

The National Association of Broadcasters

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ENGINEERING COMMITTEE APPOINTED

President Meyers has authorized the announcement of the personnel of the Engineering Committee as follows: J. H. DeWitt, Jr., WSM, Nashville, Tennessee, Chairman; L. A. Benson, WIL, St. Louis, Missouri; L. S. Bookwalter, KOIN, Portland, Oregon; E. K. Cohan, Columbia Broadcasting System, New York, N. Y.; Gerald W. Cooke, WBAL, Baltimore, Maryland; John E. Fetzer, WKZO, Kalamazoo, Michigan; E. L. Gove, WHK, Cleveland, Ohio; C. W. Horn, National Broadcasting Company, Inc.; Porter Houston, WCBM, Baltimore, Maryland; Carl Meyers, WGN, Chicago, Illinois; and John M. Sherman, WTCN, Minneapolis, Minnesota.

NEW STATIONS GRANTED

The Federal Communications Commission, through its Broadcast Division, took action this week granting construction permits for three new stations, one for television.

A construction permit for the erection of a new broadcast station was granted to the Southwest Broadcasting Company, Prescott, Ariz., to use 1500 kilocycles, 100 watts, nighttime operation.

The Broadcast Division also granted a construction permit for a new station to Dorrance D. Roderick, El Paso, Texas, to use 1500 kilocycles, 100 watts, unlimited time.

A construction permit was also granted to the Farnsworth Television Corporation of Springfield, Pa., for a new visual experimental station to operate with 1,000 watts, unlimited time, on 60000-86000 and 42000-56000 kilocycles.

SECURITIES ACT REGISTRATIONS

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

The Garford Corporation, Marion, Ind. (2-2630, Form A-1)
Chicago Times Company, Chicago, Ill. (2-2631, Form A-1)
Charles H. Wanzer et al., New York City. (2-2632, Form A-1)
Automobile Banking Corp., Philadelphia, Pa. (2-2633, Form A-2)
Eaton & Howard Management Fund, Boston, Mass. (2-2635, Form A-1)
Poor & Company, Chicago, Ill. (2-2636, Form A-2)
Houston Cotton Exchange Bldg. Co., Inc. (2-2637, Form A-1)
Louisiana Oil Producing Co., Boston, Mass. (2-2638, Form A-1)
Diversified Investment Fund, Inc., Detroit, Mich. (2-2639, Form A-1)
Lima Cord Sole & Heel Co., Lima, Ohio. (2-2641, Form A-2)
Ray Airconditioning Corp., New York City. (2-2642, Form A-1)
Standard Tube Company, Highland Park, Mich. (2-2644, Form A-2)
Packer Corporation, Cleveland, Ohio. (2-2645, Form A-2)
Universal-Cyclops Steel Corporation, Bridgeville, Pa. (2-2646, Form A-2)
Dictograph Products Co., Inc., New York City. (2-2647, Form A-1)
Ventura Mines, Inc., Nogales, Ariz. (2-2649, Form A-1)
Chevy Chase Club, Chevy Chase, Md. (2-2650, Form A-2)

KINDIG APPEAL DISMISSED

The Court of Appeals of the District of Columbia has dismissed the appeal of W. H. Kindig of Los Angeles, Calif., against the Federal Communications Commission.

In this case Kindig asked for half time used by Station KFAC, Los Angeles, while the station asked for license renewal. It operates on 1300 kilocycles, full time, 1,000 watts power. Following hearing the Commission granted the license renewal to the station. Kindig appealed but he later asked that the appeal be dismissed. Therefore the court dismissed the appeal on request of the appellant.

FEDERAL TRADE COMMISSION ACTION

Complaints

The Federal Trade Commission has alleged unfair competition in complaints against the following firms. The respondents will be given an opportunity for hearing to show cause why cease and desist orders should not be issued against them.

No. 2993. A complaint has been issued against **American Lubricants Co., Inc.**, 1227 N. Deeds Ave., **Dayton, Ohio**, alleging use of unfair methods of competition in the wholesaling of motor oils.

Cans containing the respondent corporation's oils allegedly are branded with certain words and numbers and with an emblem adopted by the Pennsylvania Grade Crude Oil Association to signify that the distributor is a member of the association and that oil sold under the emblem is a pure, unadulterated oil produced from the Pennsylvania strata of oil fields. According to the complaint, the respondent corporation's oil is not a pure, unadulterated product of the Pennsylvania strata of oil fields, but is a blend of oils, and the respondent corporation is not a member of the association.

No. 2994. Use of a merchandising policy whereby it maintains suggested minimum resale prices for its product is alleged in a complaint issued against **Seminole Paper Corporation**, 111 West Washington St., **Chicago**, engaged in the sale of toilet paper. The respondent company's product is manufactured in mills at Marinette, Wis., Ashland, N. H., and Rumford, Me.

The respondent company allegedly sells its product, known as "Seminole Tissue," at a discount of 50 cents for each case of 100 rolls to those customers who agree to advertise and resell it to ultimate purchasers at prices equal to or in excess of the established minimum prices.

