

# The National Association of Broadcasters

NATIONAL PRESS BUILDING \* \* \* \* \* WASHINGTON, D. C.  
 PHILIP G. LOUCKS, Managing Director

## NAB REPORTS

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### JULY BROADCAST ADVERTISING VOLUME

#### First Report of the NAB Statistical Service

A total of \$3,918,441.00 was spent by American business for radio broadcast advertising during July of the current year. This is the first time in the history of the broadcasting business that comprehensive information regarding total broadcast advertising volume has been available, thus filling a long recognized need in the radio field. Information on which July figures are based was collected from national networks and from a carefully selected sample of individual stations, representing every class of broadcasting station and every section of the country.

Response to the NAB inquiries as to volume of business has been splendid on the part of stations which have been asked to cooperate. It is to be regretted that the July report was delayed in preparation by virtue of the great amount of statistical work made necessary by the preparation and submittal of the Code of Fair Competition for the Broadcasting Industry. However, the August report will be available shortly after the close of September. Since the data presented is as of the last day of the month covered by the report, this means that information made available by the service will be no more than thirty days old. It also is planned to extend the number of stations furnishing information during the coming months.

The relative amount of money spent for broadcast advertising over national networks, regional networks and individual stations is found in Table I.

TABLE I

#### RADIO BROADCAST ADVERTISING VOLUME

(July 1933)

<i>Class of Business</i>	<i>Gross Receipts for Month</i>
National network companies.....	\$1,809,473.00
Regional networks .....	16,069.00
Individual stations .....	2,092,899.00
<b>Total .....</b>	<b>\$3,918,441.00</b>

The receipts in the preceding tables, as in this and all following reports, are for the sale of time only, and represent gross sums prior to the subtraction of any discounts.

A comparison of the volume of broadcast advertising with advertising in other major media is found in Table II.

TABLE II

#### ADVERTISING VOLUME MAJOR MEDIA

(July 1933)

<i>Advertising Medium</i>	<i>Gross Receipts for Month</i>
Radio broadcasting .....	\$3,918,441.00
National magazines(1) .....	6,096,540.00
National farm papers.....	236,505.00
Newspapers(2) .....	32,450,000.00
<b>Total .....</b>	<b>\$42,701,486.00</b>

(1) National magazine figures are on the basis of 108 periodicals, the summaries being prepared by Publishers' Information Bureau, Inc., from which national network and farm paper summaries also are secured. The magazine figure represents August monthlies, due to the method used by the Bureau.

(2) Newspaper money expenditures are based upon estimates made by the service.

The volume of non-network broadcast advertising placed over stations of different classes of power and situated in different sections of the country are found in Tables III and IV. Several comments are necessary regarding these tables. In the case of both the power and geographical classifications, the varying number of stations in each class must be borne in mind. In the case of the table showing the receipts of stations of different classes of power, it should be noted that extremely wide variations exist in gross revenues of stations of any given class. These variations are so great as to indicate that there is no general correlation between a station's power and its revenues. The real value of the table is to show the general economic position of certain broad classes of stations as a whole.

TABLE III

#### NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

(July 1933)

<i>Power of Station</i>	<i>Gross Receipts for Month</i>
Over 5,000 watts.....	\$960,795.00
2,500—5,000 watts .....	288,980.00
250—1,000 watts .....	668,535.00
100 watts and under .....	174,589.00
<b>Total .....</b>	<b>\$2,092,899.00</b>

TABLE IV

#### NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

(July 1933)

<i>Geographical District</i>	<i>Gross Receipts for Month</i>
New England—Middle Atlantic Area.....	\$589,655.00
South Atlantic—South Central Area .....	272,031.00
North Central Area .....	712,529.00
Pacific and Mountain Area .....	518,684.00
<b>Total .....</b>	<b>\$2,092,899.00</b>

The relative volume of individual station business accruing from national spot accounts and from local sponsors of broadcast advertising is found in Table V. In this table, national spot business is defined as that which is secured from non-local sponsors, the same basis being employed as in the case of national and local newspaper business.

TABLE V

#### COMPARISON NATIONAL SPOT AND LOCAL BROADCAST ADVERTISING

(July 1933)

<i>Class of Business</i>	<i>Gross Receipts for Month</i>
National spot .....	\$735,543.00
Local .....	1,357,356.00
<b>Total .....</b>	<b>\$2,092,899.00</b>

The relative volume of electrical transcription, live talent, record, and spot announcement business placed during July over individual stations throughout the country is found in Table VI.

**TABLE VI**  
**NON-NETWORK BROADCAST ADVERTISING BY**  
**TYPE OF RENDITION**  
**(July 1933)**

<i>Type of Rendition</i>	<i>Gross Receipts for Month</i>		
	<i>National Spot</i>	<i>Local</i>	<i>Total</i>
Electrical transcriptions	\$240,341.00	\$82,555.00	\$322,896.00
Live talent programs	232,780.00	700,800.00	933,580.00
Records	3,742.00	77,581.00	81,323.00
Spot announcements	258,680.00	496,420.00	755,100.00
<b>Total</b>	<b>\$735,543.00</b>	<b>\$1,357,356.00</b>	<b>\$2,092,899.00</b>

A form of business recently to attain some prominence in the local broadcast advertising field is the so-called participation. By participation is meant a program sponsored jointly by two or more sponsors who pay for it at the regular time rate rather than at the rate for spot announcements, and whose respective pieces of advertising continuity are inserted into the program. The volume of this business is found in Table VII.

**TABLE VII**  
**PARTICIPATIONS OVER INDIVIDUAL STATIONS**  
**(July 1933)**

<i>Type of Rendition</i>	<i>Gross Receipts for Month</i>
Electrical transcriptions	\$110.00
Live Talent	60,610.00
Records	20,220.00
<b>Total</b>	<b>\$80,940.00</b>

The volume of national and regional network and individual station advertising placed by various major industrial and business groups is found in Table VIII.

A few comments should be made as to what is contained within the various classifications and as to the nature of companies actually found in the different industrial groups. Automobile advertising is obvious as to its nature. Gasoline, oil and accessory advertising on networks centers almost exclusively in the two

**TABLE VIII**  
**RADIO BROADCAST ADVERTISING VOLUME BY TYPE OF SPONSORING BUSINESS**  
**(July 1933)**

Type of Sponsoring Business	Gross Receipts			
	National Network	Regional Network	Individual Station	Total
1-2. Automobiles and accessories:				
(1) Automobiles .....	\$96,016.00	—	\$94,294.00	\$190,310.00
(2) Accessories, gasoline and oils.....	245,407.00	\$4,250.00	207,990.00	457,647.00
3. Clothing and apparel .....	8,910.00	1,125.00	143,860.00	153,895.00
4-5. Drugs and toilet goods:				
(4) Drugs and pharmaceuticals .....	154,030.00	1,590.00	194,415.00	350,035.00
(5) Toilet goods.....	305,899.00	—	133,400.00	439,299.00
6-8. Food products:				
(6) Foodstuffs .....	327,344.00	5,790.00	332,540.00	665,674.00
(7) Beverages .....	225,816.00	—	75,758.00	301,574.00
(8) Confections .....	3,488.00	—	29,899.00	33,387.00
9-10. Household goods:				
(9) Household equipment and furniture.....	23,305.00	—	111,580.00	134,885.00
(10) Soap and kitchen supplies.....	63,794.00	2,140.00	48,523.00	114,457.00
11. Insurance and financial.....	79,110.00	—	60,633.00	139,743.00
12. Radios .....	46,717.00	—	13,245.00	59,962.00
13. Retail establishments.....	—	—	187,750.00	187,750.00
14. Tobacco products.....	162,355.00	—	6,377.00	168,732.00
15. Miscellaneous .....	67,282.00	1,174.00	452,635.00	521,091.00
Total advertising volume .....	\$1,809,473.00	\$16,069.30	\$2,092,899.00	\$3,918,441.00

