

# The National Association of Broadcasters

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

## NAB REPORTS

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### BROADCAST ADVERTISING IN DECEMBER

#### Developments of the Month

**T**OTAL volume of broadcast advertising remained comparatively unchanged in December as compared with the preceding month. Gross time sales of the medium amounted to \$7,176,211, and were 8/10 of one per cent less than in November.

National network advertising continued to gain, rising 1.9% above the November level. National spot volume declined 6.0% as compared with the previous month, while local broadcast advertising decreased 1.9%. At least a portion of these declines was in the nature of a seasonal trend. There was a marked decline in regional network volume, due to a cessation of political advertising.

#### Comparison with 1933

December broadcast advertising exhibited a marked improvement over that of the same month of 1933. Gross revenues of the medium were 16.6% greater than in December 1933. National spot volume registered the greatest increase, standing 30.3% above the level of the same period of the previous year. National network volume was 20.4% greater than during December 1933, while local broadcast advertising remained at practically the same level. Regional network advertising declined somewhat.

#### Comparison with Other Media

National magazines declined 13.4% as compared with November, the drop in revenues being due mainly to normal seasonal factors. Magazine advertising for the month was 10.3% above that of the same period of 1933. Newspaper volume remained steadier than usual during the month and was 11.7% greater than during December of the previous year. According to the Weld-Printers' Ink index, the gain for this medium was 9.3% after corrections had been made for seasonal trend. National farm

paper advertising was 25.2% less than in November, but 30.9% higher than during December of the preceding year.

#### Other Trends of the Month

Gross time sales of non-network business for stations of over 1,000 watts in power, increased 6.2% over November and were 18.0% greater than in December 1933. Non-network revenues of other class stations declined approximately 10% during the month, and stood but slightly ahead of December of the preceding year.

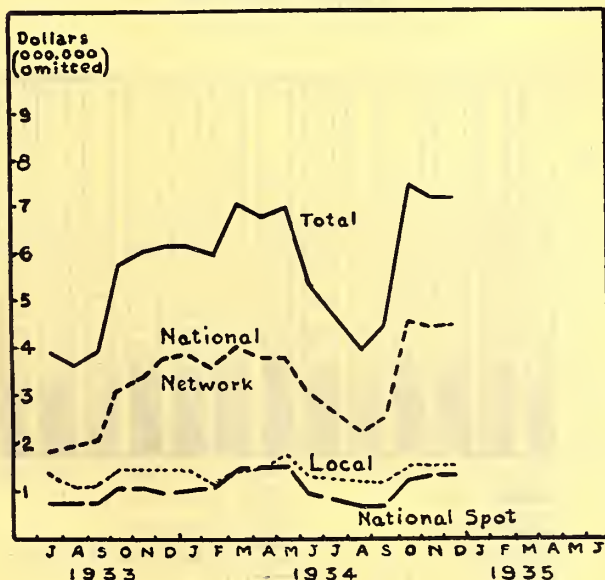
New England-Middle Atlantic and Mid-Western non-network business declined slightly during the month, while Southern and Far Western advertising increased. New England-Middle Atlantic business, however, showed a gain of 28.1% over the preceding December, with gains ranging about 4% in other districts.

Electrical transcription volume declined 15.5% in the national spot field during the month and rose slightly in the local field. National spot transcription volume was 14.4% above December 1933, local volume showing a slight decrease. National live talent business continued to increase, showing a gain of 7.8% over November, and reaching a level 70.0% higher than in December of the previous year. Local spot announcement volume rose 11.8% during the month. Announcement business was generally lower than during the same month of 1933, local business being 15.6% below that level and national business 32.8% lower.

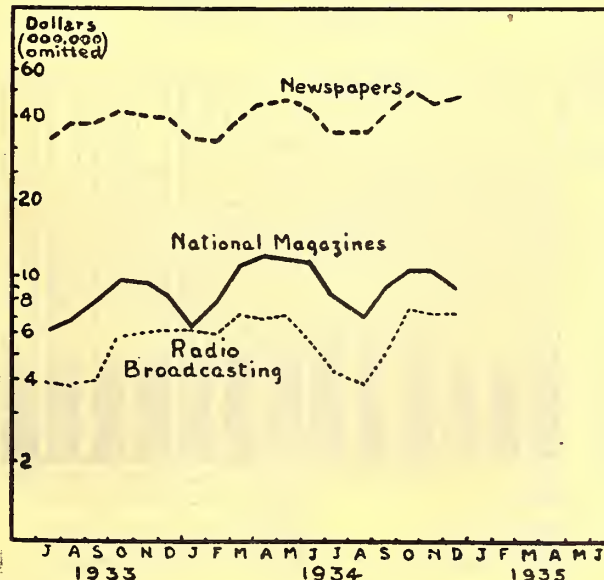
#### Sponsor Trends in December

Principal gains as compared with the preceding month included one of 27.1% in national network automotive volume and a doubling of national spot volume in the same field; a rise of 70.0% in national spot confectionery volume and of 44.3% in tobacco advertising in the same field; a rise of 24.0% in local apparel advertising, 41.6% in local drug advertising, 20.0% in local household equipment advertising and of 24.8% in department store vol-

RADIO BROADCAST ADVERTISING VOLUME  
 July, 1933, to June, 1935

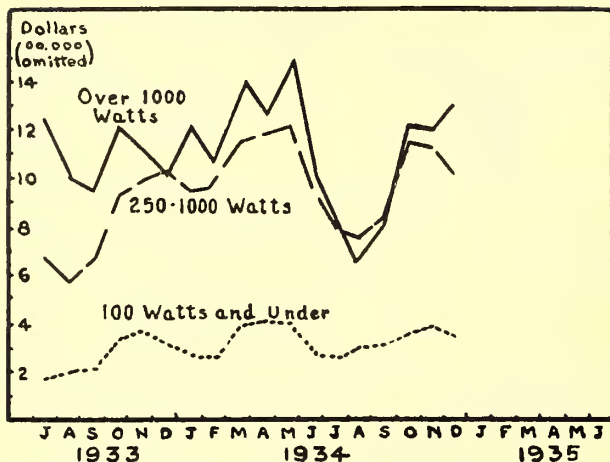


ADVERTISING VOLUME MAJOR MEDIA  
 July, 1933, to June, 1935

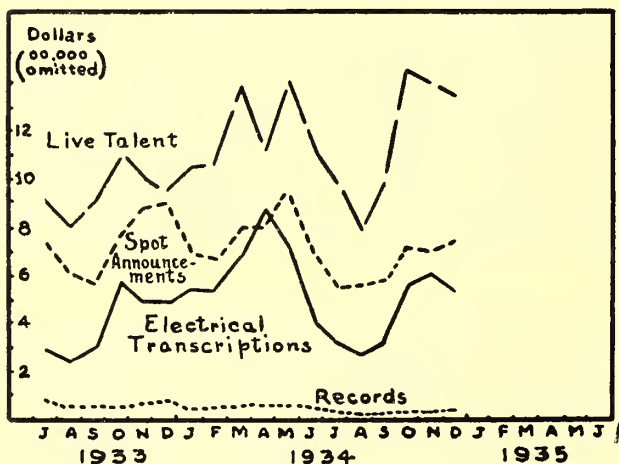


# NON-NETWORK ADVERTISING BY STATION POWER

July, 1933, to June, 1935



NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION  
July, 1933, to June, 1935

