

The National Association of Broadcasters

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PHILIP G. LOUCKS, Managing Director

NAB REPORTS

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MANAGING DIRECTOR ON TOUR

In accordance with a resolution adopted at the last meeting of the Board of Directors, Philip G. Loucks, NAB Managing Director, left Washington last week on a trip, expected to last about two weeks, to include points in Ohio, Tennessee, Louisiana, and Florida.

NRA PRICE HEARING BEGINS

A public hearing before the National Recovery Administration on the subject of price provisions of the various codes began on Wednesday, January 9. The interests of the broadcasters' code will be represented by James W. Baldwin, Executive Officer of the Code Authority.

It is expected that the hearing will continue throughout several days. The list of speakers covers 22 pages, and approximately 2,000 people attended the first session.

The resolution of the NRA, under which the hearing is being held, follows:

"WHEREAS, The Recovery Administration has accumulated considerable experience with respect to the functioning of our industrial system under codes and the appropriate relationship of Government thereto, and

"WHEREAS, Any major policy should not be finally modified or confirmed until a full opportunity has been afforded all interested parties to supplement existing information,

"THEREFORE, BE IT RESOLVED, That the National Industrial Recovery Board conduct a series of Policy Hearings at which there shall be (a) consideration of proposed modifications or confirmations of policy on major problems now confronting the administration, such proposals to be announced in each case prior to the hearing scheduled for consideration of the particular policy; (b) presentation of an analysis of the experience of the Recovery Administration with respect to the particular subject thus scheduled for hearing; and (c) an opportunity for presentation of relevant facts, analyses and suggestions by industry and other interested parties.

"These Policy Hearings shall be limited to consideration of general aspects of the subjects announced, and there shall be no consideration at these hearings of the advisability of amending or modifying any particular code.

"AND, BE IT FURTHER RESOLVED, (a) That the first of these Policy Hearings be scheduled for January 9, 1935, on the subject of price fixing; and that at such hearing there shall be an opportunity for presentation by any interested party of any pertinent experience under codes and any other relevant material. While the practical results of the operation of such provisions in any given code may be presented, the hearing is for the purpose of considering the general aspects of price fixing and there shall be no consideration of the advisability of amending or modifying any particular code.

"(b) That the Board hereby announces as its proposal for this first hearing and as its present position with respect to price fixing that in the usual case it is inconsistent with the most effective functioning of our industrial system to have in or under codes of fair competition price fixing in the form of permanent schedules of minimum prices, with or without mandatory costing systems for the purpose of establishing minimum prices.

"(c) That the Board recognizes the value of permissive cost sys-

tems, emergency price provisions, and the dangers to the economic structure of destructive price cutting. It also recognizes that minimum prices may be proper for the normal operations of certain types of industry, but, in such cases, Government supervision and control would naturally tend to be increased.

"(d) That, after final determination of policy following this hearing, the Board will promptly take proper action looking toward having administration and code provisions made to conform to such policy."

SAUTHOFF RADIO BILL

Representative Sauthoff of Wisconsin has introduced a bill in the House (H. R. 3252) "to prohibit the use of the mails, certain periodicals, and broadcasting stations, having a range covering more than one State, to the advertising of loans for which interest in excess of 15 per centum per annum is charged, and providing a penalty."

The bill, which has been referred to the House Committee on Post Office and Post Roads, is as follows:

"That on and after the date on which this Act takes effect, no person, partnership, association, or corporation that makes a business of loaning money and charges a rate of interest in excess of 15 per centum per annum upon any sum loaned shall use for advertising its business either the United States mails or any broadcasting station with a range covering more than one State. Nor shall any such person, partnership, association, or corporation advertise its said business in any magazine, periodical, or other publication which is circulated in more than one State.

"SEC. 2. Any person, partnership, association, or corporation that violates any provision of this Act shall, in addition to all other penalties prescribed by law, be punished by a fine of not less than \$50, nor more than \$2,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

"SEC. 3. This Act shall take effect from the date of its enactment."

COMMUNICATIONS COMMISSION APPROPRIATION

The House Committee on Appropriations on Wednesday favorably reported out the bill for appropriations in which the Federal Communications Commission is included.

The appropriation for the coming fiscal year as reported by the Committee is for \$1,525,000, compared with \$666,885 for the last fiscal year, or an increase of \$858,115. During the past year the work of the Commission has been greatly increased. In reporting out this appropriation the Committee had the following to say in connection with the Commission:

"The Communications Act of 1934 abolished the Federal Radio Commission and created in its stead the Federal Communications Commission. The new agency was given all the powers and authority of the Federal Radio Commission and in addition the duty of regulating telephone, telegraph, cable, and all other forms of electrical communication. These duties had been vested, theretofore, in the Interstate Commerce Commission, the Post Office Department, and the State Department.