No. 2995. Charging unfair competition through misrepresentation of the prices of toilet soap sold in interstate commerce, a complaint has been issued against **J. W. McPheeters**, trading as **Mid-West Soap Co.** and as **Savon Products**, 901 High Street, **Indianapolis**.

The complaint alleges that prices marked on boxes in which the respondent's soap was sold were many times in excess of the actual value and of the actual selling prices to house-to-house canvassers, and were much greater than the prices charged the public by the canvassers. Such prices, according to the complaint, were not intended by the respondent to be the true retail prices and were false and fictitious, while the respondent's products were not of the high quality implied in the fictitious high prices.

No. 2996. Alleging misrepresentations in the sale of furs and fur coats, a complaint has been issued against **Hochschild, Kohn & Co.**, with headquarters at Howard and Lexington Streets, **Baltimore**, charging violation of section 5 of the Federal Trade Commission Act prohibiting unfair competition.

Selling garments made from furs and skins other than those of the seal and beaver, the respondent company is alleged to have advertised them by such names as "sealine," "bay seal," "Canadian beaver," and "Hudson Seal." The complaint points out that some of these garments were made from rabbit skins so dressed and dyed

as to resemble the seal or beaver in appearance only, while others were made from muskrat skins to resemble seal.

No. 2998. A complaint has been issued against **Birconjel Corporation, Inc.**, with offices at 420 Lexington Ave., and 37 East 28th St., New York City, alleging unfair methods of competition in connection with the sale of "Birconjel," offered as a hygienic product for use by women. The respondent corporation is said to advertise the product in radio broadcasts, newspapers, on cartons, and by other means.

According to the complaint, the product will not, as the respondent corporation allegedly represents, accomplish the results claimed for it; it is not a scientific prophylactic for feminine hygiene; has not received the approval of the American medical profession and is not prescribed by thousands of physicians; its use is not absolutely harmless, and its formula is not "open" since its ingredients are not disclosed by the manufacturers.

No. 2999. **Hawaiian Distilleries, Ltd.**, 810-812 Kawaiahao St., Honolulu, Hawaii, is charged in a complaint with misuse of the word "Distilleries" in its corporate name, in violation of Section 5 of the Federal Trade Commission Act. The respondent corporation is engaged in rectifying, blending bottling and wholesaling alcoholic beverages, including Okolehao, a liquor originally distilled exclusively in Hawaii and widely known there and in other parts of the world.

The respondent corporation, through use of the word "Distilleries," is said to represent that it distills the liquors it sells, when, the complaint charges, such is not a fact.

Stipulations and Orders

The Commission has issued the following cease and desist orders and stipulations:

No. 1836. **R. T. Miller, Jr.**, Drexel Ave. at 58th St., Chicago, trading as **American Technical Society**, in connection with selling courses in business administration and publishing books for home study in that subject, agrees to stop representing, directly or through his agents, that these courses cannot be purchased elsewhere for less than \$158. Miller agrees to cease holding out as an inducement for purchase of the textbooks the representation that they are being offered at a greatly reduced price, when this is not true. He also stipulates that he will cease representing to high school graduates that they have been selected as "reference students," and will discontinue any representation implying that such "reference students" receive special concessions, when this is not a fact.

No. 1837. **Daniel Goodman**, trading as **Goodman's Watch Repair Factory** and as **Goodman's Watch Factory Service**, 19 South Perry St., Montgomery, Ala., stipulates that in operating his watch repair business he will stop using the word "factory" as part of his trade name or names, when in fact he does not manufacture the parts used by him in repairing watches. He also agrees to cease employing the words "factory" or "manufacturers" in advertising, implying thereby that he actually owns and operates a factory in which the repair parts used by him are manufactured. Goodman agrees to discontinue using the word "importers" in advertising with the effect of causing customers to believe that he obtains watch repair parts from a foreign country, and agrees to abandon, as descriptive of his business, use of the phrase "the largest watch repair factory in the United States," or any other similar representation, when in fact that business cannot be accurately so described.

No. 1839. **George D. Jenison**, 240 North College St., Decatur, Ill., trading as **Gun Metal Finish Company**, selling formulas for nickel-plating of metals and silvering of mirrors, agrees to stop using false or misleading representations respecting the value of formulas sold by him or regarding the possibilities of earnings by their use, and of exaggerated assertions respecting the uses to which a nickel-plating apparatus he sells can be put or the range of work that can be accomplished by its use.

No. 1842. **Gulbransen Co.**, 816 N. Kedzie Ave., Chicago, piano manufacturer, stipulates that in the interstate sale of its products it will cease using the word "grand," either independently or in connection with comparisons made between its so-called "vertical grand" pianos and other pianos. The word "grand" will not be employed as a trade name or part of a trade name to describe a piano not having the qualities understood by the trade and purchasing public to be inherent in grand pianos. These qualities are noted in the stipulation as being the horizontal placing of strings, gravity action and special tonal and other qualities. The stipulation sets out that the so-called "Gulbransen Vertical Grand" piano was not a grand piano, according to this understanding.

