

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 APRIL

Developments of the Month

TOTAL gross time sales to advertisers during the month amounted to \$8,064,921, a decline of 2.7% as compared with March volume. This decline seems to be less than the usual seasonal one at this period of the year. National network revenues dropped 10.7% as against the preceding month. Regional network advertising rose 6.4%, national non-network volume 11.8%, and local broadcast advertising 6.7%. The increase in the latter two types of business showed a contrary trend from the preceding year, when both declined as compared to March.

Comparison with Previous Year

Broadcast advertising continued to hold the gains recorded in recent months over the preceding year's volume. Total broadcast advertising during April was 20.9% greater than during the same month of 1934. National network business experienced a gain of 17.6%, regional network volume 32.0%, national non-network advertising 10.3%, and local broadcasting volume 40.0%. The last-mentioned is the largest gain recorded by this class of business since the establishment of these reports.

Comparison with Other Media

National magazine advertising increased 6.0% during the month and was 9.3% greater than during the same period of 1934. National farm paper volume rose 11.5% as against March but remained at approximately the same level as last year. Newspaper advertising increased 2.5% during the month and was 4.9% greater than during last April. Retail newspaper advertising, according to Media Records, showed a gain of 6.3% over last April, while total display advertising rose 3.7% during the same period. Department store advertising rose but 1.9%.

Non-network Trends

General non-network advertising rose 19.9% as compared with last April. Non-network business of stations over 1,000 watts in power gained 33.1%, that of stations between 250 and 1,000 watts in power rose 21.8%, while advertising volume of the 100-watt group increased 9.7% as against the same period of 1934. All classes of stations showed increases as against the preceding month.

Advertising volume in the Southern and Midwestern states increased slightly more than 10% during the month, with gains of approximately half that amount in other parts of the country. Non-network volume in the New England and Middle Atlantic states was slightly less than during April of last year. Southern volume rose 42.3%, North Central state advertising increased 33.3%, and Mountain and Pacific business gained 36.8%.

With the exception of local live talent business, which remained at the March level, all forms of rendition experienced gains as compared with the preceding month. Practically all increases were in the neighborhood of 10%, though local transcription volume increased 33.0%.

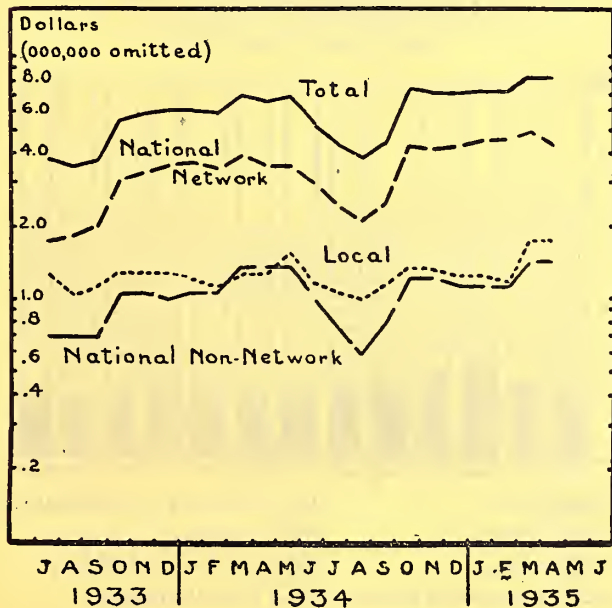
In the national non-network field, transcription volume was 9.0% below that of April, 1934. Live talent advertising experienced an increase of 55.8%, while announcement business rose 14.9%. Local transcription business was 45.9% greater than during the same month of last year. Live talent volume showed a gain of 41.8%, announcement volume 35.3%, while programs employing records nearly doubled as to receipts.

Sponsor Trends in April

The principal development of the month was the marked increase in national non-network and local automotive advertising. The former rose 53.4% as compared to March, while the latter increased 63.0%. Both forms of automotive broadcast advertising were more than double April 1934 volume. National network business in this

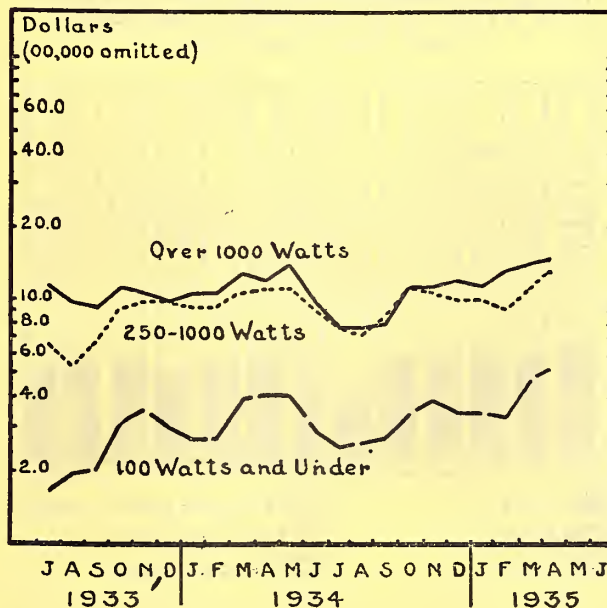
RADIO BROADCAST ADVERTISING VOLUME

July, 1933, to April, 1935



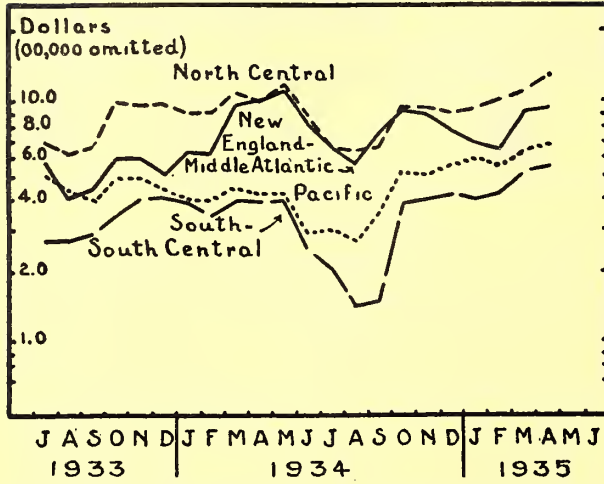
NON-NETWORK ADVERTISING BY STATION POWER