Salaries and expenses.—The bill includes the Budget estimate of \$1,500,000, for the fiscal year 1936. The act creating the Federal

Communications Commission provided that the appropriation of \$651,885 for the Federal Radio Commission for the fiscal year 1935 should be transferred to the new agency. The Commission will be able to operate until about February 1935 with the amount transferred to it from the Federal Radio Commission. A deficiency estimate for an amount proportional to the \$1,500,000 requested for 1936 will be submitted for the remainder of the current year.

The work of the Commission falls into two main classes, namely, (a) regulating rates and services of all communication facilities and (b) the regulating, licensing, and policing of the uses of radio communication.

Printing and binding.—The bill carries the Budget estimate of \$25,000. The original appropriation of \$15,000 under this head for the current year was for the Federal Radio Commission and was transferred to the Federal Communications Commission by the act creating the latter. The enlarged functions of the new agency will necessitate the increase which has been provided for this item.

COURT DISMISSES APPEAL

The United States Court of Appeals for the District of Columbia has dismissed the WLBW appeal at the request of the appellant.

The Federal Communications Commission granted a construction permit for a new station at Erie, Pa., to Leo J. O'Melian. WLBW asked for a stay order from the Court, which was granted. The Court has allowed the request for dismissal of appeal.

RECOMMENDS APPLICATION DENIAL

Dr. William J. Reynolds and William J. Reynolds, Jr., applied to the Federal Communications Commission for a construction permit for the erection of a new station at Selma, Ala., to use 1500 kilocycles, 100 watts power, and daytime hours operation.

In Report I-16, R. H. Hyde (e) recommended that the application be denied. The Examiner found that their application seemed to meet all formal requirements "but examination of their statements and testimony as to their financial responsibility leaves doubt as to their ability to finance the proposed station in a manner that would assure satisfactory operation." He therefore recommends that the application be denied.

RECOMMENDS GRANTING NEW LOUISIANA PERMIT

T. B. Lanford, R. M. Dea, and L. M. Sepaugh, doing business as the Calcasieu Broadcasting Company, applied to the Federal Communications Commission for authority to construct a new broadcasting station at Lake Charles, La., to use 1500 kilocycles, 100 watts power, and unlimited time on the air.

R. H. Hyde (e), in Report No. I-17, recommends that the application be granted. The Examiner found that the applicants have the necessary financial resources and technical ability to erect such a proposed station and that there is need for radio service in the area which such a station would cover.

SECURITIES ACT REGISTRATION

The following companies have filed registration statements with the Securities and Exchange Commission under the Securities Act:

- San Jose Water Works, San Jose, Calif. (1243, Form A-1)
- Capital City Products Company, Columbus, Ohio. (2-1422, Form E-1)
- Hog Mountain Gold Mining and Milling Co., Birmingham, Ala. (2-1245, Form A-1)
- Arena Company, New Haven, Conn. (2-1246, Form E-1)
- Payore Gold Mines, Ltd., Toronto, Canada. (2-1247, Form A-1)
- Radio City Amusement Company, New York City. (2-1248, Form A-1)
- Butterfly Consolidated Mines, Inc., Milwaukee, Wis. (2-1249, Form A-1)
- Unitor Corporation, Detroit, Mich. (2-1250, Form A-1)

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, January 14, 1935

Hearing Before Broadcast Division

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—C. P., 770 kc., 10 KW, simultaneous daytime with WBBM, sharing night. Present assignment: 770 kc., 5 KW, simultaneous daytime with WBBM, sharing night.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—C. P., 770 kc., 50 KW, simultaneous daytime with KFAB, sharing night. Present assignment: 770 kc., 25 KW, simultaneous daytime with KFAB, sharing night.

Wednesday, January 16, 1935

Oral Argument Before Broadcast Division

KTAR—Ex. Rep. No. 1-2: KTAR Broadcasting Co., Phoenix, Ariz.—Modification of license, 620 kc., 1 KW, unlimited time. Present assignment: 620 kc., 500 watts, 1 KW LS, unlimited time.

WKZO—Ex. Rep. No. 1-8: WKZO, Inc., Kalamazoo, Mich.—C. P., 590 kc., 250 watts, 1 KW LS, unlimited time. Present assignment: 590 kc., 1 KW, daytime.

KGFK—Ex. Rep. No. 1-4: Red River Broadcasting Co., Inc., Moorhead, Minn.—C. P., 1500 kc., 100 watts, unlimited time.

Thursday, January 17, 1935

NEW—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—C. P., 1420 kc., 100 watts, unlimited time.

NEW—Willard G. Demuth, Uhrichsville, Ohio.—C. P., 1420 kc., 100 watts, daytime.

NEW—O. K. Broadcasting Co., Louisville, Ky.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—O. K. Broadcasting Co., Cleveland, Ohio.—C. P., 1500 kc., 100 watts, unlimited time.