**TABLE IX**  
**NON-NETWORK BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS**

<i>Type of Sponsoring Business</i>	<i>Gross Receipts July, 1933</i>		
	<i>National Spot</i>	<i>Local</i>	<i>Total</i>
1-2. Automobiles and accessories:			
(1) Automobiles	\$47,671.00	\$46,623.00	\$94,294.00
(2) Accessories, gasoline and oil	95,721.00	112,269.00	207,990.00
3. Clothing and apparel	20,350.00	123,510.00	143,860.00
4-5. Drugs and toilet goods:			
(4) Drugs and pharmaceuticals	104,490.00	89,925.00	194,415.00
(5) Toilet goods	114,901.00	18,499.00	133,400.00
6-8. Food products:			
(6) Foodstuffs	119,380.00	213,160.00	332,540.00
(7) Beverages	18,436.00	57,322.00	75,758.00
(8) Confectionery	26,195.00	3,704.00	29,899.00
9-10. Household goods:			
(9) Household equipment and furniture	18,518.00	93,062.00	111,580.00
(10) Soap and kitchen supplies	33,606.00	14,917.00	48,523.00
11. Insurance and financial	10,431.00	50,202.00	60,633.00
12. Radios	642.00	12,603.00	13,245.00
13. Retail establishments	12,450.00	175,300.00	187,750.00
14. Tobacco products	517.00	5,860.00	6,377.00
15. Miscellaneous	112,235.00	340,400.00	452,635.00
<b>Total advertising volume</b>	<b>\$735,543.00</b>	<b>\$1,357,356.00</b>	<b>\$2,092,899.00</b>



former classes of goods. Clothing and apparel not only includes clothing proper, but furs, haberdashery, and similar products. Drugs and pharmaceuticals include all drug products, and proprietary remedies or health products other than articles which are definitely foodstuffs. Beverages include coffee and tea, soft drinks and beer. Confections include the item of chewing gum which is so classified in the national classifications used by other media. Household equipment includes electrical equipment such as wash machines, cleaners and similar articles as well as articles of furniture. Soaps and kitchen supplies are comprised almost entirely of soaps and cleaners. Insurance and financial advertising includes that of banks, loan companies and similar organizations as well as of insurance companies. Retail establishments include only those retail concerns, such as department stores and general stores not concentrating upon any one class of product. All other retail shops have been grouped under the class of commodity which they handle principally. This will be discussed at more length in the interpretation of the national spot and local advertising volume of different products. Tobacco products include all smoking materials.

The composition of the national network classifications require no particular comment. Of greater interest, however, is an analysis of the relative amounts spent on national spot and local broadcast advertising by different industrial groups. This is found in Table IX.

The accessory business of national spot accounts is composed primarily of gasoline and oil advertising, while that of local accounts centers on garages, service and repair shops. Local clothing and apparel business is comprised of clothing stores, fur shops to a considerable degree, women's dress shops, lingerie shops and similar establishments. National spot drug advertising is almost entirely proprietary medicines or health drinks, while local business is concentrated principally in sponsorship of announcements or participations by drugs stores. Local foodstuffs advertising is mainly that of grocery distributors, meat markets and similar retailers. National spot beverage advertising is mainly with regard to coffee and soft drinks, local advertising with respect to beer. Chewing gum is the principal item in national spot confectionery business. Furniture stores are the principal local advertisers in the local household equipment field. Soaps are the leading advertisers in both the national spot and local fields with regard to their classification of product. Savings banks and loan companies loom most important in local financial advertising, and insurance and credit companies in the national spot field.

One item of particular interest has been the *concentration of accounts* in certain fields found on many local stations. It is surprising the number of stations which do not seem to be culling thoroughly the potential market for radio broadcast advertising in their localities. One station, for instance, may have a large number of beauty parlor accounts, and another be particularly successful

with grocers. The former may have overlooked the grocery market and the latter the beauty parlor market. This general trend with regard to all types of advertisers, was one of the most noticeable features of the reports received from stations. It points to the conclusion that it would be profitable for many stations to review their business in an effort to determine whether they were actually covering their potential market for radio broadcast advertising.

Analysis of general trends over a period of time is possible only with respect to network advertising, since the July figures are the first ones to be collected for individual station advertising. The monthly revenues derived from various types of industry by national networks during the current year are found in Table X. A comparison also is made in the table between the monthly totals for 1933 and those of the two previous years.

The general trend with regard to network radio broadcast advertising and advertising over other media is as follows: For July 1933 network advertising was 25% behind that of the same month of the previous year. National magazine advertising in July of this year lagged 11% behind 1932. Encouragement was to be found in the farm paper field where a gain of 6% over last year was experienced. This trend should be duplicated to some extent in broadcasting stations serving the rural field. At least it points to an opportunity for trade promotion. For the first seven months of 1933 national network advertising is behind 1932 by 33%, magazines by 26%, national farm papers by 31% and newspapers by 17%. In the broadcasting field encouragement is to be found in the fact that in June network advertising lagged approximately 31% behind 1932, and 39% in May. July therefore shows a decidedly improved position. National network volume is approximately 15% below the first seven months of 1931.

The decline in national network business seems to be due to general business conditions rather than any competitive situation. The heaviest declines in revenue have been almost without exception in the industries which have felt the depression most severely, or in fields such as tobacco where a fierce price war unfavorably affected advertising expenditures. Encouragement is to be found in a 15% increase in gasoline and oil advertising over networks as compared with 1932.

The usual review of business conditions has been omitted in this month's report in view of the summary of trade development printed in last week's NAB Reports which covers this period. Broadcasters will note with interest the preliminary report of the Federal Reserve Board for August which shows a 16% increase in department store sales as compared with the same month last year. Increases were as follows: Boston, 16%; New York, 9%; Philadelphia, 17%; Cleveland, 42%; Richmond, 22%; Atlanta, 25%; Chicago, 21%; St. Louis, 23%; Minneapolis, 12%; Kansas City, 21%; Dallas, 29%; and San Francisco, 29%.

**TABLE X**  
**NATIONAL NETWORK BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS**  
**(July 1933)**

<i>Type of Sponsoring Business</i>	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Jan.-July Cumulative</i>
1-2. Automobiles and accessories:								
(1) Automobiles .....	\$117,476	\$123,096	\$170,005	\$111,164	\$108,934	\$ 89,716	\$ 96,016	\$799,677
(2) Auto accessories .....	377,800	326,638	326,865	284,024	316,395	261,283	245,407	2,141,522
3. Clothing .....	30,193	36,885	46,593	51,627	52,900	21,993	8,910	251,116
4-5. Drugs and toilet goods:								
(4) Drugs .....	231,562	212,558	260,452	209,116	205,545	195,004	154,030	1,521,600
(5) Toilet goods .....	456,967	431,244	442,052	405,180	367,634	339,589	305,899	2,776,823
6-8. Food products:								
(6) Foodstuffs .....	475,332	451,087	606,784	484,529	448,245	371,253	327,344	3,172,315
(7) Beverages .....	275,404	234,280	249,961	273,217	262,588	250,961	225,816	1,820,349
(8) Confections .....	101,067	89,707	107,599	92,937	19,023	7,266	3,488	421,087
9-10. Household goods:								
(9) Household equipment and furniture .....	32,103	50,182	77,401	43,079	43,765	16,383	23,305	286,218
(10) Soaps and kitchen supplies..	110,472	95,900	116,601	76,626	80,221	71,158	63,794	538,573
11. Insurance and financial .....	84,606	75,529	85,871	82,370	85,870	92,721	79,110	586,077
12. Radios .....	39,160	35,600	57,275	35,600	44,491	44,261	46,717	303,104
13. Retail establishments .....	.....	.....	.....	.....	.....	.....	.....	.....
14. Tobacco products .....	355,549	334,230	364,249	239,278	206,870	241,288	162,355	1,909,289
15. Miscellaneous .....	97,039	100,244	92,422	74,223	51,223	62,319	67,282	537,223
Total advertising volume (1933)	\$2,784,730	\$2,597,180	\$3,004,130	\$2,462,970	\$2,293,704	\$2,065,195	\$1,809,473	\$17,064,973
Total advertising volume (1932)	\$3,984,289	\$3,891,023	\$4,300,833	\$4,004,484	\$3,632,442	\$2,997,296	\$2,416,616	\$25,226,988
Total advertising volume (1931)	\$2,637,000	\$2,591,000	\$3,141,000	\$3,164,000	\$3,036,000	\$2,835,000	\$2,764,000	\$20,168,000



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Vol. 1 - - No. 35  
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### NAB CODE HEARING

Hearings on the code of fair practice for the radio broadcasting industry opened before the NRA with Deputy Administrator Sol A. Rosenblatt presiding. The Deputy Administrator prefaced the hearing of witnesses by announcing that he refused to accept the so-called merit clause of the code which provides for the selection, retention and advancement of employes on the basis of individual merit.

Alfred J. McCosker, president of the National Association of Broadcasters, was the first speaker and stated that his Association includes less than half of the total number of licensed stations. He claimed, however, that this membership does over 81 percent of the industry's total volume of commercial business.

McCosker stated that at the White Sulphur Springs convention of the Association early in October, revision of its by-laws would be made to permit smaller stations to join the Association at a nominal cost. This he expected would bring into the only trade association in the industry most of the present non-member stations.

Of the 586 American broadcasting stations 397 operate simultaneously at night, McCosker said. More than 50 percent of these stations do a total business of \$3,000 a month or less, he said.

John W. Guider, special code counsel for the Association, also expressed the view that broadcasting is a small industry from the economic viewpoint. The general depression, he said, found broadcasting still in its formative state. Since 1927 annual expenditure by advertisers has increased from \$3,832,150 to \$39,106,776. In 1931, expenditures for radio advertising time over both networks and individual stations, totalled more than \$70,000,000, Guider estimated, but added that the only available statistics indicate that the industry as a whole has not as yet operated at a profit.

