratories" from his trade name, and cease making unmodified representations of earnings in excess of the average earnings achieved by his active, full-time salesmen or dealers under normal business conditions.

No. 01836. **The House of Gurney, Inc., Yankton, S. Dak.,** engaged in selling baby chickens, agreed to discontinue advertising that it owns or controls a hatchery, incubators, a chick nursery, or laying flocks which supply eggs for hatching purposes.

No. 01837. **Howard D. and Robert B. Blackburn, 316 College St., Dayton, Ohio,** operating under the firm name of The Sulfex Company, stipulated that they will cease advertising that Sulfex, said to contain sulphur as one of its ingredients, is a competent treatment or an effective remedy for pimples, acne, or any other skin condition, unless such representation is limited to those conditions which actually are relieved by the use of the preparation. The respondent also will cease representing that every physician approves Sulfex, and that lack of sulphur in the diet will "wreck" a complexion and cause certain skin ailments.

No. 01838. False and misleading representations in advertising Silvercote Insulation Fabric will be discontinued by **Silvercote Products, Inc., 161 East Erie St., Chicago,** under a stipulation.

The respondent company will refrain from advertising that its product represents 100 per cent more insulation value than other insulating materials and that one layer of Silvercote Fabric equals the efficiency of two commercial thicknesses of ordinary insulation board.

No. 01839. **Sego Milk Products Company, 159 West First South St., Salt Lake City,** stipulated that it will cease advertising that Sego milk will prevent rickets, unless this representation is limited to indicate that it will prevent rickets only when the product is used by normal babies; that it will insure alertness, vigor, or physical fitness in infants, and that its vitamin D content is "the same as sun's rays".

No. 01840. **Quisenberry-Hobbs Company, Third and Washington Streets, Kansas City, Kans.,** selling Gold Bond Chick Starter Feed, agreed to stop representing that such product will cause chicks to grow quicker and make chickens lay earlier than any other feed; that it supplies every need for bones, body, health or quick maturity; that through use of the feed the egg yield will be doubled, and that no other feed will produce equal results.

No. 01841. **Pictorial Statues of America, Inc., Janesville, Wis.,** has entered into a stipulation to discontinue false and misleading advertising in connection with the sale of photographs which it designates as statues.

The respondent corporation will cease representing that its photographs are statues or statuettes unless qualified by the word "pictorial" or other words of like import, or that they are fade-proof and everlasting.

No. 01842. Trading as **The Nu Lac Yeaston Company, Mrs. W. J. Johnson and M. J. Maystadt, Jefferson, Iowa,** have entered into a stipulation to cease making false and misleading representations in advertising certain poultry and livestock feeds which they sell in interstate commerce. Their feeds are known as Nu Lac for Cattle, Horses and Sheep, Special Necro Treatment, and Nu Lac Poultry Mixture.

No. 2030. **Charles Mostow, 2333 Chicago Ave., Chicago,** trading as **Majestic Electric Supply Company,** has entered into a stipulation to discontinue certain unfair methods of competition in the interstate sale of radio sets branded with the name "Majesco".

The respondent agreed to stop using as a trade name or brand for radio sets the word "Majesco", or any other simulation of the name "Majestic", so as to imply that such sets are made by Grigsby-Grunow Company, the original manufacturer of Majestic sets, or by its successor in business, Majestic Radio and Television Corporation of Chicago, when such is not a fact.

No. 2032. **City of Paris, Ltd., 878 Broadway, New York City,** selling toilet powders and perfumes, will discontinue the use in its corporate name of the word "City" printed in script so as to simulate the word "Coty," thus tending to cause customers to believe that its products are those of a competitor, Les Parfums Coty. The company also stipulated that it will desist from use of the words "London," "Sydney," and "Paris" in any manner so as to imply that it has offices or business connections in those foreign cities named, and from use of the word "Paris" in its corporate name, or otherwise, implying that its products are of French origin, when such are not the facts.

Cease and Desist Orders

The Commission has issued the following cease and desist orders:

Nos. 2417-2446. Orders to cease and desist from representing that they are distillers of spirituous beverages, when such is not a fact, have been entered against two **Chicago** corporations, **Lionel Distilled Products, Inc., 1919-1927 West Pershing Road,** and **Paramount Distilling Corporation, 512 South Peoria St.**

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

No. 2667. An order to cease and desist from the use of certain methods of unfair competition in the interstate sale of radio sets, pen and pencil sets, cameras and similar merchandise has been entered against **J. K. Levy, alias J. K. Lee and David Levy,** both of 130 North Wells St., **Chicago,** trading as **Levore Company,** or otherwise.

Selling or otherwise disposing of merchandise by the use of punch, push or pull cards, or by means of any device involving the use of a lottery scheme or game of chance, is ordered discontinued. The respondents are prohibited from shipping to their agents or to members of the public lottery devices, through the use of which such persons are enabled to sell the respondent's merchandise.

No. 2748. **Arpaul Company, Inc., 333 West 52nd St., New York,** has been ordered to cease and desist from certain unfair methods of competition in connection with the sale of Ortosan, recommended as a facial treatment preparation.

Prohibited by the order are representations that the product is five creams in one and the most highly praised skin cream in the world, having the endorsements of leading medical authorities and beauty specialists; and that its use will restore youthful contours to the face, chin and neck, erase wrinkles and blemishes, banish large pores and fine lines, and immediately produce a fresh, healthy skin.

No. 2887. Trading as **Everlast Suit Case & Bag Co., 130 West Bleeker St., New York, Israel Zaveloff and Harry Bernstein** have been ordered to cease and desist from misbranding certain leather luggage they sell in interstate commerce.

The respondents are ordered to discontinue representing, through use of the words "Genuine Leather" or "Leather," or any other words of similar import and effect, stamped on labels or on the luggage itself, that luggage manufactured in whole or in part from the underlayers or flesh side of the hide, known as split leather, is made from the outside layer of the hide.

No. 2889. Misbranding of certain leather luggage sold in interstate commerce is prohibited under an order entered against **Mutual Brief Case Company, 133-135 Kossuth St., Newark, N. J.**

Findings are that the two general types of leather employed in the manufacture of luggage are top grain leather and split leather, and that the purchasing public generally has a pronounced preference for leather goods manufactured from the former type.

Nos. 3180-3181. Orders to cease and desist from the use of lottery schemes to promote the sale of merchandise have been entered against two Chicago dealers, **E. I. Donahue**, trading as **Donahue Advertising Company**, 407 South Dearborn St., and **Carlton, Inc.**, trading as **Carlton Sales Company**, 17 North Wabash Ave., Chicago.

The orders direct the respondents to discontinue selling or otherwise disposing of merchandise by the use of push cards or similar devices, and to stop shipping such devices so prepared and printed as to enable others to sell merchandise by the use thereof. The respondents are further prohibited from disposing of merchandise free of charge or at varying prices, depending upon lot or chance.