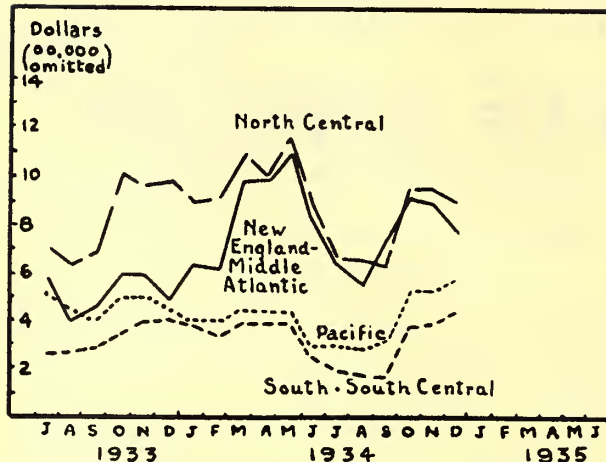


NATIONAL SPOT ADVERTISING BY TYPE OF SPONSORING BUSINESS  
Dec., 1933, to Dec., 1934

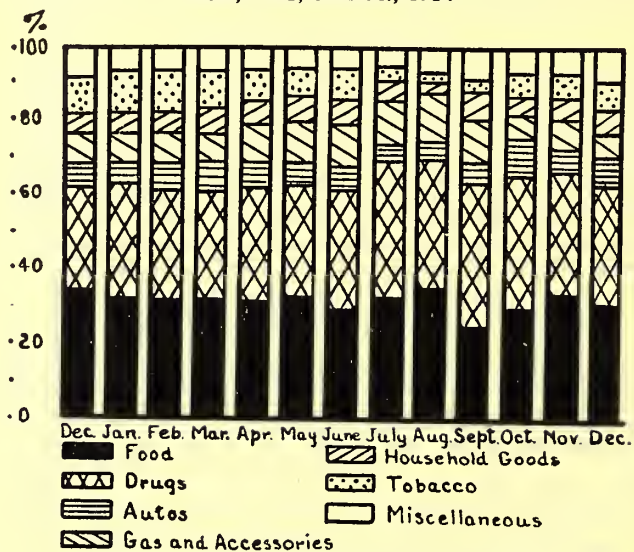


# NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

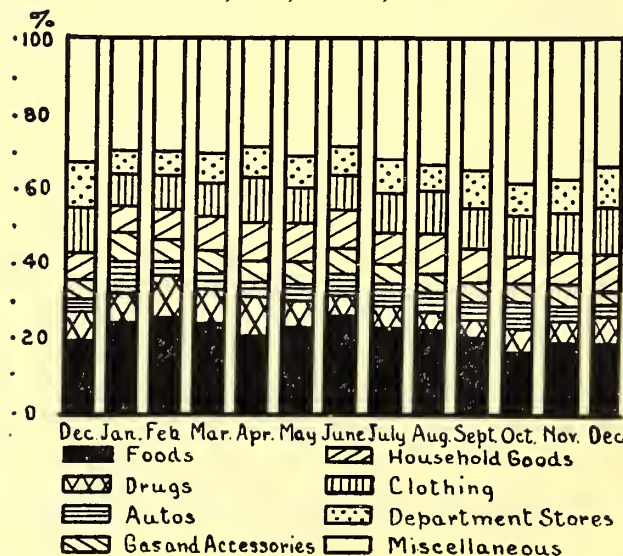
July, 1933, to June, 1935



NATIONAL NETWORK ADVERTISING BY TYPE OF SPONSORING BUSINESS  
Dec., 1933, to Dec., 1934



LOCAL ADVERTISING BY TYPE OF SPONSORING BUSINESS  
Dec., 1933, to Dec., 1934





ume. Sharp declines occurred in national network and national spot household equipment advertising, local automotive accessory and gasoline volume, network clothing, national spot cosmetic, and national spot and local radio set advertising.

The chief gains in national network advertising over December of the previous year included one of 45.5% in automotive advertising, 40.9% in drug and pharmaceutical volume, and 54.2% in soap and kitchen supply advertising. Beverage advertising was 24.4% lower than the previous December, household equipment 78.5% lower and financial volume 24.6% less.

A marked increase in clothing, beverage and financial national spot advertising, and a strong rise in accessory and gasoline, drug, food and household equipment volume in this field, also was experienced, as compared with the same period of last year. In the local field, the principal development was a 42.4% rise in household equipment advertising over that of December 1933.

A summary of trends for the various industrial groups utilizing broadcast advertising is as follows:

1a. **Amusements.** Increase of 22.7% as compared November. Decline of 26.1% compared to same month of previous year. National spot decline particularly heavy.

1. **Automotive.** National network increase 27.1% over previous month, national spot volume doubled, and local advertising up 14.5%. Increase also in regional network field. Network volume 45.5% above December previous year, national spot volume 28.8% below, and local volume unchanged.

2. **Gasoline and accessories.** National network decline 9.9% compared November. Local down 40.7%, and national spot unchanged. Regional down 58.1%. Network volume 7.6% above preceding year, national spot up 40.0%, and local down 44.0%.

3. **Clothing.** National network gained slightly over November. National spot down 15.1% and local up 24.0%. Regional gain 35.0%. Regional volume double same period 1933, national network down 16.3%, national spot increase six-fold, local increase 9.0%.

4. **Drugs and pharmaceuticals.** Network volume up 10.2%, regional volume four and one-half times preceding month, local advertising up 41.6%, and slight gain in national spot field. Regional advertising 63.0% ahead December, 1933, national spot 18.2% higher, national network 40.9% above, and local 23.1% below.

5. **Toilet goods:** Networks 4.8% below November, national spot 13.3% below, and slight gain in local business. National networks 18.5% above preceding December, local 50.0% higher, and national spot 20.0% lower. Regional business gained.

6. **Foodstuffs.** Networks 5.5% above previous month, with slight gain in regional business. National spot 3.0% ahead, and local 4.2% above. National network volume 26.0% above previous December, national spot 44.2% ahead, and local 10.1% above same period of preceding year.

7. **Beverages.** National network volume gained slightly over November, regional volume declined markedly, national spot volume decreased slightly, and local advertising rose 15.0%. Network volume 24.4% below same period 1933, due principally to decreased soft drink advertising. National spot volume three times greater and local volume up 33.1%.

8. **Confectionery.** National network volume down 2.3% compared previous month, regional business up 10.0%, national spot volume gained 70.0%, and local business tripled. Network volume 27.0% greater than preceding December, while national spot and local business doubled.

9. **Household appliances.** National network decrease 40.3% as compared November, national spot down 17.1%, regional down 4.7%, and local up 20.0%. Networks 78.5% below previous year, national spot 62.5% above, and local 42.4% above.

10. **Soap and kitchen supplies.** Networks 4.9% above previous month, national spot 24.5% lower, and slight gain in local business. Networks 54.2% ahead of preceding December, national spot increase four-fold, and local decline 50.0%.

11. **Insurance and financial.** Networks 10.0% below November, national spot even, and local gain 25.3%. Regionals 3.4% below. Networks 24.6% lower than same period 1933, national spot volume double, and local lower by 15.7%.

12. **Radio.** National networks 9.6% higher than November, national spot and local down 23.0%. Network gain over previous December 77.7%, local volume up 25.0%, and slight decrease national spot business.

13. **Department and general stores.** Local volume up 24.8% and national spot volume down slightly. Total volume 9.0% below

December preceding year. Total retail volume 13.2% greater than November and 23.0% higher than December, 1933.

14. **Tobacco products.** National network volume 5.6% higher than previous month. National spot business 44.3% above, and local volume down slightly. Network volume 16.3% lower than preceding December, national spot business five times greater, and local decline 50.0%.

15. **Miscellaneous.** Network decrease 20.1% compared November, regional volume down 50.0% due to lapse of political sponsorship, national spot down 23.6%, and local down 10.4%. Slight gain national network and local volume compared with preceding year, with 30.0% decrease in national spot business.

**Retail Advertising.** General retail advertising increased 13.2% over the preceding month and 23.0% over the same period of 1933. Principal gains during the month included automotive, 34.8%; drugs, 39.8%; restaurants, 37.0%; beverage retailers, tripled; household appliance, 57.4%; and miscellaneous, 55.0%. The chief gains over December of the preceding year included automotive, 32.0%; gasoline and accessory retailers, 52.0%; drugs, 83.7%; furniture, 56.2%; radio retailers, 49.7%; and miscellaneous, 70.0%.

## General Business Conditions

General business conditions during December and January were the most encouraging in some time. Industrial production, according to the Federal Reserve Board index, rose in December to equal the 1930 level for that period. The rise has been a regular one in recent months, the *New York Times* index rising from 78.8% of the 1923-25 average to 86.2%. Employment and payrolls both showed increases, contrary to the usual seasonal trends. Automobile production rose from 55.1% of the 1923-25 average at the beginning of January to 88.1% on January 19. Steel reflected the increased automobile activity, the ingot production index rising from 39.5 on December 8 to 65.8 on January 19. Wholesale prices rose in January to the highest point reached since 1930, increased food and farm product prices being in the main responsible.

Distribution showed encouraging trends. Car loadings declined by less than their usual seasonal amount. Grocery chain store sales increased over the preceding month and were slightly greater than during December, 1933. Rural retail sales in December were 132.6% of the 1929-31 average, while variety store sales were 163.3% of that average. Automobile financing was 33.5% greater than during the same month of the previous year.

While business is still spotty, as evidenced by the lag in the construction industries and similar fields, continued improvement should be recorded during the next few months.

## TOTAL BROADCAST ADVERTISING

Class of Business	1934 Gross Time Sales		
	November	December	Cumulative Jan. Dec.
National networks.....	\$4,366,453	\$4,450,523	\$42,647,081
Regional networks.....	107,259	63,702	717,117
National spot business.....	1,300,625	1,231,492	13,541,770
Local broadcast advertising..	1,458,255	1,430,494	15,981,201
Total .....	\$7,232,592	\$7,176,211	\$72,887,169

## NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

Power of Station <sup>1</sup>	1934 Gross Time Sales		
	November	December	Cumulative Jan. Dec.
Over 1,000 watts .....	\$1,224,730	\$1,302,276	\$13,408,584
250-1,000 watts.....	1,145,320	1,012,300	12,132,301
100 watts.....	388,830	347,410	3,982,086
Total .....	\$2,758,880	\$2,661,986	\$29,522,971

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

# NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

## 1934 Gross Time Sales

Type of Rendition	National Spot		Local		Total		Cumulative Jan. Dec.
	November	December	November	December	November	December	
Electrical transcriptions .....	\$507,598	\$427,510	\$103,592	\$112,580	\$661,190	\$540,090	\$6,399,190
Live talent programs .....	570,110	614,952	833,540	731,534	1,403,650	1,346,486	14,155,399
Records .....	2,880	4,330	30,310	35,660	33,910	39,990	463,127
Spot announcements .....	220,037	184,700	490,813	550,720	710,850	735,420	8,505,255
<b>Total .....</b>	<b>\$1,300,625</b>	<b>\$1,231,492</b>	<b>\$1,458,255</b>	<b>\$1,430,494</b>	<b>\$2,758,880</b>	<b>\$2,661,986</b>	<b>\$29,522,971</b>

## ADVERTISING VOLUME BY MAJOR MEDIA

### 1934 Gross Time Sales

Advertising Medium	November	December	Cumulative Jan.-Dec.
Radio broadcasting .....	\$7,232,592	\$7,176,211	\$72,887,169
National magazines <sup>1</sup> .....	10,524,546	9,115,326	116,268,492
National farm papers .....	462,593	349,108	5,200,067
Newspapers <sup>2</sup> .....	43,366,000	44,788,000	485,481,718
<b>Total .....</b>	<b>\$61,585,731</b>	<b>\$61,428,645</b>	<b>\$679,837,446</b>

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

<sup>2</sup> Estimated.

## NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

### 1934 Gross Time Sales

Geographical District	November	December	Cumulative Jan.-Dec.
New England-Middle Atlantic Area .....	\$899,051	\$767,349	\$9,815,695
South Atlantic-South Central Area .....	398,251	422,090	3,944,650
North Central Area .....	946,430	911,233	10,822,445
Pacific and Mountain Area...	515,148	561,314	4,940,181
<b>Total .....</b>	<b>\$2,758,880</b>	<b>\$2,661,986</b>	<b>\$29,522,971</b>

## RETAIL ADVERTISING OVER INDIVIDUAL STATIONS

### 1934 Gross Time Sales

Type of Sponsoring Business	November	December
Automobiles and accessories:		
Automobiles agencies and used car dealers ..	\$41,872	\$54,630
Gasoline stations, garages, etc. ....	88,725	57,946
Clothing and apparel shops .....	160,660	193,030
Drugs and toilet goods:		
Drug stores .....	20,992	29,515
Beauty parlors .....	4,845	6,743
Food products:		
Grocery stores, meat markets, etc. ....	48,194	38,400
Restaurants and eating places <sup>1</sup> .....	16,123	22,460
Beverage retailers .....	830	2,060
Confectionery stores, etc. ....	1,344	2,686
Household goods:		
Household equipment retailers <sup>2</sup> .....	23,754	35,958
Furniture stores .....	57,196	74,945
Hardware stores .....	18,260	10,535
Radio retailers .....	26,712	20,294
Department and general stores .....	134,559	163,952
Tobacco shops .....	937	210
Miscellaneous .....	62,945	95,360
<b>Total .....</b>	<b>\$707,948</b>	<b>\$808,724</b>

<sup>1</sup> Exclusive of hotels.

<sup>2</sup> Such as electric refrigerators, oil burners, sweepers, furnaces and the like.

## RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS (December, 1934)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Spot	Local	Total
1a. Amusements .....	—	—	\$644	\$39,030	\$39,674
1-2. Automobiles and Accessories:					
(1) Automobiles .....	\$332,805	\$530	51,602	50,626	435,563
(2) Accessories, gas and oils .....	311,901	11,342	140,000	51,054	514,297
3. Clothing and apparel .....	35,740	2,160	27,470	191,080	256,450
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals .....	659,638	4,353	371,166	82,600	1,117,757
(5) Toilet goods .....	813,147	1,060	51,785	22,740	888,732
6-8. Food products:					
(6) Foodstuffs .....	971,084	25,467	250,720	212,235	1,459,506
(7) Beverages .....	253,676	1,600	45,050	45,240	345,566
(8) Confections .....	166,908	2,200	16,310	10,227	195,645
9-10. Household goods:					
(9) Household equipment and furnishings .....	17,232	4,981	51,665	131,930	205,808
(10) Soap and kitchen supplies .....	255,720	—	39,270	4,436	299,426
11. Insurance and financial .....	46,346	2,000	20,480	54,535	123,361
12. Radios .....	95,608	—	2,700	20,251	118,559
13. Retail establishments .....	—	—	8,400	155,552	163,952
14. Tobacco products .....	318,602	—	13,315	5,666	337,583
15. Miscellaneous .....	172,116	8,009	140,915	353,292	674,332
<b>Total .....</b>	<b>\$4,450,523</b>	<b>\$63,702</b>	<b>\$1,231,492</b>	<b>\$1,430,494</b>	<b>\$7,176,211</b>



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### BROADCAST ADVERTISING IN 1934

#### First Comprehensive Report

The 1934 report of broadcast advertising volume makes available for the first time comprehensive data regarding all forms of radio advertising for a full calendar year. Established in July 1933, the statistical reports of the National Association of Broadcasters constitute the only source where information is available for national and local non-network and regional network advertising, in addition to the usual national network figures. The appreciation of the officers and board of the Association is extended to those stations whose cooperation has made possible the compilation and publication of these statistics.

#### Total Broadcast Advertising in 1934

Total broadcast advertising in 1934 amounted to \$72,887,169 and constituted a gain of 27.0% above the estimated gross time sales of the medium for the preceding year. Advertising revenues of the industry equalled, if they did not actually exceed the previous peak year of 1931, when according to estimates by the Federal Radio Commission, corrected for duplications, the total gross revenues ranged between \$70,000,000 and \$73,000,000.

The proportion of total broadcast advertising represented by national and regional networks, and by national and local non-network business is found in Table I.

TABLE I

#### TOTAL BROADCAST ADVERTISING (1934)

<i>Class of Business</i>	<i>Gross Time Sales</i>	
National networks.....	\$42,647,081	58.5%
Regional networks.....	717,117	.9%
National spot business.....	13,541,770	18.6%
Local broadcast advertising.....	15,981,201	22.0%
<b>Total .....</b>	<b>\$72,887,169</b>	<b>100.0%</b>

National network advertising experienced the most rapid rise of any portion of the broadcasting structure. Gross time sales by national networks exceeded the 1933 level by 35.3%, and were 9.2% greater than the volume of advertising experienced during the previous peak year of 1932. Regional network volume declined slightly during the year.

Since data regarding non-network broadcast advertising is available only following July 1933, comparisons in this field must be restricted to the last six months of the year. National non-network advertising, often referred to as national spot advertising, was 16.8% greater during the latter half of 1934 than during the same period of the preceding year.

Local broadcast advertising, on the other hand, failed to register any gains. Gross time sales of this class of business were 3.2% less during the last six months of 1934 than during the corresponding portion of 1933. Improvement occurred during the latter months of the year. Whereas local advertising was 20.4% less in July 1934 than during the same month of the previous year, monthly volume either equalled or slightly exceeded that of 1933 from September to the close of the year. Improvement in retail trade and on the part of the smaller business establishments during the coming year, should aid materially in correcting the present unfavorable local situation.

National network volume has increased in relative importance in the past several years. In 1931 broadcast advertising of this type constituted but 51.2% of total radio advertising, and since then rose to 58.5%. National non-network advertising has increased slightly in importance while the proportion of total broad-

cast advertising represented by local business declined from 26.6% during the latter half of 1933, to 22.0% during 1934.

#### Comparison with Other Media

With the exception of farm papers, whose advertising revenues increased 29.0%, radio broadcast advertising experienced the greatest improvement of any medium. National magazine advertising rose 21.0% during 1934 as compared with the preceding year, while newspaper advertising increased approximately 10.0%. Radio broadcasting has been the only advertising medium to exceed the level of its previous peak year.

Advertising volume of various major media for the year of 1934 is found in Table II. It should be noted that some estimates of newspaper advertising volume are slightly higher than the one presented here, the *Editor and Publisher* estimate being \$490,000,000.

TABLE II

#### ADVERTISING BY MAJOR MEDIA (1934)

<i>Advertising Medium</i>	<i>Gross Time Sales</i>	
Radio broadcasting.....	\$72,887,169	10.8%
National magazines <sup>1</sup> .....	116,268,492	17.1%
National farm papers.....	5,200,067	.8%
Newspapers <sup>2</sup> .....	485,481,718	71.3%
<b>Total .....</b>	<b>\$679,837,446</b>	<b>100.0%</b>

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

<sup>2</sup> Estimated.

#### Non-Network Advertising

The proportion of total broadcast advertising represented by non-network business in 1934 was 40.6%. The distribution of this business among stations of various power and in different sections of the country is found in Tables III and IV, respectively.

TABLE III

#### NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION (1934)

<i>Power of Station<sup>1</sup></i>	<i>Gross Time Sales</i>	
Over 1,000 watts.....	\$13,408,584	45.4%
250-1,000 watts.....	12,132,301	41.1%
100 watts.....	3,982,086	13.5%
<b>Total .....</b>	<b>\$29,522,971</b>	<b>100.0%</b>

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

TABLE IV

#### NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS (1934)

<i>Geographical District</i>	<i>Gross Time Sales</i>	
New England-Middle Atlantic Area.....	\$9,815,695	33.2%
South Atlantic-South Central Area.....	3,944,650	13.5%
North Central Area.....	10,822,445	36.4%
Pacific and Mountain Area.....	4,940,181	16.9%
<b>Total .....</b>	<b>\$29,522,971</b>	<b>100.0%</b>

The non-network business of the smaller transmitters has increased more rapidly than has that of the larger stations. Gross time sales of 100 watt stations rose 20.1%, as measured by a comparison of the last half of 1933 and 1934 respectively, while those of stations in the 250-1,000 watt class increased 17.1%. Non-network revenues of stations over 1,000 watts in power, on the other hand, decreased 9.0%. The marked rise of national network business, in turn concentrated on the larger stations, is partly responsible for this trend.

The most marked gain of the year was made by broadcast advertising in the New England-Middle Atlantic area, other districts either gaining slightly or holding their own as compared with the preceding year.

#### Non-Network Advertising by Type of Rendition

Non-network advertising represented by electrical transcriptions, live talent programs, announcements and records, respectively, is found in Table V.