The complexity of the industry's problems were indicated by the great number of small local stations, where the addition of only one transmitter operator may mean a fifty percent increase in the station's technical staff. The local broadcaster also suffers from a lack of financial reserves and his problem is further complicated by decreased revenues.

Compliance with the proposed code, Guider said, would increase by 765 the 11,000 employes now on a full-time basis in the industry. This does not include radio talent, he added. Guider estimated that total payrolls under the proposed code will be more than double those of 1929 and estimated the total increase at \$1,328,000 a year.

Mrs. Annette R. Bushman, vice president of Allied Productions, Inc., stated that her organization was a new one in the program-production field and pointed out that there were no provisions in the code covering radio talent. She proposed that the code should take cognizance of this condition by an amendment providing minimum rates of pay for actors and musicians.

J. N. Weber, president of the American Federation of Musicians, presented a brief in behalf of musicians and supporting an agreement reached with the NAB committee under which musicians are exempted from the code. He was assured by Deputy Administrator Rosenblatt that this agreement would be taken care of in the code.

Hoyt S. Haddock, president of the American Radio Telegraphists Association, urged that maximum hours in the code should be 36 a week with not more than 8 hours' continuous work in any 24. He also recommended double time for overtime.

Deputy Rosenblatt elicited from Haddock the information that his association comprised 76 paid-up members and that a majority were marine operators. About 18 percent, Haddock said, were in the broadcasting business.

E. H. Rietzke, of the Capitol Radio Engineering Institute, stated that salaries in the proposed code are too low.

T. R. McLean, International Brotherhood of Electrical Workers, stated that the proposed code represents only the business side of the industry. He contended that it is in fact a public utility and is so regarded and regulated in other countries.

McLean recommended the same rates of pay for the smaller stations, with \$40 a week pay for 40 hours work. He claimed that some stations had a workweek of 84 hours. This practice keeps an employe tied to his station for as long as 16 hours a day, he said. McLean asked that the code authority include representatives of both government and labor.

Frank Gillmore, president of the Actors' Equity Association, said that of the 1,869 actors in the radio industry, 1,078 were members of Equity. Gillmore listed as one of the major abuses of the industry the practice of requiring rehearsals and auditions without pay.

Gillmore urged the elimination of free auditions, contending that "this has become a very startling abuse." Sometimes six or more free auditions are given to prospective purchasers of a program, he said. Gillmore also recommended abolition of free appearances on the radio describing these as simply a means of self-exploitation.

Ben F. Goldstein, representing the Chicago Federation of Labor, owner and operator of station WCFL, stated that the code as proposed would prevent increase of employment in the industry and would concentrate monopolistic control under the big networks and their affiliates. WCFL paid its employes \$1.25 an hour, considerably above the average for the industry, Goldstein said.

H. A. Huebner, counsel for the American Record Corporation and Brunswick Record Corporation, asked that it be made an unfair practice to broadcast records without the written consent of the manufacturers of such records. He said that records are being used throughout the United States without adequate compensation to the manufacturer, who sells these records at only a few cents profit and finds they are broadcast indiscriminately. Their constant repetition on broadcasts greatly reduces the sales value of the discs, Huebner said. He attributed the decline in the sales of records to 29 percent of the average a few years ago largely to their being broadcast constantly. On many small stations, records constitute 100 per cent of the programs, he claimed.

Deputy Administrator Rosenblatt asked Huebner, if he had attempted "in any way up to the present time to seek to regulate that so-called evil."

"We have sir," Huebner replied. "We have placed on our records a notice 'not licensed for broadcasting.'"

"I have made a further effort," he said. "About a year ago I called upon Mr. Loucks, who is present here, and approached him on behalf of the same corporations that I now represent. I told

## Hear About Broadcasters' Code at White Sulphur Springs, Oct., 8, 9, 10, 11



him I wanted to discuss the situation and see whether this thing could not be ironed out in some way between the record manufacturers and the National Association of Broadcasters. Mr. Loucks, in his very engaging way, received me courteously, treated me nicely, but defied me to do anything about it."

"That is as far as it went, is it?" asked Deputy Administrator Rosenblatt.

"Yes sir," Hubner replied.

Albert E. Haase, consultant for the Association of National Advertisers, representing the majority of all large advertisers, stated that in radio the principal interest of the advertiser was in the show and in the actors. The advertisers, he pointed out, wanted to see that the money paid by them actually reached the actors and did not want pyramided commissions. Numerous advertisers have complained, Mr. Haase said, that they had to pay "commissions on commissions." The advertisers' success in radio depended entirely upon the quality of the performance, Haase said. The result of the pyramided commissions practice was that the actor did not get the amount he or she was supposed to receive. Such practices, he contended, led to unhappiness among the radio performers and tended to vitiate the quality of the show.

Haase said that actors should not be paid any uniform rate. Pay should be proportionate to skill and radio personality.

Emily Holt, attorney for Actors Equity Association, submitted a proposed actors' code. It would establish minimum rates of pay for the actor for several types of broadcasts and defines a performance as 3½ hours in duration, including rehearsal time.

The actors' code also aims at another alleged abuse in the industry by providing that "the administrative, operating and studio staff of a station shall not participate as artists in a program employing professional artists." Minimum wage for extras is set at \$5 per performance.

The artists' code further provides that auditions given for a prospective buyer of a program must be paid for by that prospective buyer at the rate of one-half the rate for an actual broadcast.

Alice M. Edwards, executive secretary of the American Home Economics Association, recommended the inclusion in the code of a provision under which no network would knowingly broadcast false, misleading or ambiguous statements of articles which by such misrepresentation, might impair the public health.

Immediately following the public hearing, Deputy Rosenblatt called all interested parties into conference to consider the various proposals offered at the hearing. These conferences continued Wednesday night, Thursday and Friday and are still in progress at the time this issue of NAB REPORTS goes to press. No definite conclusions have as yet been reached.

Judge Eugene O. Sykes, chairman of the Federal Radio Commission, attended the hearing as special advisor to the deputy administrator. Others who were on the bench with the deputy administrator were James W. Baldwin, industrial advisor; John Shepard III, Boston, Mass, special advisor; G. A. Renard, consumer advisor; Edward Nockels, labor advisor; L. M. C. Smith, legal advisor; and Donald K. Wallace, research and planning advisor.

The NAB Code Committee, consisting of Alfred J. McCosker, president of the NAB and chairman of the Committee; Philip G. Loucks, NAB Managing Director; Frank M. Russell, Ralph Colin, I. Z. Buckwalter, John Elmer, G. A. Richards, John W. Guider, John Shepard III, were present at the hearings. Quin Ryan, the tenth member of the Committee, was unable to attend.

A meeting of the NAB Code Committee was held on Tuesday, the day before the hearing, and agreed upon matters concerning the presentation of the testimony.

Meetings of the NAB Code Committee will be resumed in Washington next Tuesday at which time it is hoped reports on the conferences will be ready for consideration.

## THE CODE AND THE CONVENTION

With prospects that the broadcasters' code will be ready for approval late next week, indications are that a record crowd will attend the annual NAB convention to be held at White Sulphur Springs, W. Va., October 8, 9, 10 and 11. Work on the code is being expedited in order that it will be ready for announcement before the time of the meeting in order that all broadcasters may

have an opportunity to get first hand information about it during the convention.

Every station received a copy of the official NAB program in the mail during the week. Read this program carefully and you will see that a major portion of the time will be devoted to business sessions in which free discussion is anticipated.

Stations desiring to have exhibits or displays of promotional material should make arrangements direct with the hotel.

The hotel rate for the convention is \$10 a day on the American plan although accommodations may be had on the European plan, the rooms costing around \$5.

The registration fee will be \$5 and this fee will include the banquet.

## NRA TRANSCRIPTIONS FOR SPONSORSHIP

Release dates for the 24 electrically transcribed NRA program interludes have been announced from the office of W. B. Dolph, radio director of the NRA. Since this campaign is to start the week of October 8 it is absolutely necessary that orders be placed IMMEDIATELY by stations who desire to take advantage of this series.

Herewith is the schedule of release dates, together with the subjects treated, which will indicate the local clients to whom the programs may be sold. Some stations are selling the transcription as just a five-minute program, while others are suggesting fifteen- and thirty-minute programs in which the NRA transcription is spotted. No restrictions have been made as to the price for which these transcriptions can be sold. Each transcription is a forceful and dramatic stimulus to "BUY NOW," built directly around the specific commodity which is the subject of the particular episode.

## SCHEDULE AND SUBJECTS

Week of Oct. 8—Interlude No. 1. Subject: "Furniture." Interlude No. 2. Subject: "Musical Instruments."

Week of Oct. 15—Interlude No. 3. Subject: "Ladies Ready to Wear." Interlude No. 4. Subject: "General."

Week of Oct. 22—Interlude No. 5. Subject: "Mens Suits and Overcoats." Interlude No. 6. Subject: "Women's and Children's Shoes."

Week of Oct. 29—Interlude No. 7. Subject: "Labor Saving Devices." Interlude No. 8. Subject: "Home Improvements."