July, 1933, to April, 1935



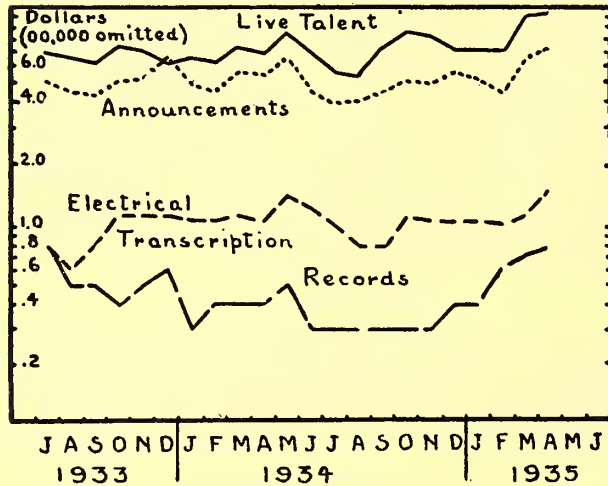
NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

July, 1933, to April, 1935



LOCAL BROADCAST ADVERTISING BY TYPE OF RENDITION

July, 1933, to April, 1935



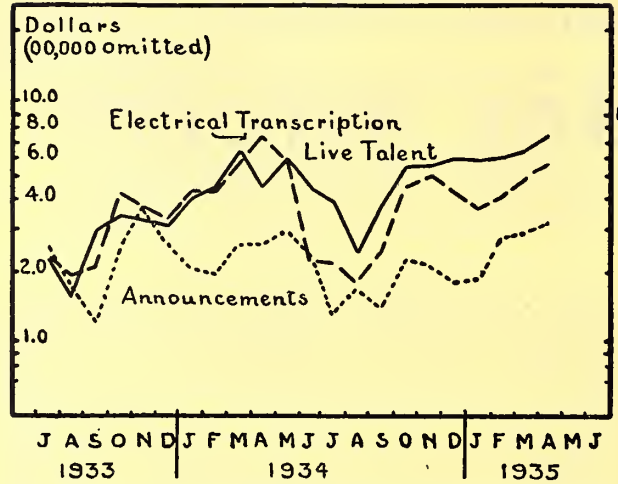
NATIONAL NON-NETWORK ADVERTISING BY TYPE OF SPONSORING BUSINESS

April, 1934, to April, 1935



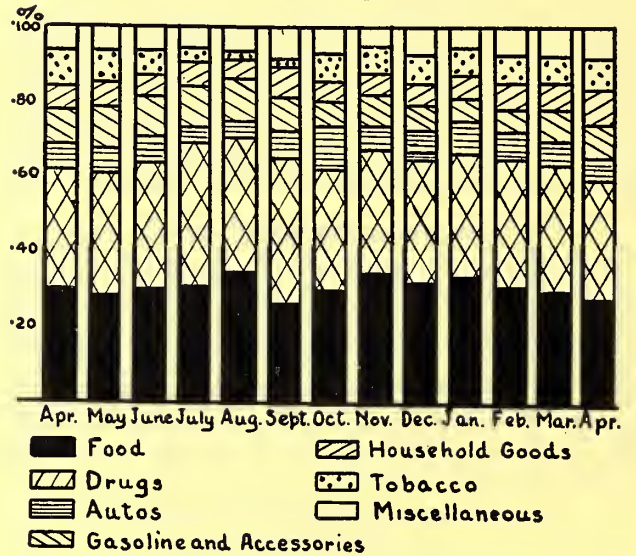
NATIONAL NON-NETWORK ADVERTISING BY TYPE OF RENDITION

July, 1933, to April, 1935



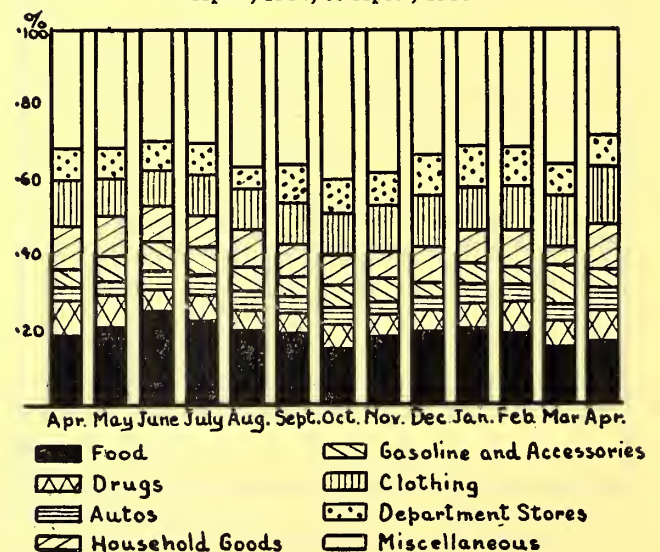
NATIONAL NETWORK ADVERTISING BY TYPE OF SPONSORING BUSINESS

April, 1934, to April, 1935



LOCAL ADVERTISING BY TYPE OF SPONSORING BUSINESS

April, 1934, to April, 1935



field declined 24.0% during the month, though remaining 12.3% ahead of the same period of last year.