FEDERAL COMMUNICATIONS COMMISSION ACTION

No hearings are scheduled at the Commission in broadcast cases during the week beginning August 23.

The Broadcast Division has taken the following action:

APPLICATIONS GRANTED

WISN—Hearst Radio, Inc., Milwaukee, Wis.—Granted C. P. to move former main transmitter to the present location of the main transmitter and operate as an auxiliary transmitter.

WRGA—Rome Broadcasting Corp., Rome, Ga.—Granted C. P. to make changes in equipment.

WTOC—Savannah Broadcasting Co., Inc., Savannah, Ga.—Granted C. P. to make changes in antenna, install new equipment and increase day power from 1 KW to 5 KW; 1260 kc., unlimited time.

KVOX—Robert K. Herbst, Moorhead, Minn.—Granted modification of C. P., approving transmitter site at 14th St. and 12th Ave. So., Moorhead; studio at 722 Center Ave., Moorhead; change type of equipment; increase daytime power to 250 watts, and increase hours of operation to unlimited time.

WHAS—The Louisville Times Co., Louisville, Ky.—Granted modification of C. P. to extend completion date from September 5 to December 5, 1937.

National Broadcasting Co., Inc., New York City—Granted extension of authority to transmit programs to Canadian stations CFCF and CRCT and the Canadian Radio Broadcasting Commission.

Columbia Broadcasting System, Inc., New York City—Granted extension of authority to transmit programs to Canadian Stations CFRB and CKAC and to stations of Canadian Broadcasting Corp.

National Broadcasting Co., Inc., New York City—Granted 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.

WIP—Penna. Broadcasting Co., Philadelphia, Pa.—Granted extension of special temporary authority to operate with 1 KW power for the period, September 1, 1937 to March 1, 1938.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted authority to install new automatic frequency control equipment.

WFEA—New Hampshire Broadcasting Co., Manchester, N. H.—Granted authority to determine operating power by direct measurement of antenna power.

WJBO—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—Granted license to cover C. P.; 1120 kc., 500 watts, unlimited time except from 8 to 9 p. m., CST, Mondays.

KGLO—Mason City Globe Gazette Co., Mason City, Ia.—Granted license to cover C. P. as modified; 1210 kc., 100 watts night, 250 watts day, unlimited time.

WIND—Johnson Kennedy Radio Corp., Gary, Ind.—Granted license to cover C. P.; 560 kc., 1 KW night, 5 KW day, unlimited time, employing directional antenna.

WPRA—Puerto Rico Advertising Co., Mayaguez, P. R.—Granted license to cover C. P. as modified; 1370 kc., 100 watts night, 250 watts day, specified hours.

KSUB—Harold Johnson & Leland M. Perry, d/b as Johnson & Perry, Cedar City, Utah.—Granted license to cover C. P.; 1310 kc., 100 watts, unlimited time.

WASJ—City of New York, Dept. of Plant & Structures—Mobile—Granted license to cover C. P.; frequencies 1622, 2058, 2150 and 2790 kc., 40 watts.

WCKY—L. B. Wilson, Covington, Ky.—Granted license to cover C. P.; 1490 kc., 10 KW, unlimited time.

WGTM—H. W. Wilson & Ben Farmer, Wilson, N. C.—Granted license to cover C. P. as modified; 1310 kc., 100 watts, daytime only.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted license to cover C. P. as modified; 780 kc., 1 KW, employing directional antenna nighttime for emergency purposes only.

WRDW—Augusta Broadcasting Co., Augusta, Ga.—Granted license to cover C. P. as modified; 1500 kc., 100 watts night, 250 watts day, unlimited.

KOCA—Oil Capital Broadcasting Assn., James G. Ulmer, Pres., Kilgore, Tex.—Granted license to cover C. P.; 1210 kc., 100 watts night, 250 watts day, unlimited.

KTKC—Tulare-Kings Counties Radio Assn., Visalia, Cal.—Granted license to cover C. P. as modified; 1190 kc., 250 watts, daytime only.

WHTT—The Hartford Times, Inc., Hartford, Conn.—Granted license to cover C. P. as modified; 1200 kc., 100 watts, unlimited time.

WFLA-WSUN—Clearwater Chamber of Commerce, Clearwater, Fla.—Granted modification of license to sever the license now issued to joint licensees in order to form two separate stations under the call letters WFLA and WSUN to operate specified hours as follows: WFLA—Unlimited Monday, Wednesday and Friday, share with WSUN Sunday. WSUN—Unlimited Tuesday, Thursday and Saturday, share with WFLA Sunday; 620 kc., 1 KW night, using directional antenna, 5 KW day. Also granted voluntary assignment of license of WFLA to Florida West Coast Broadcasting Co., Inc.

NEW—Charleston Broadcasting Co., Mobile—Granted C. P. for low frequency relay broadcast station; frequencies 1622, 2058, 2150 and 2790 kc., 40 watts.

NEW—Columbia Broadcastng System, Inc., Portable-Mobile—Granted C. P. for new relay high frequency broadcast station; frequencies 39700, 39900, 40800 and 41400 kc., on experimental basis, 5 watts.

NEW—Columbia Broadcasting System, Inc., Portable-Mobile—Granted C. P. for new relay high frequency broadcast station; frequencies 39700, 39900, 40800 and 41400 kc., on experimental basis, 55 watts.

NEW—Columbia Broadcasting System, Inc., Portable-Mobile—Granted C. P. for new high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 15 watts.

NEW—KLZ Broadcasting Co., Mobile—Granted C. P. for new high frequency relay broadcast station; frequencies 31100, 34600, 37600 and 40600 kc., 1 watt.

NEW—Tri-State Broadcasting Co., Inc., Portable-Mobile—Same except 3 watts power.

NEW—The Yankee Network, Inc., Vicinity of Boston—Granted C. P. for high frequency broadcast experimental station; frequency 41200 kc.; 50 KW, unlimited time. Special emission.

NEW—The Yankee Network, Inc., Boston—Granted C. P. for experimental relay broadcast station; frequencies 130000, 135000, 140000 and 145000 kc., 250 watts.

W8XOA—WJW, Inc., Mobile—Granted C. P. to make changes in equipment and increase power from 20 to 40 watts; also granted license to cover same.

W3XPF—Farnsworth Television, Inc., Springfield, Pa.—Granted modification of C. P., extending completion date from September 5 to November 5, 1937.

W2XMN—Edwin H. Armstrong, New York City—Granted modification of C. P., extending commencement date to December 15, 1937 and completion date to 6 months thereafter.

W8XNU—The Crosley Radio Corp., Cincinnati, Ohio—Granted modification of C. P., authorizing changes in equipment; increase in power from 200 watts to 1 KW; extend commencement date to within 30 days after granting and completion date to 120 days thereafter.

NEW—National Broadcasting Co., Inc., Portable (New York vicinity)—Granted C. P. and license for new station, frequency 83500 kc., on experimental basis, 1 KW night-day, unlimited, according Rule 983(a).

