

The National Association of Broadcasters

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

NAB REPORTS

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RADIO-NEWS PROGRAM EFFECTIVE MARCH 1

The Associated Press, United Press and the International News Service have notified all member and client newspapers that effective March 1, 1934, the broadcasting of news from their telegraphic reports is prohibited, except in accordance with a recently promulgated program.

The text of this program, which has been carried on the wires of all newspapers receiving press association service along with an announcement by E. H. Harris, of Richmond, Indiana, Chairman of the Publishers' National Radio Committee, is as follows:

January 31, 1934,
New York, N. Y.

Note to Editors:

For Information of Publishers
and for Publication, if Desired.

After a series of conferences, the newspaper, press association and radio groups met at the Hotel Biltmore and arranged that the program for news broadcasting should become effective March 1, 1934.

Mr. Edwin S. Friendly, of the Executive Committee of the Publishers' National Radio Committee, was elected Chairman of the Administration Committee to organize the bureau in cooperation with the Publishers' National Radio Committee and in accordance with the program outlined.

Represented at the meeting were: Associated Press, United Press, International News Service, National Broadcasting Company, Columbia Broadcasting System, and the Publishers' National Radio Committee. The Managing Director of the National Association of Broadcasters was present at the meeting as an observer.

The Columbia Broadcasting System and the National Broadcasting Company have announced that in accordance with their previously expressed intention they have decided to withdraw from the news-gathering field.

The program is as follows:

That a committee consisting of one representative of the American Newspaper Publishers Association, one representative each from the United Press, the Associated Press and the International News Service, one representative from the National Association of Broadcasters, and one representative each from the National Broadcasting Company and the Columbia Broadcasting System, totalling seven members, with one vote each, should constitute a committee to set up with proper editorial control and supervision a bureau designed to furnish to the radio broadcasters brief daily news bulletins for broadcasting purposes. The chairman of the above committee will be the representative of the American Newspaper Publishers Association and a member of the Publishers National Radio Committee. All actions of this committee will be in conjunction with the Publishers National Radio Committee.

The newspaper and press association members of this committee are authorized and empowered to select such editor, or editors, and establish such a bureau as may be necessary to carry out the purposes of this program to wit:

To receive from each of the three principal press associations copies of their respective day and night press reports, from which shall be selected bulletins of not more than thirty words each, sufficient to fill two broadcast periods daily of not more than five minutes each.

It is proposed that a broadcast, to be based upon bulletins taken from the morning newspaper report, will be put on the air by the broadcasters not earlier than 9:30 a. m., local station time, and the broadcast based upon the day newspaper report will not be put on the air by the broadcasters prior to 9 p. m., local station time.

It is agreed that these news broadcasts will not be sold for commercial purposes.

All expense incident to the functioning of this bureau will be borne by the broadcasters. Any station may have access to these broadcast reports upon the basis of this program, upon its request and agreement to pay its proportionate share of the expense involved.

Occasional news bulletins of transcendent importance, as a matter of public service, will be furnished to broadcasters, as the occasion may arise at times other than the stated periods above. These bulletins will be written and broadcast in such a manner as to stimulate public interest in the reading of newspapers.

The broadcasters agree to arrange the broadcasts by their commentators in such a manner that these periods will be devoted to a generalization and background of general news situations and eliminate the present practice of the recital of spot news.

A part of this program is to secure the broadcasting of news by newspaper-owned stations and independently-owned stations on a basis comparable to the foregoing schedule. The press associations will inform their clients or members concerning the broadcasting of news from press association reports as set forth in the foregoing schedule.

The Publishers' National Radio Committee will recommend to all newspaper publishers the above program for their approval, and will urge upon the members of the Associated Press and the Managements of the International News Service and the United Press the adoption of this program.

By this program it is believed that public interest will be served by making available to any radio station in the United States for broadcasting purposes brief daily reports of authentic news collected by the press associations, as well as making available to the public through the radio stations news of transcendent importance with the least possible delay.

E. H. HARRIS, *Chairman,*
Publishers National Radio Committee.

It will be noted that the program provides for the appointment of a representative of NAB on the administrative committee for the central news bureau which will select the press association news to be given to broadcasters for two daily five-minute broadcasts. This appointment has been tendered with the understanding that the NAB can, at a future date, decide whether or not it desires to have a representative on the committee.