Several trends of importance have occurred with regard to the type of rendition used by broadcast advertisers. There has been a rather marked decline in both record and announcement business. Record programs have decreased approximately 50.0% as compared with the latter half of 1933. National announcement volume has declined 34.0%, while local announcement volume experienced a drop of 28.3%. National electrical transcription volume, on the other hand, increased 12.2% as compared with the latter half of 1933, while local transcription volume dropped 24.4% for the same period.

Undoubtedly the outstanding trend in this field has been the remarkable rise in national live talent programs during the year. Business of this type increased 62.7% during the last six months of 1934 as compared to the same period of 1933. The national live talent rise has been a comparatively steady trend since the early months of 1934.

#### Sponsorship of Broadcast Advertising

Dollar expenditures for time on stations and networks by various classes of business and the proportion of total advertising volume represented by each class during 1934 are found in Table VI.

In the national network field convenience goods still constitute the preponderant majority of advertising volume. In 1934 the proportion of total network advertising represented by these small, low-priced articles of mass consumption was 86.0%. The rise in importance of goods of this type has been steady since the beginning of network advertising in 1927, when they constituted approximately 30.0% of the network total.

The cosmetic industry was the largest network advertiser in 1934, accounting for 24.4% of gross time sales. Foodstuffs ranked second, drugs third, gasoline and accessories fourth and beverages fifth. The rise of cosmetics from third to first and the drop of tobacco advertising from second to sixth constitute the principal trends of importance in the field of network sponsorship since 1932.

In the regional network field convenience goods represented 72.0% of total advertising volume. Gasoline and accessory advertising ranked first, largely due to Pacific Coast volume, and accounted for 31.0% of the regional total. Food advertising ranked second with 25.1% of the entire regional volume.

**TABLE V**  
**NON-NETWORK BROADCAST ADVERTISING BY TYPE OF SPONSORING**  
(1934)

				<i>Gross Time Sales</i>					
Electrical transcriptions.....	\$5,090,925	37.6%		\$1,308,265	8.1%		\$6,399,190	21.7%	
Live talent programs.....	5,798,723	42.8%		8,356,675	52.3%		14,155,399	47.9%	
Records.....	55,847	4.1%		407,280	2.5%		463,127	1.6%	
Spot announcements.....	2,596,275	15.5%		5,908,980	37.1%		8,505,255	28.8%	
<b>Total.....</b>	<b>\$13,541,770</b>	<b>100.0%</b>		<b>\$15,981,201</b>	<b>100.0%</b>		<b>\$29,522,971</b>	<b>100.0%</b>	

**TABLE VI**  
**BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS**  
(1934)

	<i>National Networks</i>		<i>Regional Networks</i>		<i>Gross Time Sales</i>		<i>Local</i>		<i>Total</i>	
					<i>National Spot</i>					
1a. Amusements.....	—	—	—	—	\$35,742	.3%	\$514,986	3.2%	\$550,728	.8%
1-2. Automobiles and Accessories:										
1. Automobiles.....	\$2,785,685	6.2%	\$5,853	.9%	721,743	5.3%	644,545	4.1%	4,157,826	5.7%
2. Accessories, gas and oils.....	3,827,158	8.6%	222,266	31.0%	1,287,053	9.5%	901,302	5.6%	6,237,779	8.6%
3. Clothing and apparel..	372,776	.8%	15,723	2.2%	301,563	2.2%	1,690,076	10.6%	2,380,138	3.2%
4-5. Drugs and toilet goods:										
4. Drugs and pharmaceuticals...	4,804,381	11.1%	23,922	3.2%	3,134,909	23.1%	1,012,440	6.3%	8,975,652	12.3%
5. Toilet goods.....	9,400,764	24.2%	7,883	1.1%	795,945	5.8%	305,868	1.9%	10,510,460	14.4%
6-8. Food products:										
6. Foodstuffs.....	8,450,701	20.1%	178,726	25.1%	2,778,730	20.5%	2,404,898	15.1%	13,813,055	19.0%
7. Beverages.....	3,358,805	7.5%	71,319	10.0%	517,721	3.8%	774,948	4.8%	4,722,793	6.4%
8. Confections.....	1,081,363	2.4%	9,210	1.3%	335,975	2.4%	46,514	.3%	1,473,062	2.0%
9-10. Household goods:										
9. Household equipment and furnishings.....	417,168	.9%	20,502	2.8%	535,848	3.9%	1,345,497	8.4%	2,319,015	3.2%
10. Soaps and kitchen supplies.....	2,210,178	5.1%	796	.1%	515,415	3.7%	94,403	.6%	2,820,791	3.8%
11. Insurance and financial	611,822	1.3%	21,904	3.0%	201,369	1.5%	497,758	3.1%	1,332,853	1.8%
12. Radios.....	656,090	1.4%	—	—	50,382	.4%	138,938	.9%	845,410	1.0%
13. Retail establishments.	—	—	—	—	56,256	.5%	1,295,026	8.1%	1,351,282	1.9%
14. Tobacco products.....	3,181,988	7.1%	3,835	.5%	125,544	.9%	35,853	.2%	3,347,220	4.6%
15. Miscellaneous.....	1,488,202	3.3%	135,178	18.8%	2,147,575	16.2%	4,278,149	26.8%	8,049,105	11.3%
<b>Total.....</b>	<b>\$42,647,081</b>	<b>100.0%</b>	<b>\$717,117</b>	<b>100.0%</b>	<b>\$13,541,770</b>	<b>100.0%</b>	<b>\$15,981,201</b>	<b>100.0%</b>	<b>\$72,887,169</b>	<b>100.0%</b>



In the national non-network field, drugs ranked first in 1934 with 23.1% of the total volume. Food ranked second, the miscellaneous group third, gasoline fourth and cosmetics fifth. The principal change in composition of national non-network advertising which occurred as compared to the latter half of the preceding year was the marked decline in cosmetic advertising.

Local advertising remained comparatively stable as to composition. The miscellaneous group still comprises the largest single category of local advertising. In 1934 it comprised 28.6% of total local volume and embraced the widest possible variety of business. It is estimated that over 200 different kinds of business advertise locally over the radio each month. In 1934 retail advertising of various types comprised 44.9% of the total local business.

### Trends in Sponsorship

With very few exceptions, national network advertising increased markedly over the preceding year. The greatest gain was in the soap and kitchen supply field, where 1934 revenues exceeded those of the preceding year by 134.5%. Automotive advertising rose 107.2% as compared with the preceding year. This followed a 73.0% rise in 1933 as compared with 1932.

Other important increases included the following: Gasoline and accessories, 10.3%; drugs and pharmaceuticals, 94.3%; cosmetics, 83.3%; foodstuffs, 49.5%; confectionery, 32.5%; radio receiving sets, 60.7%; tobacco, 56.8%, and miscellaneous, 53.0%.

National network advertising declined in but four fields. These decreases were as follows: Clothing, 3.7%; beverages, 9.5%; household equipment, 54.2%, and financial advertising, 49.2%.

Regional network advertising has experienced an increasing variety of sponsorship during the year. Automotive, beverage, confectionery, household equipment and tobacco advertisers have made important use of regional network facilities during the year for what is at least the first time in some months.

Miscellaneous advertising of regional networks rose 165.0% during the latter half of 1934 as compared with the same period of the preceding year, increased political programs being the cause of this trend. Other important gains included 45.0% in gasoline and accessory advertising, 73.0% in clothing advertising, 82.0% in the drug and pharmaceutical field, 23.8% in cosmetic advertising and 34.9% in the food field. The principal decrease was in soap and kitchen supply advertising, which was almost completely eliminated from the regional field.

In the national non-network field the most spectacular rise was in the tobacco field. Gross time sales to this industry were 165.0% greater during the latter half of 1934 than during the corresponding period of 1933. Other important increases included the following: Gasoline and accessories, 2.3%; clothing, 72.6%; drugs and pharmaceuticals, 52.6%; foodstuffs, 33.7%; household equipment, 76.0%; soap and kitchen supplies, 64.7%; financial advertising, 46.2%; radio receiving set advertising, doubled; and miscellaneous, 11.2%.

The following declines occurred in the national non-network field:

Amusements, 25.0%; automotive, 31.0% cosmetics, 53.0%; beverages, 46.7%; confectionery, 54.5%; and department and retail store, 37.0%.

Increases in the local broadcast advertising field included clothing, 2.1%; cosmetics, 3.0%; beverages, 18.2%; household equipment, 17.2%; radio sets, 74.1%; and miscellaneous, 8.8%. The following fields declined: Amusements, 25.3%; automotive, 10.3%; gasoline and accessories, 7.3%; drugs and pharmaceuticals, 31.4%; foodstuffs, 12.5%; confectionery, 46.5%, soap and kitchen supplies, 58.7%; financial, 7.8%; and department stores, 13.5%. It will be noted that, for the most part, the smallest declines took place in the more important fields of local broadcast advertising. Local tobacco advertising remained unchanged in volume.

A comparison of retail advertising in 1934 with any previous period is impossible due to the fact that the retail classification was first undertaken during the late months of 1933. Retail broadcast advertising during the year just passed is found in Table VII.