NEW—National Broadcasting Co., Inc., Portable (New York vicinity)—Granted C. P. and license for new station, frequency 150000 kc., on experimental basis, 500 watts night-day, unlimited, according Rule 983(a).

SET FOR HEARING

NEW—Hollenbeck Heights Christian Church, Los Angeles.—C. P. for new station, 1170 kc., 100 watts night and day, limited time.

NEW—Shirley D. Parker, Yakima, Wash.—C. P. for new station, 1310 kc., 100 watts night, 250 watts day, unlimited time, transmitter and studio sites and type of antenna to be determined.

NEW—Times Printing Co., Chattanooga, Tenn.—C. P. for new station, 1120 kc., 500 watts night, 1 KW day, unlimited time, employing directional antenna system day and night.

NEW—Gila Broadcasting Co., Safford, Ariz.—C. P. for new station, 1420 kc., 100 watts night, 250 watts day, unlimited.

NEW—WWPO, Inc., Pittsburgh, Pa.—C. P. for new station, 1120 kc., 250 watts, unlimited time, employing directional antenna system for day and night use.

NEW—Chas. F. Engle, Natchez, Miss.—C. P. for new station, 1210 kc., 100 watts night, 250 watts day, unlimited time, transmitter and studio sites to be approved.

NEW—Burl Vance Hedrick, Salisbury, N. C.—C. P. for new station, 1340 kc., 1 KW, daytime only.

NEW—Northwestern Broadcasting Co., Vernon, Tex.—C. P. for new station, 1500 kc., 100 watts, unlimited.

NEW—J. F. Rodgers, Harlingen, Tex.—C. P. for new station, 1370 kc., 100 watts night, 250 watts day, unlimited time, exact transmitter and studio sites to be determined with Commission's approval.

NEW—Floyd A. Parton, San Jose, Calif.—C. P. (already in hearing docket) amended to request 1170 kc., 250 watts, daytime only, exact transmitter site to be determined with Commission's approval.

NEW—Richland Broadcasting Co., Mansfield, Ohio.—C. P. (already in hearing docket) amended to request 1370 kc., 100 watts, daytime only, exact transmitter and studio sites and type of antenna to be determined with Commission's approval.

WJSV—Columbia Broadcasting System, Inc., Washington, D. C.—C. P. to change transmitter site approximately 14.7 miles, from Mt. Vernon Highway near Potomac Yards, 1½ miles north of center of Alexandria, to 0.4 of a mile due east of Wheaton Four Corners, Wheaton, Md., install new equipment and directional antenna system for day and nighttime use, and increase power from 10 to 50 KW.

KSTP—National Battery Broadcasting Co., St. Paul, Minn.—C. P. to install new equipment and directional antenna system for day and nighttime operation, and increase power from 10 KW night, 25 KW day, to 50 KW unlimited time.

KFBI—The Farmers & Bankers Broadcasting Corp., Abilene, Kans.—C. P. to move station to Wichita, Kans., and install new equipment and vertical radiator. Exact transmitter and studio sites to be determined with Commission approval.

WGAR—The WGAR Broadcasting Co., Cleveland, Ohio.—C. P. (already in hearing docket), amended to request installation of new equipment and directional antenna for nighttime use and increase in power from 500 watts night, 1 KW day to 1 KW night, 5 KW day, using directional antenna for nighttime use.

WMFJ—W. Wright Esch, Daytona Beach, Fla.—Modification of C. P. to change transmitter site to N. Ridgewood Ave., Fort Grange, Fla., install new equipment and vertical radiator, change frequency from 1420 kc. to 1240 kc., and increase power from 100 watts to 1 KW.

KRRV—Red River Valley Broadcasting Corp., Sherman, Tex.—C. P. to install new equipment, change frequency from 1310 kc. to 1450 kc., and increase power and time of operation from 250 watts, daytime only, to 500 watts, unlimited time; request contingent upon granting of KTBS's application for change in frequency.

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—C. P. to change frequency from 1450 kc. to 620 kc. and install directional antenna system for day and night operation.

WKBZ—Karl L. Ashbacker, Muskegon, Mich.—Modification of license to change frequency from 1500 kc. to 1200 kc.

KVEC—Christina M. Jacobson, tr/as The Valley Electric Co., San Luis Obispo, Calif.—Modification of license to change power from 100 watts night, 250 watts day and time of operation to unlimited.

KFDM—Sabine Broadcasting Co., Inc., Beaumont, Tex.—Voluntary assignment of license to Beaumont Broadcasting Corp.; 560 kc., 500 watts night, 1 KW day, unlimited time.

RENEWAL OF LICENSES

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

KFDY, Brookings, S. Dak.; KFEL, Denver, Colo.; KFKA, Greeley, Colo.; KFNF, Shenandoah, Iowa; KFPY, Spokane, Wash.; KFRC, San Francisco and auxiliary; KFRU, Columbia, Mo.; KFSD, San Diego; KFYZ, Bismarck, N. Dak.; KGFX, Pierre, S. Dak.; KGHL, Billings, Mont.; KGKO, Wichita Falls, Texas; KGW, Portland, Ore.; KHJ and auxiliary, Los Angeles; KLX, Oakland, Calif.; KOAC, Corvallis, Ore.; KPOF, N. Denver; KPRC, Houston, Texas; KSAC, Manhattan, Kans.; KSFD, San Francisco; KTAR, Phoenix, Ariz.; KTSA, San Antonio, Texas; KWTO, Springfield, Mo.; WAAF, Chicago; WBAA, W. Lafayette, Ind.; WBEN, Buffalo, N. Y., and auxiliary; WCAO and auxiliary, Baltimore, Md.; WCOC, Meridian, Miss.; WDBO, Orlando, Fla.; WEAN, Providence, R. I.; WEEI, Boston; WFIL, Philadelphia and auxiliary; WGBF, Evansville, Ind.; WGR, Buffalo, N. Y.; WGST, Atlanta, Ga.; WHJB, Greensburg, Pa.; WIBW, Topeka, Kans.; WICC, Bridgeport, Conn.; WILL, Urbana, Ill.; WIND, Gary, Ind.; WIS, Columbia, S. C.; WJAY, Cleveland; WKBN, Youngstown, Ohio; WKRC, Cincinnati; WKZO, Kalamazoo, Mich.; WLBZ, Bangor, Maine; WMAL and auxiliary, Washington, D. C.; WMCA, New York City and auxiliary; WNAX, Yankton, S. Dak.; WOSU, Columbus, Ohio; WOW, Omaha; WPHR, Petersburg, Va.; WPRO, Providence, R. I.; WQAN and auxiliary, Scranton, Pa.; WSPA, Spartanburg, S. C.; WSUI, Iowa City, Iowa; WSYR-WSYU, Syracuse, N. Y.; WWNC, Asheville, N. C.

KARK—Ark. Radio & Eqpt. Co., Little Rock, Ark.—Granted renewal of license on a temporary basis only subject to whatever action may be taken upon pending application for renewal.