Week of Nov. 5—Interlude No. 9. Subject: "Foodstuffs." Interlude No. 10. Subject: "White Goods."

Week of Nov. 12—Interlude No. 11. Subject: "Refrigeration." Interlude No. 12. Subject: "Yard Goods."

Week of Nov. 19—Interlude No. 13. Subject: "Drugs and Drug Store Products." Interlude No. 14. Subject: "Real Estate."

Week of Nov. 26—Interlude No. 15. Subject: "Cosmetics and Toiletries." Interlude No. 16. Subject: "Men's Hats."

Week of Dec. 3—Interlude No. 17. Subject: "Automobiles." Interlude No. 18. Subject: "Home Heating."

Week of Dec. 10—Interlude No. 19. Subject: "Men's Wear." Interlude No. 20. Subject: "Kitchen Replacements."

Week of Dec. 17—Interlude No. 21. Subject: "Culture and Amusement." Interlude No. 22. Subject: "Children's Wear."

Week of Dec. 24—Interlude No. 23. Subject: "Women's Stockings and Lingerie." Interlude No. 24. Subject: "Tableware."

The NRA does not have funds to pay for the recording cost, but Mr. G. T. Herzog of Washington, D. C., has volunteered to produce the series at a cost of \$2.50 per record, the production to be done under the supervision of NRA officials.

Stations desiring to make use of these recordings should communicate at once with Mr. G. T. Herzog, 704 National Press Building, Washington, D. C. The cost is \$60.00, plus 5 per cent tax, for the entire series. You may, if you wish, pay for half the series at the time of subscribing and the balance on November 1, 1933, or, have them sent C. O. D., in which case an additional 25 cents per program mailing cost should be added. If you desire to make use of these recordings it is important that you place your order IMMEDIATELY.



## SECURITIES ACT REGISTRATIONS

The following companies filed registration statements with the Federal Trade Commission under the Securities Act during the current week:

Accumulative Royalties Corp., Tulsa, Okla. (2-221)  
 Central Idaho Mining & Milling Company, Seattle, Wash. (2-225)  
 Cram's, Inc., Portland, Ore. (2-224)  
 Eagle Bird Mine, Inc., New York City. (2-227)  
 Faith Oil Corporation, Wichita Falls, Kans. (2-226)  
 Gulf Coast Water Company, Bay City, Texas. (2-229)  
 Kelly Gold and Silver Mines, Inc., Wilmington, Del. (2-228)  
 Mines & Metals Corporation, Tucson, Ariz. (2-220)  
 Morgan Industries, Inc., Dover, Del. (2-223)  
 New University Realty Company, Inc., New Orleans, La. (2-222)

## RECOMMENDS KGIR FREQUENCY CHANGE

Station KGIR, Butte, Mont., applied to the Radio Commission to change its frequency from 1360 to 1340 kilocycles. In Report No. 509 recommendation is made that the application be granted (Ralph L. Walker, e.). The station did not ask for any time or power change. It operates unlimited time.

The Examiner found that interference now exists within the one millivolt contour of Station KGIR. "In the event KFPY vacates the 1340 kilocycle assignment," the Examiner says, "this interference can be eliminated by the assignment of KGIR to that frequency, to the benefit of the public and without detriment to any other station."

## DANBURY, CONN., CASE DEFAULTED

Donald E. Bean and Wendell S. Clark, operating as the Connecticut Broadcasting Company, applied to the Radio Commission for a construction permit for a new station to be erected at Danbury, Conn. They requested a frequency of 1310 kilocycles, daytime operation. In Report No. 509 (George H. Hill, e.) it is recommended that the application be denied.

When the case was called for hearing no one appeared on behalf of the applicants and no evidence was submitted in support of the application.

## APPEAL FILED IN KWKH CASE

An appeal was filed this week with the Court of Appeals of the District of Columbia by the Ark-La-Tex Radio Corporation of Shreveport, La., also asking for a stay order in connection with a decision of the Radio Commission of September 15 in which it allowed the assignment of the license of Station KWKH, Shreveport, to the International Radio Corporation.

The appeal states that the appellants had on file with the Radio Commission at the time the decision was handed down, without hearing, an application for the use of the facilities of KWKH.

## APPLICANTS FAIL TO APPEAR

Station WLCI, Ithaca, N. Y., asked for a license renewal on its frequency of 1210 kilocycles. In Report No. 510 it is recommended that the application be denied (George H. Hill, e.).

When the case was called for hearing no appearance was made on behalf of the application.

## TWO NEW BRIEFS FILED

During the current week the Radio Commission has filed two new briefs in the Court of Appeals of the District of Columbia.

One is in Docket No. 5846, the appeal of Station WREC against the Commission, with the Waterloo Broadcasting Company as intervener, and the other in Docket Nos. 5896 and 5917 of Station WJJD against the Commission.

## KFPY RECOMMENDED FOR FREQUENCY CHANGE

Stations KFPY, Spokane, Wash., and KSEI, Pocatello, Idaho, both applied to the Radio Commission to change their frequencies to 890 kilocycles. Recommendation is made in Report No. 507 (Ralph L. Walker, e.) that the application of KFPY be granted but that of KSEI be denied.

KSEI now operates on a frequency of 900 kilocycles while KFPY operates on 1340 kilocycles. Both stations operate unlimited time.

The Examiner found in this case that "objectionable interference will not result from the operation of either KSEI or KFPY on 890 kilocycles. Upon consideration of the facts shown, and the areas and population served and proposed to be served by each, it appears that as between KSEI and KFPY, public interest will be better served by the operation of the latter station on 890 kilocycles."

## QUOTA UNITS — SEPT. 23, 1933

### FIRST ZONE

State	Total		± Quota due	
	Due	Assign.	± Units	± %
N. Y. ....	35.07	37.95	+ 2.88	+ 8
Mass. ....	11.84	10.56	- 1.28	- 11
N. J. ....	11.26	11.73	+ 0.47	+ 4
Md. ....	4.55	4.20	- 0.35	- 8
Conn. ....	4.48	4.00	- 0.48	- 11
P. R. ....	4.30	0.50	- 3.80	- 88
Me. ....	2.22	2.21	- 0.01	- 0
R. I. ....	1.91	1.40	- 0.51	- 27
D. C. ....	1.35	1.30	- 0.05	- 4
N. H. ....	1.29	0.83	- 0.46	- 36
Vt. ....	1.00	0.62	- 0.38	- 38
Del. ....	0.67	0.62	- 0.05	- 7
V. I. ....	0.06	....	- 0.06	-100
Total .....	80.00	75.92	- 4.08	- 5

### SECOND ZONE

Pa. ....	27.63	20.12	- 7.51	- 27
Ohio ....	19.07	19.29	+ 0.22	+ 1
Mich. ....	13.89	10.63	- 3.26	- 23
Ky. ....	7.50	8.50	+ 1.00	+ 13
Va. ....	6.95	9.50	+ 2.55	+ 37
W. Va. ....	4.96	5.61	+ 0.65	+ 13
Total .....	80.00	73.65	- 6.35	- 8

### THIRD ZONE

Texas ....	16.22	23.12	+ 6.90	+ 43
N. Car. ....	8.82	9.75	+ 0.93	+ 11
Ga. ....	8.10	8.15	+ 0.05	+ 1
Ala. ....	7.37	6.42	- 0.95	- 13
Tenn. ....	7.29	12.80	+ 5.51	+ 76
Okla. ....	6.67	8.44	+ 1.77	+ 27
La. ....	5.85	8.39	+ 2.54	+ 43
Miss. ....	5.60	3.58	- 2.02	- 36
Ark. ....	5.16	5.30	+ 0.14	+ 3
S. Car. ....	4.83	2.00	- 2.83	- 59
Fla. ....	4.09	8.45	+ 4.36	+107
Total .....	80.00	96.40	+16.40	+ 20



#### FOURTH ZONE

State	Due	Total Assign.	± Quota due ± Units	± %
Ill. ....	22.52	33.31	+10.79	+ 48
Mo. ....	10.71	12.00	+ 1.29	+ 12
Ind. ....	9.56	7.87	- 1.69	- 18
Wisc. ....	8.67	7.99	- 0.68	- 8
Minn. ....	7.57	9.03	+ 1.46	+ 19
Iowa ....	7.30	11.60	+ 4.30	+ 59
Kans. ....	5.55	6.05	+ 0.50	+ 9
Nebr. ....	4.06	7.36	+ 3.30	+ 81
S. Dak. ....	2.05	2.97	+ 0.92	+ 45
N. Dak. ....	2.01	2.99	+ 0.98	+ 49
Total .....	80.00	101.17	+21.17	+ 26

#### FIFTH ZONE

Calif. ....	36.86	38.06	+ 1.20	+ 3
Wash. ....	10.15	15.59	+ 5.44	+ 54
Colo. ....	6.72	9.24	+ 2.52	+ 38
Ore. ....	6.19	9.22	+ 3.03	+ 49
Mont. ....	3.49	3.85	+ 0.36	+ 10
Utah ....	3.30	6.60	+ 3.30	+100
Idaho ....	2.89	3.00	+ 0.11	+ 4
Ariz. ....	2.83	2.66	- 0.17	- 6
N. Mex. ....	2.75	4.03	+ 1.28	+ 47
Hawaii ....	2.39	1.94	- 0.45	- 19
Wyo. ....	1.46	0.60	- 0.86	- 59
Nev. ....	0.59	0.70	+ 0.11	+ 19
Alaska ....	0.38	0.68	+ 0.30	+ 79
Total .....	80.00	96.17	+16.17	+ 20

#### WIRED RADIO TEST CASE

The Federal Radio Commission, in conjunction with the Department of Justice, this week was successful in prosecuting the case of the U. S. v. Norman Cohen, who was indicted for operating a radio station without a station license at Bridgeport, Conn.