No. 1850. Under a stipulation entered into, **The Linen Thread Co., Inc.**, 60 East 42nd St., New York City, has agreed that in the sale of threads for sewing and repairing shoes it will cease and desist from the use in advertising matter of any inaccurate and misleading representations implying that shoes made with cemented-on soles are inferior or undesirable.

The company will discontinue representations that shoes manufactured with cemented-on soles cripple or "burn" the feet, produce pain or suffering, and cause the wearers to limp; that such shoes are poor fitting, cheaply constructed and are viewed with aversion by the public; that they are not properly ventilated, and that the wearers' feet come in contact with glue or cement.

Nos. 2462 and 2422. Orders to cease and desist have been issued against two groups engaged in rectifying and wholesaling of liquors. The orders direct these respondents to stop representing through use of the words "distilleries" or "distilling" in their corporate names, on stationery and in advertising, that they are actually engaged in distilling liquors, when this is not the fact.

Respondents in these cases are:

Irish Hills Distilleries, Inc., 439 E. Congress St., Detroit, and **J. M. Tonkin and S. M. Modlin**, trading as **Columbia Distilling Co., Tonkin Distributing Co.**, and **Old Abbey Distilling Co.**, 440 Ninth St., San Francisco.

In the case of **J. M. Tonkin** and others, the provisions of the order to cease and desist do not apply to gins produced by these respondents through a process of rectification in which alcohol, purchased but not produced by the respondents, is redistilled over juniper berries and other aromatics.

No. 2594. **Afta Solvents Corporation**, 460 W. 128th St., New York City, manufacturer of a cleaning fluid, has been ordered to discontinue certain unfair representations in the interstate sale of its product.

In the sale of "Afta" or "Afta Spot Remover" or any cleaning fluid of the same composition, the respondent company is ordered to cease representing that such fluid will remove spots from fabrics or other articles and leave no spot or ring visible in the place from which foreign matter has been removed. The order also prohibits the representation that this fluid will not injure the color of fabrics to which it is applied.

No. 2630. **Clopay Corporation**, located at York, McLean and Exeter Sts., Cincinnati, has been ordered to cease and desist from unfair representations in the sale of various types of oiled cellulose pulp-backed, or paper-backed, products designated "Fabray" and used in the manufacture of window shades and shelf and wall coverings.

The respondent corporation is ordered to discontinue advertising that "Fabray" is oilcloth or fiber-backed oilcloth, possessing wearing qualities as great as the more expensive grades of oilcloth; that it is wash-proof, fray-proof and crack-proof, and that "Fabray" window shades do not fade, when such is not a fact.

Said to be in competition with firms manufacturing and selling oilcloth, the respondent corporation is directed to stop representing that all grades of oilcloth are backed with coarsely woven cheesecloth, will crack or peel, and that laboratory tests reveal that oilcloth generally does not have wearing qualities as great as "Fabray."

No. 2672. Trading as **National Civil Service Training Bureau**, **William W. Babcock**, 1040 N. Kenmore Ave., Los Angeles, has been ordered to discontinue use of the term "Civil Service" and the word "Bureau" in his trade name. He also is directed to cease and desist using in his trade name any other words implying that his correspondence school, which purports to train students for government positions, has any connection with the United States Civil Service Commission.

Among representations the respondent is ordered to discontinue are that civil service positions are open and available, unless the United States Civil Service Commission has advertised that fact and announced that examinations for such positions will be held at definite times stated; that his course of study affords adequate training for civil service examinations; that students who pursue or complete a course will be placed in government jobs; that the price for a course of instruction is a special price or that the regular price charged is greater than that offered any particular student, and that any part of the payments made by students goes to the government.

No. 2739. An order has been entered directing **Sutton Laboratories, Inc.**, Chapel Hill, N. C., to discontinue misrepresenting the therapeutic value of "Linoil," a proprietary preparation intended for use in the treatment of skin diseases.

The respondent corporation is ordered to cease representing in radio advertising, counter displays, circulars, or in any other man-

ner that "Linoil" or any product of substantially the same composition, is a cure for eczema or an effective remedy for all skin ailments or for any disease resulting from a metabolic disorder.

FTC CLOSES CASE

No. 2472. The Federal Trade Commission has entered an order closing its case against **Massachusetts Breweries and Distilleries Corporation**, 43 W. Canton St., **Boston**.

The Commission reserved the right to reopen the case should the facts warrant.

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, December 7

HEARING BEFORE AN EXAMINER

(Broadcast)

- NEW—Hannibal Broadcasting Co., Hannibal, Mo.—C. P., 1310 kc., 100 watts, unlimited time.
NEW—The Courier-Post Publishing Co., Hannibal, Mo.—C. P., 1310 kc., 100 watts, 250 watts LS, unlimited time.
NEW—C. S. Gooch, d/b as Amarillo Broadcasting Co., Amarillo, Tex.—C. P., 1500 kc., 100 watts, daytime.
NEW—C. W. Corkhill, Sioux City, Iowa.—C. P., 1420 kc., 100 watts, unlimited time.
NEW—Sioux City Broadcasting Co., Sioux City, Iowa.—C. P., 1420 kc., 100 watts, 250 watts LS, unlimited time.