In this connection, it should be pointed out that the NAB is not committed in any way to the above program. Representatives of the NAB who attended the recent New York conferences, did so merely as observers and with the understanding that their presence in no way committed the members of the Association to the program. This fact is emphasized because of the confusion which followed the publication of the so-called ten point plan last December, in which the NAB was mentioned as a party to the proposed set-up.

The program developed by the press association and newspapers, and, which the networks have agreed to follow, recognizes the legal right of news gathering organizations in the news which they collect at their own expense. This right has been upheld in the Supreme Court of the United States and more recently by lower courts in two cases involving broadcasting stations. The press associations and the newspapers, relying upon this right, maintained they had a right to prohibit the broadcasting of their news or prescribing the conditions upon which it might become available to broadcasting stations. The conditions laid down in the program are not only to constitute a basis for the broadcasting of news, but the pact itself is to constitute a basis for future

relationship between broadcasting stations and newspapers generally. In other words, it is the hope of those responsible for the program that hostilities which have existed between the broadcasters and publishers for the last several years will now subside and a more friendly attitude between them gradually will develop.

Since 1932 the press has been building up a united front under the leadership of E. H. Harris of Richmond, Indiana, and through his National Publishers Radio Committee which has been extended into every state in the nation. This Committee had worked out a plan of action a part of which was to bar all news broadcasts on the grounds that stations were invading the news field to the injury of the publishing business. Other phases of the plan are well known to broadcasters and need not be reviewed here.

The conferences between officials of the press associations, publishers, and representatives of Mr. Harris' Committee and network officials began in the hope that some understanding could be reached under which broadcasters and publishers might adjust their differences.

A ten-point plan was worked out on December 11 and was revised at later conferences.

The news bureau to be created in New York will be under the direction of James W. Barrett, former city editor of the *New York World* and of the *New York American*. This bureau will prepare two five-minute broadcasts to be given to stations daily and at the same time keep these stations advised of all news of transcendent importance throughout the day. This service will be available to all stations which adhere to the program irrespective of whether or not such stations are able to secure news from their local newspapers. The service will be given to independent stations and networks on an equal basis and it is the understanding of the NAB that no payment is to be made to the press associations or the newspapers for the news and that expenses will be limited to a pro rata of the handling and delivery costs. This procedure will be followed regardless of what action the NAB may take upon the invitation to name a member to the administrative committee.

While a part of the plan is to "secure the broadcasting of news by newspaper-owned stations and independently-owned stations on a basis comparable to the schedule" set forth in the program, the carrying out of the program rests upon the ability of the press associations to restrict their reports to client or member newspapers and the willingness of these newspapers to follow the spirit and letter of the plan.

The program relates only to press association news, that is, news supplied to newspapers by the major press associations, and does not cover local news. In addition, such features as weather reports, government agricultural reports and prices, time signals, etc., broadcasts of sports, conventions, inaugurations, etc., from the scene of action, are not embraced within the scope of the program.

Detailed information regarding the plan may be secured by writing Edwin S. Friendly, New York *Sun*, New York, N. Y., chairman of the committee authorized to set up the central news bureau.

REPORT URGES ADVERTISING CENSORSHIP

Authority to adopt "reasonable regulations" governing advertising content of programs, have been submitted to Congress for consideration as a part of Secretary Roper's report on communications.

The text of the proposal, reported exclusively in *Broadcasting*, which would become a new provision under Section 29 of the Radio Act, is as follows:

"The Commission, however, is authorized to adopt reasonable rules and regulations in the public interest, relating to the nature, kind, character, quantity or time used of that portion of the program devoted to advertising, direct or indirect."

No publicity was given to this part of the report and it is doubtful if the proposal will be considered by Congress. This part of the report also asked for legislation prohibiting lotteries (now prohibited by the code) and implied that a Commission should have power to fix advertising rates.

The amendments, it was reported, were suggested originally by the Federal Radio Commission.

HEARINGS HELD ON S. 2660

The Senate Interstate Commerce Committee and the House Merchant Marine, Radio and Fisheries Committee held hearings

on Thursday on the Senate and House bills to bar programs originating in the United States for the broadcasting in Mexico.

The House Committee heard Dr. C. B. Jolliffe, chief engineer of the Federal Radio Commission, Dr. Erwin Stewart, radio expert of the State Department, and Henry A. Bellows, chairman of the NAB Legislative Committee. Both Dr. Jolliffe and Dr. Stewart stressed the necessity for legislation to eliminate the interference between stations in this country and Mexico. Mr. Bellows urged several minor changes in the bill pointing out that under the bill broadcasts for Canadian stations originating in the United States would be barred and that the language of the measure would have the effect of injuring the recording market in Mexico for American records and transcriptions.