National non-network and local gasoline and accessory advertising were well ahead of the 1934 level. National network drug advertising declined 32.6% as compared to March, but remained 37.0% ahead of the same period of last year. Regional network household equipment and supplies advertising during April was double that of the preceding year, increased volume of paint advertising being the principal cause. National non-network and local advertising in the same field rose materially. Department store advertising was 48.6% greater than during April, 1934. National non-network volume in this field, represented principally by mail order store outlets, increased ten-fold as against the same period of last year.

Detailed information regarding trends in broadcast advertising in various fields of sponsorship are as follows:

1a. **Amusements.** Increased 17.7% as compared to previous month and 32.5% as against last April. Rise in both national non-network and local fields.

1. **Automotive.** National network volume 24.0% less than in March. National non-network volume up 53.4% and local advertising up 63.0%. Compared to April, 1934, national network advertising gained 12.3%, while national non-network and local advertising more than doubled.

2. **Gasoline and accessories.** National network advertising 10.9% above March. Regional volume increased five-fold. National non-network advertising down 2.0% and local advertising level unchanged. National network advertising 4.7% greater than in April of last year. Regional volume down 50.0%. National non-network business up 24.5% and local up 35.3%.

3. **Clothing.** National network business declined approximately one-third as against March. Regional volume more than doubled. National non-network business rose 45.7% and local business 12.1%. Compared to April, 1934, gains are as follows: national network, 24.0%; regional network, more than ten-fold; national non-network, 45.0%; and local, 75.0%.

4. **Drugs and Pharmaceuticals.** National network volume declined 32.6% as compared to March, with a 9.0% drop in the national non-network field. Regional advertising up more than 600% and local volume up 31.7%. National network advertising 37.0% greater than April, 1934, regional volume double, national non-network up 29.8%, and local up 23.7%.

5. **Toilet goods.** Declines in all fields as compared to March. National networks down 5.3%, regional networks 31.2%, national non-network 10.3%, and local 11.7%. National network volume 3.0% above last April, with marked gains in regional field. National non-network business down 11.8% and local down 34.0%.

6. **Foodstuffs.** National network business 18.5% below March and regional volume down 49.5%. National non-network advertising up 6.2% and local up 8.2%. Compared to April, 1934, national network advertising up 10.4%, regional volume nearly doubled, and local business up 19.8%. National non-network business down 16.3%.

7. **Beverages.** Gains over March as follows: national net-

works 5.5%, national non-networks 71.8%, and local 16.7%. Local business rose 22.8% as compared April of last year. National network advertising dropped 9.0% and national non-network business 5.8%. Regional advertising declined materially.

8. **Confectionery.** National network advertising 6.8% below the March level, national non-network business down 20.0%, and regional volume down approximately 75.0%. Local business up 7.2%. Gains, compared to last April, are as follows: national networks 66.7%, regional networks tripled, national non-network 20.0%, and local 12.4%.

9. **Household equipment.** National network business declined 26.7% as compared to March. Regional advertising rose more than 800%, national non-network advertising 70.9%, and local 14.0%. National network business 79.6% above last April, regional volume nearly double, national non-network business up 54.1%, and local up 65.2%.

10. **Soaps and kitchen supplies.** Gains over March as follows: national networks 5.8%, national non-network 67.4%, and local approximately 100%. Regional volume down 37.5%. National network business 10.0% above last April, regional network advertising materially higher, and national non-network nearly double. Local advertising down 20.0%.

11. **Insurance and financial.** Little change from March except for 10.0% decline in local volume. National network business 31.7% below last April, and national non-network advertising down 10.0%. Local business 21.7% ahead of same month of 1934.

12. **Radio.** National network business unchanged from preceding month. National non-network volume up 25.0% and local down 31.0%. National network advertising 5.0% under last April, national non-network unchanged, and local down 31.1%.

13. **Department and general stores.** National non-network business was nearly double March. Local gained 9.0%. Local business up 39.3% as compared with April, 1934, while national non-network volume increased approximately ten-fold.

14. **Tobacco products.** Gains as compared to preceding month are as follows: national networks 8.4%, regional networks, 20.0%, national non-network business approximately 100%, and local 15.1%. Compared to April, 1934, gains are as follows: national networks 7.0%, local nearly double, with national non-network advertising showing an increase from \$3,560 for last April to \$60,728 during the current year.

15. **Miscellaneous.** General decline during the month. Compared to the same month of last year, gains are as follows: national networks 33.8%, regional networks 50.0%, national non-network 39.6%, and local 36.7%.

Retail Broadcast Advertising

General retail broadcast advertising rose 16.3% during the month and reached a level 71.1% above April, 1934. Principal gains, as compared to last year, are as follows: automotive, more than doubled; clothing and apparel shops, more than doubled; drug stores and beauty parlors, approximately tripled; restaurant advertising, up 30.0%; household equipment retailers, furniture and hardware stores, more than doubled; department stores, up 48.6%.

RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS (April, 1935)

| Type of Sponsoring Business | National Networks | Regional Networks | National Non-network | Local | Total |
|---|--------------------|-------------------|----------------------|--------------------|--------------------|
| 1a. Amusements | — | — | \$6,370 | \$47,550 | \$53,920 |
| 1-2. Automobiles and Accessories: | | | | | |
| (1) Automobiles | \$247,951 | — | 177,900 | 119,445 | 545,296 |
| (2) Accessories, gas and oils | 376,203 | 11,108 | 113,000 | 88,205 | 588,516 |
| 3. Clothing and apparel | 50,128 | 5,967 | 35,380 | 283,435 | 374,910 |
| 4-5. Drugs and toilet goods: | | | | | |
| (4) Drugs and pharmaceuticals | 548,539 | 6,710 | 362,080 | 135,370 | 1,052,699 |
| (5) Toilet goods | 886,259 | 5,477 | 87,000 | 21,293 | 1,000,029 |
| 6-8. Food products: | | | | | |
| (6) Foodstuffs | 803,130 | 15,209 | 291,210 | 232,960 | 1,342,509 |
| (7) Beverages | 269,965 | 1,350 | 53,905 | 83,785 | 409,005 |
| (8) Confections | 180,314 | 700 | 59,000 | 11,250 | 251,264 |
| 9-10. Household goods: | | | | | |
| (9) Household equipment and furnishings | 86,150 | 9,840 | 93,900 | 227,407 | 417,297 |
| (10) Soap and kitchen supplies | 297,072 | 3,038 | 76,750 | 8,670 | 385,530 |
| 11. Insurance and financial | 42,964 | — | 15,865 | 61,340 | 120,169 |
| 12. Radios | 94,650 | — | 3,500 | 9,058 | 107,208 |
| 13. Retail establishments | — | — | 13,700 | 160,430 | 174,130 |
| 14. Tobacco products | 348,664 | 9,900 | 60,728 | 8,846 | 428,138 |
| 15. Miscellaneous | 166,024 | 12,759 | 195,235 | 440,283 | 814,301 |
| Total | \$4,398,013 | \$82,058 | \$1,645,523 | \$1,939,327 | \$8,064,921 |

General Business Conditions

A slow recession has been in progress in business during recent weeks, the *New York Times* Index declining from 83.0% of the 1923-25 on May 4 to 81.4% on May 18. The Federal Reserve Board index of industrial production for April was two points below that of the preceding month. Prices also have shown mild recessions in recent weeks. On the other hand, automobile production increased to a point exceeding 100,000 units during the

week ending May 25, following the cessation of labor difficulties, while individual companies report a continuing favorable trend in new car sales.

April trade maintained a level above that of the previous year. Daily average sales of variety stores in April were 12.5% greater than during the same month of 1934. Rural retail sales showed a gain of 37.0. Retail new car financing in the automotive field was 18.8% higher than in April, 1934, while grocery chain store sales experienced a gain of 6%.

TOTAL BROADCAST ADVERTISING

1935 Gross Time Sales

| Class of Business | March | April | Cumulative Jan.-April |
|----------------------------|-------------|-------------|--------------------------|
| National networks | \$4,923,245 | \$4,398,013 | \$18,505,219 |
| Regional networks | 77,360 | 82,058 | 275,357 |
| National non-network | 1,470,990 | 1,645,523 | 5,680,705 |
| Local | 1,816,145 | 1,939,327 | 6,484,350 |
| Total | \$8,287,740 | \$8,064,921 | \$30,945,631 |

ADVERTISING VOLUME BY MAJOR MEDIA

1935 Gross Time and Space Sales

| Advertising Medium | March | April | Cumulative Jan.-April |
|---------------------------------------|--------------|--------------|--------------------------|
| Radio broadcasting | \$8,287,740 | \$8,064,921 | \$30,945,631 |
| National magazines ¹ | 12,348,858 | 13,093,525 | 44,062,319 |
| National farm papers | 534,800 | 597,153 | 1,930,417 |
| Newspapers ² | 45,600,000 | \$46,734,000 | \$164,208,000 |
| Total | \$66,771,398 | \$68,489,599 | \$241,146,367 |

¹ Based on 124 magazines compiled by Publishers Information Bureau, Inc., from which source national farm papers and network figures also are taken.

² Estimated.

NON-NETWORK ADVERTISING BY POWER OF STATION

1935 Gross Time Sales

| Power of Station | March | April | Cumulative Jan.-April |
|------------------------|-------------|-------------|--------------------------|
| Over 1,000 watts | \$1,543,465 | \$1,675,490 | \$5,862,445 |
| 250-1,000 watts | 1,293,670 | 1,444,530 | 4,689,285 |
| 100 watts | 450,000 | 464,830 | 1,613,325 |
| Total | \$3,287,135 | \$3,584,850 | \$12,165,055 |

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

| Type of Rendition | National Non-network | | Local | | Total | | Cumulative Jan.-April |
|---------------------------------|----------------------|-------------|-------------|-------------|-------------|-------------|--------------------------|
| | March | April | March | April | March | April | |
| Electrical transcriptions | \$504,675 | \$573,870 | \$122,280 | \$162,080 | \$626,955 | \$735,950 | \$2,378,036 |
| Live talent programs | 672,400 | 751,080 | 960,896 | 967,790 | 1,633,296 | 1,718,870 | 6,007,345 |
| Records | 4,476 | 14,223 | 71,334 | 79,057 | 75,810 | 93,280 | 289,423 |
| Announcements | 289,439 | 306,350 | 661,635 | 730,400 | 951,074 | 1,036,750 | 3,490,201 |
| Total | \$1,470,990 | \$1,645,523 | \$1,816,145 | \$1,939,327 | \$3,287,135 | \$3,584,850 | \$12,165,055 |

NON-NETWORK ADVERTISING BY GEOGRAPHICAL DISTRICTS

1935 Gross Time Sales

| Geographical District | March | April | Cumulative Jan.-April |
|---|-------------|-------------|--------------------------|
| New England-Middle Atlantic Area | \$894,000 | \$952,310 | \$3,197,360 |
| South Atlantic-South Central Area | 515,560 | 570,840 | 1,905,920 |
| North Central Area | 1,217,770 | 1,371,600 | 4,581,560 |
| Pacific and Mountain Area | 659,805 | 690,100 | 2,480,215 |
| Total | \$3,287,135 | \$3,584,850 | \$12,165,055 |