Tuesday, December 8

HEARING BEFORE AN EXAMINER

(Broadcast)

- WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Modification of license, 1280 kc., 1 KW, shares with WTNJ and WCAM. Present assignment: 1280 kc., 500 watts, shares with WTNJ and WCAM.

Wednesday, December 9

HEARING BEFORE AN EXAMINER

(Broadcast)

- NEW—Ed Klien, Helena, Mont.—C. P., 1280 kc., 1 KW, 5 KW LS, unlimited time (requests facilities of KFBB).

Thursday, December 10

ORAL ARGUMENT BEFORE THE BROADCAST DIVISION

Examiner's Report No. I-268:

- NEW—Tulare-Kings Counties Radio Association, Visalia, Calif.—C. P., 1190 kc., 250 watts, daytime.

Examiner's Report No. I-269:

- NEW—Jack E. Bruntley, Mrs. Jack E. Bruntley and Jack E. Bruntley, Jr., Savannah, Ga.—C. P., 1310 kc., 100 watts, unlimited time.
NEW—W. T. Knight, Jr., Savannah, Ga.—C. P., 1310 kc., 100 watts, unlimited time.

Examiner's Report No. I-272:

- NEW—Gulf Coast Broadcasting Co., Corpus Christi, Tex.—C. P., 1330 kc., 250 watts, 500 watts LS, unlimited time.

Examiner's Report No. I-250:

- KSEI—Radio Service Corp., Pocatello, Idaho.—Renewal of license, 900 kc., 250 watts, 500 watts LS, unlimited time.

HEARING BEFORE AN EXAMINER

(Broadcast)

- NEW—Knoxville Journal Broadcasting Co., Knoxville, Tenn.—C. P., 1200 kc., 100 watts, 250 watts LS, unlimited time.
NEW—Richard M. Caste, Johnson City, Tenn.—C. P., 1200 kc., 100 watts, 250 watts LS, unlimited time.

- WELI—City Broadcasting Corp., New Haven, Conn.—Modification of license, 930 kc., 250 watts, 500 watts LS, unlimited time. Present assignment: 900 kc., 500 watts, daytime.
NEW—Walter H. McConty, Rice Lake, Wis.—C. P., 1210 kc., 250 watts, daytime.
NEW—Lawrence K. Miller, Pittsfield, Mass.—C. P., 930 kc., 250 watts, daytime.

APPLICATIONS GRANTED

- WGBB—Harry H. Carman, Freeport, N. Y.—Granted license to cover C. P. authorizing changes in equipment.
KDAL—Red River Broadcasting Co., Inc., Duluth, Minn.—Granted license to cover C. P. as modified for move of station from Moorhead, Minn., to Duluth, Minn.; 1500 kc., 100 watts, unlimited.
KMMJ—KMMJ, Inc., Clay Center, Nebr.—Granted license to cover C. P. authorizing installation of new equipment.
WIBU—Wm. C. Forrest, Poynette, Wis.—Granted license to cover C. P. authorizing installation of new equipment.
WRAK—WRAK, Inc., Williamsport, Pa.—Granted license to cover C. P. authorizing installation of new equipment and vertical radiator, move of transmitter locally to 1561 W. 4th St., Williamsport; 1370 kc., 100 watts night, 250 watts day, unlimited.
KWTO—Ozarks Broadcasting Co., Springfield, Mo.—Granted license to cover C. P. and modifications authorizing installation of new equipment; increase in day power from 1 KW to 5 KW; move of transmitter site to Highway No. 13; and install vertical radiator. Also granted authority to determine operating power by direct measurement of antenna input in compliance with Rule 137.
WFAM—The South Bend Tribune, South Bend, Ind.—Granted license to cover C. P. authorizing installation of new equipment.
WBCM—James E. Davidson, Bay City, Mich.—Granted authority to determine operating power by direct measurement of antenna input in compliance with Rule 137.
W8XEO—Harold F. Gross, M. Bliss Keeler, L. A. Versluis, d/b as Capitol City Broadcasting Co., Lansing, Mich.—Granted voluntary assignment of license of relay broadcast station to Harold F. Gross.
KRLD—KRLD Radio Corp., Dallas, Tex.—Granted C. P. to change equipment.
KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Granted C. P. to install new equipment.
WGL—Westinghouse Electric and Manufacturing Co., Fort Wayne, Ind.—Granted C. P. to install new equipment.
KFJM—University of North Dakota, Grand Forks, N. Dak.—Granted license to cover C. P. authorizing move of transmitter locally to University Campus; install new equipment; change in assignment from 1370 kc., 100 watts, unlimited, to 1410 kc., 500 watts night, 1 KW day, unlimited.
WKZO—WKZO, Inc., Kalamazoo, Mich.—Granted license to cover C. P. for new transmitter; 590 kc., 1 KW, daytime only.
KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Granted license to cover C. P. for move of station locally, change equipment, and increase day power to 250 watts; 1200 kc., 100 watts night, unlimited.
WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Granted license to cover C. P. for move of transmitter to North 24th St. and install new equipment.
WNEL—Juan Piza, San Juan, P. R.—Granted modification of C. P. as modified extending completion date to December 29, 1936.
WBEN—WBEN, Inc., Buffalo, N. Y.—Granted modification of license to employ former main transmitter as auxiliary transmitter, increasing power of auxiliary from 250 watts to 1 KW. Also granted authority to determine operating power of auxiliary transmitter by direct measurement of antenna power.
WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Granted authority to determine operating power by direct measurement of antenna power.
WABC—WBOQ—Atlantic Broadcasting Corp., New York, N. Y.—Granted voluntary assignment of license to Columbia Broadcasting System, Inc.; 860 kc., 50 KW, unlimited. Effective December 5, 1936.
W2XE—Atlantic Broadcasting Corp., Wayne, N. J.—Granted voluntary assignment of C. P. of international broadcast station from Atlantic Broadcasting Corp. to Columbia Broadcasting System, Inc.