TABLE VII  
RETAIL BROADCAST ADVERTISING  
(1934)

<i>Type of Sponsoring Business</i>	<i>Gross Time Sales</i>	
Automobiles and accessories:		
Automobile agencies and used car dealers..	\$594,400	8.3%
Gasoline stations, garages, etc.....	525,997	7.3%
Clothing and apparel shops.....	1,681,573	23.3%
Drugs and toilet goods:		
Drug stores .....	180,220	2.5%
Beauty parlors .....	59,358	.8%
Food products:		
Grocery stores, meat markets, etc.....	568,157	7.9%
Restaurants and eating places <sup>1</sup> .....	222,461	3.1%
Beverage retailers.....	11,187	.2%
Confectionery stores, etc.....	23,535	.3%
Household goods:		
Household equipment retailers <sup>2</sup> .....	413,340	5.7%
Furniture stores .....	612,223	8.5%
Hardware stores.....	134,525	1.8%
Radio retailers .....	145,805	2.0%
Department and general stores.....	1,351,282	18.7%
Tobacco shops.....	8,896	.1%
Miscellaneous .....	650,109	9.5%
Total .....	\$7,183,069	100.0%

<sup>1</sup> Exclusive of hotels.

<sup>2</sup> Such as electric refrigerators, oil burners, sweepers, furnaces and the like.

# The National Association of Broadcasters

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

## NAB REPORTS

Copyright, 1934. The National Association of Broadcasters



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FEB. 7, 1935

### RECOMMENDS COMMISSIONERS' CONFIRMATIONS

The Senate Committee on Interstate Commerce on Tuesday reported favorably to the Senate the nominations of Commissioners Sykes, Brown, Stewart, Payne, Walker, and Case. It is expected they will be confirmed before the end of the week. Commissioner Prall was previously confirmed by the Senate.

The report of Chairman Wheeler's committee followed extensive hearings which were concluded last Saturday morning.

### COPYRIGHT UNION TREATY CONSIDERED

The Senate Foreign Relations Committee on Wednesday considered in executive session a resolution providing for the ratification of the International Copyright Convention. Adherence to the convention was opposed by the broadcasters and many other users of copyrighted works of all kinds during the last session of Congress. These groups are still opposed to ratification.

Adherence to the convention would bind the United States to pass new copyright legislation in line with the terms of the convention. The convention provides for automatic copyright, abolition of all formalities such as registration and notice, divisibility of copyright, and, among other things, would recognize the moral right of any composer or author to protect mutilation of his work by injunction.

The Committee, it is understood, will continue consideration of this matter next week. Ratification was supported by the State Department during the last session of Congress.

Senator Duffy, Wisconsin, is chairman of the subcommittee considering the matter.

### SHEPARD HEADS MASSACHUSETTS COMMITTEE

Organization of the Massachusetts State Committee of the National Association of Broadcasters was completed at a meeting of broadcasters held at Boston on Tuesday. Managing Director Loucks served as chairman pro tem and explained the purposes of the committee and conducted the elections which resulted in the selection of John Shepard Third, WNAC, Boston, as chairman; J. J. Storey, WTAG, Worcester, vice chairman; and A. S. Moffat, WMAS, Boston, secretary. In addition to the above, the following were present: Roy Harlow, WAAB, Boston; Ira L. Grimshaw, WBZ, Boston; Joseph Groce, WEEI, Boston; J. A. Holman, WBZ-WBZA, Boston; F. N. Maddix, WBSO, Babson Park; Al Pote, WMEX, Boston; E. E. Hill, Worcester; Robert Donahue, WLLH, Boston; Irving Vermilya, WNBH, New Bedford; W. T. Welch, WSAR, Fall River; and J. A. Farrer, Boston attorney.

The meeting considered several bills pending before the Massachusetts legislature and agreed to appear as a body before the Joint Judiciary Committee of the Legislature in opposition to bills which would require all stations to keep accurate records of all words spoken or sung over stations and which would subject stations to penalties for defamatory statements. Chairman Shepard, it was agreed, will appear as spokesman for the Committee at the hearings to be held Thursday morning.

### STATE LEGISLATION

Oregon House Bill 148, introduced by Congressman Harrison, January 28, prohibiting the advertising of alcoholic beverages in any manner, noted in NAB Bulletin January 31, has been killed, but Senator Zimmerman et al. of Oregon introduced February 4 Senate Bill 154 which also prohibits the advertising of liquor, including radio.

Iowa has introduced and passed in the House a radio receivers tax bill. This bill has now gone to the Senate Judiciary Committee for action.

Illinois House Bill 143, introduced January 29, 1935, by Congressman Adamowski, brings radio broadcasting advertising under the provisions of the fraudulent advertising act.

New York Assembly Bill 765, introduced January 30 by Congressman Doule, adds a new section 555 to the Penal Law, making it a misdemeanor for any person other than a licensed physician or surgeon to broadcast surgical or medical advice.

Wisconsin Assembly Joint Resolution 42, introduced by Congressman Blomquist, provides for a special joint legislative committee to confer with the Federal Communications Commission on the improvement of radio broadcasting in Wisconsin.

Washington H.T.N. XYZ provides for a new emergency revenue bill revising the business and occupational tax law, inheritance, and other statutes, and contains a retail sales tax of two and one-half per cent in lieu of the former half of one per cent tax on retail business.

### LINE CHARGES TO BE STUDIED

A sweeping investigation of the corporate setup and charges of the American Telephone and Telegraph Company has been ordered by the Senate under the terms of a resolution reported favorably this week to the Senate by the Senate Committee on Interstate Commerce. A sum of \$750,000 is provided for the investigation, which would be undertaken by the Federal Communications Commission.

Charges for broadcast lines and public address systems would be investigated under the terms of the measure.

The resolution (S. J. Res. 46), which was introduced by Senator Burton K. Wheeler of Montana, chairman of the Committee, reads as follows:

*"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That it is necessary, in aid of legislation by the Congress and for the use of governmental agencies, including State regulatory commissions, for the information of the general public, as an aid in providing more effective rate regulation, and for other purposes in the public interest, that accurate and comprehensive information be procured and compiled regarding the American Telephone and Telegraph Company and other telephone companies.*

*"Sec. 2. The Federal Communications Commission is hereby authorized and directed to investigate and report to the Congress on the following matters with respect to the American Telephone and Telegraph Company and all other companies engaged directly or indirectly in telephone communication in interstate commerce, including all of their subsidiary, affiliated, associated, and holding companies, and any other companies in which any of them have any direct or indirect financial interest, or which have any such interest in them, or in which any of their officers or directors hold any office or exert any control, or whose officers or directors hold any office or exert any control in them—*

*"(a) The corporate and financial history, and the capital structure and the relationship of such company and of its subsidiary, affiliated, associated, and holding companies, including the determination of whether or not such structure may enable them to evade State or Federal regulation or taxation, or to conceal, pyramid, or absorb profits, or to do any other act contrary to the public interest.*

*"(b) The extent and character of intercompany service contracts and all transactions between the telephone companies and their subsidiaries, affiliated, associated, or holding companies, and particularly between the American Telephone and Telegraph Company and the Western Electric Company and other manufacturers of electrical communication equipment; the methods of publishing telephone directories and placing and charging for advertising therein; the cost of and sale prices of telephone equipment, material, or devices to telephone operating companies or users; the profits upon such sales and the effect of such sales upon the rates or upon the rate base of operating companies when used as a basis*



for telephone charges in the various States or in interstate commerce; and the probable savings to telephone operating companies and the public by purchasing equipment under a system of competitive bidding.

"(c) The reasons for the failure generally to reduce telephone rates and charges during the years of declining prices; and the extent, if any, to which local subscribers or the users of toll service have borne the cost of the research developments for telephone equipment and appliances, radio, motion picture, and other inventions, including the maintenance and support of Bell Telephone Laboratories, Incorporated.

"(d) The effect of monopolistic control upon the reasonableness of telephone rates and charges, upon the methods of competition with independent telephone companies, and upon the character of services rendered, and the alleged unfair or discriminatory practices with respect to such companies, and with respect to radio broadcasting or public speaker 'hook-ups.'

"(e) The effect of mergers, consolidations, and acquisitions of control by telephone companies, including the determination of whether there has been any 'write-up' in the purchase price of property, equipment or intangibles, the fairness of the terms and conditions of any merger, consolidation, or acquisition, and the public interest therein, and the effect thereof upon rates or service.

"(f) The accounting methods of the companies, particularly with reference to depreciation accounting, apportionment of investment, revenues and expenses between State and interstate operations, employee pension funds, and valuation of properties for both rate and tax purposes.

"(g) The methods of competition with other companies or industries, including the determination of whether or not there has been any sale or refusal to buy from or sell to competing companies, or suppression of patents, and the expansion of the companies into fields other than telephone communication, including teletype service, telephoto service, telegraph service, broadcasting, motion and sound picture production and distribution, and the manufacture of electrical equipment, so far as such expansion may relate to or affect communications.

"(h) Whether or not the companies have sought through propaganda or the expenditure of money or the control of channels of publicity to influence or control public opinion, legislative or administrative action, or elections.

"SEC. 3. As used in the resolution the term 'company' shall include all subsidiary, affiliated, associated, and holding companies or corporations and all companies directly or indirectly associated or connected with telephone companies, either by direct or indirect stock ownership, interlocking directorates, voting trusts, holding or investment companies, or any other direct or indirect means.

"SEC. 4. The inquiry into certain practices of telephone carriers subject to the Communications Act of 1934, recently instituted by the Federal Communications Commission pursuant to its Telephone Division Order Numbered 11 and Statement of November 14, 1934, may be consolidated with the investigation required by this joint resolution in the manner and to the extent deemed desirable by the Commission.