The House will conclude its hearings next Friday.

Judge Sykes, chairman of the Federal Radio Commission, was the only witness to appear at the Senate hearings. He reviewed the recent Mexican conference and emphasized the necessity for legislation to curb interference between stations of the two countries. Mr. Bellows submitted to the Committee a proposal similar to that offered in the House. The Senate Committee is expected to report the bill shortly.

MORE HEARINGS ON COPELAND BILL

The Senate Commerce Committee this week received from Senator Copeland a report of his subcommittee which has been considering revision of the food and drugs laws. The committee voted to have Senator Copeland introduce as a new number the language of his revised bill, S. 2000, and decided to hold hearings on the revised measure. The hearings will commence at 10 a. m. Tuesday, February 27. The hearings will be subdivided into five general heads, general legislation, drugs, food, cosmetics, and advertising. Each group will be expected to agree on a spokesman for that group.

DILL TO HAVE BILL READY MARCH 1

The Dill Communications Commission bill will be completed and ready for introduction about March 1, Senator C. C. Dill, chairman of the Senate Interstate Commerce Committee, said this week. The bill, Senator Dill says, will avoid controversial provisions and it is his hope that it can be passed during the present session of Congress.

CONFERENCE OF CODE AUTHORITIES

General Hugh S. Johnson, Administrator, has called a general conference of Code Authorities and of Code Committees of industries whose proposed codes of fair competition have been in public hearing, to be held on March 5 to 8, inclusive, in Washington.

The conference will include the consideration in public sessions of the possibilities of increasing employment; protections against destructive competition and against excessive prices of monopolistic tendencies; the elimination of inequalities and inconsistencies in codes; the position of small enterprises; and the vast problem of code administration and the organization of industry for self-government.

CODE AUTHORITY WILL MEET MARCH 3

Chairman John Shepard, 3rd, has called a meeting of the Code Authority for the Radio Broadcasting Industry at Washington on March 3. This meeting has been called to complete the drafting of the report to the Administrator on the hours, wages and working conditions of broadcast technicians, and the relation thereof to general conditions within the Industry. It is expected that the members of the Code Authority will be present during the general conference of Code Authorities called by General Johnson, and that they will meet again immediately after March 8.

COMMISSION HEARS CLEAR CHANNEL CASE

A hearing before the Federal Radio Commission, sitting en banc, on the applications of WTIC, WBAL, KRLD, and KTHS for increased operating hours was begun Wednesday, February 14.

Indications were that the hearing would be completed by Saturday.

Under the present assignments, KTHS and KRLD share time on 1040 kilocycles, and WTIC and WBAL share time on 1060 kilocycles. The applicants seek authorization to operate WBAL and KTHS simultaneously during daylight on 1060 kilocycles until local sunset at Hot Springs, at which time KTHS proposes to sign off until 8 p. m., CST, then to operate on 1060 kilocycles until midnight, CST. WBAL proposes to operate on 1060 kilocycles throughout the day until 9 p. m., EST, after which hour WBAL and WJZ will synchronize on 760 kilocycles. WTIC and KRLD propose to operate simultaneously day and night on 1060 kilocycles, WTIC using 50 kilowatts and KRLD using 10 kilowatts.

The respondent stations in this hearing are KWJJ, Portland, Ore. (500 watts, 1060 kilocycles, limited time), WJAG, Norfolk, Nebr. (1060 kilocycles, 1 kilowatt, limited time), and WESG, Elmira, N. Y. (1040 kilocycles, 1 kilowatt, daytime). If the applications are granted without modification, WJAG would necessarily lose about an hour a day, and WESG would necessarily change its operating frequency, to which, it is reported, some objection is made.

The group of applications constitutes the second recent attempt at breaking down the clear channel allocation, the first having been made about a month ago by WIS.

The applications request experimental authorization, and it is understood that efforts will be made to minimize interference during simultaneous night operation.

NO COMMISSION MEETING FRIDAY

Due to the hearing in progress on the applications of WTIC, WBAL, KRLD, and KTHS, the regular Friday Commission meeting was postponed.

C. C. I. R. MEETING POSTPONED

The next meeting of the group preparing the United States opinions for the forthcoming C. C. I. R. meeting at Lisbon in September has been postponed from Wednesday, February 21, to Monday, February 26, at 9:30 a. m. in Room 303, Federal Radio Commission, Washington, D. C.