W2XDV—Atlantic Broadcasting Corp., New York City.—Granted voluntary assignment of high frequency broadcast experimental station to Columbia Broadcasting System, Inc.

W10XAL—Atlantic Broadcasting Corp., Mobile (Alabama).—Granted voluntary assignment of relay broadcast experimental station to CBS, Inc.

W10XZ—Atlantic Broadcasting Corp., Mobile (Alabama).—Granted voluntary assignment of relay broadcast experimental station to CBS, Inc.

W10XGJ-WIEK-WIEL—Atlantic Broadcasting Corp., Mobile (Alabama).—Granted voluntary assignment of relay broadcast experimental station to CBS, Inc.

W2XAX—Atlantic Broadcasting Corp., New York City.—Granted voluntary assignment of license of experimental television station to CBS, Inc. Also granted voluntary assignment of special permit to transmit programs through WABC-WBOQ to Canada to CBS, Inc.

KNX—Columbia Broadcasting System of California, Inc. (Calif. corp.), Los Angeles, Calif.—Granted voluntary assignment of license to CBS, Inc.; 1050 kc., 50 KW, unlimited.

WCCO—Northwestern Broadcasting, Inc., Minneapolis, Minn. (Delaware corp.).—Granted voluntary assignment of license to CBS, Inc.; 810 kc., 50 KW, unlimited; effective December 15, 1936.

W9XHW—Northwestern Broadcasting, Inc., Minneapolis, Minn. (Delaware corp.).—Granted voluntary assignment of license of high frequency broadcast (exp.) station to CBS, Inc.

WJSV—Old Dominion Broadcasting Co., Washington, D. C. (Delaware corp.).—Granted voluntary assignment of license to CBS, Inc.; 1460 kc., 10 KW, unlimited.

WBT—Station WBT, Inc., Charlotte, N. C. (New York corp.).—Granted voluntary assignment of license to CBS, Inc.; 1080 kc., 50 KW, unlimited.

KMOX—Voice of St. Louis, Inc., St. Louis, Mo. (Mo. corp.).—Granted voluntary assignment of license to CBS, Inc.; 1090 kc., 50 KW, unlimited.

WBBM—WBBM Broadcasting Corp., Chicago, Ill. (Ill. corp.).—Granted voluntary assignment of license to CBS, Inc.; 770 kc., 50 KW, simultaneous day KFAB, share night KFAB (SA-synch. night KFAB from LS to midnight).

WBBM—WBBM Broadcasting Corp., Chicago, Ill. (Ill. corp.).—Granted voluntary assignment of special permit to transmit programs through WBBM to Canada to CBS, Inc.

WEEI—WEEI Broadcasting Corp., Boston, Mass. (Mass. corp.).—Granted voluntary assignment of license to CBS, Inc.; 590 kc., 1 KW, unlimited; under C. P., 590 kc., 1 KW night, 5 KW day, unlimited, using directional antenna day and night.

WEEI—WEEI Broadcasting Corp., Boston, Mass. (Mass. corp.).—Granted voluntary assignment of C. P. as modified to CBS, Inc.

WKRC—WKRC, Inc., Cincinnati, Ohio (Ohio corp.).—Granted voluntary assignment of license to CBS, Inc.; 550 kc., 500 watts, unlimited, S.A., 1 KW unlimited under C. P., 550 kc. (1 KW night, 5 KW day, unlimited).

WKRC—WKRC, Inc., Cincinnati, Ohio (Ohio corp.).—Granted voluntary assignment of C. P. as modified to CBS, Inc.; 500 kc., 500 watts, unlimited, S.A., 1 KW, unlimited (under C. P., 500 kc., 1 KW night, 5 KW day, unlimited).