RETAIL BROADCAST ADVERTISING OVER INDIVIDUAL STATIONS

1935 Gross Time Sales

| Type of Sponsoring Business | March | April |
|--|-----------|-------------|
| Automobiles and accessories: | | |
| Automobile agencies and used car dealers | \$74,450 | \$119,175 |
| Gasoline stations, garages, etc. | 74,265 | 55,080 |
| Clothing and apparel shops | 249,000 | 293,330 |
| Drugs and toilet goods: | | |
| Drug stores | 15,700 | 37,850 |
| Beauty parlors | 11,285 | 9,985 |
| Food products: | | |
| Grocery stores, meat markets, etc. | 46,400 | 57,250 |
| Restaurants and eating places | 16,200 | 25,400 |
| Beverage retailers | 3,375 | 1,980 |
| Confectionery stores | 2,600 | 2,850 |
| Household goods: | | |
| Household equipment retailers | 54,245 | 78,096 |
| Furniture stores | 109,270 | 93,035 |
| Hardware stores | 19,640 | 37,725 |
| Radio retailers | 13,554 | 9,050 |
| Department and general stores | 153,730 | 174,130 |
| Tobacco shops | 4,050 | 1,150 |
| Miscellaneous | 92,260 | 98,110 |
| Total | \$940,384 | \$1,094,196 |

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Vol. 3 - No. 28
JUNE 15, 1935

PRALL CONFIRMED

The Senate late Friday confirmed the appointment of Anning S. Prall as a member of the Federal Communications Commission for a period of seven years, beginning July 1 next.

RECOMMENDS NEW ST. JOSEPH STATION

J. L. Scroggin, filed an application with the Federal Communications Commission for a construction permit for a new broadcasting station to be located at St. Joseph, Mo., to use 1310 kilocycles, 100 watts power and unlimited time on the air. Similar application was filed by the News Broadcasting Company with identical facilities also at St. Joseph.

Melvin H. Dalberg(e) in Report No. I-61 recommends that the Scroggin application be granted and that the application of the News Broadcasting Company be denied.

COURT DENIES REHEARING

Station WREN, Leavenworth, Kans., has been denied rehearing by the United States Court of Appeals for the District of Columbia in its appeal to that court against a decision of the Federal Communications Commission in which the Court upheld the action of the Commission in denying WREN permission to intervene in the WHB, Kansas City, Mo., case where that station was allowed to operate at night.

SECURITIES ACT REGISTRATION

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

Bondholders' Committee for loan of Joseph F. Faiella, Inc., New York City. (2-1448, Form D-1)

Golden Conqueror Mines, Inc., Manitou, Colo. (2-1449, Form A-1)

Distributors Group, Inc., New York City. (2-1450, Form C-1)

Allied Mortgage Companies, Inc., Baltimore, Md. (2-1451, Form D-2)

Associated Mortgage Companies, Inc., Baltimore, Md. (2-1452, Form D-2)

Bankers National Investing Corporation, Wilmington, Del. (2-1453, Form A-2)

Froedtert Grain & Malting Co., Inc., Greenfield, Wis. (2-1454, Form A-2)

Belvedere Hotel Bondholders' Committee, Baltimore, Md. (2-1455, Form D-1)

Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y. (2-1456, Form A-2)

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, June 17, 1935

Hearing Before the Commission En Banc

American Telephone & Telegraph Co. and New York Telephone Co.
C. P. For authority to construct an experimental coaxial cable line between New York, N. Y., and Philadelphia, Pa.

Hearing Before an Examiner to Be Held at the Federal Building, Chicago, Ill.

WSBC—WSBC, Inc., Chicago, Ill.—Renewal of license, 1210 kc., 100 watts, specified hours.

WWAE—Hammond-Calumet Broadcasting Corp., Hammond, Ind.—Renewal of license, 1200 kc., 100 watts, shares with WFAM.

WEDC—Emil Denmark, Inc., Chicago, Ill.—Renewal of license, 1210 kc., 100 watts, specified hours.

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—Renewal of license, 1360 kc., 500 watts, 1 KW LS on Sundays, shares with WSBT.

Tuesday, June 18, 1935

NEW—Willis T. Shaughnessy, Bay Shore, N. Y.—C. P., 1370 kc., 100 watts, unlimited time.

WNBF—Howitt-Wood Radio Co., Inc., Binghamton, N. Y.—Special experimental authorization, 1240 kc., 500 watts, 1 KW, unlimited time. Present assignment: 1500 kc., 100 watts, C. P. for 100 watts, 250 watts LS, unlimited time.

NEW—Edward Mirante and Arthur Faske, d/b as Connecticut Broadcasting Co., 150 Arch St., New Britain, Conn.—C. P., 1370 kc., 100 watts, unlimited time.

Wednesday, June 19, 1935

Hearing Before the Broadcast Division

KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Renewal of license, 550 kc., 1 KW, 2½ KW LS, unlimited time.

Thursday, June 20, 1935

Argument Before the Broadcast Division

On an amendment to or clarification of Paragraph 176 of the Rules and Regulations of the Commission pertaining to mechanical reproductions. Parties desiring to participate must file notice of their intention not later than May 18, 1935.

APPLICATIONS GRANTED

WTAL—Florida Capitol Broadcasters, Inc., Tallahassee, Fla.—Granted modification of C. P. extending commencement date to 60 days after grant and completion date to 6 months thereafter.

WSPA—Virgil V. Evans, d/b as The Voice of South Carolina, Spartanburg, S. C.—Granted license to cover C. P., 920 kc., 1 KW, daytime hours only.