The Defendant contended that he was operating his station by wired radio and therefore no license was required from the Federal Radio Commission. He further contended that the signals from his transmitting equipment were emitted through the power lines in the city of Bridgeport; from there were received at receiving stations that were connected with these power lines, and, therefore, the system was not a radio station as defined in the Radio Act.

The Government contended that this transmitting equipment acted as a radio station and emitted signals through the air as any other station, which signals were picked up by receiving sets connected with ordinary antennas. To prove this point, the Commission presented evidence showing that the station was heard in the state of Connecticut by regular receiving sets with antennas attached, and when the antennas were disconnected no signals were received from the station. In addition to this, the Government showed by agents of the Federal Radio Commission, that the signals were received in the state of New York upon an isolated receiving set not connected with power wires used by the transmitting station, thereby proving that no connection was necessary with the wire lines as contended by the defendant.

The Commission contended and proved by experts that the system used by Cohen was not really a Wired Radio system but an ordinary radio station.

The jury rendered the verdict of guilty on two counts, the first being the operation of the station without an operator's license, and the second the operation of the station without a station license. Judge Finck, who heard the case, fined the defendant \$25 after a plea of leniency by his counsel.

This case is the first one coming up in which the question of wired radio has been involved, and has a very important bearing upon further operation of stations of this kind.

#### HANLEY SEES BUSINESS UPTURN

After conferences with licensees of radio broadcasting stations in Illinois and Wisconsin, held recently in Chicago, Commissioner James H. Hanley, of the Fourth Radio Zone, is convinced that there is a healthy up-turn in business. He found the station licensees most optimistic over the trade outlook. He added:

"They are most militant in their demands for more time and more power, so as to increase their service areas. They are convinced that we are on the verge of a big trade revival and they are anxious to be prepared to take care of expected increased demands for radio facilities on the part of manufacturers and distributors of the necessities and luxuries of life."

While sympathetic to their pleas, Commissioner Hanley pointed out that unless and until radio engineers provided more radio channels for use in the United States, it is physically impossible to grant their requests.

Commissioner Hanley received many complaints while in the Middlewest regarding the broadcasts from Dr. John R. Brinkley's station now located in Mexico.

"The people resent having reception from their favorite stations in the United States spoiled by interference from a station ruled off the air by the Radio Commission. I told the protestants that while I was not a member of the Commission when Brinkley, Rev. Bob Shuler, and Norman Baker were taken off the air, I am in thorough sympathy with that action, which was upheld by the Court of Appeals of the District of Columbia. I am also glad that W. K. Henderson is going off the air as many of his broadcasts were intemperate and created unhealthy agitation.

"Progress is being made through diplomatic channels in clearing up the intolerable interference to our stations caused by stations established in Mexico by discredited broadcasters from this country. The American delegation, headed by Judge E. O. Sykes, chairman of the Commission, laid the foundation for an amicable adjustment. As a respected and reputable nation, Mexico, when she learns all the facts, will no longer offer succor and a refuge to such outlaws."

#### A NEW "HIGH" IN RADIO TOWERS

A wooden radio tower, the highest ever attempted, 624 feet high, is at present under construction for government account at Koblenz, Germany, according to information received by Axel H. Oxholm, Chief of the Lumber and Paper Division of the Department of Commerce. The German Government after diligent investigation decided to use American Southern pine in this structure and in this manner a new outlet for American lumber is found in Europe.

#### RADIO EMPLOYMENT UP AGAIN

Reports to the Bureau of Labor Statistics, Department of Labor, from 42 radio manufacturers gave their July employment at 22,730. This was an increase of 2.1 per cent over June and of 50.6 per cent over July of last year.

Average weekly payrolls in July in these same plants was \$335,461 a decrease of 14.9 per cent compared with June but an increase of 16.5 per cent compared with July of last year.

#### MORE BOOTLEG SETS

The Czechoslovakian Posts and Telegraphs has issued a statement that an indemnity will be paid to all persons who should discover and denounce a clandestine receiving set to the Administration. This is in an effort both to wipe out bootleg sets and to combat the gathering of groups of radicals with secret receiving sets whereby they are enabled to listen to programs emanating from Russia.

#### LOTTERIES INCREASE ITALIAN LISTENERS

A marked increase in the number of listeners has been reported by the Italian broadcasting authorities and has been attributed by them to the use of lotteries. All listeners subscribing to the broadcasting service of the country are given tickets, from which winning numbers for 15 prizes are drawn. Italian broadcasting is maintained by a private monopoly conducted under government supervision.



## TRADE COMMISSION DESIST ORDER

The Federal Trade Commission has ordered Maisel Trading Post, Inc., Albuquerque, N. M., to cease and desist from selling its silver jewelry, partly made by machinery, as "Indian" or "Indian Made." Among the products so sold were bracelets, rings and concha belts. According to the order, the company, in case it chooses to use the words "Indian" or "Indian Made" in its advertising, with or without addition of the word "Jewelry" or of the words "bracelet", "ring", or "concha belts", is to designate either that the jewelry has been rolled or pressed or partly ornamented by machine or, as the case may be, that there has been used in its production a combination of rolling, pressing, or partial ornamentation by machine.

## FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

**Monday, October 2, 1933**

NEW—Maurice Scott, R. D. Laird, Wm. M. Kahanowitz, and I. Kahanowitz, d/b as Greensburg Broadcasting Co., Greensburg, Pa.—CP, 1420 kc., 100 watts, daytime.

**Wednesday, October 4, 1933**

### Hearing before Commission en banc

WGN—WGN, Inc., Chicago, Ill.—CP, 720 kc., 50 KW, unlimited time. Present assignment, 720 kc., 25 KW, unlimited time.

WHAM—Stromberg-Carlson Telephone & Manufacturing Co., Rochester, N. Y.—CP, 1150 kc., 50 KW, unlimited time. Present assignment, 1150 kc., 25 KW, unlimited time.

WBZ—Westinghouse Electric & Manufacturing Co., Boston, Mass.—Modification of license: 990 kc., 50 KW, unlimited time (synchronized with WBZA). Present assignment, 990 kc., 25 KW, unlimited time (synchronized with WBZA).

### Hearing before Examiner

NEW—Willard G. Demuth, Uhrichsville, Ohio—CP, 1370 kc., 100 watts, daytime.

**Thursday, October 5, 1933**

WGN—Peter Goelet, Chester Township, N. Y.—Modification of license; 1210 kc., 50 watts, share equally with WJBI, WFAS, and WGBB. Present assignment, 1210 kc., 50 watts, specified hours.

**Friday, October 6, 1933**

### Rehearing

KMLB—Liner's Broadcasting Station, Monroe, La.—CP, 590 kc., 250 watts, specified hours. Present assignment, 1200 kc., 100 watts, unlimited time.

## APPLICATIONS GRANTED

### First Zone

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Granted modification of CP to make changes in equipment, extend commencement date to 30 days after today, and completion date to February 1, 1934.

WNBZ—Earl J. Smith and Wm. Mace, d/d as Smith & Mace, Saranac Lake, N. Y.—Granted renewal of license, 1290 kc., 50 watts, daytime. (Application of WHDL applying for facilities of WNBZ has been dismissed.)

## Second Zone

WRVA—Larus & Bros. Co., Inc., Richmond, Va.—Granted modification of license to determine power of station by direct measurement of antenna power.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted authority to operate from 2 to 3 a. m. October 14, 1933, with 1 KW power, in order to broadcast program in cooperation with the York Radio Club of York, Pa.

WBEO—The Lake Superior Broadcasting Co., Marquette, Mich.—Granted special temporary authorization to broadcast World Series baseball games.

## Third Zone

KRLD—KRLD Radio Corp., Dallas, Tex.—Granted authority to use time assigned to but not used by KTHS from 12:30 to 6 p. m., CST, September 30; October 7, 14, 21, and 28; November 4, 11, 18, 24, 25; and December 2 and 9.

KTHS—Hot Springs Chamber of Commerce, Hot Springs National Park, Ark.—Granted authority to operate on 970 kc. from 12:30 p. m., CST, until 6 p. m., CST, September 30, October 7, 14, 21, and 28; November 4, 11, 18, 24, 25; and December 2 and 9, 1933, in order to broadcast athletic events.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted modification of CP to extend commencement date to August 19 and completion date to November 9, 1933.