APPLICATIONS GRANTED

First Zone

WMEX—The Northern Corp., Chelsea, Mass.—Granted modification of license to move studio from Chelsea to Boston, Mass.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—Granted license to cover C. P.; 1210 kc., 100 watts, daytime only.

WOL—American Broadcasting Co., Washington, D. C.—Granted modification of C. P. to extend completion date from January 15 to May 15, 1935.

WNBZ—Earl J. Smith and Wm. Mace, d/b as Smith & Mace, Saranac Lake, N. Y.—Granted C. P. to make changes in equipment and increase day power from 50 to 100 watts.

W2XHP—National Broadcasting Co., Inc., New York City.—Granted license to cover C. P. (general experimental); frequencies 25700, 26000, 27100, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000 kc., 150 watts.

W8XAI—Stromberg Carlson Tel. Co., Rochester, N. Y.—Granted license to cover C. P. (general experimental); 31600, 35600, 38600, 41000 kc., 100 watts.

W8XCN-W8XCO—Onondaga Radio Broadcasting Corp., Portable-Mobile.—Granted license to cover C. P. (general experimental); 31100, 34600, 37600, 40600 kc., 5 watts.

WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Granted consent to transfer control of corporation from of the WBAL Broadcasting Co. from Consolidated Gas, Electric Light and Power Co. to American Radio News Corp. (Licensed for 1060 kc., 10 KW, S-WTIC. Special authorization simultaneous daytime with KTHS on 1060 kc. until 9 p. m., and synchronize with WJZ on 760 kc., 2½ KW, after 9 p. m.)

Second Zone

- WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Granted C. P. to install new equipment and increase day power from 100 to 250 watts.
- WLIT—Lit Bros. Broadcasting System, Inc., Philadelphia, Pa.—Granted consent to voluntary assignment of license to WFIL Broadcasting Co.
- WFI—WFI Broadcasting Co., Philadelphia, Pa.—Granted consent to voluntary assignment of license to WFIL Broadcasting Co.
- WHDF—The Upper Michigan Broadcasting Co., Calumet, Mich.—Granted license to cover C. P.; 1370 kc., 100 watts night, 250 watts day, specified hours.
- WLVA—Lynchburg Broadcasting Corp., Lynchburg, Va.—Granted license to cover C. P.; 1200 kc., 100 watts night, 250 watts day, unlimited time.
- WEHC—Community Broadcasting Corp., Charlottesville, Va.—Granted license to cover C. P.; 1420 kc., 100 watts night, 250 watts day; sharing with WEED night, unlimited day.
- WBTM—Piedmont Broadcasting Corp., Danville, Va.—Granted license to cover C. P.; 1370 kc., 100 watts night, 250 watts day, unlimited time.

Third Zone

- WIOD—Isle of Dreams Broadcasting Corp., Miami Beach, Fla.—Granted consent to transfer of control of Isle of Dreams Broadcasting Corp. from Jesse H. Joy to Metropolis Publishing Co.
- WDOD—WDOD Broadcasting Corp., Chattanooga, Tenn.—Granted modification of license to increase day power from 2½ to 5 KW.
- WSPA—Virgil V. Evans, d/b as The Voice of South Carolina, Spartanburg, S. C.—Granted modification of C. P. to extend commencement date to December 21, 1934, and completion date to March 21, 1935.
- WPTF—WPTF Radio Co., Raleigh, N. C.—Granted license to cover C. P.; 680 kc., 5 KW night, 5 KW day, limited.
- NEW—Wilton E. Hall, Anderson, S. C.—Granted C. P. for new station to operate on 1200 kc., 100 watts, unlimited time.
- WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Granted C. P. to install new equipment, increase day power from 1 to 5 KW, and change transmitter site to a location to be determined subject to approval of the Commission.

Fourth Zone

- WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Granted license to cover C. P.; 1210 kc., 100 watts night, 250 watts day, unlimited time.
- WOC—The Palmer School of Chiropractic, Davenport, Iowa.—Granted modification of C. P. to make changes in equipment. Also granted license covering C. P. which authorized move of station from Carter Lake to Davenport, Iowa, installing new equipment, and changing frequency from 1420 kc. to 1370 kc.; 100 watts, unlimited time.
- KOIL—Mona Motor Oil Co., Council Bluffs, Iowa.—Granted modification of C. P. to make changes in equipment. Also granted license covering C. P. authorizing local move of transmitter, making changes in equipment, and increasing daytime power from 1 to 2½ KW, 1 KW night; 1260 kc., unlimited time.
- KGKF—Hilliard Company, Inc., Scottsbluff, Nebr.—Granted C. P. to make changes in equipment and increase day power from 100 to 250 watts.
- WJBC—Wayne Hummer and H. J. Deo, d/b as Kaskaskia Broadcasting Co., Bloomington, Ill.—Granted C. P. to make changes in equipment.
- WJAC—The Norfolk Daily News, Norfolk, Nebr.—Granted C. P. to make changes in equipment.
- WDAY—WDAY, Inc., Fargo, N. Dak.—Granted C. P. to make changes in equipment and increase day power from 2½ to 5 KW.
- WMT—Waterloo Broadcasting Co., Waterloo, Iowa.—Granted C. P. to move transmitter from about 5 miles from Waterloo

to a site to be determined near Cedar Rapids, and move studio from Waterloo to Cedar Rapids, on condition that no increase in interference results to WREC.