Atlantic Broadcasting Corp., New York City—Granted authority to transmit sustaining programs from stations WBBM and WABC-WOBQ to stations of the Canadian Radio Commission.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Granted authority to transmit sustaining programs from stations WBBM and WABC-WOBQ to stations of the Canadian Radio Commission.

WOL—American Broadcasting Co., Washington, D. C.—Granted license to cover C. P. authorizing changes in equipment.

KRE—First Congregational Church of Berkeley, Berkeley, Calif.—Granted license to cover C. P. authorizing changes in equipment and increase in day power to 250 watts; 1370 kc., 100 watts, night, unlimited time.

WTCN—Minneapolis Broadcasting Corp., Minneapolis, Minn.—Granted modification of C. P. approving changes in equipment and antenna system; extending commencement date to within 10 days after grant and completion date to within 90 days thereafter.

WTCN—Minnesota Broadcasting Corp., Minneapolis, Minn.—Granted license to cover C. P. authorizing new equipment and increase in daytime power from 1 to 5 KW, and move of station locally; 1250 kc., 1 KW night, specified hours.

WMFG—Head of the Lakes Broadcasting Co., Hibbing, Minn.—Granted modification of C. P. extending completion date to Sept. 14, 1935.

- W8XE—Ohio State University, Columbus, Ohio, Portable-Mobile.—Granted license to cover C. P. for new general experimental broadcast pickup station to pick up programs to be rebroadcast over station WOSU; frequencies 31100, 34600, 40600, 85000, 400000 kc., 10 watts, unlimited.
- W4XD—WPTF Radio Company, Raleigh, N. C., Portable-Mobile.—Granted modification of license for authority to include frequencies 31100, 34500, 37600 kc. Also granted renewal of license for this station for the next license period ending October 1, 1936.

SET FOR HEARING

- NEW—Vernon Taylor Anderson, Mgr., A.B.C. Broadcasting Co., Big Spring, Tex.—Application for C. P. for new station, 1500 kc., 100 watts, daytime.
- NEW—Pacific Acceptance Corp., San Diego, Calif.—C. P. amended so as to request authority to erect new station at San Diego, exact location to be determined subject to Commission approval; 1200 kc., 100 watts, daytime only.

RENEWAL OF LICENSES

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

- KABC, San Antonio, Tex.; KBPS, Portland, Ore.; KDB, Santa Barbara, Cal.; KERN, Bakersfield, Cal.; KFG, Boone, Ia.; KFIZ, Fond du Lac, Wisc.; KFJM, Grand Forks, N. Dak.; KFJZ, Fort Worth, Tex.; KFRO, Longview, Tex.; KGAR, Tucson, Ariz.; KGFF, Shawnee, Okla.; KGFI, Corpus Christi, Tex.; KGGC, San Francisco; KGIW, Alamosa, Colo.; KGKB, Tyler, Tex.; KGKL, San Angelo, Tex.; KGKY, Scottsbluff, Neb.; KICA, Clovis, N. Mex.; KLUF, Galveston, Tex.; KMAC, San Antonio, Tex.; KNCW, Austin, Tex.; KONO, San Antonio, Tex.; KORE, Eugene, Ore.; KOTN, Pine Bluff, Ark.; KPQ, Wenatchee, Wash.; KRE, Berkeley, Cal.; KREG, Santa Ana, Cal.; KRKD, Everett, Wash.; KUJ, Walla Walla, Wash.; KWYO, Sheridan, Wyo.; KXO, El Centro, Cal.; WACO, Waco, Tex.; WABY, Albany, N. Y.; WAGF, Dothan, Ala.; WAGM, Presque Isle, Maine; WAZL, Hazleton, Pa.; WBTM, Danville, Va.; WCBM, Baltimore, Md.; WCNW, Brooklyn, N. Y.; WDAS, Philadelphia, Pa.; WEED, Rocky Mount, N. C.; WELL, Battle Creek, Mich.; WGAL, Lancaster, Pa.; WGL, Fort Wayne, Ind.; WHB, Memphis, Tenn.; WHFC, Cicero, Ill.; WIBM, Jackson, Mich.; WILM, Wilmington, Del.; WJBO, Baton Rouge, La.; WKBB, East Dubuque, Ill.; WKBI, Cicero, Ill.; WKBV, Richmond, Ind.; WKEU, Griffin, Ga.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WMBH, Joplin, Mo.; WMBQ, Brooklyn, N. Y.; WMEX, Boston; WBNF, Binghamton, N. Y.; WNRA, Muscle Shoals City, Ala.; WOC, Davenport, Ia.; WOPI, Bristol, Tenn.; WRAK, Williamsport, Pa.; WRDW, Augusta, Ga.; WRGA, Rome, Ga.; WRJN, Racine, Wisc.; WSVS, Buffalo, N. Y.; WSYB, Rutland, Vt.; WWRL, Woodside, L. I.; WWSW, Pittsburgh, Pa.; KSLM, Salem, Ore.; KVL, Seattle, Wash.; WDNC, Durham, N. C.; WHDF, Calumet, Mich.; WHEF, Koscusko, Miss.; WJMS, Ironwood, Mich.; WKBZ, Muskegon, Mich.
- W8XAR—Westinghouse E. and M. Co., Saxonburg, Pa.—Granted renewal of special experiment station license for experimental service, in exact conformity with existing license, for period June 23, 1935, to Sept. 23, 1935.
- W1XBS—American Republican, Inc., New Haven County, Conn.—Present license extended on a temporary basis for the period June 11 to July 11, 1935, subject to such action as may be taken on pending application for renewal.
- W2XR—John V. L. Hogan, d/b as The Scientific Broadcasting Service, Long Island City, N. Y.—Present license extended on a temporary basis for the period June 29 to July 29, 1935, subject to such action as may be taken on pending application for renewal.