KFUO—Evangelical Lutheran Synod of Mo., etc., Clayton, Mo.—Granted renewal of license on a temporary basis only subject to whatever action may be taken upon pending application for renewal.

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Granted renewal of license on a temporary basis subject to whatever action may be taken upon application for renewal and upon application of station KFUE.

WDEV—Chas. B. Adams, Adm. of Harry C. Whitehill Estate and Executor of Mary M. Whitehill Estate, Waterbury, Vermont.—Granted renewal of license on a temporary basis only, subject to whatever action may be taken upon application for renewal of license and upon application of WBZA.

ORAL ARGUMENTS GRANTED

The Commission granted oral arguments in the following cases: Ex. Rep. 1-405, Monterey Peninsula Broadcasting Co., Del Monte, Cal., and Salinas Newspapers, Inc., Salinas, Cal., to be held October 21, 1937.

On October 28, 1937, the following: Ex. Rep. 1-432, The Bend Bulletin, Bend, Ore.; Ex. Rep. 1-435, West Texas Broadcasting Co., Wichita Broadcasting Co. and Faith Broadcasting Co., Wichita Falls, Tex.; KFPL, Dublin, Tex., and WFTX Inc., Wichita Falls. Ex. Rep. 1-439, Chase S. Osborn, Jr., Fresno, Cal.; Ex. Rep. 1-441, Waterloo Times-Tribune Publishing Co., Waterloo, Iowa.

On November 4, 1937, the following: Ex. Rep. 1-442, Schuylkill Broadcasting Co., Pottsville, Pa., and Pottsville News & Radio Corp.; Ex. Rep. 1-444, William W. Ottaway, Port Huron, Mich.; Ex. Rep. 1-449, W. E. Whitmore, Hobbs, N. Mex.; Ex. Rep. 1-451, Royal Miller (KROY), Sacramento, Cal.

On November 18, 1937, the following: Ex. Rep. 1-452, The Pulitzer Publishing Co. (KSD), St. Louis, Mo., and KFUE, Clayton, Mo.; Ex. Rep. 1-453, Pacific Radio Corp. (KOOS), Marshfield, Ore.; Ex. Rep. 1-454, T. E. Kirksey, Waco, Tex.; Ex. Rep. 1-460, Broadcasting Service Organization, Inc., Boston (WROL).

SPECIAL AUTHORIZATIONS

W2XDG—National Broadcasting Co., Inc., New York City—Granted special temporary authority to operate on 38.65 megacycles until definite allocations are made in ultra-high frequency bands, for a period not to exceed 30 days.

W9XVP-W9XVQ—Minn. Broadcasting Corp., Minneapolis, Minn.—Granted extension of special temporary authority to operate two mobile high frequency relay broadcast transmitters, RCA Model ATR, on frequencies 31100, 34600, 37600, 40600 kes., power of 1 watt, for period August 1 to September 16, for relay broadcast of Minn. State Fair, for rebroadcast over WTCN.

WEST—Asso. Broadcasters, Inc., Easton, Pa.—Granted extension of special temporary authority to operate simultaneously with WKBO from 10 to 11 a. m. and from 5 to 6 p. m., EST, for period, August 23 to September 21, inclusive, due to adoption of Daylight Saving Time in Easton.

KFOX—Nichols & Warriner, Inc., Long Beach, Cal.—Granted special temporary authority to operate a 200 watt test transmitter between the hours of 12 midnight and 6 a. m., PST, in order to make filed strength tests from new transmitter site, on 1250 kc., for period not exceeding 30 days.

KMO—KMO, Inc., Tacoma, Wash.—Granted special temporary authority to rebroadcast program descriptive of an anti-aircraft bombardment from a U. S. Army plane at Fort Lewis, Wash., between 9 and 10:30 p. m., on August 22, 1937.

KPRC—Houston Printing Corp., Houston, Texas.—Granted extension of special temporary authority to operate with power of 5 KW night, for period, August 22 to September 20, 1937.

KUSD—Univ. of So. Dak., Vermillion, S. Dak.—Granted special temporary authority to remain silent from 3 a. m., EST, September 1 to September 13, 1937, inclusive, during summer vacation.

WAXB-WAXC—Alford J. Williams, Pittsburgh, Pa.—Granted extension of special temporary authority to operate RCA Type H., aircraft transmitter, 5 watts power on board NR-1050 on frequencies 1646, 2090, 2190 and 2820 kc., as a relay broadcast station, for period September 1 to September 30, 1937, for testing and transmission of program communication service between plane and portable unit RCA Type AVT-7 on ground in connection with flight demonstrations and Jr. Aviator activities at various locations over the United States.

KFRO—Voice of Longview, Texas, Longview, Texas.—Granted special temporary authority to operate from local sunset (6:30 p. m.) to 9 p. m., CST, using power of 100 watts on Sundays, September 5, 12, 19 and 26, 1937, in order to broadcast church services of the Kelly Memorial Methodist Church, Longview, Texas.

KGEK—Elmer C. Boehler, Sterling, Colo.—Granted special temporary authority to operate from 2 p. m. to 2:30 p. m., MST, Sunday, September 19, and from 12:15 to 1 p. m., MST, September 26, in order to broadcast Special Religious programs.

WTCN—Minn. Broadcasting Corp., Minneapolis, Minn.—Granted special temporary authority to operate from 7 to 7:30 p. m., CST, Friday, September 24, 1937 (provided WLB remains silent) in order to permit WTCN to schedule the NBC Robert Ripley program.

WLB—Univ. of Minnesota, Minneapolis, Minn.—Granted special temporary authority to operate from 8 to 8:30 p. m., CST, (Provided WTCN remains silent).

KGGF—Powell & Platz, Coffeyville, Kans.—Granted special temporary authority to operate from 8:15 to 9:15 p. m., CST, September 1, 8, 15, 22, 29 and from 7:15 to 9:15 p. m., CST, September 2, 7, 9, 14, 16, 21, 23, 28 and 30, 1937 (provided WNAD remains silent), in order that KGGF may broadcast during time WNAD is silent for summer vacation of Okla. Univ.)

WNAD—Univ. of Oklahoma, Norman, Okla.—To remain silent on the above dates in order to observe summer vacation.

WCAL—St. Olaf College, Northfield, Minn.—Granted extension of special temporary authority to operate from 2 to 3 p. m., CST, the following Sundays, September 5, 12 and 19 (provided WTCN remains silent), in order to continue to schedule NBC programs with the commencement of daylight saving time in New York.

WTCN—Minnesota Broadcasting Corp. Minneapolis, Minn.—Granted extension of special temporary authority to operate from 3 to 4 p. m., CST, the following Sundays, September 5, 12 and 19, in order to continue to schedule NBC programs with the commencement of daylight saving time in New York (provided WCAL remains silent).

Out West Broadcasting Co., Colorado Springs, Colo.—Granted special temporary authority to operate a relay broadcast transmitter on frequencies 1622, 2058, 2150 and 2790 kc.; 40 watts, for relaying programs of Pike's Peak Auto Races and the Will Rogers Rodeo from Polo Field, Broadmoor, Colo., September 6, to be rebroadcast over station KFOR.