- KWCR—Cedar Rapids Broadcast Co., Cedar Rapids, Iowa.—Granted C. P. to move station from Cedar Rapids to site to be determined near Des Moines, and move studio to Des Moines.
- WDGY—Dr. George W. Young, Minneapolis, Minn.—Granted C. P. to make changes in equipment and increase day power from 2½ to 5 KW.
- KWK—Thomas Patrick, Inc., St. Louis, Mo.—Granted C. P. to make changes in equipment and increase day power from 2½ to 5 KW.

Fifth Zone

- NEW—Louis Wasmer, Inc., Portable.—Granted C. P. (broadcast-pickup), 1606, 2020, 2102, 2760 kc., 100 watts.
- KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Granted modification of license to change hours of operation from specified to limited.
- KRKD—Radio Broadcasters, Inc., Los Angeles, Calif.—Granted modification of license to increase day power from 500 watts to 1 KW.
- KFSG—Echo Park Evangelical Assn., Los Angeles, Calif.—Granted modification of license to increase day power from 500 watts to 1 KW.
- KFCB—Queen City Broadcasting Co., Seattle, Wash.—Granted license to cover C. P.; 650 kc., 250 watts, limited time.
- KGEK—Elmer G. Beehler, Sterling, Colo.—Granted license to cover C. P.; 1200 kc., 100 watts, specified hours.
- KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Granted modification of C. P. to extend completion date to March 15, 1935.
- KGB—Don Lee Broadcasting System, San Diego, Calif.—Granted modification of C. P. to extend commencement date to February 1, 1935, and completion date to May 1, 1935.
- KGW—Oregonian Publishing Co., Portland, Ore.—Granted modification of C. P. increasing day power from 2½ to 5 KW; extend commencement date to 60 days from this date, and completion date to 150 days from date or not later than July 2, 1935.
- KFXD—Frank E. Hurt, Nampa, Idaho.—Granted C. P. to make changes in equipment and increase day power from 100 to 250 watts.
- KPQ—Wescoast Broadcasting Co., Wenatchee, Wash.—Granted C. P. to move station locally and make changes in equipment, and increase day power from 100 to 250 watts.
- NEW—Wm. Schield, Sydney R. Lewis, and Harold Smithson, Trustees of Golden Empire Broadcasting Co., Ltd., Chico, Calif.—Granted C. P. for new station; 950 kc., 250 watts, daytime (site to be determined).
- NEW—Nichols & Warinner, Inc., Portable-Mobile.—Granted C. P. (general experimental), frequencies 31100, 34600, 37600, 40600 kc., 2 watts.
- NEW—Nichols & Warinner, Inc., Portable-Mobile.—Granted C. P. (general experimental), frequencies 31100, 34600, 37600, 40600 kc., 30 watts power.
- W7XBD—Oregonian Publishing Co., Portland, Ore.—Granted modification of C. P. (general experimental) extending completion date from January 18 to August 15, 1935.
- KNEI—Oregonian Publishing Co., Portable.—Granted modification of C. P. (temporary broadcast pickup) extending commencement date to January 1, 1935, and completion date to July 1, 1935.

ACTION ON EXAMINER'S REPORT

- KFEQ—Ex. Rep. No. 1-13: Scroggin & Co. Bank, St. Joseph, Mo.—Granted renewal of license on regular basis, sustaining George H. Hill, Examiner.

MISCELLANEOUS

- WSPD—Toledo Broadcasting Co., Toledo, Ohio.—Denied permission to intervene in the hearing of application of Community

Broadcasting Co. for C. P. for a new station in Toledo to operate on 1200 kc. with 100 watts power, daytime only.

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Granted permission to intervene at the hearing of application of Paul Q. Callister for construction permit for a new station in Salt Lake City.

Brown Radio Service Lab., Rochester, N. Y.—Denied petition to reconsider action in designating application for hearing for a new station to be located in Rochester to operate on 1210 kc., 100 watts power. Petitioner sought to operate daytime only pending further consideration of application for unlimited time.

NEW—Paul Q. Callister, Salt Lake City, Utah.—Granted permission to take depositions in support of his application for a new station to be located at Salt Lake City set for hearing January 30, 1935.