MISCELLANEOUS

- WHBC—Edward P. Graham, Canton, Ohio—Denied special temporary authority to operate from 9 to 10 P. M., EST, for the period June 4 to July 3, 1935, in order to broadcast special programs.
- NEW—The Fort Industry Co., Cleveland, Ohio.—C. P. for new station, 850 kc., 250 watts LS, daytime, heretofore set for hearing, was dismissed at request of applicant.
- WIOD—Isle of Dreams Broadcasting Corp., Miami, Fla.—C. P., 1300 kc., 1 KW, unlimited time, heretofore set for hearing, was dismissed at request of applicants.

- NEW—G. M. Electric Service Co., Stevensville, Mont.—C. P., 1500 kc., 100 watts, unlimited time, heretofore set for hearing, was denied as in cases of default for failure to file an appearance and statement of facts in accordance with Rule 48 of the Commission.
- WPFB—Otis P. Eure, Hattiesburg, Miss.—Granted application as amended for renewal of license for regular period. Reconsidered action of January 29, 1935, in designating application for renewal of license for hearing.
- WBNO—The Coliseum Place Baptist Church, New Orleans, La.—Granted renewal of license for regular period. Reconsidered action of Nov. 27, 1934, in designating for hearing renewal application. Satisfactory time-sharing agreement with WJBW has been reached.
- WFIL—WFIL Broadcasting Co., Philadelphia, Pa.—Granted an increase in day time power to 1 KW. Application to increase night power to 1 KW remains in hearing docket.
- WMCA—Knickerbocker Broadcasting Co., Inc., New York City.—Granted request for withdrawal of application for modification of license without prejudice.
- NEW—Edward Mirente and Arthur Faske, New Britain, Conn.—Denied request to continue hearing scheduled for June 18, 1935, on application for new station at New Britain, Conn., to operate on 1370 kc., 100 watts.
- NEW—Wyoming Radio Educational Assn., Cheyenne, Wyo.—Granted petition to reopen and consider application for C. P. for new station to operate on 780 kc., 500 watts night, 1 KW day.
- NEW—Milwaukee Broadcasting Co., Milwaukee, Wis.—Affirmed action of February 12, 1935, in granting application for new station to operate on 1310 kc., 100 watts, daytime only, since protest of WHBL has been withdrawn.
- WMBR—Florida Broadcasting Co., Jacksonville, Fla.—Granted request to strike the request for oral argument on the Examiner's report in re application for authority to make changes in equipment and increase daytime power from 100 to 250 watts.
- NEW—L. M. Kennett, Indianapolis, Ind.—Granted request for oral argument in re Examiner's Report No. 1-53, to be heard November 7, 1935.
- WESG—Cornell University, Elmira, N. Y.—Granted extension of special experimental authority to continue to use frequency 850 kc. until August 1, 1935.

SPECIAL AUTHORIZATIONS

- KFPY—Symons Broadcasting Co., Spokane, Wash.—Granted special temporary authority to operate without an approved frequency monitor for the period beginning June 7 and ending not later than June 20, 1935.
- KBPS—Benson Polytechnic School, Portland, Ore.—Granted extension of special temporary authority to remain silent for the period beginning July 1 and ending in no event later than Sept. 9, 1935, in order to observe school vacation period.
- WSVS—Elmer S. Pierce, Principal, Seneca Vocational High School, Buffalo, N. Y.—Granted special temporary authority to remain silent from July 1 to Sept. 11; Oct. 12, Nov. 1 and 2; Nov. 5, 11, 28, 29 and 30, and from Dec. 23 to 31 inclusive, in order to observe school and legal holidays. To operate from 8:30 A. M. to 10 A. M. and from 2 to 3 P. M., Eastern Daylight Saving Time, instead of EST, for the period beginning Sept. 11 and ending in no event later than Sept. 30, 1935.
- WAML—Southland Radio Corp., Laurel, Miss.—Granted extension of special temporary authority to remain silent for the period beginning June 1 and ending in no event later than June 15, 1935, for the purpose of moving studio and installing new equipment.
- WGNV—Peter Goelet, Chester Township, N. Y.—Granted special temporary authority to operate without an approved frequency monitor for a period not to exceed 15 days.
- KPAC—Port Arthur College, Port Arthur, Tex.—Granted special temporary authority to operate from 7:15 P. M. to 12 midnight, CST, June 29, in order to broadcast annual banquet and dance.
- WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Granted special temporary authority to operate a 100-watt portable transmitter on 1300 kc. to conduct field strength measurements in the vicinity of Greenville, between 1 and 6 A. M., EST, for the period beginning June 15 and ending not later than July 14, 1935, in order to determine new location for

transmitter, provided, however, station remains silent during Commission's monitoring schedule.

APPLICATIONS RECEIVED

W1XCW—E. J. Regan and F. Arthur Bostwick, d/b as Regan and Bostwick, Portable.—License to cover construction permit for **31100 kc.**, 20 watts. Amended to request additional frequencies of **31600, 40600, 37600, 34600 kc.**

W1OXF—National Broadcasting Co., Portable & Mobile.—Modification of license to change communication points on general experimental station.

The Travelers Broadcasting Service Corp., Avon, Conn.—Construction permit for special experimental station for **63 kc.**, 150 watts.

W3XDD—Bell Telephone Laboratories, Whippany, N. Y.—Renewal of license for special experimental station on **560, 900, 1340 kc.**, 5 KW.

NEW—Robert E. Cole, Washington, Pa.—Construction permit to erect new station to be operated on **1200 kc.**, 100 watts, specified hours. Amended: Change frequency to **1350 kc.**, power to 250 watts, time to daytime.