KOOS—Pacific Radio Corp., Marshfield, Ore.—Granted special temporary authority to remain silent on Monday, September 6, in order to give staff benefits of holiday.

APPLICATIONS RETIRED TO FILES

Frank Ryan, Detroit, Mich.—Special temporary authority to transmit to CKLW program of ceremonies in connection with the arrival of Archbishop Mooney in Detroit, Monday, Evening, August 2, at 7:10 p. m. for approximately 45 minutes.

Dr. A. H. Schermann.—Application for C. P. to construct a new relay station retired to closed files inasmuch as further extension of time or for a license has not been filed.

Radio Service Corp. of Utah.—Application for C. P. requesting authority to construct a new relay broadcast station was retired to closed files for want of prosecution.

Intermountain Broadcasting Corp.—Application for authority to construct a new relay broadcast experimental station was retired to the closed files for want of prosecution.

APPLICATIONS DISMISSED

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

WKEU—Radio Station WKEU, Griffin, Ga.—1310 kc., 100 watts, 100 watts LS, unlimited time.

NEW—WDSU, Inc., New Orleans, La.—1500 kc., 100 watts, 250 watts LS, unlimited time.

WFBR—The Baltimore Radio Show, Inc., Baltimore, Md.—1270 kc., 5 KW, 5 KW LS, unlimited time.

NEW—Hearst Radio, Inc., Albany, N. Y.—1240 kc., 1 KW, 1 KW LS, unlimited time.

KGA—Louis Wasmer, Spokane, Wash.—950 kc., 1 KW, 5 KW LS, unlimited time.

NEW—WKY Radiophone Co., Oklahoma City, Okla.—C. P. for experimental relay broadcast station.

WBNO—The Coliseum Place Baptist Church, New Orleans—Voluntary assignment of license to WBNO, Inc.

NEW—Carolinas Radio, Inc., Charlotte, N. C.—C. P.; 880 kc., 1 KW, unlimited time.

WCMI—Ashland Broadcasting Co., Inc., Ashland, Ky.—C. P.; 1120 kc., 250 watts night, 1 KW LS, unlimited time, install new transmitter and make antenna changes.

NEW—Evening News Press, Inc., Port Angeles, Wash.—C. P.; 1400 kc., 250 watts, unlimited time.

WDZ—WDZ Broadcasting Co., Tuscola, Ill.—C. P. to move to Decatur, Ill.

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

NEW—A. I. Beard, Jasper, Ala.—1500 kc., 100 watts, 100 watts LS, unlimited time.

MISCELLANEOUS

W. E. Whitmore, Hobbs, N. Mex.—Denied motion to strike exceptions to Ex. Rept. 1-449 involving application for new station to operate on 1500 kc., 100 watts, daytime only. Docket 4174.

NEW—Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich.—Granted motion for extension of time within which to file exceptions to Ex. Rept. 1-461.

NEW—Old Colony Broadcasting Corp., Lawrence, Mass.—Denied petition requesting extension of effective date of Commission's decision on the applications of Hildreth & Rogers Co. (Docket 3940) and Old Colony Broadcasting Corp. (Docket 4056.)

WAVE—WAVE, Inc., Louisville, Ky.—Granted petition to intervene in the hearing of application of WCRC, New Albany, Ind., for C. P. to change frequency from 1370 to 880 kc., and increase hours from daytime to unlimited. (Docket 4654.)

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Granted petition to intervene in the hearing on the application of G. Bruce McConnell for C. P. to erect a new station at Indianapolis, to operate on frequency 1500 with 100 watts night, 250 watt-LS, specified hours. (Docket 4618.)

WFBM—Indianapolis Power & Light Co., Indianapolis, Ind.—Granted petition to intervene in the hearing on the application of G. Bruce McConnell for C. P. to erect a new station at Indianapolis, to operate on frequency 1500 with 100 watts night, 250 watt-LS, specified hours. (Docket 4618.)

WSBT—South Bend Tribune, South Bend, Ind.—Granted petition to intervene in the hearing on application of Walker & Chapin, Oshkosh, Wis., for C. P. to operate a new station on 1010 kc., with power of 250 watts, unlimited time. (Docket 4588.)

WTCC—Savannah Broadcasting Co., Inc., Savannah, Ga.—Granted petition to intervene in the hearing on the application of Seaboard Broadcasting Corp. for C. P., to erect a new station at Savannah, to operate on frequency 1310 kc., 100 watts night, 250 watts LS, unlimited time. (Docket 4625.)

WOW—Woodman of the World Life Ins. Co., Omaha, Neb.—Granted petition to intervene in the hearing of the application of The Great Western Broadcasting Co. for C. P., to erect a new station at Omaha, to operate on frequency of 1420 kc., with 100 watts, unlimited time. (Docket 4641)

WTAQ—WHBY, Inc., Green Bay, Wis.—Granted petition to intervene in the hearing on the application of Walker & Chapin for C. P. to erect a new station at Oshkosh, Wis., 1010 kc., 250 watts, unlimited time. (Docket 4588)

NEW—Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich.—Granted motion for extension of time within which to file exceptions to Ex. Rept. 1-461.

NEW—Old Colony Broadcasting Corp., Lawrence, Mass.—Denied petition requesting extension of effective date of Commission's decision on the applications of Hildreth & Rogers Co. (Docket 3940) and Old Colony Broadcasting Corp. (Docket 4056).

WAVE—WAVE, Inc., Louisville, Ky.—Granted petition to intervene in the hearing of application of WCRC, New Albany, Ind., for C. P. to change frequency from 1370 to 880 kc., and increase hours from daytime to unlimited. (Docket 4654)

WIRE—Indianapolis Broadcasting Inc., Indianapolis, Ind.—Granted petition to intervene in the hearing on the application of G. Bruce McConnell for C. P. to erect a new station at Indianapolis, to operate on frequency 1500 kc., with 100 watts night, 250 watts LS, specified hours. (Docket 4618)

WFBM—Indianapolis Power & Light Co., Indianapolis, Ind.—Granted petition to intervene same as above.

WSBT—South Bend Tribune, South Bend, Ind.—Granted petition to intervene in the hearing on application of Walker & Chapin, Oshkosh, Wis., for C. P. to operate a new station on 1010 kc., with power of 250 watts, unlimited time. (Docket 4588)

WTCC—Savannah Broadcasting Co., Inc., Savannah, Ga.—Granted petition to intervene in the hearing on the application of Seaboard Broadcasting Corp. for C. P. to erect a new station at Savannah, to operate on frequency of 1310 kc., 100 watts night, 250 watts LS, unlimited time. (Docket 4625)

WOW—Woodman of the World Life Ins. Co., Omaha, Neb.—Granted petition to intervene in the hearing of the application of The Great Western Broadcasting Co. for C. P. to erect a new station at Omaha, to operate on frequency of 1420 kc., with 100 watts, unlimited time. (Docket 4641)

WTAQ—WHBY, Inc., Green Bay, Wis.—Granted petition to intervene in the hearing on the application of Walker & Chapin for C. P. to erect a new station at Oshkosh, Wis., 1010 kc., 250 watts unlimited time. (Docket 4588)

WIBG—Seaboard Radio Broadcasting Corp., Glenside, Pa.—Denied petition to reconsider and grant without a hearing application to install vertical antenna transmitter and increase power from 100 watts daytime to 5 KW-LS at Chicago.