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—The Commission today reconsidered action of November 27, 1934, in granting an extension of license on a temporary basis only to station WIP for a period ending at 3 a. m., EST, March 1, 1935, and terminated such authority and granted the application for renewal of license on a regular basis for the period ending 3 a. m., EST, on March 1, 1935.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Designated for hearing application for renewal of license.

NEW—Albert T. Roche and Harold Smithson, Chico, Calif.—C. P. to erect new station at Chico, Calif., 850 kc., 100 watts, daytime only, heretofore set for hearing, was dismissed, inasmuch as this application has been superseded by the application of William Schield, Lewis and Harold Smithson, Trustees of Golden Empire Broadcasting Co., Ltd.

NEW—Joseph M. Hallock, Baker, Ore.—C. P. for new station at Baker, Ore., 1200 kc., 100 watts, daytime, heretofore set for hearing, was dismissed at request of applicant.

WPTF—WPTF Radio Company, Raleigh, N. C.—Modification of special experimental authorization for 5 KW to operate 12 midnight, EST, heretofore set for hearing, was dismissed at request of applicants.

WJBK—James F. Hopkins, Inc., Detroit, Mich.—C. P. to move transmitter, 680 kc., 500 watts, unlimited time, heretofore set for hearing, was dismissed at request of applicants.

WINS—American Radio News Corp., New York City.—Granted special temporary authorization to operate from 7:15 to 7:30 p. m., EST, during month of January.

SET FOR HEARING

WBNX—Standard Cahill Co., Inc., New York, N. Y.—Construction permit to make changes in equipment and increase day power from 250 watts to 2½ KW. (No change 250 watts night, 1350 kc., sharing with WAWZ.)

NEW—Howell Broadcasting Co., Inc., Rochester, N. Y. (location to be determined).—Construction permit, 1210 kc., 100 watts night, 250 watts day, unlimited.

WRC—National Broadcasting Co., Inc., Washington, D. C.—Construction permit move station locally to location to be determined subject to Commission approval; install new equipment; increase power from 500 watts night, 1 KW day, to 1 KW night, 5 KW day (licensed 950 kc., unlimited).

WHBC—Edward P. Graham, Canton, Ohio.—Construction permit make changes in equipment and increase daytime power from 100 watts to 250 watts (licensed for 1200 kc., 100 watts nighttime power, specified hours).

WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Construction permit install new equipment; increase power from 250 watts to 1 KW (licensed for 880 kc., S-WQAN).

NEW—Clinton Broadcasting Corp., Clinton, S. C.—Construction permit, 620 kc., 500 watts, daytime (exact transmitter site to be determined subject to Commission approval).

NEW—Leo J. Blanchard, Fredericksburg, Tex.—Construction permit, 1310 kc., 100 watts, specified hours.

NEW—Valley Broadcasting Service, Inc., Chattanooga, Tenn.—Construction permit, 1120 kc., 100 watts, daytime. To be heard by the Division en banc March 20, 1935.

NEW—William L. Waltman, Muskogee, Okla.—Construction permit, 1500 kc., 100 watts, unlimited time.

NEW—Denton Broadcasting Co., Eugene DeBogory, Owner, Denton, Tex. (exact location subject to approval of Commission).—Construction permit, 1420 kc., 100 watts, daytime.

NEW—Palestine Broadcasting Association, John C. Welch, Wm. M. Keller, Bonner Frazzell, Palestine, Tex.—Construction permit, 1420 kc., 100 watts, daytime.

NEW—E. F. Houser and Clyde Miller, Big Springs Broadcasting Co., Big Springs, Tex.—Construction permit, 1210 kc., 100 watts, daytime.

NEW—Eugene DeBogory, trading as Tem-Bel Broadcasting Co., Temple, Tex. (exact site to be determined).—Construction permit, 1310 kc., 100 watts, daytime.

NEW—E. W. Patrick, Brookfield, Mo.—Construction permit, 1310 kc., 100 watts, unlimited.

NEW—Mississippi Valley Broadcasting Co., Inc., East St. Louis, Ill. (exact site to be determined).—Construction permit, 1500 kc., 100 watts, unlimited.

KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa.—Construction permit to make changes in equipment, change frequency from 1200 kc. to 1230 kc.; increase power from 100 watts night, 250 watts day, to 500 watts; and increase hours of operation from specified to unlimited.

NEW—Dr. George W. Young, Minneapolis, Minn. (site to be determined).—Construction permit, 1370 kc., 100 watts, unlimited.

NEW—George B. Bairey, Valley City, N. Dak.—Construction permit, 1310 kc., 100 watts, unlimited.

KWTO—KGBX, Inc., Springfield, Mo.—Construction permit to make changes in equipment and increase power from 1 KW to 5 KW day (no change 560 kc., daytime hours of operation).