URGES EDUCATIONAL STATIONS IN NEW BAND

The Federal Radio Commission is sending to all colleges and universities in the United States a copy of its rules and regulations relating to the opening up of the band between 1500 and 1600 kilocycles and a copy of a letter from Senator C. C. Dill, chairman of the Senate Interstate Commerce Committee, in which he urges that colleges and universities be invited to operate stations in this new band.

The text of Senator Dill's letter follows:

"I understand that the Radio Commission has opened certain wave lengths for experimental broadcasting purposes above the present broadcast band, namely, frequencies of 1530, 1550 and 1570 kilocycles. I am delighted that the Commission has taken this action and I hope experimental stations on these frequencies will be made to serve the public interest quite effectively.

"As you know, I have long hoped to see some kind of educational station set up in this country. Recognizing the tremendous pressure on the Commission by existing commercial systems for all of the wave lengths available, I have not urged setting aside any of those wave lengths for educational stations. It has been suggested to me, and the suggestion seems wise, that if various colleges and universities would apply for use of these new frequencies for experimental purposes, that might become the nucleus around which to build a great system of educational broadcast stations in the United States.

"For this reason I am suggesting that the Commission write the different universities, colleges and scientific educational organizations, calling attention to this action by the Commission and asking whether or not they would be interested in the setting up of an experimental station with a view to developing an educational broadcasting system in this country. It seems to me under the Radio Law the Commission might well initiate such a proposal.

"I would appreciate it if you would call this to the attention of the Commission. It may be that the various colleges and universities are not now financially able to do this, but it would show that

the Commission is anxious and desirous of meeting the public demand for more educational programs in this country."

MORE RADIO BILLS INTRODUCED

Two new radio bills were introduced in the House of Representatives this week, one (H. R. 7974), introduced by Representative Bland of Virginia, "to prohibit the broadcasting by radio of advertisements of or information concerning lotteries," and the other (H. R. 7986), by Representative McFadden of Pennsylvania, dealing with free speech on the radio. Both bills were referred to the House Committee on Merchant Marine, Radio and Fisheries.

The Bland bill follows:

"That no person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person, firm, or corporation operating any such station shall knowingly permit the broadcasting of any advertisement of, or information concerning, any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person, firm, or corporation violating any provision of this Act shall, upon conviction thereof, be fined not more than \$1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs."

The McFadden bill follows:

"That the Radio Act of 1927, approved February 23, 1927, as amended (44 Stat. 1162), is amended by the addition of two new sections to follow section 28 of said Act (44 Stat. 1172), said new sections to read as follows:

"'No person, persons, company, association, or corporation owning and operating a radio broadcasting station, and receiving and broadcasting radio programs for hire, shall discriminate in the use of such station in favor of a program of speech sponsored by any person who is a legally qualified candidate for any public office, and/or by any religious, charitable, or educational company, corporation, association, or society or any other like association or society, and against or to the exclusion of another person who is a legally qualified candidate for any public office, or of another religious, charitable, or educational company, corporation, association, or society chartered or licensed under the laws of the United States, because and for the reason that such person, religious, charitable, or educational company, corporation, association, or society holds and promulgates and advocates views contrary to those expressed in programs that have been broadcast. The owner, lessee, or operator of any broadcasting station contracting for or accepting and broadcasting radio programs for one legally qualified candidate for a public office, and for one class of religious, charitable, or educational company, corporation, association, or society, and refusing to contract for or to accept and broadcast for hire radio programs of speech offered for broadcast by another legally qualified candidate for a public office, or by any other religious, charitable, or educational company, corporation, association, or society within the provisions of this section, because or for the reason that such legally qualified candidate, or such religious, charitable, or educational company, corporation, association, or society holds or promulgates a contrary or different view from that which is expressed by the person or parties broadcasting programs, shall be deemed guilty of an unlawful discrimination. All persons, companies, corporations, or associations owning and operating a radio station who shall be guilty of a misdemeanor shall be punished by a fine of not less than \$500 nor more than \$5,000, and in addition thereto may be required to forfeit the license for operating such broadcasting station.