KGBW—Black Hills Broadcast Co., Rapid City, S. Dak.—Denied petition of applicant to reconsider and grant without a hearing application for voluntary assignment of license.

NEW—T. E. Kirksey, Waco, Tex.—Denied applicant's petition to remand for further hearing application for C. P. to use 930 kc., 250 watts, 500 watts LS, unlimited time.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Denied request for authority to use the following station identification announcement: "This is WHBF, Rock Island, Moline, and Davenport".

NEW—United Theatres, Inc., San Juan, P. R.—Granted petition to postpone hearing on application for C. P. to operate on 570 kc., with 1 KW power, unlimited, from September 17 to September 24, 1937.

KOY—Salt River Valley Broadcasting Co., Phoenix, Ariz.—Granted petition to accept answer in the matter of the hearing on application of Arkansas Broadcasting Co., Little Rock, Arkansas, for C. P. to install directional antenna and increase power from 2½ KW-LS to 5 KW-LS, in which case applicant is respondent.

NEW—Jules J. Rubens.—Granted petition to waive Rule 104.6(b) and accept respondent's answer in the matter of the proceeding on application of Evanston Broadcasting Co. for C. P. to erect a new station at Evanston, Ill., to operate on 1020 kc., 250 watts, daytime only (Docket 4509).

KRKD—Radio Broadcasters, Inc., Los Angeles, Cal.—Denied petition of Frank P. Doherty, transferer, for dismissal without prejudice of application of Radio Broadcasters, Inc. (KRKD) for authority to transfer control; and, the Commission, on

the basis of the sworn statements in the petition, acted on its own motion and dismissed the application with prejudice.

WKBB—Sanders Bros. Radio Station, E. Dubuque, Ill.—Denied request to furnish applicants with certain documents submitted by Examining, Engineering and Law Departments relative to application of Telegraph-Herald, Dubuque, Iowa, for C. P. to use frequency 1340 kc., 500 watts, daytime hours.

Gross & Shields, Saginaw, Mich.—Granted extension of time within which to file application for approval of transmitter site from July 18, 1937, to 60 days after disposition of the Saginaw Broadcasting Company's appeal now pending in U. S. Court of Appeals.

WBNO—Coliseum Place Baptist Church, New Orleans, La.—Granted in part petition for authority to move transmitter and studio sites locally, install new antenna and equipment (authority to change frequency from 1200 kc. to 1420 kc. and increase power and hours of operation to 100 watts night, 200 watts day, unlimited time, to remain in Dockets for hearing).

NEW—Chase Osborn, Jr., Fresno, Calif.—Denied petition for rehearing under Sec. 405, before the full Commission, upon application of George Harm for a new station at Fresno, Calif. (Docket 3944) to operate on 1310 kc., 100 watts, unlimited time, which was granted by the Commission July 2, 1937.

WKBB—Sanders Bros. Radio Station, E. Dubuque, Ill.—Denied petition for extension of effective date of Commission's decision upon the application of Telegraph-Herald for a new station at Dubuque, Iowa, to operate on 1340 kc., 500 watts, daytime only, which was granted July 2, 1937.

NEW—E. Anthony & Sons, Inc., Pawtucket, R. I.—Denied petition for rehearing on application for C. P. to erect a new station to operate on 1200 kc., 100 watts night, 250 watts LS, unlimited.

NEW—Garrett Telephone Co., Garrett, Ind.—Denied petition of Company for rehearing before the Commission, and entered its order in re Docket 3344, effective October 1, 1937.

NEW—Voice of Greenville, Greenville, Tex.—Dismissed petition of Voice of Greenville and the Southland Industries, Inc., for rehearing in the matter of the application of Hunt Broadcasting Assn. for new station at Greenville, Tex., to use 1200 kc., 100 watts, daytime only (Docket 3242), which was granted by the Commission on May 18, 1937, and was carried to the Court of Appeals of D. C. by the Southland Industries, Inc., on August 2, 1937.

EXAMINERS' REPORTS RELEASED SINCE JULY 30, 1937

NEW—Ex. Rep. 1-470: WRBC, Inc., Cleveland, Ohio.—Examiner M. H. Dalberg recommended denial of application for new station to operate on 880 kc., 1 KW, unlimited time.

KWTN—Ex. Rep. 1-471: Greater Kampeska Radio Corp., Watertown, S. Dak.—Examiner Tyler Berry recommended grant of renewal of license for KWTN but denial of C. P. to change frequency from 1210 kc. to 1340 kc., 100 watts, unlimited time to 250 watts night, 500 watts day, unlimited time.

KGDY—Voice of So. Dakota, Huron, S. Dak.—Examiner Berry recommended grant of renewal of license but denial of C. P. to change frequency from 1340 to 1210 kc., 250 watts, daytime operation to 100 watts night, 250 watts day, unlimited, make changes in equipment, install a vertical antenna and move transmitter and studios.

KGDY—Dr. Finn Koren, Robert J. Dean and M. W. Plowman, Transferers; Greater Kampeska Radio Corp., Transferee, Huron, S. Dak.—Examiner Berry recommended grant of application for authority to transfer control of KGDY to the Greater Kampeska Radio Corp.

WEAN—Ex. Rep. 1-472: The Yankee Network, Inc., Providence, R. I.—Examiner John P. Bramhall recommended grant of C. P. to increase power from 1 KW night and day, to 1 KW night, 5 KW-LS.

NEW—Ex. Rep. 1-473: Roberts McNab Co., Bozeman, Mont.—Examiner M. H. Dalberg recommended grant of C. P. to operate a station on 1420 kc., 100 watts night, 250 watts LS, unlimited time.

NEW—Gallatin Radio Forum, Bozeman, Mont.—Examiner Dalberg recommended denial of C. P. to erect a new station to operate on 1420 kc., 250 watts, daytime.

NEW—Ex. Rep. 1-474: J. K. Patrick & Co., Athens, Ga.—Examiner Geo. H. Hill recommended grant of C. P. for new

- station to operate on 1310 kc., 100 watts, 250 watts LS, unlimited time.
- NEW—Ex. Rep. 1-475: Press-Union Publ. Co., Atlantic City, N. J.—Examiner John P. Bramhall recommended grant of C. P. to erect a new station to operate on 1200 kc., 100 watts, 250 watts LS, unlimited time.
- NEW—Ex. Rep. 1-476: Summit Radio Corp., Akron, Ohio.—Examiner John P. Bramhall recommended grant of application for C. P. for new station to operate on 1530 kc., 1 KW, unlimited time.