WBBR—Peoples Pulpit Assn., Brooklyn, N. Y.—C. P. to make changes in equipment and increase day power from 1 KW to 5 KW.

NEW—Bamberger Broadcasting Service, Carteret, N. J.—C. P. (experimental relay broadcasting), frequencies 6020, 9510, 11850, 15170, 17800, 21480 kc., 5000 watts.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—C. P. to make changes in equipment and increase day power from 2½ to 5 KW.

WCAZ—Superior Broadcasting Service, Inc., Carthage, Ill.—C. P. to make changes in equipment and increase daytime power from 100 watts to 250 watts.

NEW—Helena Broadcasting Co., Helena, Mont.—C. P. for new station, 1420 kc., 100 watts, unlimited time.

NEW—Twin Cities Broadcasters, Centralia, Wash.—C. P. for new station, 1200 kc., 100 watts, unlimited time.

NEW—Fred L. Packard, A. Rosenberg, Los Angeles, Calif.—C. P. for new station, 1160 kc., 250 watts, daytime (transmitter site to be determined).

NEW—Radio Service, Inc., Las Vegas, Nev.—C. P. for new station, 1200 kc., 100 watts, unlimited time (transmitter site to be determined).

KCFJ—Ben S. McGlashan, Los Angeles, Calif.—C. P. to make changes in equipment and increase day power to 250 watts, and also to operate with 250 watts power from 12 midnight to 6 a. m.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Modification of C. P. to change type of equipment; increase night power from 500 watts to 1 KW and day power from 2½ to 5 KW; also extend commencement date from October 29, 1934, to within 90 days after grant and extend completion date from January 29, 1935, to within 90 days thereafter.

WATR—The WATR Company, Inc., Waterbury, Conn.—Modification of license to change frequency from 1190 kc. to 1200 kc., and increase operation from daytime to unlimited.

WFBR—The Baltimore Radio Show, Inc., Baltimore, Md.—Modification of license to increase power from 500 watts to 1 KW.

WSAI—The Crosley Radio Corp., Cincinnati, Ohio.—Modification of license to increase day power from 2½ to 5 KW.

WHBL—Press Publishing Co., Sheboygan, Wis.—Modification of license to change frequency from 1410 kc. to 1300 kc., decrease night power from 500 watts to 250 watts, and change hours of operation from sharing with WROK to unlimited.

KGAR—Tucson Motor Service Co., Tucson, Ariz.—Modification of license to change frequency from 1370 kc. to 1450 kc., and increase nighttime power from 100 watts to 250 watts.

KALE—KALE, Inc., Portland, Ore.—Modification of license to change frequency from 1300 kc. to 1250 kc., and hours of operation from specified to unlimited.

KDFN—Donald Lewis Hathaway, Casper, Wyo.—Modification of license to change frequency from 1440 kc. to 630 kc.

WFEA—New Hampshire Broadcasting Co., Manchester, N. H.—Special experimental authorization to increase nighttime power from 500 watts to 1 KW.

WGAR—The WGAR Broadcasting Co., Cleveland, Ohio.—Special experimental authorization to increase nighttime power from 500 watts to 1 KW.

NEW—Utah Broadcasting Co., Salt Lake City, Utah.—C. P. for new station, 1500 kc., 100 watts, unlimited time.

NEW—National Battery Broadcasting Co., St. Paul, Minn.—Designated for hearing C. P. for new station on 680 kc., 500 watts night, 1 KW day, unlimited time.

APPLICATIONS RECEIVED

First Zone

WHDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—Authority to install automatic frequency control.

WINS—American Radio News Corp., New York, N. Y.—Modification of license to change name to Hearst Radio, Inc.

WJZ—National Broadcasting Co., Inc., New York, N. Y.—Extension of special experimental authorization to use 50 KW power for next license period ending 8-1-35.

W10XG—National Broadcasting Co., Inc. (Seth Parker, Ex-Georgette).—Modification of license to use additional transmitter already constructed—RCA-ET-3656-A.#B-2200, 1 KW.

W2XHI—Bamberger Broadcasting Service, Inc., Newark, N. J.—Modification of construction permit to extend date of commencement to 2-27-35, and date of completion to 5-27-35.

Second Zone

WPHR—WLBG, Inc., Petersburg, Va.—Requesting consent to transfer of control of corporation.

WWJ—The Evening News Asso., Inc., Detroit, Mich.—Construction permit to install new equipment; move transmitter; increase power from 1 KW to 1 KW, 5 KW local sunset.

WSVA—Marion K. Gilliam, Staunton, Va.—Modification construction permit to extend completion date to 4-4-35.

WHK—Radio Air Service Corp., Cleveland, Ohio.—Modification of license to increase power from 1 KW and 2½ KW, daytime, to 5 KW daytime.