NEW—American Broadcasting Corp., Cleveland, Ohio.—Construction permit to erect new station to be operated on **890 kc.**, 500 watts, 1 KW day, unlimited time. Request facilities of WMMN. (WMMN has consented if their application change in frequency is granted.)

WMMN—A. M. Rowe, Inc., Fairmont, W. Va.—Modification of **850** (B2-P-506) authorizing increase in power from 250 watts to 500 watts, 1 KW day, and move transmitter from Hotel Fairmont, Jefferson St., to site to be determined, Fairmont, W. Va., further requesting change in frequency from **890 kc.** to **850 kc.**, time from unlimited to daytime. Extend commencement and completion dates.

WMFN—Attala Broadcasting Corp., Clarksdale, Miss.—Construction permit to install new equipment, increase power from 100 to 100-250 watts day.

WRDW—Augusta Broadcasting Co., Augusta, Ga.—Special experimental authority (B3-SA-101) to install new equipment to operate on **1240 kc.**, 250 watts, 1 KW day, and move transmitter from 309 8th St. to corner of 10th St. and River Levy, Augusta, Ga. Amended to request a construction permit instead of special authorization.

NEW—Fort Dodge Broadcasting Co., Fort Dodge, Iowa.—Construction permit for new station to be operated on **1500 kc.**, 100 watts, unlimited time. Amended: Approval of site of transmitter, Hawkeye Highway, between Kelleher and Merritt Sts., Fort Dodge, Iowa.

W1OXCL—Hearst Radio, Inc., Portable & Mobile.—Modification of license of general experimental station to operate under Rule 320 instead of 307.

W1OXCM—Hearst Radio, Inc., Portable & Mobile.—Modification of license of general experimental station to operate under Rule 320 instead of 307.

National Broadcasting Co., Inc.—Authority to use studio for production of programs to foreign radio stations (Canadian stations).

WJAR—The Outlet Company, Providence, R. I.—Extension of **890** special experimental authorization to use additional power of 250 watts night for regular license period to 3-1-36.

WADC—Allen T. Simmons, Village of Tallmadge, Ohio.—Authority **1370** to determine operating power by direct measurement of antenna.

KFNF—Henry Field Co., Shenandoah, Iowa.—Assignment of license **890** from Henry Field Co. to KFNF, Inc.

NEW—WCBS, Inc., Portable-Mobile.—Construction permit for new broadcast pickup station on **1622, 2060, 2150, 2790 kc.**, 25 watts.

KOMO—Fisher's Blend Station, Inc., Seattle, Wash.—Construction **760** permit to install new equipment, increase power from 1 KW to 5 KW; move transmitter from West Waterway, Harbor Island, Seattle, Wash., to 26th Avenue, S. W. and Florida Street, West Waterway, Seattle, Wash.; and change frequency from **920 kc.** to **760 kc.** Requests facilities of KXA. Amended to omit request for change in frequency and request for facilities of KXA.

NEW—Wolverine Broadcasting Co., John E. Fetzer, Ann Arbor, **830** Mich.—Construction permit for new station to be operated on **830 kc.**, 1 KW, daytime. Request call WANR.

WMC—Memphis Commercial Appeal, Memphis, Tenn.—Construction **780** permit to make changes in equipment and increase power from 1 KW, $2\frac{1}{2}$ KW day, to 1 KW, 5 KW day.

WDAE—Tampa Times Co., Tampa, Fla.—Construction permit to **1220** make equipment changes and increase daytime power from 1 KW to 5 KW. Consideration under 6 (g).

WAGF—John T. Hubbard and Julian Smith, d/b as Dothan **1370** Broadcasting Co., Dothan, Ala.—Modification of construction permit (B3-P-294) to make equipment changes.

KFJM—University of North Dakota, Grand Forks, N. Dak.—Construction permit to change equipment and frequency from **1370 kc.** to **1390 kc.**, power from 100 watts to 1 KW, 5 KW day. Amended: Request **1410 kc.** and equipment changes.

KSCJ—Perkins Brothers Co. (The Sioux City Journal), Sioux City, **1330** Iowa.—Construction permit to make equipment changes.

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Modification **550** of B4-P-3285 as modified to extend completion date from 7-7-35 to 11-7-35.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—License to **770** cover 4-P-B-3275, increase power, install new equipment, change hours of operation.

WCFL—Chicago Federation of Labor, Chicago, Ill.—License to **970** cover (B4-P-2584) as modified to move transmitter and increase power.

WCFL—Chicago Federation of Labor, Chicago, Ill.—License to **970** use present transmitter as auxiliary transmitter.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Extension of **770** special authorization to operate synchronously with KFAB from local sunset (KFAB's) to midnight, for period not to exceed 2-1-36.

WCFL—Chicago Federation of Labor, Chicago, Ill.—Authority to **970** determine operating power by direct measurement of antenna.

NEW—Mountain States Broadcasting Corp., Salt Lake City, Utah. **550**—Construction permit for new station to be operated on **550 kc.**, 500 watts, unlimited time.

NEW—R. J. Nasser, Sacramento, Calif.—Construction permit for **850** new station to be operated on **850 kc.**, 250 watts, daytime.

KPCB—Queen City Broadcasting Co., Seattle, Wash.—Construction **650** permit to move transmitter from 225 Pine St. to 217 Pine St., Seattle, Wash.; move studio from 225 Pine St. to 4th and University St., Seattle, Wash., and make equipment changes.

KDYL—Intermountain Broadcasting Corp., Salt Lake City, Utah. **1290**—Construction permit to increase power from 1 to 5 KW, install new equipment. Amended: Transmitter site to be determiner, near Salt Lake City, Utah. Antenna to be determined.