RATIFICATIONS

The Commission ratified the following actions taken on the dates shown:

- KTKC—Tulare Kings Counties Radio Assn., Visalia, Calif.—Granted extension program test period 30 days from August 16, 1937.
- WGTM—H. W. Wilson & Ben Farmer, Wilson, N. C.—Granted same as above except from August 18.
- WPRA—Puerto Rico Adv. Co., Mayaguez, P. R.—Granted same as above except from August 18.
- WRDW—Augusta Broadcasting Co., Augusta, Ga.—Same except 30 days from August 10.
- WTHT—The Hartford Times, Inc., Hartford, Conn.—Same except 30 days from August 18.
- WLAW—Hildreth & Rogers Co., Lawrence, Mass.—Granted special temporary authority to operate a crystal controlled 100 watt transmitter on 680 kc., in vicinity of Lawrence, during daytime hours, for period August 15 to September 13, 1937.
- WSAL—Frank M. Stearns, Salisbury, Md.—Granted special temporary authority to operate a 40 watt C. W. test transmitter, master oscillator control, between 1 and 6 a. m. EST for period August 16 to September 14, 1937, in order to determine transmitter site.
- W9XXC—Rock Island Broadcasting Co., Rock Island, Ill.—Granted special temporary authority to operate a Barr transceiver, as relay broadcast station on frequency 49800 kc., for the period August 16 to Aug. 21, to relay broadcast program from Miss. Valley Fair Grounds to be rebroadcast over WHBF.
- WIRE—Ind. Broadcasting Inc., Indianapolis, Ind.—Granted special temporary authority to operate a 75 watt test transmitter on 1400 kc., between hours 1 and 6 a. m., for period not to exceed 2 weeks.
- KFNF—KFNF, Inc., Shenandoah, Iowa.—Granted special temporary authority to rebroadcast over KFNF the Naval Observatory Arlington Time Signals at 11 a. m. CST daily, except Sunday, for period ending no later than August 31, 1937.
- KGW—Oregonian Publishing Co., Portland, Ore.—Granted authority to determine operating power by direct measurement of antenna input in compliance with Rule 137.
- WCBS—WCBS, Inc., Springfield, Ill.—Granted special temporary authority to operate from 10 to 12 p. m. CST, for period August 14 to August 20, 1937, in order to broadcast Illinois State Fair.
- KUMA—Albert H. Scherman, Yuma, Ariz.—Granted special temporary authority to remain silent for period not to exceed 10 days pending filing and action on C. P. to move transmitter.

Denied motion of Continental Radio Co., for a 30-day extension of the effective date of decision upon application of Continental Radio Co. Docket 3301; Community Broadcasting Co., Docket 2667, and WALR Broadcasting Corp., Docket 2486.

APPLICATIONS RECEIVED

First Zone

- 610 WGAN—Portland Broadcasting System, Inc., Portland, Ore.—Authority to transfer control of corporation from Estate of George W. Martin to Lloyd C. Greene and Wm. N. Campbell, 251 shares common stock (84 shares to L. C. Greene, 167 shares to W. N. Campbell).
- 1040 WESG—Cornell University, Ithaca, N. Y.—Modification of license to change frequency from 1040 kc. to 850 kc. and hours of operation from 6 a. m. to sunset at Hot Springs to 6 a. m. to sunset at New Orleans, La.
- 1200 WIBX—WIBX, Inc., Utica, N. Y.—License to cover construction permit (B1-P-1426) as modified for new equipment, change in power, and move of transmitter.

- WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—License 1210 to cover construction permit (B1-P-1570) for new antenna and move of transmitter.
- WFAB—Fifth Avenue Broadcasting Corp., New York, N. Y.—1300 Voluntary assignment of license from Fifth Avenue Broadcasting Corp. to Debs Memorial Radio Fund, Inc.
- WBX—WBX Broadcasting Co., Inc., New York, N. Y.—Construction permit to install a new transmitter and directional antenna for day and night use, increase power from 1 KW to 5 KW, and move transmitter from 138 Pine St., Cliffside Park, N. J., to near Secaucus, N. J. Amended to change requested power from 5 KW to 1 KW night, 5 KW day.
- WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine.—1420 Authority to make changes in automatic frequency control apparatus.
- NEW—World Wide Broadcasting Corp., New York, N. Y.—Construction permit for a new international station to be operated on 6040, 11790, 15250 kc., 10,000 watts.

Second Zone

- NEW—Kentucky Broadcasting Corp., Louisville, Ky.—Construction permit for a new station to be operated on 1210 kc., 100 watts night, 250 watts day, unlimited time. Amended to change name of applicant from D. E. Kendrick (individual) to Kentucky Broadcasting Corp. (a corporation).
- 1500 WOMI—Owensboro Broadcasting Co., Owensboro, Ky.—Modification of construction permit (B2-P-1013) for a new station, requesting changes in authorized equipment, increase power from 100 watts to 100 watts night, 250 watts day, approval of vertical antenna, approval of transmitter site and change of studio site. Amended to omit request for increase in power.
- W8XXD—The Fort Industry Co., Toledo, Ohio.—Modification of construction permit (B2-PRE-21) for changes in equipment.
- W8XXD—The Fort Industry Co., Toledo, Ohio.—License to cover above.
- WAAJ—The Fort Industry Co., Toledo, Ohio.—Modification of construction permit (B2-PRY-46) for changes in equipment.
- WAAJ—The Fort Industry Co., Toledo, Ohio.—License to cover above.
- NEW—Ashland Broadcasting Co., Ashland, Ky.—Construction permit for a new relay broadcast station to be operated on 31100, 34600, 37600, 40600 kc., 10 watts.

Third Zone

- WCOC—Mississippi Broadcasting Co., Inc., Meridian, Miss.—880 Modification of construction permit (B3-P-1434) as modified for changes in equipment, requesting extension of completion date from 9-10-37 to 11-10-37.
- WGST—Georgia School of Technology, Atlanta, Ga.—Construction permit to use old composite (1 KW) transmitter as an auxiliary transmitter. Amended to make changes in and move transmitter from Third and Cherry Streets to Cheshire Bridge Road and Seaboard Railway, Atlanta, Ga.
- 1040 KRLD—KRLD Radio Corp., Dallas, Tex.—License to cover construction permit (B3-P-1520) for changes in equipment.
- 1200 WAYX—E. F. Sapp and S. F. Sapp, d/b as Waycross Broadcasting Co., Waycross, Ga.—Voluntary assignment of construction permit (B3-P-1682) and license from E. F. Sapp and S. F. Sapp, d/b as Waycross Broadcasting Co., to Jack Williams.
- WMFR—Radio Station WMFR, Inc., High Point, N. C.—Modification of license to change hours of operation from daytime to unlimited time, using 100 watts power.
- WSIX—WSIX, Inc., Nashville, Tenn.—Construction permit to 1210 install a new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.
- WDOD—WDOD Broadcasting Corp., Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna.
- 1310 WSJS—Piedmont Publishing Co., Winston-Salem, N. C.—Construction permit to install new transmitter and directional antenna for night use; change frequency from 1310 kc. to 900 kc.; increase power from 100 watts to 1 KW night, 5 KW day; move transmitter from 416-420 N. Marshall Street, Winston-Salem, N. C., to 1/8 mile west of O. E. Holder homeplace, Oldtown Township, North Carolina.
- WLAK—Lake Region Broadcasting Co., Lakeland, Fla.—Construction permit to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

NEW—Broward Broadcasting Co., Fort Lauderdale, Fla.—Construction permit for a new station to be operated on 1370 ke., 100 watts night, 250 watts day, unlimited time.