WWPA—Clarion Broadcasting Co., Inc., Clarion, Pa.—Modification of construction permit (2-P-B-3150) to extend commencement date from 10-11-34 to 30 days from grant and completion date from 1-11-35 to 120 days from grant of this application.

WPHR—WLBG, Inc., Petersburg, Va.—Modification of construction permit (2-P-B-3291) as modified to extend commencement date to 1-15-35 and completion date to 2-15-35.

WORK—York Broadcasting Co., York, Pa.—Extension of special experimental authorization to change frequency from 1000 kc. to 1320 kc., change from daytime to unlimited time. Use directional antenna.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Extension of special experimental authorization to use 1 KW power to 9-1-35.

WWPA—Clarion Broadcasting Co., Inc., Clarion, Pa.—Authority for consent to transfer of control of corporation from Clarion Broadcasting Co., Inc., to Fort Industry Company.

Third Zone

NEW—Eugene DeBogory, tr/as Dallas Radio Research Engineers, Dallas, Tex.—Construction permit to erect a new experimental broadcast station to be operated on 1550 kc., 1 KW day and night power.

WPAX—H. Wimpy, Thomasville, Ga.—License to cover construction permit (B3-P-121) move studio and transmitter, make equipment changes and change hours of operation.

KTSA—Southwest Broadcasting Co., San Antonio, Tex.—Modification of special authorization as modified to operate on 550 kc., 5 KW from midnight to 6 a. m., period ending 4-1-35, amended requesting hours of operation from 1 a. m. to 6 a. m.

WSIX—Jack M. Draughon and Louis R. Draughon, d/b as 638 Tire and Vulcanizing, Springfield, Tenn.—Construction permit to move transmitter and studio amended to change frequency from 1210 kc. to 1370 kc.

A. H. Belo Corp., Portable-Mobile.—Construction permit for 34600 kc., 3 watts, A3, amended: 1-2-35 for 3100, 34600, 37600, 40600 kc.

WSGN—R. B. Broyles, tr. as R. B. Broyles Furniture Co., Birmingham, Ala.—License to cover construction permit 3-P-B-3034 as modified, to increase daytime power and make equipment change.

WNBR—Memphis Broadcasting Co., Memphis, Tenn.—Modification of license (B3-R-479) to increase day power from 500 watts to 1 KW.

KTHS—Hot Springs Chamber of Commerce, Hot Springs, Ark.—Extension of special authorization to change frequency from 1040 kc. to 1060 kc.; change from S-KRLD to simul-WBAL from 6 a. m. to LS daily, silent to 8 p. m. and unlimited from 8 p. m. to midnight, period ending 8-1-35.

NEW—Benavides Independent School District, Benavides, Tex.—Construction permit to erect a new broadcast station to be operated on 1350 kc., 100 watts, daytime, amended to change frequency to 1310 kc. and power to 50 watts.

KGKO—Wichita Falls Broadcasting Co., Wichita Falls, Tex.—Extension special authorization to operate with power of 250 watts additional night, period ending 9-1-35.

KGRS—E. B. Gish (Gish Radio Service), Amarillo, Tex.—Modification of license to change hours of operation from specified hours to unlimited amended requesting that granting this application be contingent on the granting of application from WDAG for change in frequency.

KGKO—Wichita Falls Broadcasting Co., Wichita Falls, Tex.—Modification special authorization to operate with 750 watts additional night power (1 KW), period ending 9-1-35.

NEW—Eugene DeBogory, tr. as Brownsville Broadcasting Co., Brownsville, Tex.—Construction permit to erect a new broadcast station to be operated on 1370 kc., 100 watts, unlimited time.

Fourth Zone

WISN—American Radio News Corp., Milwaukee, Wis.—Modification of license to change name to Hearst Radio, Inc.

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Modification of construction permit (B4-P-205) giving exact transmitter site as ¼ mile north County Road on Snelling Avenue, Rose Township, Minn., and the type of antenna to be installed, also extend commencement and completion dates to within 10 days of grant and 90 days thereafter.

KWTN—The Greater Kampeska Radio Corp., Watertown, S. Dak.—Modification of construction permit (4-P-B-3108) as modified to extend completion date to 2-15-35.

WIBW—Topeka Broadcasting Asso., Inc., Topeka, Kans.—License to cover construction permit (B4-P-57) to increase power and install new equipment.

WROK—Rockford Broadcasters, Inc., Rockford, Ill.—Modification of license to change hours of operation from S-WHBL to unlimited (contingent upon the granting of application of WHBL for change in frequency).

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Modification of construction permit (4-P-B-3285) as modified to change equipment and extend commencement date to 10 days after grant and completion date to 150 days thereafter.

NEW—The Garden City Broadcasting Co., Garden City, Kans.—Construction permit to erect a new broadcast station to be operated on 1210 kc., 100 watts, unlimited time, amended re transmitter site.