KFRO—Voice of Longview, Longview, Tex.—Granted special temporary authority to operate from local sunset (5:15 p. m., CST) to 9 p. m., December 6, 13, 20 and 27, 1936, to broadcast services of Kelly Memorial Methodist Church of Longview, and denied special temporary authority for operation from local sunset (5:15 p. m., CST) to 7:30 p. m., December 1 to December 26, 1936.

NEW—Selma Broadcasting Co., Inc., Mobile, Selma, Ala.—Granted C. P. for new low frequency broadcast station; 1622, 2058, 2150 and 2790 kc., 10 watts.

W10XGC—National Broadcasting Co., Inc., New York City.—Granted C. P. for changes in transmitting equipment and increase in power from 20 watts to 30 watts. Also granted license covering same; frequencies 31100, 34600, 37600, 40600 kc.

APPLICATIONS DISMISSED

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

WSAY—Brown Radio Service & Lab., Rochester, N. Y.—Modification of license to change hours of operation and increase power (facilities of WOCL).

NEW—H. E. Studebaker, La Grande, Ore.—C. P. for new station, 1420 kc., 100 watts night, 250 watts LS, unlimited.

WJTN (formerly WOCL)—A. E. Newton, Jamestown, N. Y.—Dismissed protest of WSAY to the granting of voluntary assignment of license to James Broadcasting Co., Inc., which the Commission granted on October 20, 1936, later reconsidered said grant and designated the application for hearing on protest of WSAY, which protest has been withdrawn.

SET FOR HEARING

NEW—The Bend Bulletin, Bend, Oregon.—Application for C. P. for new broadcast station at Bend, Ore., to operate on 1310 kc., 100 watts night, 250 watts day, unlimited time.

NEW—W. H. Hartman Co., publisher, Waterloo Daily Courier, Waterloo, Iowa.—Application for C. P. for new broadcast station at Waterloo, Iowa, to operate on 1420 kc., 100 watts, unlimited time.

NEW—Fayette Broadcasting Corp., Uniontown, Pa.—Application for C. P. for new broadcast station at Uniontown, Pa., to operate on 1420 kc., 250 watts, daytime only.

NEW—S. H. Patterson, Denver, Colo.—Application for C. P. for new special broadcast station on an experimental basis in accordance with Rule 970, to be located near Denver, Colo., to operate on 1570 kc., 1 KW, unlimited time.

NEW—Central Broadcasting Corp., Centralia, Wash.—Application for C. P. for new broadcast station at Centralia, Wash., to operate on 1440 kc., 1 KW, unlimited time. Transmitter site to be determined with Commission's approval.

NEW—Mile High Radio Corp., Denver, Colo.—Amended application for C. P. for new broadcast station at Denver, Colo., to operate on 1210 kc., 100 watts night, 250 watts day, unlimited time. Transmitter site and type of antenna are to be approved.

NEW—Harold M. Finlay and Mrs. Eloise Finlay, La Grande, Ore.—Amended application for C. P. for new broadcast station at La Grande, Ore., to operate on 1420 kc., 100 watts night, 250 watts day, unlimited time; exact transmitter site and type of antenna to be determined with Commission's approval.

NEW—Berk's Broadcasting Co., Pottsville, Pa.—Amended application for C. P. for new broadcast station at Pottsville, Pa., to operate on 580 kc., 250 watts, daytime only; site to be determined with Commission's approval.

WAPO—W. A. Patterson, Chattanooga, Tenn.—Application for C. P. to install new equipment and increase power and time of operation from 100 watts daytime to 100 watts night, 250 watts day, unlimited time.

WSBC—WSBC, Inc., Chicago, Ill.—Application for C. P. to make changes in equipment and increase day power from 100 watts to 250 watts.

KYOS—Merced Star Publishing Co., Inc., Merced, Calif.—Application for modification of license and change frequency from 1040 kc. to 1280 kc. and increase power from 250 watts daytime to 250 watts unlimited time.

WREC—WREC, Inc., Memphis, Tenn.—Application for modification of license to increase night power from 1 KW to 5 KW. Hearing is to be before Broadcast Division.

WDAE—Tampa Times Co., Tampa, Fla.—Application for modification of license to increase night power from 1 KW to 5 KW. Hearing is to be before Broadcast Division.

SPECIAL TEMPORARY AUTHORIZATIONS

WPHR—WLBC, Inc., Petersburg, Va.—Granted special temporary authority to operate from local sunset (5 p. m., EST) until 6 p. m., Saturday evening, December 5, 1936, in order to assure completion of a football game to be played between Petersburg High School and a high school from Jacksonville, Fla.

WCAX—Burlington Daily News, Inc., Burlington, Vt.—Granted special temporary authority to operate from 7:30 p. m. to 10:30 p. m., December 5, 1936, and from 10 p. m. to 10:30 p. m., December 11, 1936, in order to broadcast University basketball games.