KABC—Alamo Broadcasting Co., Inc., San Antonio, Tex.—Authority to transfer control of corporation from Ethel Bowen Barrett, Thurman Barrett, R. E. Willson, Louise Hillje Taylor, Henry Lee Taylor and Harvis H. Hillje to Elliott Roosevelt, 1,000 shares common stock.

KOMA—Hearst Radio, Inc., Oklahoma City, Okla.—Construction permit to install a new transmitter, make changes in antenna and increase power from 5 KW to 10 KW.

WKEU—Radio Station WKEU, Griffin, Ga.—Construction permit to make changes in equipment; install vertical antenna; change frequency from 1500 ke. to 1310 ke., hours of operation from daytime to unlimited, power from 100 watts to 100 watts night, 250 watts day; and move transmitter and studio from Griffin Hotel, W. Solomon St., Griffin, Ga., to Cherry Street and Cotton Avenue, Macon, Ga. Amended to change transmitter site to site to be determined, Macon, Ga.

NEW—James F. Hurley, Jr., Salisbury, N. C.—Construction permit for a new station to be operated on 1500 ke., 100 watts, daytime.

W4XBW—WDOD Broadcasting Corp., Chattanooga, Tenn.—License to cover construction permit (B3-PHB-17) for move of transmitter.

Fourth Zone

NEW—Wm. F. Huffman, Wisconsin Rapids, Wis.—Construction permit for a new station to be operated on 580 ke., 250 watts, unlimited time. To use directional antenna at night.

WJBL—Commodore Broadcasting, Inc., Decatur, Ill.—Construction permit to install a vertical antenna; change frequency from 1200 ke. to 1310 ke., hours of operation from S-WJBC to unlimited; move transmitter from 301 N. Water Street, Decatur, Ill., to Route 48, Decatur, Ill. Requests facilities of WBOW, contingent upon the granting of WBOW's application for change of frequency.

WDWS—The Champaign News-Gazette, Inc., Champaign, Ill.—Construction permit to make changes in equipment; increase power from 100 watts to 100 watts night, 250 watts day; change hours of operation from daytime to unlimited.

NEW—Madison Broadcasting Co., Madison, Wis.—Construction permit for a new station to be operated on 1450 ke., 250 watts, unlimited time. To use directional antenna day and night.

KSAL—R. J. Laubengayer, Salina, Kans.—Authority to determine operating power by direct measurement of antenna.

KIGA—National Battery Broadcasting Co., Minneapolis, Minn.—Construction permit to install a new transmitter and increase power from 7.5 watts to 16 watts.

KIGA—National Battery Broadcasting Co., Minneapolis, Minn.—License to cover above.

NEW—Indianapolis Power & Light Co., Indianapolis, Ind.—Construction permit for a new relay broadcast station to be operated on 31100, 24600, 37600, 40600 ke., 40 watts.

W9XQV—Rockford Broadcasters, Inc., Rockford, Ill.—License to cover construction permit (B4-PRE-77) as modified for a new relay broadcast station.

NEW—National Battery Broadcasting Co., St. Paul, Minn.—Construction permit for a new relay broadcast station to be operated on 1622, 2058, 2150, 2790 ke., 2 watts.

NEW—National Battery Broadcasting Co., St. Paul, Minn.—License to cover above.

NEW—Everett L. Dillard, d/b as Commercial Radio Equipment Co., Kansas City, Mo.—Construction permit for a new high frequency broadcast station to be operated on 31600, 35300, 38600, 41000 ke., 250 watts.

NEW—The Champaign News-Gazette, Inc., Champaign, Ill.—Construction permit for a new relay broadcast station to be operated on 1606, 2022, 2102, 2758 ke., 100 watts.

Fifth Zone

NEW—C. P. Sudweeks, Spokane, Wash.—Construction permit for 950 a new station to be operated on 950 ke., 500 watts night, 1 KW day, unlimited time. Amended to change requested transmitter site from Pleasant Prairie, Wash., to southeast quarter of Sec. 34, Twp. 26, Range 42 East, near Spokane, Wash.

KLAH—Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., Carlsbad, N. Mex.—Voluntary assignment of license from Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., a partnership, to Jack W. Hawkins and Barney Hubbs.

KHUB—Anna Atkinson, Executrix, Watsonville, Calif.—Voluntary assignment of license from Anna Atkinson, Executrix, to John P. Scripps.

KAST—Astoria Broadcasting Co., Astoria, Ore.—Construction permit to make changes in equipment; install vertical antenna; increase power from 100 watts to 100 watts night, 250 watts day; change frequency from 1370 ke. to 1200 ke.; change hours of operation from daytime to unlimited time; and move transmitter from 611 Commercial Street, Astoria, Ore., to site to be determined, Astoria, Ore.

KMED—Mrs. W. J. Virgin, Medford, Ore.—Construction permit to increase power from 250 watts to 1 KW and install new transmitter.

KLBM—Harold M. Finlay and Mrs. Eloise Finlay, La Grande, Ore.—Modification of construction permit (B5-P-1078) for a new station, requesting changes in transmitting equipment, approval of antenna, approval of studio site at 1402 Adams Avenue, La Grande, Ore., and transmitter at State Highway, 1.3 miles from town, La Grande, Ore.

KELA—Central Broadcasting Corp., Centralia-Chehalis, Wash.—Modification of construction permit (B5-P-1477) for a new station, requesting changes in equipment, approval of vertical antenna, and approval of transmitter site between Centralia and Chehalis, Wash., and studio site at Pacific Highway, between Centralia and Chehalis, Wash.

NEW—Tom Olsen, Port Angeles, Wash.—Construction permit for 1500 a new station to be operated on 1500 ke., 250 watts, daytime. Amended to make changes in requested equipment.

NEW—Church of Jesus Christ of Latter Day Saints, near Salt Lake City, Utah.—Construction permit for a new international broadcast station to be operated on 15250, 21460 ke., 50 KW. Amended to add frequency 6020 ke. (daytime but remaining silent at night when interference might be caused to service of DJC, Zeesen, Germany); 9510 ke. (subject to operation only at such times when interference is not caused to service of GSB, Daventry, England), and 11710 ke.