"SEC. 5. For the purposes of this resolution the Federal Communications Commission is hereby authorized to hold hearings; to contract for stenographic reporting service; to utilize its regular personnel, facilities, jurisdiction, and powers insofar as practicable; and to employ for the purposes of this investigation such additional experts, including engineering, accounting, legal, and other assistants as may be found necessary, without regard to the provisions of other laws applicable to the employment and compensation of officers and employees of the United States, and to make such other expenditures, including necessary travel expenses, and expenditures for printing and binding, as it deems necessary. The Commission is also hereby authorized to have access to, upon demand, for the purposes of examination, and the right to copy, any books, papers, correspondence, memoranda, and other records of any person, partnership, company, or other organization being investigated, whether such books, papers, correspondence, memoranda, or records are in the possession of the company under investigation or are in the possession of other persons, firms, or corporations; to require by subpoena the attendance and testimony of witnesses and the production of books, papers, correspondence, memoranda, and other records which the Commission deems relevant or material to the inquiry, at any designated place of hearing within the United States; to administer oaths and affirmations, to require persons, partnerships, companies, or other organizations to submit to the Commission in writing reports and answers to specific questions, furnishing such information as the Commission may re-

quire relative to the inquiry. Such reports and answers shall be made under oath or otherwise as the Commission may prescribe and shall be filed with the Commission within such reasonable period as the Commission may prescribe, unless additional time be granted in any case by the Commission. In case of contumacy or the refusal to obey any subpoena or other order issued hereunder, the Commission may invoke the aid of any court of the United States, within the jurisdiction of which such inquiry is carried on, or where such party guilty of contumacy or refusal to obey resides or has his place of business, in requiring obedience to such subpoena or other order and any such court of the United States shall have jurisdiction to issue its order enforcing such subpoena or other order of the Commission in whole or in part; and any failure to obey such order of the court may be punished by such court as a contempt thereof. All process in such cases may be served wherever the defendant may be found.

"SEC. 6. There is hereby appropriated, out of any money in the Treasury not otherwise appropriated, the sum of \$750,000, to be made immediately available to the Federal Communications Commission for the purposes of the investigation and report herein authorized and directed, and the Commission shall make special reports to Congress on its progress and its findings in this investigation."

## BILL TO CLARIFY FTC ACT

A bill to clarify the Federal Trade Commission Act, introduced by Chairman Wheeler of the Senate Interstate Commerce Committee (S. 944), was reported favorably to the Senate Tuesday. The bill would amend Section 5 of the Federal Trade Commission Act of 1914 by substituting for the first two paragraphs of Section 5 the following language:

"Unfair methods of competition in or affecting commerce and unfair or deceptive acts and practices in or affecting commerce are declared unlawful.

"The Commission is empowered and directed to prevent persons, partnerships, or corporations, except banks and common carriers subject to the Acts to regulate commerce, from using unfair methods of competition in or affecting commerce and unfair or deceptive acts and practices in or affecting commerce."

## RADIO LISTENERS ABOVE AVERAGE

Results of an educational self-test broadcast recently on the weekly radio program of the U. S. Office of Education reveal a more-than-average intelligence on the part of radio listeners.

The test broadcast by the Office of Education was conducted in the field of mathematics and was one of a series of similar tests which that branch of the government plans to broadcast in response to popular demand.

The tests were so designed that a normal group of adults would give correct answers to 5 of the 10 questions. The average of the radio listeners, however, was 7 out of 10.

In commenting upon the results of the test, Commissioner of Education John W. Studebaker stated that "Information gathered by the Federal Office of Education convinces us that those who provide public entertainment are overly pessimistic about the quality of American audiences. They have swallowed the myth that we are a nation of 12-year-olds."

## COMMISSION GETS DEFICIENCY

The President has signed an omnibus bill which contains a deficiency appropriation of \$480,000 for the Communications Commission. This amount of money is available from now until the end of the fiscal year, June 30, next. It is believed by members of the Commission that this will allow the Commission to go ahead with its many activities in the meantime.

## RECOMMENDS NEW STATION

Abraham Shapiro applied to the Federal Communications Commission for a construction permit for the erection of a new broadcasting station at Astoria, Ore., to use 1370 kilocycles, 100 watts power, and 7 a. m. to 8 p. m. time on the air. Ralph L. Walker (e), in Report No. I-20, recommended that the application be granted as to daytime hours but be denied in so far as it requests hours after local sunset.

The Examiner found that the applicant is qualified to construct and operate the proposed station and that there is no consistently satisfactory broadcast reception in the area the applicant proposes



to cover. But he found that "the operation of the proposed station after sunset will interfere with the fair and efficient radio service of stations now in existence, while daytime operation will not result in such interference."

## SECURITIES ACT REGISTRATION

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

- Unity Gold Production Company, New York City. (2-1268, Form A-1)
- H. L. Gould, Oklahoma City, Okla. (2-1269, Form G-1)
- Gold Eagle Gold Mines, Ltd., Toronto, Canada. (2-1270, Form A-1)
- Palestine Economic Corporation, New York City. (2-1271, Form A-1)
- Investors Fund C, Inc., New York City. (2-1272, Form A-1)
- Valora Gold Exploration Company, Ltd., Toronto, Canada. (2-1273, Form A-1)
- National Associated Dealers, Inc., New York City. (2-1274, Form C-1)

## LLEWELLYN GETS HEARING

George Llewellyn, former radio inspector at the Atlanta office of the Federal Radio Commission, was given a hearing before the Communications Commission on Wednesday of this week relative to charges which resulted in his dismissal from the Commission's staff in 1932.

## COMMUNICATIONS COMMISSION LEGISLATION

The Senate Committee on Interstate Commerce on Wednesday favorably reported out S. 1336, an amendment to the Communications Act which would allow the Federal Communications Commission to employ a chief accountant at \$9,000 a year.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### HEARING CALENDAR

#### Monday, February 11, 1935

- WBNO—Coliseum Place Baptist Church, New Orleans, La.—Voluntary assignment of license to Edward R. Musso; 1200 kc., 100 watts, share with WJBW.
- WHDH—Matheson Radio Co., Inc., Boston, Mass.—Modification of license; 830 kc., 500 watts night, 1 KW LS at Denver, unlimited time.
- WEEU—Berks Broadcasting Co., Reading, Pa.—Modification of license; 830 kc., 500 watts, 1 KW LS, unlimited time. Present assignment: 830 kc., 1 KW, daytime.
- WHDH—Matheson Radio Co., Inc., Boston, Mass.—License renewal; 830 kc., 1 KW, daytime.
- WNAC—Shepard Broadcasting Service, Boston, Mass.—C. P., 830 kc., 5 KW, unlimited time (facilities WHDH).

#### Thursday, February 14, 1935

- NEW—Norman Baker, Muscatine, Iowa.—C. P., 1170 kc., 5 KW, limited time.

## APPLICATIONS GRANTED

- WFIC—Spokane Broadcasting Corp., Spokane, Wash.—Granted 1120 C. P. to make changes in equipment and move studio and transmitter locally.
- WPHR—WLBG, Inc., Petersburg, Va.—Granted modification of 880 C. P. to move transmitter to a location 1½ miles northeast of Petersburg; also to extend commencement date to 30 days from this date and completion date to 60 days hereafter.
- WSGN—R. B. Broyles Furniture Co., Birmingham, Ala.—Granted 1310 modification of C. P. extending completion date to February 15, 1935; also granted license covering C. P.; 1310 kc., 100 watts night, 250 watts day, unlimited time.
- WMBR—Memphis Broadcasting Co., Memphis, Tenn.—Granted 1430 authority to determine operating power by direct measurement of antenna.

WHIS—Daily Telegraph Printing Co., Bluefield, W. Va.—Granted 1410 C. P. to make changes in equipment and increase day power from 250 watts to 500 watts.

KMTR—KMTR Radio Corp., Los Angeles, Calif.—Granted C. P. 570 to make changes in modulation system.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Granted modification of 550 C. P. to extend commencement date to January 29, 1935, and completion date to April 29, 1935.

WSPA—Virgil V. Evans, d/b as the Voice of South Carolina, 920 Spartanburg, S. C.—Granted modification of C. P. to make changes in equipment.

KIT—Carl E. Raymond, Yakima, Wash.—Granted modification of 1310 C. P. to extend commencement date to January 10, 1935, and completion date to April 11, 1935.

WDAF—The Kansas City Star Co., Kansas City, Mo.—Granted 610 authority to determine operating power by direct measurement of antenna.

WCNW—Arthur Faske, Brooklyn, N. Y.—Granted license to cover 1500 C. P.; 1500 kc., 100 watts night, 250 watts day, specified hours.

WLBZ—Maine Broadcasting Co., Inc., Bangor, Maine.—Granted 620 license covering C. P. authorizing changes in equipment and increase in day power from 500 watts to 1 KW; 500 watts night, 620 kc., unlimited time.

WADC—Allen T. Simmons, Tallmadge, Ohio.—Granted license to 1320 cover C. P. authorizing changes in equipment and increase in day power from 1 KW to 2½ KW; 1 KW night, 1320 kc., unlimited time.

WNBR—Memphis Broadcasting Co., Memphis, Tenn.—Granted 1430 modification of license to increase day power from 500 watts to 1 KW.

WTAW—Agricultural & Mechanical College of Texas, College Station, Tex.—Granted modification of license to change hours of operation from daily except Sundays, 11:50 a. m. to 12:30 p. m.; Sundays only, 8:30 to 9:30 a. m.; Mondays and Fridays, 8 to 9 p. m., CST, to: Daily, except Sundays, 12 noon to 12:50 p. m.; Sundays only, 8:30 to 9:30 a. m.; Mondays and Fridays, 8 to 9 p. m.