KTRH—KTRH Broadcasting Co., Houston, Tex.—Granted renewal of special experimental authorization to increase power from 500 watts to 1 KW until April 1, 1934.

WEED—Wm. Avera Wynne, Greenville, N. C.—Granted license to cover CP; 1420 kc., 100 watts, daytime to local sunset.

WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—Granted renewal of license for auxiliary transmitter to March 1, 1934.

## Fourth Zone

WKBH—WKBH, Inc., LaCrosse, Wis.—Granted two weeks' extension of special authority to operate with 500 watts power pending repair of generator.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted extension of special experimental authorization to operate from 12 midnight to 6 a. m. on 1120 kc., with 500 watts power, to February 1, 1934. (Normally licensed on 860 kc., 500 watts, daytime only.)

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authorization to operate from 3 to 6 p. m., CST, on October 6 and November 11, 17, and 30, 1933.

WFAM—The South Bend Tribune, South Bend, Ind.—Granted CP to make changes in last radio stage.

## Fifth Zone

KROW—Educational Broadcasting Corp., Oakland, Calif.—Granted extension of authority to use the time of KFWI, provided that station continues to remain silent, until April 1, 1934.

KFQD—Anchorage Radio Club, Inc., Anchorage, Alaska—Granted temporary extension of license to November 1, 1933, pending receipt and/or action on application for renewal.

KWFFV—Hilo Broadcasting Co., Ltd., Hilo, Hawaii—Granted modification of CP to extend commencement date to December 1 and completion date to February 1, 1934.

KGER—Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.—Granted extension of special authority to make tests using portable transmitter on 1360 kc. to December 1.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on any pending applications affecting the facilities of KVOA, and designated KVOA's application for hearing.



## SET FOR HEARING

- NEW—The State Journal Company, Lansing, Mich.—CP for new station, **1210 kc.**, 100 watts night, 250 watts day, unlimited time.
- WIS—Station WIS, Inc., Columbia, S. C.—CP to move transmitter, install new equipment, change frequency from **1010 kc.** to **1050 kc.**, and increase power from 500 watts night 1 KW day to 5 KW.
- WMAQ—National Broadcasting Co., Inc., Chicago, Ill.—Application for renewal of license.

## APPLICATIONS DISMISSED

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

- WINS—American Radio News Corp., New York—Modification of license, **1180 kc.**, 1 KW, limited time.
- KSO—Iowa Broadcasting Co., Des Moines, Iowa—CP, **1120 kc.**, 500 watts LS, 250 watts unlimited time (facilities of WIAS).
- WDEL—WDEL, Inc., Wilmington, Del.—Modification of license, **1120 kc.**, 500 watts, unlimited time.
- WJR—WJR, The Goodwill Station, Inc., Detroit, Mich.—**750 kc.**, 50 KW, unlimited time.

The following application, heretofore set for hearing, was denied, because applicant failed to enter appearance within time allowed:

- KRGV—KRGV, Inc., Harlingen, Tex.—Modification of license, **1260 kc.**, 500 watts, unlimited time (facilities of KWWG).

## MISCELLANEOUS

- WCAD—St. Lawrence University, Canton, N. Y.—Granted special temporary authorization to operate from 1:30 to 3 p. m. and 4 to 5:15 p. m., EST, on October 21 and 28, 1933, and from 1:30 to 3 p. m. and 4 to 4:30 p. m., EST, November 11.
- KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of authority to use time assigned to but not used by stations WILL and KUSD during month of October.

## ACTION ON EXAMINER'S REPORT

- NEW—Donald E. Bean and Wendell S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn.—Denied as in case of default application for new station to operate on **1310 kc.**, 100 watts, daytime hours, sustaining Examiner George H. Hill.

## APPLICATIONS RECEIVED

### First Zone

- WHEC—WHEC, Inc., Rochester, N. Y.—Extension of special temporary experimental authorization to operate simultaneously with WHP, WCAH, WOKO, and WFEA on **1430 kc.**

### Second Zone

- WHAS—The Courier-Journal Co. and The Louisville Times Co., Louisville, Ky.—Construction permit to make changes in equipment and increase power from 25 KW to 50 KW.
- WDBJ—Times-World Corporation, Roanoke, Va.—Modification of license to increase power from 250 watts night, 500 watts to local sunset to 500 watts.
- WHP—WHP, Inc., Harrisburg, Pa.—Extension of special temporary experimental authorization to operate simultaneously with WHEC, WCAH, WOKO, and WFEA to 5-1-34.

### Third Zone

- WMBR—F. J. Reynolds, Tampa, Fla.—Consent to voluntary assignment of license to F. J. Reynolds, Inc.

WMBR—F. J. Reynolds, Inc., Tampa, Fla.—Construction permit to make changes in equipment and move transmitter and studio from Tampa, Fla., to Jacksonville, Fla.

NEW—J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—Construction permit for new station to use **1200 kc.**, 100 watts, daytime (facilities KGKL, San Angelo, Tex.). Filed with 3-P-B-2995 requesting be considered under Rule 49.

NEW—J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—Construction permit for new station to use **1200 kc.**, 100 watts, daytime (facilities KFYO, Lubbock, Tex.). Resubmitted with above and request to consider same under Rule 49.

WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—Consent to voluntary assignment of license to WMC, Inc.

WJBW—Charles C. Carlson, New Orleans, La.—License to cover construction permit granted 9-1-33 to move transmitter and studio locally.

WAMC—Raymond C. Hammett, Anniston, Ala.—Modification of construction permit granted 5-23-33 to rebuild station destroyed by fire to extend dates of commencement and completion to 11-15-33 and 2-15-34, respectively.

### Fourth Zone

None.

### Fifth Zone

KNX—Western Broadcast Co., Los Angeles, Calif.—Modification of station license to increase power from 25 KW to 50 KW.

NEW—Metro Broadcasting Co., A. Tornek and R. Lillie, East Los Angeles, Calif.—Construction permit for new station to use **820 kc.**, 250 watts, limited time with WHAS, Louisville, Ky. Facilities formerly assigned KGEF now assigned KFAC, Los Angeles, Calif.

NEW—The Wyoming Broadcasting Co., R. E. Carroll, Owner, Sheridan, Wyo.—Construction permit for new station to use **1370 kc.**, 100 watts, unlimited time.

NEW—C. G. Phillips and Frank Hill, d/b Boise Broadcast Station, Weiser, Idaho—Construction permit for new station to use **1200 kc.**, 100 watts, unlimited time (facilities KFXD, Nampa, Idaho).

## APPLICATIONS RETURNED

WJEM—Britt A. Rogers, Jr., Tupelo, Miss.—Modification of construction permit to extend dates of commencement and completion. (Oath not signed.)

NEW—Pecan Valley Broadcasting Co., Brownwood, Tex.—Construction permit for new station to use **1420 kc.**, 100 watts, unlimited time. (Oath, transmitter location, and frequency monitor.)

NEW—Virgil V. Evnes, Augusta, Ga.—Construction permit for new station to use **1500 kc.**, 100 watts, unlimited hours. (All sections not completed; frequency monitor.)

NEW—White Wing Publishing House, Cleveland, Tenn.—Construction permit for new station to use frequency near **1500 kc.**, 100 watts, limited time. (Not signed; Rules 5, 6 and 77—insufficient information on equipment and transmitter location.)

KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Authority to determine power by direct antenna measurement (request of applicant).

KNX—Western Broadcast Co., Los Angeles, Calif.—Special experimental authorization to operate with 50 KW experimentally. (Request of applicant as it is superseded by 5-ML-B-1236 requesting this increase *not* on experimental basis.)

NEW—Magic Isle Broadcast Co., Avalon, Calif.—Construction permit for new station to use **1220 kc.**, 500 watts, unlimited time. (Rule 6a, c and d—insufficient information on proposed transmitter location.)

## CALL SIGNALS ASSIGNED DURING WEEK OF SEPT. 18

WMIL, Brooklyn, N. Y., changed to WCNW.  
WMED, Florence, Ala., changed to WNRA.

# The National Association of Broadcasters

NATIONAL PRESS BUILDING \* \* \* \* \* WASHINGTON, D. C.  
PHILIP G. LOUCKS, Managing Director

## NAB REPORTS

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### ROADS LEAD TO WHITE SULPHUR

All radio roads lead to White Sulphur Springs, W. Va., where the Eleventh Annual Convention of the National Association of Broadcasters will open with the drop of President McCosker's gavel on Monday morning.

In the meantime, conferences on the code of fair competition for the broadcasting industry are still in progress and a full and complete report of all proceedings will be presented at the White Sulphur meeting.

Temporary headquarters of the NAB have been established at White Sulphur during the time of the convention.

Early registrations indicate that a record crowd will be on hand at the meeting.