NEW—W. R. Cramer and G. A. Anderson, d/b as Omaha Broadcasting Co., Omaha, Nebr.—Construction permit to erect a new broadcast station to be operated on 1200 kc., 100 watts, unlimited time, amended to change frequency to 1500 kc., and transmitter location.

WHBU—Anderson Broadcasting Corp., Anderson, Ind.—Consent to transfer of control of corporation.

WFBM—Indianapolis Power & Light Co., Indianapolis, Ind.—Construction permit to move studio and transmitter and make equipment changes, amended re equipment and increase day power from 1 KW to 5 KW.

WHFC—WHFC, Inc., Cicero, Ill.—Construction permit to install new equipment and increase day power from 100 watts to 250 watts.

Fifth Zone

NEW—J. C. and E. W. Lee (Riverside Broadcasting Co.), Riverside, Calif.—Construction permit to erect a new broadcast

station to be operated on 820 kc., 100 watts, daytime, amended re equipment and increase day power from 100 watts to 250 watts.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—License to cover construction permit (5-P-B-3245) as modified to make changes in equipment and increase power.

KSL—Radio Service Corp. of Utah, Salt Lake City, Utah.—Determine operating power by direct measurement of antenna, amended re equipment.

KJBS—Julius Brunton and Sons Co., San Francisco, Calif.—License to cover construction permit (5-P-B-2991) as modified to make changes in equipment and increase power from 100 watts to 500 watts.

NEW—William B. Smullin, Salem, Oreg.—Construction permit for 1330 kc., 500 watts power, unlimited, for new station at Salem, Oreg., amended: change frequency to 1440 kc., and also change equipment.

TOTAL BROADCAST ADVERTISING VOLUME

1934
Gross Time Sales

Class of Business	October	November	Cumulative Jan.-Nov.
National networks.....	\$4,527,002	\$4,366,453	\$38,196,558
Regional networks.....	95,964	107,259	654,055
National spot business.....	1,251,014	1,300,625	12,310,278
Local broadcast advertising..	1,503,104	1,458,255	14,550,707
Total	\$7,377,084	\$7,232,592	\$65,711,598

ADVERTISING VOLUME BY MAJOR MEDIA

1934
Gross Time Sales

Advertising Medium	October	November	Cumulative Jan.-Nov.
Radio broadcasting.....	\$7,377,084	\$7,232,592	\$65,711,598
National magazines ¹	10,953,263	10,524,546	107,724,638
National farm papers.....	453,947	462,593	4,848,184
Newspapers ²	45,079,568	43,366,000	440,693,718
Total	\$63,863,862	\$61,585,731	\$618,978,138

¹ National magazine totals are for 108 periodicals, prepared by Publishers' Information Bureau, Inc., from which source national farm papers and networks are also taken.

² Estimated.

NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

1934
Gross Time Sales

Power of Station ¹	October	November	Cumulative Jan.-Nov.
Over 1,000 watts.....	\$1,232,108	\$1,224,730	\$12,106,308
250-1,000 watts.....	1,167,540	1,145,320	11,120,001
100 watts.....	354,470	388,830	3,634,676
Total	\$2,754,118	\$2,758,880	\$26,860,985

¹ This includes high-powered regional and clear channel stations ranging from 5 kilowatts upwards in power.

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

RETAIL ADVERTISING OVER INDIVIDUAL STATIONS

(November, 1934)

Type of Sponsoring Business	Gross Time Sales	
	October	November
Automobiles and accessories:		
Automobile agencies and used car dealers..	\$54,435	\$41,872
Gasoline stations, garages, etc.....	60,307	88,725
Clothing and apparel shops.....	171,900	160,660
Drugs and toilet goods:		
Drug stores.....	22,208	20,992
Beauty parlors.....	5,840	4,845
Food products:		
Grocery stores, meat markets, etc.....	40,420	48,194
Restaurants and eating places ¹	15,605	16,123
Beverage retailers.....	915	830
Confectionery stores, etc.....	2,150	1,344
Household goods:		
Household equipment retailers ²	32,180	23,754
Furniture stores.....	53,095	57,196
Hardware stores.....	10,820	18,260
Radio retailers.....	21,750	26,712
Department and general stores.....	132,046	134,559
Tobacco shops.....	365	937
Miscellaneous.....	58,190	62,945
Total	\$682,226	\$707,948

¹ Exclusive of hotels.

² Such as electric refrigerators, oil burners, sweepers, furnaces and the like.

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

1934
Gross Time Sales

Geographical District	October	November	Cumulative Jan.-Nov.
New England-Middle Atlantic Area	\$916,418	\$899,051	\$9,048,346
South Atlantic-South Central Area	381,490	398,251	3,522,560
North Central Area.....	939,210	946,430	9,911,212
Pacific and Mountain Area...	517,000	515,148	4,378,867
Total	\$2,754,118	\$2,758,880	\$26,860,985