"'No person, persons, company, association, society, or corporation shall by threats, or by coercion, or by misrepresentation, or any other like manner interfere with or prevent, or attempt to interfere with or prevent, the broadcasting of any radio program by any owner, lessee, or operator of any radio broadcasting station; or interfere with or attempt to interfere with, or to prevent any owner, lessee, or operator of any radio broadcasting station from entering into a contract with another person, persons, company, association, society, or corporation, to accept, receive, and broadcast programs of speech and music by radio. No person, persons, company, association, society, or corporation shall induce or attempt to induce any person, persons, company, association, society, or corporation to withdraw business or financial support or social intercourse from any radio broadcasting station, or the owner, lessee, or operator of any radio broadcasting station in the use and operation of such radio station or in the broadcasting of any and all programs offered to be broadcast, or which may be broadcast at any such station. Any person, persons, association, society, or

corporation violating this section shall be guilty of a misdemeanor punishable by a fine of not less than \$500 nor more than \$5,000, or in the case of an individual or the responsible officials of an association or corporation, by imprisonment for a term of not less than sixty days nor more than two years, or by both such fine and imprisonment.'"

MEXICAN TREATY TO BE TAKEN UP

The Foreign Relations Committee of the Senate will meet on Wednesday in executive session to discuss the proposed radio treaty with Mexico.

DEMANDS INVESTIGATION OF ASCAP

The Federal Trade Commission was asked this week to institute an investigation of the American Society of Composers, Authors and Publishers by the Music Users' Protective Association of America.

The petition filed by the music users group by its attorney, Harry L. Katz, Baltimore, Md., accuses the Society of violating the anti-trust laws, of unfair methods of competition, and with racketeering.

The petition states:

"That before any proprietor of any business can play or use music in his establishment, he is compelled to take a license from the composers' organization at fees fixed by the organization, or face civil or criminal prosecution on the theory of infringement of copyrighted matter.

"That the society is in position to dictate the terms upon which a business dependent upon the use of music might continue to exist, a power which it has exercised to a degree, in some instances, where persons have been forced out of business.

"That large users of music, such as radio broadcasting stations, theaters, etc., because of the organization's alleged monopoly, deal only with it.

"That the requirements and qualifications demanded by the society from a composer or publisher seeking membership are so strict that it is practically impossible for the "average" or "small" composer or publisher to become a member, thus compelling individual composers to sacrifice their works at nominal sums."

It was also reported this week that the Society has put checkers to work checking performances of musical compositions in hotels. Failure of the hotels and the Society to come to an understanding with respect to license fees has stimulated interest in the copyright controversy by the organized hotels and action from this group is expected very shortly.

The *Orchestra World* this week launched an attack against the Music Publishers Protective Association claiming that the code for the music publishing industry is unfair to orchestras and seeks to give the organized publishers an absolute monopoly on the business of publishing and distributing music. The publishers drew a protest from Local 802, A. F. of M., which claimed that "by far the greater part of this music is not of their creation but is rather the result of resurrecting and revamping compositions of the old masters handed down from posterity and actually public domain."

THE INDIVIDUAL STATION MARKET

"The tendency toward a concentration of accounts in a comparatively few lines of business on the part of the average radio station has been one of the interesting facts revealed from an examination of station returns made in connection with the NAB Statistical Service," according to Dr. Herman S. Hettinger, radio economist and instructor at the University of Pennsylvania.

"Compared to the wide variety of potential users of radio advertising, the list of accounts of the typical station contains relatively few types of concerns. In addition, no two stations seem to specialize in the same direction. These facts lead one to conclude that the market for individual station radio advertising is not being culled as thoroughly as it might be.

"The remarkably wide variety of products and types of concerns using individual station radio advertising tends to confirm this conclusion. The following list represents the more important types of products advertised locally over the air on approximately 100 stations during the month of October. These products were advertised by a variety of types of business organizations: local manufacturers, department stores, chain stores, general stores, specialty shops of

different kinds, wholesale houses, public utility companies, restaurants, hotels and similar institutions.

The list is by no means a complete roster of the potential users of radio advertising, but it may form a helpful starting point for the commercial manager making an inventory of the possibilities of his local market and the extent to which he has availed himself of them.