WIBW—Topeka Broadcasting Assn., Inc., Topeka, Kans.—Granted 580 modification of license to use old 1-KW transmitter as auxiliary when licensed for 2½ KW.

KG CX—E. E. Krebsbach, Wolf Point, Mont.—Granted modification of license to make changes in specified hours.

KGKO—Wichita Falls Broadcasting Co., Wichita Falls, Tex.—1240 Granted special experimental authorization to operate on 1240 kc., 1 KW power, from 1 to 6 a. m., CST, for period February 11 to March 1, 1935.

KTAT—KTAT Broadcasting Co., Inc., Fort Worth, Tex.—Granted 570 special experimental authorization to operate on 570 kc., 500 watts, from 1 to 6 a. m., CST, period February 11 to March 1, 1935.

W9XBY—First National Television, Inc., Kansas City, Mo.—Granted license to cover C. P.; 1430 kc., 1 KW, unlimited time. (Exp.-Exp. Broadcast.)

NEW—Midland Broadcasting Co., Inc., Kansas City, Mo.—Granted C. P. (gen. exp.), 31600, 35600, 38600, 41000, 86000-400000 kc., 50 watts.

NEW—Midland Broadcasting Co., Inc., Kansas City, Mo., Portable-Mobile.—Granted C. P. (gen. exp.), 31600, 35600, 38600, 41000, 86000-400000 kc., 50 watts.

NEW—Midland Broadcasting Co., Inc., Kansas City, Mo., Portable-Mobile.—Granted C. P. (gen. exp.), 31600, 35600, 38600, 41000, 86000-400000 kc., 1½ watts power.

## SPECIAL AUTHORIZATIONS GRANTED

KSOO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Granted extension of special temporary authorization to continue operating daily until 6:30 p. m., CST, and on Sunday nights beginning at 9:30 p. m., CST, with reduction of power to 1 KW, for term beginning February 1 and ending August 1, 1935. (Action of January 8 reconsidered.)

KALE—KALE, Inc., Portland, Ore.—Granted special temporary authorization to operate from 7:30 to 8 p. m., PST, February 9, 11 and 16, 1935, and March 2, provided station KFJR remains silent, in order to broadcast college basketball games.



WTAW—Agricultural & Mechanical College of Texas, College Station, Tex.—Granted special temporary authorization to operate from 2 to 3 a. m., CST, February 17, 1935, in order to broadcast DX program.

WPRP—Julio M. Conesa, Ponce, P. R.—Granted special temporary authorization to operate a 20-watt portable transmitter on 1420 kc. in vicinity of Ponce, P. R., between 1 and 6 a. m., AST, for period not to exceed 30 days, to determine location for transmitter. (The Commission reconsidered its action of January 11, 1935, in granting the above authority and granted same for the period beginning March 1 and ending March 30, 1935. Call letters changed to WPRF from WMFK on January 18, 1935.)

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—C. P. to make changes in equipment and increase power from 250 watts to 1 KW.

WSIX—Jack M. Draughon, Louis R. Draughon, d/b as 658 Tire & Vulcanizing Co., Springfield, Tenn.—C. P. (amended re frequency) to move transmitter and studio from Springfield to Nashville, Tenn.; change frequency from 1210 kc. to 1370 kc.

NEW—Eugene DeBogery, d/b as Brownsville Broadcasting Co., Brownsville, Tex.—C. P. for new station; 1370 kc., 100 watts, unlimited time.

WBAA—Purdue University, W. Lafayette, Ind.—Modification of license for additional hours: 7 to 8 p. m., Mondays, Wednesdays, and Fridays. No change 890 kc., 500 watts night, 1 KW day.

WRBZ—James F. Kyler, Ponca City, Okla.—Consent to involuntary assignment of license from Charles Lewis Carrell (deceased) to James F. Kyler, representative of Adelaide Lillian Carrell, widow of licensee.

### MISCELLANEOUS

W8XO—The Crosley Radio Corp., near Mason, Ohio.—Granted renewal of special experimental station license for experimental service, effective February 21, 1935, to expire May 21, 1935, in exact conformity with existing license.

NEW—Herbert H. Fette, Meriden, Minn.—C. P. for new station, 1310 kc., 100 watts, daytime hours, heretofore set for hearing, was dismissed at request of applicant.

NEW—Liner's Broadcasting Station, Inc., Alexandria, La.—C. P. to erect a new station at Alexandria, 1370 kc., 100 watts, daytime only, heretofore set for hearing, was dismissed at request of applicant.

NEW—Federal Broadcasting Corp., New York City.—C. P., 810 kc., 500 watts day, limited time (facilities of WNYC), heretofore set for hearing, was denied because applicant failed to file appearance and statement of facts in accordance with Rule 48 (b).

KSTP—National Battery Broadcasting Co., St. Paul, Minn.—Denied petition that Commission reconsider its action in refusing to grant authority to operate with 25 KW at night. Application ordered to hearing docket.

WHBL—Press Publishing Co., Sheboygan, Wis.—Denied petition that Commission reconsider its action in designating the application for modification of license for hearing and grant same. Applicant seeks authority to operate on 1300 kc., 250 watts night, 500 watts day, unlimited time. Application to be heard as heretofore ordered by the Commission.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Denied petition that Commission reconsider its action in designating for a hearing application for C. P. to authorize changes in equipment and increase in day power to 5 KW. Application to be heard as heretofore ordered.

NEW—Miss. Broadcasting Co., Inc., E. St. Louis, Ill.—Reconsidered and granted application for C. P. for new broadcasting station at E. St. Louis, Ill., to operate on 1500 kc., 100 watts night and day.

NEW—Don Lee Broadcasting System, San Francisco, Calif.—Denied petition to continue the hearing on application of Radio Service, Inc., for the establishment of a new station at Redlands, Calif., to operate on 820 kc., 100 watts, daytime.

NEW—Don Lee Broadcasting System, San Francisco, Calif.—Denied petition to continue the hearing of J. C. and E. W. Lee for authority to erect a new station at Riverside, Calif.

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted extension of 15 days from February 8, 1935, within which to file exceptions to Examiner's Report in re the application of said Stenger (WBAX), Docket Nos. 2327 and 2550, and of the Sunbury Broadcasting Corp. (WKOK), Docket Nos. 2419 and 2480.

NEW—Liner's Broadcasting, Inc., Alexandria, La.—Dismissed at the request of applicant his application for C. P. to erect a new station in Alexandria to operate on 1370 kc., 100 watts, daytime only.

WKEU—Radio Station WKEU, Lagrange, Ga.—Reconsidered and granted application to move station and studio to Griffin, Ga., and to operate during unlimited daytime hours. Protest of WRGA, Rome, Ga., dismissed.

Evangeline Broadcasting Co., Lafayette, La.—Granted authority to take depositions at Shreveport and Lafayette, La., in support of application for the construction of a new broadcasting station at Lafayette, La., to operate on 1310 kc., 100 watts, unlimited time.

American Medical Assn., Chicago, Ill.—Denied petition to intervene at hearing of application of Norman Baker for C. P. to erect a new radio broadcasting station at Muscatine, Iowa. Action does not preclude Commission from offering any competent evidence which petitioner may have available for the hearing.

KPQ—Wescoat Broadcasting Co., Wenatchee, Wash.—Denied special temporary authorization to operate with reduced power at new location authorized by C. P., for period January 31 to February 9, 1935.

## APPLICATIONS RECEIVED

### First Zone

WGNV—Peter Geolet, Chester, N. Y.—Construction permit to 640 change frequency from 1210 kc. to 640 kc.; install new equipment; increase power from 100 watts to 500 watts; change hours of operation from share-WBRB, WFAS, and WGBB to limited time; and move transmitter and studio from Robert Geolet Estate, Chester Township, New York, to site to be determined, probably Chester Township, New York.

WHBI—May Radio Broadcast Corp., Newark, N. J.—Modification of license to use transmitter of WNEW.

NEW—Philip J. Wiseman, Lewiston, Maine.—Construction permit to 1210 to erect a new station to operate on 1210 kc., 100 watts, unlimited time. Amended as to location of transmitter.

WMFI—Patrick J. Goode, New Haven, Conn.—Modification of 1200 construction permit to erect a new station to operate on 900 kc., 500 watts, daytime, requesting change of frequency from 900 kc. to 1200 kc., power from 500 watts to 100 watts, 250 watts day, hours of operation from daytime to unlimited, and extend commencement and completion dates. Also make changes in equipment.

NEW—The Hartford Times, Inc., John F. Rolfe, Treas., Hartford, 1200 Conn.—Construction permit for a new station to operate on 1200 kc., 100 watts night, 250 watts day, unlimited time.

WOCL—A. E. Newton, Rochester, N. Y.—Construction permit to 1210 install new equipment, move transmitter from 840 N. Main St., Jamestown, N. Y., to Genesee Valley Trust Bldg., Broad and Exchange Sts., Rochester, N. Y., and studio from 122 W. Third St., Jamestown, N. Y., to Genesee Valley Trust Bldg., Broad and Exchange Sts., Rochester, N. Y., and increase power from 50 watts to 100 watts night, 250 watts day.

WESG—Cornell University, Ithaca, N. Y.—Special experimental 850 authorization to operate on 850 kc., 1 KW, daytime to sunset at dominant station (WWL), period ending 8-1-35.