### COMMISSION AMENDS RULES

Due to the fact that printed rules and regulations of the Radio Commission have been completely exhausted it is necessary to have a reprint made, and before doing that the Commission has made some changes in its rules.

Most of the changes made by the Commission are of a very minor nature, but one change of considerable importance was made concerning the use of broadcasting stations during emergencies. In Rule No. 23 of the Commission as quoted below the entire second paragraph has been added during the current week:

"23. Where an emergency exists affecting safety to life or property, the Commission may, in its discretion, waive any part or all of its regulations governing the filing of applications.

"The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license provided (1) that at the beginning of such emergency use immediate notice be sent to the Federal Radio Commission stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available. At any time the Commission may order the discontinuance of such service."

### STATION OWNERSHIP MAY BE REQUIRED

A resolution has been proposed by Commissioner Lafount which would make it obligatory for stations selling their stock to record

same with the Commission when asking for their next license renewal. The resolution, which is as follows, has been referred to the Legal and Engineering Divisions of the Commission:

"WHEREAS Section 12 of the Radio Act of 1927 as amended provides in part as follows:

"The station license required hereby, the frequencies or wave length or lengths authorized to be used by licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority."

"WHEREAS that portion of the Radio Act quoted above clearly indicates the intent and desire of Congress to require all assignments of licenses to be approved by the licensing authority, and

"WHEREAS many licenses are issued to corporations, and

"WHEREAS, the stock of said corporations can be transferred without the knowledge or consent of the Federal Radio Commission, which has the effect of transferring the license from one set of individuals to another without the written consent of the Federal Radio Commission as required by the Act, and, in order that the Commission may have available data which will enable it to differentiate between the name of a corporation and the actual parties in interest,

"BE IT RESOLVED that the Federal Radio Commission mail a questionnaire to each corporation licensee, propounding the following questions:

1. Name of corporation?
2. Authorized under the laws of what state?
3. Authorized capital stock, describing different classes of same, number of shares authorized, the par value of each, and the number of shares of each issued?
4. List of stockholders of record as of October 1, 1933, showing the number of shares held by each, the city and state in which each reside?
5. List of officers as of October 1st?
6. If any stockholders or officers are aliens, please so indicate.

"BE IT FURTHER RESOLVED that the Commission require that the above set of questions be answered under oath or affirmation and returned to the Commission, and thereafter that the Commission require applicant corporations to report all transfers of stock during the past license period at the time and in connection with their application for renewal of license, which, under the law, must be sworn to."

Discussing the resolution, Commissioner Lafount said:

**Hear About Broadcasters' Code at White Sulphur Springs, Oct., 8, 9, 10, 11**



"In my opinion, the law requires the Commission to keep itself informed as to the actual ownership of stations, and, for the purpose of helping to produce this result, I move the adoption of the resolution."

### WREC CASE ARGUED

The Court of Appeals at its opening session on October 2 heard the appeal argued in Docket No. 5846 of Station WREC, Inc., against the Radio Commission. Dockets Nos. 5896 and 5917 of Station WJJD against the Commission which were to have been heard on the same date were postponed until next month.

### WLCI DEFAULT SUSTAINED

The Radio Commission on Friday upheld Examiner George H. Hill in his Report No. 510 in which he declared the Lutheran Association of Ithaca, Ithaca, N. Y., Station WLCI in default because it failed to put in an appearance at a hearing called in connection with the license renewal of the station.

### SECURITIES ACT REGISTRATIONS

The following companies filed registration statements with the Federal Trade Commission under the Securities Act during the current week:

Alpha Distributors, Inc., New York City. (2-231)  
Basin Goldfields, Ltd., Butte, Mont. (2-242)  
James B. Beam Distilling Company, Clermont, Ky. (2-245)  
Bloom Lake Consolidated Mines, Ltd., Toronto, Canada. (2-237)  
Cariboo Amalgamated Gold Mines, Ltd., Vancouver, B. C. (2-240)  
Chattanooga Brewing Company, Chattanooga, Tenn. (2-232)  
City Farmers Fund (C), Inc., New York City. (2-236)  
Fifteen West 81st Street Bondowners Elected Committee, New York City. (2-238)  
Miller-Ryan Trading Corporation, Denver, Colo. (2-241)  
Nevada Pacific Ranches, Inc., Salt Lake City, Utah. (2-234)  
Penn-York Oil & Gas Corporation, Olean, N. Y. (2-243)  
Luther E. Todd and Others, St. Louis, Mo. (2-239)  
The Trinity Corporation, Kittery, Me. (2-233)  
United Capital Corporation, Augusta, Me. (2-244)  
United Investors Corporation, Des Moines, Iowa. (2-235)  
Western Reserve Brewing Company, Warren, Ohio. (2-230)  
American Gold Mines, Inc., Idaho Springs, Colo. (2-256)  
American Royalties, Inc., New York City. (2-257)  
Buttes Oldfields, Inc., Oakland, Calif. (2-255)  
Cummins Distilleries Corporation, Louisville, Ky. (2-253)  
Distilled Liquors Corporation, New York City. (2-249)  
Distributors Group, Inc., New York City. (2-246)  
Frerichs Mining Company, Chicago, Ill. (2-250)  
Gyro Air Lines, Inc., Denver, Colo. (2-248)  
Kenilworth Brewing Company, Beaver Heights, Md. (2-259)  
Lock Nut Corporation of America, Chicago, Ill. (2-247)

Philadelphia Protective Committee, Van Camp Products Co., Philadelphia. (2-252)

Rose Hills Memorial Park, Whittier, Calif. (2-251)

Shenandoah Valley Jockey Club, Charlestown, W. Va. (2-254)

Sullivan Gold Mining Company, Spokane, Wash. (2-258)

### WWL APPEALS FROM F. R. C. DECISION

Appeal was filed this week by Station WWL in the Court of Appeals of the District of Columbia against the Radio Commission because of a decision of the Commission rendered on September 15 refusing the application of the station for full-time operation on its frequency of 850 kilocycles. The station now operates part time.

Protest was also made in the appeal that the Commission granted a license renewal to Station KWKH and that it granted the assignment of license of that station from the Hello World Broadcasting Corporation to the International Broadcasting Company.

Among other things it is stated in the appeal that "the order of the Commission, if it could be sustained upon any facts or reasons at all, would be based upon facts and reasons not presented at any hearing at which appellant was present or represented or had an opportunity of cross-examination or of offering explanatory evidence or evidence in contradiction."

It is further contended in the appeal that "the order of the Commission denying appellant's application is made contrary to the evidence, is without evidence to sustain it and is arbitrary, unreasonable and capricious."

### COMMISSION ANSWERS RCA CASE

The Radio Commission this week filed its answer in the Supreme Court of the District of Columbia to the case brought against it by one Gerald V. Moore, of this city, in which the Commission was alleged to have violated the law in granting renewal licenses to the National Broadcasting Company, subsidiary of the Radio Corporation of America, on the basis that the parent organization had been adjudged guilty by a federal court of attempting monopoly. The petitioner asked for a writ of mandamus against the Commission in this case.

In a lengthy answer the Commission points out that a similar case has already been decided by the Court and that the petitioner had an opportunity to intervene in a case. The petitioner, says the Commission, "having failed to avail himself of his plain, speedy and adequate remedy at law, cannot now obtain a review of said action and decision by a writ of mandamus."

Denial is made by the Commission in its answer that RCA has been finally adjudged guilty by "a federal court of entering into a contract with other firms in the radio apparatus field (to substantially lessen competition or attempting to create a monopoly in) the commerce in such radio vacuum tubes for radio broadcast receivers as alleged by the petitioner."

### FEDERAL RADIO COMMISSION ACTION

#### HEARING CALENDAR

Friday, October 13, 1933

NEW—Joseph S. Crawford and Leigh E. Ore, Erie, Pa.—CP, 1420 kc., 100 watts, unlimited time.



WMCA—Knickerbocker Broadcasting Co., New York—Special authority, **570 kc.**, 500 watts, with additional 500 watts experimentally, unlimited time. Present assignment, **570 kc.**, 500 watts, unlimited time.

WSYR—Central New York Broadcasting Corp., Syracuse, N. Y.—CP, **570 kc.**, 500 watts, unlimited time. Present assignment, **570 kc.**, 250 watts, unlimited time.

NEW—Harold Thomas, Waterbury, Conn.—CP, **1190 kc.**, 100 watts, daytime.

## APPLICATIONS GRANTED

KRLD—KRLD Radio Corp., Dallas, Tex.—Granted authority to operate on **970 kc.** during World Series games. (Normally licensed on **1040 kc.**, 10 KW, sharing with KTHS.)

KTHS—Hot Springs Chamber of Commerce, Hot Springs National Park, Ark.—Granted authority to use time assigned to KRLD on **1040 kc.** while that station is using **970 kc.** during Series games.