Apples	Fish and fish markets
Auctions	Flour
Automobiles	Flower shops
Automobile accessories	Foundation garments
Automobile service and repairing	Furniture
Automobile storage	Furs
Bakeries and baked goods	Garages
Baking powder	Gas appliances
Banks	Gasoline
Bananas	Gift shops
Batteries and battery service	Ginger ale
Beans	Glycerine
Beauty parlors	Haberdashery
Beer	Hardware
Bedding	Hat shops
Books and book shops	Heat regulators
Bread	Hotels
Brushes	Ice
Burial lots	Ice cream
Bus service	Insurance
Butter	Interior decorators
Candy stores	Jewelry stores
Canned foods	Laundries
Cigars	Lumber companies
Classified ads (lost & found, etc.)	Macaroni
Clothing, including—	Mail order stores
Men's shops	Mayonnaise
Tailoring establishments	Meat products
Women's specialty shops	Millinery shops
Small dress shops	Motion picture houses
Department stores	Music lessons
Coal	Newspapers
Coke	Nurseries
Cosmetics	Office supplies
Crackers	Optometrists
Dairy products	Paints
Dance halls	Parking places
Dentists	Perfumes
Department stores	Pharmaceuticals
Drayage and hauling service	Photographers
Dress shops	Piano tuning
Dry goods establishments	Piston rings
Electric lamps	Political parties
Electric ranges	Potato chips
Electric refrigerators	Pretzels
Fairs	Radio repairing
Farm equipment	Radio stores
Feed	Real estate
Fertilizer	Religious institutions
Finance companies	Restaurants

Rugs	Taxi service
Rug cleaners	Tea
Safety locks	Tires
Schools	Train service
Sewing machines	Typewriters
Shoe stores	Undertakers
Shoe repairing	Used cars
Shrubbery	Vacuum cleaners
Silverware	Wall paper
Soap	Washers
Solder	Washing fluids
Sports contests	Wholesale grocers
Storage warehouses	Wire fencing
Tailors	

RADIO SERVICE FROM PLANES

The Commission has amended its rules and regulations regarding aeronautical radio service so as to permit the handling of general public message correspondence between aircraft and aeronautical ground stations. The new regulations, applicable to all transport air lines, are designed to promote safety, and at the same time permit passengers in aircraft to send and receive private radio telegrams. In the handling of messages for the public, priority must be given to safety messages. To this end, the equipment to be used and the operators' listening watches, must be such as to permit the immediate interruption of public service messages whenever it is necessary to send or receive emergency traffic.

ENGINEERS TO MEET APRIL 27

Arrangements have now been concluded between the Institute of Radio Engineers and the American Section of the International Scientific Radio Union for a joint meeting in Washington annually, according to Dr. J. H. Dellinger, Chief, Radio Section, Bureau of Standards. The first joint meeting will be held this year on Friday, April 27, and will be devoted to the presentation of papers on the more fundamental aspects of radio problems.

200 STATIONS WILL CARRY A. F. A. TALKS

Approximately 200 radio stations in as many cities, extending from Bangor, Maine, to the Pacific, will begin the broadcast of a series of fifteen "Short Talks on Advertising," through the cooperation of the Bureau of Research and Education of the Advertising Federation of America this week.

These talks will be delivered weekly by local leaders, including manufacturers, proprietors of retail stores, publishers, advertising agents, and representatives of every form of advertising. In Advertising Club cities, the officers of the local clubs are cooperating with the radio stations and with the Federation in securing representative business men and women in their communities to deliver the series.

Each talk is approximately 500 words in length. The first four were released last month. The first of the series is under the title, "What is Advertising?" The second, which will follow in the week of February 19, is on the subject of "The Philosophy of Advertising." The subject of the third is "Money in Motion"; the fourth, "The Essence of Recovery."

These talks are intended primarily to cover the general functions of advertising and its service value to the millions of consumers of advertised products. They stress the importance of advertising as a factor in business recovery.

This is the second series sponsored by the Federation, the first of which was inaugurated last year. It is estimated that 3,500 of these Short Talks were delivered through more than 200 stations in 1933 and that as many or more will be delivered this year.

It is the plan of the Bureau of Research and Education, which is under the direction of Alfred T. Falk, to syndicate this material in revised form to newspapers, business papers, and periodicals after the radio series is opened. Last year, Mr. Falk reports, more than 500 newspapers and periodicals published the series, the pub-

lications cooperating having a combined circulation of more than a million.

At the conclusion of the radio series, the talks will be published in booklet form for distribution through the Federation's headquarters office.