### Second Zone

WSAN—WSAN, Incorporated, Allentown, Pa.—Modification of 1440 license to increase power from 250 watts to 500 watts day and night.

WCBA—P. Bryan Musselman, Allentown, Pa.—Modification of 1440 license to increase power from 250 watts day and night to 500 watts day and night.



WGAR—The WGAR Broadcasting Co., Cleveland, Ohio.—Authority to determine operating power by direct measurement of antenna.

WPAD—Paducah Broadcasting Co., Inc., Paducah, Ky.—Construction permit to move transmitter from 2201 Broadway to northwest corner 8th and Terrell Sts., Paducah, Ky.

WMBG—Havens and Martin, Inc., Richmond, Va.—License to 1210 cover construction permit (B2-P-44) to increase power and make equipment changes.

Tom Warner, Mobile (Airplane), Cincinnati, Ohio.—Construction permit to erect a new broadcast pickup station to be operated on 2150 kc., 25 watts.

### Third Zone

NEW—Oklahoma Press Publishing Co., Muskogee, Okla.—Construction permit to erect a new station to operate on 1500 1500 kc., 100 watts, unlimited.

WDBO—Orlando Broadcasting Co., Inc., Orlando, Fla.—Extension 580 of special experimental authorization to operate with additional 750 watts, daytime, during period 3-1-35 to 9-1-35.

NEW—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.—1420 Construction permit to erect a new station to operate on 1420 kc., 100 watts, unlimited. Amended: Transmitter site to be determined, Pecos, Tex.

KGRS—E. B. Gish (Gish Radio Service), Amarillo, Tex.—Construction permit to make equipment changes, increase day power from 2½ KW to 5 KW.

KFRO—Voice of Longview, Longview, Tex.—License to cover construction permit (3-P-B-3052) as modified to erect a new station on 1370 kc., 100 watts, daytime.

WSGN—R. B. Broyles, tr/as R. B. Broyles Furniture Co., Birmingham, Ala.—Voluntary assignment of license to Ormond O. Black and Mary Collett Black (Lessees).

NEW—A. I. Chilton, Kilgore, Tex.—Construction permit to erect 990 a new station to operate on 990 kc., 500 watts, daytime.

NEW—St. Petersburg Chamber of Commerce, St. Petersburg, Fla.—1310 Construction permit to erect a new station to operate on 1310 kc., 100 watts, unlimited time.

WBNO—The Coliseum Place Baptist Church, New Orleans, La.—1500 Modification of license to change frequency from 1200 kc. to 1500 kc. and hours of operation from share-WJBW to unlimited.

NEW—Pat Whitaker, tr/as Tampa Broadcasting Co., Tampa, Fla. 1730 —Construction permit to erect a new station to operate on 1370 kc., 100 watts, unlimited.

WPTF—WPTF Radio Co., Raleigh, N. C.—Extension of special 680 experimental authorization to use WE 6-B transmitter as an auxiliary during special experimental authorization period to operate until 11 p. m., EST, period ending 8-1-35 (power 1 KW).

NEW—Fred L. Packard, S. Hepp and Judge J. W. Shulman, d/b 1370 as Acme Broadcasting Co., Huntington Park, Calif.—Construction permit to erect a new station on 1300 kc., 500 watts, shares-KFAC. Requests facilities of KFAC. Amended to change frequency to 1370 kc., 100 watts power, daytime, and omit request for facilities of KFAC.

### Fourth Zone

KFEQ—Scroggin & Company Bank, St. Joseph, Mo.—Construction 680 permit to install new equipment and increase power from 2½ KW to 5 KW day.

NEW—Oscar C. Hirsch, Cape Girardeau, Mo.—Construction permit 930 to erect a new station to operate on 930 kc., 1 KW, daytime.

NEW—Black Hills Broadcast Co., Robert Lee Dean, Exec. Pres., 1370 Rapid City, S. Dak.—Construction permit to erect a new station to operate on 1370 kc., 100 watts, unlimited. Amended as to equipment and transmitter location.

NEW—Radio Chapel of the Air, Rev. Robert E. Connely, Pres., 1370 Minneapolis, Minn.—Construction permit to erect a new station to operate on 1370 kc., 100 watts, unlimited.

NEW—Edward Hoffman, St. Paul, Minn.—Construction permit 1370 to erect a new station to operate on 1310 kc., 100 watts, unlimited time. Amended to change frequency from 1310 kc. to 1370 kc.

WIBU—Wm. C. Forrest, Poynette, Wis.—License to cover construction 1210 permit (B4-P-162) to increase day power from 100 watts to 250 watts and install new equipment.

WJJD—WJJD, Inc., Chicago, Ill.—Construction permit to move 1130 transmitter from Mooseheart, Ill., to Des Plaines, Ill.

WDGY—Dr. George W. Young, Minneapolis, Minn.—License to 1180 cover construction permit (B4-P-188) to increase day power and make equipment changes.

NEW—Walker Jamar, Duluth, Minn.—Construction permit to 1200 erect a new station to operate on 1200 kc., 100 watts, unlimited. Amended as to equipment.

WMT—Waterloo Broadcasting Co., Cedar Rapids, Iowa.—Modification 600 of special experimental authorization to operate on 1 KW, 2½ KW day, with 5-KW transmitter, at new site to be effected when station begins equipment and program tests under terms of modification of construction permit, for period ending 3-1-35.

WMT—Waterloo Broadcasting Co., Cedar Rapids, Iowa.—Modification 600 of construction permit (B4-P-181) authorizing change of transmitter site from approximately 5 miles from Waterloo, Iowa, to site to be determined near Cedar Rapids, Iowa, and studio from Third and Lafayette Sts., Waterloo, Iowa, to 3d Avenue and 3d St., Cedar Rapids, Iowa, requesting approval of transmitter site as Marion Township, Iowa; to install new equipment and extend commencement date to 60 days after grant and completion date to 90 days thereafter.

W9XAL—The First National Television Corp., Kansas City, Mo.—License to cover construction permit for additional transmitter to operate on 42000-56000, 60000-86000 kc., 150 watts.

WMFG—Head of the Lakes Broadcasting Co., Duluth, Minn.—1210 Modification of construction permit to erect a new station on 1210 kc., 100 watts, unlimited time, requesting extension of completion date from 2-16-35 to 5-16-35.

KWCR—Cedar Rapids Broadcast Co., Des Moines, Iowa.—Modification 1430 of construction permit (B4-P-182) authorizing move of transmitter from 3d Ave. and 3d St., Cedar Rapids, Iowa, to site to be determined near Des Moines, Iowa, and studio from Montrose Hotel, 3d Ave. and 3d St., Cedar Rapids, Iowa, to 715 Locust St., Des Moines, Iowa, requesting approval of transmitter site as north of Des Moines, Iowa; to make changes in equipment and extend commencement date to 30 days after grant and completion date to 6 months thereafter.

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Construction 900 permit to change frequency from 1440 kc. to 900 kc., hours of operation from shares-WMBD to daytime only, and move transmitter from 600 State St. to 510 Main St., Quincy, Ill.

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Modification of 1440 license to change hours of operation from shares-WTAD to unlimited.

W9XEJ—Perkins Brothers Co., Portable-Mobile.—License to cover construction permit for general experimental station to operate on 31100 to 40-4600 kc., 2.7 watts.

### Fifth Zone

NEW—Metro Broadcasting Co., A. Tornek and R. Lillie, Los 820 Angeles, Calif.—Construction permit amended to request authority to erect a new station on 820 kc., 250 watts, limited time.

KLS—E. N. and S. W. Warner, d/b as Warner Brothers, Oakland, 1280 Calif.—Modification of license to change frequency from 1440 kc. to 1280 kc., hours of operation from daytime to unlimited, and power from 250 watts day to 250 watts day and night.

KGFL—KGFL, Inc., Roswell, N. Mex.—Modification of license to 1370 change hours of operation from share-KICA to specified hours (contingent upon the grant of application to KICA for specified hours).



KICA—The Southwest Broadcasting Co., Clovis, N. Mex.—Modification of license to change hours of operation from share-KGFL to specified hours (contingent upon the grant of application to KGFL for specified hours).

NEW—Clark Standiford, Porterville, Calif.—Construction permit to erect a new station to operate on **1420 kc.**, 100 watts, unlimited.

NEW—Louis O. Holzman, Hilo, Hawaii.—Construction permit to erect a new station to operate on **1420 kc.**, 100 watts, unlimited.

NEW—Ward Walker, Seattle, Wash.—Construction permit to erect a new station to operate on **760 kc.**, 250 watts night, 500 watts day, unlimited. Requests facilities of KXA.

KPCB—Queen City Broadcasting Co., Seattle, Wash.—Extension of special experimental authorization to operate on **710 kc.**, 250 watts, unlimited time, for period ending 8-1-35.

KLZ—The Reynolds Radio Co., Inc., Denver, Colo.—Modification of construction permit (5-P-B-3274) as modified authorizing installation of new equipment and increase of power from 1 KW to 1 KW, 2½ KW day, requesting installation of new equipment, increase of power from 1 KW, 2½ KW day, to 1 KW, 5 KW day, and extension of commencement date to 60 days after grant and completion date to 180 days thereafter.

KGHL—Northwestern Auto Supply Co., Billings, Mont.—Extension of special experimental authorization to operate on **780 kc.** from 2-1-35 to 5-1-35.