WAPI—WAPI Broadcasting Corp., Birmingham, Ala. KVOO—Southwestern Sales Corp., Tulsa, Okla.—Granted authority to operate simultaneously with 1 KW power October 4 from 8:30 to 9:30 p. m., CST, in order to take National Catholic Charities program with President Roosevelt speaking. (Stations normally licensed on **1140 kc.**, 5 KW (CP 25 KW) simultaneous daytime, sharing at night.)

WHDF—The Upper Michigan Broadcasting Co., Calumet, Mich.—Granted special temporary authorization to broadcast World Series games and to operate from 1:30 p. m. to 5:30 p. m., CST, October 7, 14, 21, 28 and November 4, 11, 18, 25, 1933.

WSUI—State University of Iowa, Iowa City, Iowa—Granted special temporary authorization to operate 10 p. m. to 12 midnight, CST, October 6.

WJBK—James F. Hopkins, Inc., Detroit, Mich.—Granted modification of license for authority to operate on EST instead of CST as specified in existing license—6 a. m. to sunset and 9 to 12 p. m., EST.

WIBM—WIBM, Inc., Jackson, Mich.—Granted modification of license to operate on EST instead of CST as specified in existing license—5 a. m. to 8 p. m. EST.

WSB—Atlanta Journal Co., Atlanta, Ga.—Granted authority to use 5 KW transmitter as auxiliary pending action on application for regular license covering use of 5 KW transmitter as auxiliary.

KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa—Granted special temporary authorization to operate from 9 p. m. to 12 midnight, CST, on October 26, 1933.

## SET FOR HEARING

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—CP to install new equipment and increase power from 250 to 500 watts.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—CP to make changes in equipment and increase daytime power from 500 watts to 1 KW (facilities of KFWI).

WFBM—Indianapolis Power and Light Co., Indianapolis, Ind.—modification of license to increase specified hours to unlimited (facilities of WSBT).

WSBT—The South Bend Tribune, South Bend, Ind.—Modification of license to change frequency from **1230 kc.** to **1360 kc.**; increase specified hours to 4/7 time (facilities formerly assigned WJKS (now WIND) on **1360 kc.**).

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—CP to move transmitter from Fall River to Somerset, Mass., and move studio locally in Fall River; also make changes in equipment. Requests special experimental authorization to increase day power from 250 watts to 500 watts.

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—CP to make changes in equipment and increase power from 100 to 500 watts (facilities of KFWI).

## APPLICATIONS RECONSIDERED

The Commission reconsidered its action of September 19 and cancelled the authorizations set forth below, at the request of applicants:

WNAD—University of Oklahoma, Norman, Okla.—Special temporary authorization to operate from 2:30 to 5:30 p. m., CST, September 30, provided KGGF remained silent.

WNAD—University of Oklahoma, Norman, Okla.—Special temporary authorization to operate from 2:30 to 5:30, CST, October 21, November 4, and November 30, provided KGGF remained silent.

## MISCELLANEOUS

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Denied authority to operate Saturday morning, October 7, from 1 to 4 p. m.

KTBS—Tri-State Broadcasting System, Inc., Shreveport, La.—Denied their protest against the granting of KRMD's appeal to operate from 1 to 5 p. m., October 14, 21, and November 25 and 30. (KTBS operates on **1450 kc.**, 1 KW, unlimited time.)

WDAE—Tampa Publishing Co., Tampa, Fla.—Dismissed at request of applicant, application for CP, **1220 kc.**, 1 KW, 2½ KW LS, unlimited time (facilities of WRUF), heretofore set for hearing.

NEW—Central Broadcasting Co., Davenport, Iowa—Dismissed from the hearing docket, at request of applicant, application for facilities of WIAS—**1310 kc.**, 100 watts, unlimited day, Sh. night.

WJAC—WJAC, Inc., Johnstown, Pa.—Denied authority to reduce hours of operation on Monday until December 1, 1933, as follows: 9 to 10:30 a. m., and 4:30 to 10 p. m.

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# Hear About Broadcasters' Code at White Sulphur Springs, Oct., 8, 9, 10, 11



## APPLICATIONS RECEIVED

### First Zone

- WCAC—Connecticut Agricultural College, Storrs, Conn.—Modification of license to reduce specified hours of operation.
- NEW—S. George Webb, Newport, R. I.—Construction permit for new station to use **1320 kc.**, 250 watts, unlimited time. Amended as to data on equipment.
- WICC—Bridgeport Broadcasting Station, Inc., Bridgeport, Conn.—Modification of license to increase hours of operation; change from specified hours to unlimited except 12:30 p. m. to 1:00 p. m. Monday to Friday inclusive, and Wednesday 4:30 to 5:00 p. m. Facilities of WCAC as to hours from 7:00 p. m. to 8:00 p. m. Monday to Friday inclusive.
- WORC—Alfred F. Kleindienst, Worcester, Mass.—Modification of special experimental authorization for **1280 kc.**, 500 watts, unlimited, to make changes in the equipment used.

### Second Zone

- WCAH—Commercial Radio Service Co., Columbus, Ohio—Extension of special temporary authorization to operate simultaneously with WOKO, WHEC, WHP, and WFEA for six months from 11-1-33.
- NEW—Voice of Southwestern Pennsylvania, Inc., Silver Haven, Pa.—Construction permit for new station to use **800 kc.**, 1 KW, limited time—sunset Dallas (facilities WNBO, Silver Haven, Pa.).
- WCOD—Keystone Broadcasting Corp., Harrisburg, Pa.—Construction permit to change transmitter and studio locally and make changes in equipment.

### Third Zone

- KRMD—Radio Station KRMD, Inc., Shreveport, La.—Modification of license to change hours of operation from specified hours to unlimited. Requests half facilities KWEA, Shreveport, La.
- KNOW—KUT Broadcasting Co., Austin, Tex.—Modification of construction permit granted 10-7-32 for move of transmitter to extend date of commencement and completion to 9-29-33 and 12-29-33, respectively.
- WMBR—F. J. Reynolds, Inc., Tampa, Fla.—Construction permit to move transmitter and studio to Jacksonville, Fla., and make changes in equipment amended to omit request for change in equipment.
- KBTM—W. J. Beard (Beard's Temple of Music), Paragould, Ark.—Construction permit to move transmitter and studio from Paragould to Jonesboro, Ark., and install automatic frequency control amended as to exact transmitter location—State Highway No. 1, Jonesboro, Ark., map and schematics attached.
- NEW—Ark-La-Tex Radio Corp., Shreveport, La.—Construction permit for new station to use **1210 kc.**, 100 watts, unlimited

hours, facilities KWEA, Shreveport, amended as to transmitter location to 601 Milan St., Shreveport, La.

- WJEM—Britt A. Rogers, Jr., Tupelo, Miss.—Modification of construction permit granted 12-9-32 to extend date of commencement and date of completion to 2-9-34 and 4-9-34, respectively.

### Fourth Zone

- WFBM—Indianapolis Power and Light Co., Indianapolis, Ind.—Modification of license to change hours from specified to unlimited (facilities WSBT, South Bend, Ind.).
- WSBT—The South Bend Tribune, South Bend, Ind.—Modification of license to change frequency from **1230 kc.** to **1360 kc.** and change in specified hours (facilities vacated by WJKS (now WIND), Gary, Ind.).
- WDGY—Dr. Geo. W. Young, Minneapolis, Minn.—Modification of construction permit granted 1-31-33 move locally to extend date of completion to 11-30-33.

### Fifth Zone

- NEW—H. E. Studebaker, Lewiston, Idaho—Construction permit for new station to use **1420 kc.**, 100 watts, unlimited time.

## APPLICATIONS RETURNED

- NEW—John J. Kessel, Huntington, N. Y.—Construction permit for new station to use **735 kc.**, 12 watts, daytime. (All sections not answered, frequency, power, Rule 6, equipment and transmitter location.)
- NEW—Earl L. Smith and Ray D. Wilson, Muskogee, Okla.—Construction permit for new station to use **1210 kc.**, 100 watts, limited time. (Rule 6, Rule 77, oath, insufficient information on proposed transmitter location.)
- NEW—M. L. Myers, d/b as Richland Sound Systems, Mansfield, Ohio—Construction permit for new station to use **1310 kc.**, 50 watts, specified hours. (Rule 6 and insufficient information on transmitter location.)
- NEW—Samuel Nathaniel Morris, Stamford, Tex.—Construction permit for new station to use **1420 kc.**, 100 watts, limited time, facilities KFYO, Lubbock, Tex., and KFPL, Dublin, Tex. (Rule 77, insufficient information on proposed transmitter location.)
- WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Modification of license for change in hours of operation. (Notarial seal omitted.)
- KFXM—J. C. and E. W. Lee (Lee Bros. Broadcasting Co.), San Bernardino, Calif.—Construction permit for changes in equipment and increase power from 100 watts to 100 watts night, 250 watts to local sunset. (Section 1 incorrect, Rule 6, diagrams omitted frequency monitor, location.)
- KRSC—Radio Sales Corp., Seattle, Wash.—Modification of license to change frequency from **1120 kc.** to **1110 kc.** (Request of applicant.)