SECURITIES ACT REGISTRATION

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

Bondholders' Protective Committee Formed for the Purpose of Conserving and Advancing the Interests of Holders of First Mortgage 6 Per Cent Sinking Fund Gold Bonds Issued by the Mayflower Hotel Company of Washington, D. C., Under Deposit Agreement and Dated September 28, 1931, Washington, D. C. (2-650)

Llano Del Rio Company of Nevada, Newllano, La. (2-651)

Canadian Wineries, Ltd., Toronto, Canada. (2-652)

Boston Gold Mining Company, Idaho Springs, Col. (2-653)

Bank and Insurance Shares, Inc., Philadelphia, Pa. (2-654)

Protective Committee for American Type Founders Company Six Per Cent Sinking Fund, New York City, N. Y. (2-655)

Pioneer Reserve Investment Company, Kansas City, Mo. (2-656)

N. E. Richards, and Others, Kutztown, Pa. (2-657)

Bondholders' Protective Committee for the Cambridge Apartments, New York City, N. Y. (2-658)

Protective Committee First Mortgage Six Per Cent Sinking Fund Gold Bond Certificates of 98 Riverside Drive Corporation, New York City, N. Y. (2-659)

Certificate Holders' Committee Realty Foundation, Inc., New York City (2-660)

Bondholders' Committee Realty Foundation, Inc., New York City (2-661)

Central States Edison Company First Lien Bondholders Committee, New York City (2-662)

Glasston Corporation, New York City (2-663)

Commonwealth Tunnel Transportation Company, Georgetown, Colo. (2-664)

Transcontinental Rest Cabins, Inc., New York City (2-665)

Protective Committee for the First Mortgage Six Per Cent Serial Gold Bonds of Federal District Trust, Hartford, Conn. (2-666)

W. Dale Clark and Others, Omaha, Nebr. (2-667)

Reorganization Committee, Hawley Pulp and Paper Company, Portland, Ore. (2-668)

Fundamental Investors, Inc., Jersey City, N. J. (2-669)

FEDERAL RADIO COMMISSION ACTION

HEARING CALENDAR

Wednesday, February 21, 1934

Oral Argument Before Commission en banc

WEVD—Debs Memorial Radio Fund, New York, N. Y.—Modification of license; 1300 kc., 1 KW, shares with WBBR, WFAB, and WHAZ. Present assignment, 1300 kc., 500 watts, shares with WBBR, WFAB, and WHAZ.

Friday, February 23, 1934

WJBW—Charles C. Carlson, New Orleans, La.—Modification of license; 1200 kc., 100 watts, unlimited time (facilities of WBBX). Present assignment, 1200 kc., 100 watts, shares with WBBX.

WBBX—Samuel D. Reeks, New Orleans, La.—Voluntary assignment to Coliseum Place Baptist Church; 1200 kc., 100 watts, shares with WJBW.

WBBX—Samuel D. Reeks, New Orleans, La.—Renewal; 1200 kc., 100 watts, shares with WJBW.

APPLICATIONS GRANTED

- WCNW—Arthur Faske, Brooklyn, N. Y.—Granted modification of C. P. authorizing approval of transmitter site in Brooklyn, completion of construction by May 1, 1934.
- WHDF—The Upper Michigan Broadcasting Co., Calumet, Mich.—Granted modification of license to change specified hours of operation to: Daily except Sunday, 10:30 a. m. to 12:30 p. m. and 3:30 to 6:30 p. m.; Sunday, 9 a. m. to 1 p. m. and 3 to 7:30 p. m., CST.
- WSAZ—WSAZ, Inc., Huntington, W. Va.—Granted modification of license to increase power from 500 watts to 1 KW.
- WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Granted C. P. to rebuild station destroyed by fire, install new equipment, and move transmitter and studio within building; 1210 kc., 100 watts, unlimited time.
- WKBV—William O. Knox, d/b as Knox Battery & Electric Co., Richmond, Ind.—Granted special temporary authority to operate from 8:30 to 10 a. m. and from 1 to 6 p. m., CST, March 2 and 3; and from 1 to 6 p. m., CST, on March 10.
- KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted special temporary authority to operate from 3 to 6 p. m., MST, February 17 and 18.
- KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa—Granted special temporary authority to operate from 9 p. m. to 12 midnight, CST, February 17.

Stations WIP, WFI, and WLIT, of Philadelphia, were granted extension of temporary experimental authority to operate with 500 watts additional power during daytime hours only for the next regular license period.

SET FOR HEARING

- NEW—John V. L. Hogan, Long Island City, N. Y.—C. P. (experimental broadcast); 1550 kc., 1 KW, unlimited time; to be heard by the Commission en banc April 4.
- NEW—L. M. Kenneth, Indianapolis, Ind.—C. P. (experimental broadcast); 1530 kc., 1 KW, unlimited time; to be heard by the Commission en banc April 4.
- NEW—American-Republican, Inc., Waterbury, Conn.—C. P. (experimental broadcast); 1530 kc., 1 KW, unlimited time; to be heard by the Commission en banc April 4.
- NEW—Fred W. Christian, Jr., and Raleigh W. Whiston, d/b as Christian & Whiston, Norco, Calif.—C. P. (experimental broadcast); 1570 kc., 1 KW, unlimited time; to be heard by the Commission en banc April 4.

ACTION ON EXAMINER'S REPORT

- NEW—Ex. Rept. No. 515: Leo J. Omelian, Erie, Pa.—Granted C. P. for new station to operate on 1420 kc., 100 watts, unlimited time, sustaining Examiner Geo. H. Hill. (Commissioners Hanley and Lafount dissented.)

MISCELLANEOUS

- WHAD—Marquette University, Milwaukee, Wis.—Reconsidered and set for hearing application for consent to voluntary assignment of station license to WHAD, Inc., because of protest of Station WISN.

APPLICATIONS RECEIVED

First Zone

- WNEW—WODAAM Corporation, Newark, N. J.—License to cover construction permit granted 9-12-33 to consolidate WAAM and WODA; move transmitter and studio; use power of 1 KW, 2½ KW LS; share WGCP (1/7 for WGCP).
- WNEL—Juan Piza, San Juan, P. R.—Modification of construction permit granted 12-15-33 to install new equipment.
- NEW—A. V. Tidmore, Salisbury, Md.—Construction permit to erect new station to operate on 1200 kc., use power of 100 watts, daytime. Transmitter and studio locations to be determined, Salisbury, Md.

Second Zone

- WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—License to cover construction permit granted 12-26-33 to make changes in equipment.
- WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Construction permit to make changes in equipment and increase power from 250 watts to 1 KW.
- WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Extension of special experimental authorization to operate with 500 watts on experimental basis.
- WKRC—WKRC, Inc., Cincinnati, Ohio—Extension of special experimental authorization to use 1 KW until 9-1-34.

Third Zone

- WDAE—Tampa Publishing Co., Tampa, Fla.—Consent to voluntary assignment of license to Tampa Times Company, Tampa, Fla.
- WAMC—Raymond C. Hammett, Anniston, Ala.—Modification of construction permit granted 5-23-33 to extend dates of commencement and completion to 3-1-34 and 5-1-34, respectively.
- WHEF—J. Niles Boyd Wholesale Grocery Co., J. O. Ashworth and J. R. Smithson, d/b as Attala Milling and Produce Co., Kosciusko, Miss.—Modification of construction permit granted 3-18-32 to extend dates of commencement and completion to 2-24-34 and 6-24-34, respectively.
- KTRH—KTRH Broadcasting Company, Houston, Tex.—Extension of special experimental authorization to use power of 1 KW; also request to use frequency of 630 kc. on experimental basis.
- WJDX—Lamar Life Insurance Co., Jackson, Miss.—Construction permit to increase power from 1 KW to 1 KW, 2½ KW LS, and make changes in equipment. Amended re equipment changes.
- WPTF—WPTF Radio Company, Raleigh, N. C.—Modification of construction permit granted 6-9-33 to extend commencement date to 2-19-34 and completion date to 5-17-34.
- WKFI—J. Pat Scully, Greenwood, Miss.—Modification of construction permit to move transmitter and studio to 1635 Carrollton Ave., Greenwood, Miss., and extension of commencement and completion dates.

Fourth Zone

- KFGQ—Boone Biblical College, Boone, Iowa—Modification of license to change hours of operation from S. H. to unlimited.
- WJBC—Wayne Hummer and H. J. Dee, d/b as Kaskaskia Broadcasting Co., La Salle, Ill.—Construction permit to move studio and transmitter to Wesleyan College Campus, Bloomington, Ill.
- NEW—KWIL Broadcasting Company, Williston, N. Dak.—Construction permit to erect new station to operate on 1500 kc., power of 100 watts, daytime.

Fifth Zone

None.

APPLICATIONS RETURNED

- NEW—American-Republican, Inc., Waterbury, Conn.—Special experimental authorization to operate on 1520 kc., power of 1 KW, unlimited time. (Improper application form.)
- NEW—Walter E. Freedman, Douglas, Ariz.—Construction permit to erect new station to operate on 1320 kc., use power of 100 watts, unlimited time. (Rule 6, time and power.)
- WCAZ—Superior Broadcasting Service, Inc., Carthage, Ill.—Modification of license to increase power from 50 watts to 100 watts and to operate any and all daylight hours necessary for police broadcasts in addition to present license. (Violation Rule 5.)
- KGW—Oregonian Publishing Co., Portland, Ore.—Modification of license to cover construction permit. (Improper application.)