KPDN—R. C. Hoiles, Pampa, Tex.—Granted special temporary authority to operate from 8 p. m. to 10:30 p. m., CST, December 5, 1936, in order to broadcast civic celebration.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Granted extension of special temporary authority to maintain the main studio of WHBF at 1630 5th Avenue, Moline, Ill., instead of 102 18th Street, Rock Island, Ill., for a period

beginning December 3, 1936, and ending in no event later than January 1, 1937.

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—Granted special temporary authority to operate a mobile 100-watt transmitter on 560 ke. between the hours of 1 a. m. and 6 a. m., PST, for period beginning December 7, 1936, and ending in no event later than December 13, 1936, in order to make transmitter site survey, provided no operation occurs during hours prescribed for Commission monitoring schedule.

KTUL—Tulsa Broadcasting Co., Inc., Tulsa, Okla.—Granted special temporary authority to operate a 50-watt portable transmitter on 1400 ke. in and near Tulsa, Okla., for period ending in no event later than December 24, 1936, for purpose of making location measurements.

WRR—City of Dallas, Texas, Dallas, Tex.—Granted special temporary authority to suspend tests on KVPA's transmitter, used by WRR as an auxiliary transmitter, as required by Section D of Rule 148, for period not to exceed 30 days, pending necessary changes to comply with Rule 132.

KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Granted special temporary authority to operate simultaneously with station WSMK from 10 p. m. to 12:30 a. m., EST, the night of December 1, 1936, in order to broadcast a Community Chest program.

WELI—City Broadcasting Corp., New Haven, Conn.—Granted special temporary authority to operate unlimited time December 2, 1936, in order to broadcast a testimonial dinner given by the Democratic Women of Connecticut to Democratic National Committeeman David E. Fitzgerald at Hotel Taft in New Haven.

RATIFICATIONS

WSYR-WSYU—Central New York Broadcasting Corp., Syracuse, N. Y.—Granted extension equipment test period 10 days from November 21, 1936.

KJR—Fisher's Blend Station, Inc., Seattle, Wash.—Granted extension program test period 30 days from November 25, 1936.

W10XN-W10XY-W10XAK—National Broadcasting Co., Inc., New York, N. Y.—Granted authority to operate as licensed November 30 to December 4, inclusive, relay broadcast description International Livestock Show in Chicago, Ill.

WIEF—Miami Broadcasting Co., Miami, Fla.—Granted authority to operate as licensed December 6 to 12, 1936, inclusive, relay broadcast All American Air Maneuvers, Hialeah, Fla.

W9XHD-W9XHE-W9XHF—Agricultural Broadcasting Co., Chicago, Ill.—Granted authority to operate as licensed December 1 to 4, 1936, inclusive, relay broadcast International Live Stock Show.

WMCA—Knickerbocker Broadcasting Co., Inc., New York, N. Y.—Granted special temporary authority to operate power of 1 KW, with directional antenna, between hours of 12 midnight and local sunset for period not to exceed 10 days in order to make field intensity survey tests, provided no operation occurs during hours prescribed for Commission's monitoring schedule.

ACTION ON EXAMINERS' REPORTS

KDYL—Ex. Rep. 1-242: Intermountain Broadcasting Corp., Salt Lake City, Utah.—Granted C. P. to install new equipment (antenna to be determined); move transmitter from Twp. No. 1, So. Range 1 West, Salt Lake City, to near Salt Lake City (site to be determined subject to Commission's approval); and increase power from 1 KW to 1 KW night, 5 KW day; 1290 ke., unlimited time. Examiner P. W. Seward sustained. Order effective December 15, 1936.

NEW—Ex. Rep. 1-245: Southwest Broadcasting Co., Prescott, Ariz.—Granted C. P. for new broadcast station to operate on 1500 ke., 100 watts night, 250 watts day, unlimited time. Examiner P. W. Seward sustained.

NEW—W. P. Stuart, Prescott, Ariz.—Denied C. P. for new broadcast station to operate on 1500 ke., 100 watts, unlimited time (site to be determined subject to Commission's approval) (antenna to be determined). Order effective January 12, 1937. Examiner Seward sustained.

NEW—Ex. Rep. 1-256: Dorrance D. Roderick, El Paso, Tex.—Granted C. P. for new broadcast station to operate on 1500 ke., 100 watts, unlimited time. Examiner George H. Hill sustained. Order effective January 12, 1937.

NEW—Ex. Rep. 1-304: Farnsworth Television, Inc., of Pennsylvania, Springfield, Pa.—Granted C. P. for new experimental visual broadcast station to operate on 60000-86000 and 42000-56000 ke., 1 KW, unlimited time, A3 emission. Examiner R. H. Hyde sustained. Order effective January 5, 1937.

ORAL ARGUMENT

NEW—Ex. Rep. 1-305: The Pottsville Broadcasting Co., Pottsville, Pa.—Granted oral argument to be held January 28, 1937, before the Broadcast Division.

MISCELLANEOUS

WKRC—WKRC, Inc., Cincinnati, Ohio.—Granted voluntary assignment of special experimental authorization from WKRC, Inc., to Columbia Broadcasting System, Inc.

WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Granted voluntary assignment of special experimental authorization from WBBM Broadcasting Corp. to Columbia Broadcasting System, Inc.

NEW—Lincoln Memorial University, Middlesboro, Ky.—Granted petition asking Commission to waive Rule 105.25 with respect to time within which to file appearance and statement of desire to be heard and accepted under such waiver its appearance and statement of facts to be proved at hearing. Application is for new station to operate on 1210 ke., 100 watts, unlimited time.

NEW—Bay State Broadcasting Corp., Providence, R. I.—Reinstated on hearing docket and a new hearing date ordered in re application for C. P. to erect a new daytime radio station at Providence, R. I., to operate on 720 ke., 1 KW, limited time.

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Denied petition asking Commission to reconsider action after hearing in denying application to increase daytime power from 100 watts to 250 watts and to grant the same.

WBNO—Coliseum Place Baptist Church, New Orleans, La.—Granted request to extend effective dates of Rules 132 and 139 (Rule 132 deals with design and construction of transmitter, and 139 deals with modulation of transmitter). Also, denied petition for reconsideration and for grant without hearing of application for renewal of license of WBNO, assignment of license to Pelican State Broadcasting Co., and application of the latter Co. for change in frequency from 1200 ke. to 1500 ke., 100 watts, unlimited.

KGFW—Central Nebraska Broadcasting Corp., Kearney, Nebr.—Granted petition to dismiss without prejudice application for C. P. to install new equipment and to move transmitter and studio to Omaha, Nebr.

NEW—Ted R. Woodward, Kingsport, Tenn.—Denied petition to cancel and declare a default in application of Lincoln Memorial University for new station at Middlesboro, Ky., to operate on 1210 ke., 100 watts, unlimited time.

APPLICATIONS RECEIVED

First Zone

WBNX—Standard Cahill Co., Inc., New York, N. Y.—Construction permit to install a new transmitter, install new directional antenna for day and night use, increase power from 1 to 5 KW, and move transmitter from 138 Pine St., Cliffside Park, N. J., to near Secaucus, N. J.

WHEC—WHEC, Inc., Rochester, N. Y.—License to cover construction permit (B1-P-819) as modified for new equipment and move of transmitter.

WBAM—Bamberger Broadcasting Service, Inc., Mobile.—Modification of construction permit for changes in equipment and increase in power from 26.4 watts to 30 watts.

WBAM—Bamberger Broadcasting Service, Inc., Mobile.—License to cover above.

WBAM—Bamberger Broadcasting Service, Inc., Mobile.—Modification of construction permit to make changes in equipment and change power from 50 watts to 30 watts.

WBAM—Bamberger Broadcasting Service, Inc., Mobile.—License to cover above.

National Broadcasting Co., Inc., New York, N. Y.—Modification of permit (B1-FP-27) for extension of authority to transmit recorded programs to foreign radio stations by adding "ALL broadcast stations in Canada licensed to operate by the

Canadian Government which may be heard consistently in the United States."

W1XK—Westinghouse Electric & Manufacturing Co., Mobile, Massachusetts.—Construction permit to make changes in equipment and add the frequencies 6140, 11870, 15210, 17780, 21540 kc., and increase power to 50 KW.

NEW—Westinghouse Electric & Manufacturing Co., Mobile.—Construction permit for a new low frequency relay broadcast station to be operated on 1606, 2022, 2102, 2758 kc., 15 watts.

NEW—Westinghouse Electric & Manufacturing Co., Springfield, Mass.—License to cover above.

Second Zone

NEW—WRBC, Inc., Cleveland, Ohio.—Construction permit for a 880 new broadcast station to be operated on 780 kc., 1 KW power, unlimited time. Amended to change frequency from 780 kc. to 880 kc., and give antenna and transmitter site to be determined.

NEW—Voice of Detroit, Detroit, Mich.—Construction permit for 1120 a new station to be operated on 1120 kc., 500 watts night, 1 KW daytime, unlimited time. Amended to give transmitter site as north of Detroit, Mich.

NEW—Frank O. Klapp, Zanesville, Ohio.—Construction permit 1210 for a new station to be operated on 1210 kc., 100 watts, unlimited time. Requests facilities of WALR.

NEW—Valley Broadcasting Co., Youngstown, Ohio.—Construction 1350 permit for a new station to be operated on 1370 kc., 100 watts, 250 watts day, unlimited time. Amended to change frequency from 1370 kc. to 1350 kc., power from 100 watts night, 250 watts day, to 1 KW, make changes in equipment and specify antenna to be determined.

NEW—Wm. W. Ottaway, Port Huron, Mich.—Construction permit 1370 for a new station to be operated on 1370 kc., 250 watts, daytime.

WMBC—Michigan Broadcasting Co., Detroit, Mich.—License to 1420 cover construction permit (B2-P-910) as modified for changes in equipment.

NEW—Keystone Broadcasting Corp., Mobile.—Construction permit for a new high frequency relay broadcast station to be operated on 31100, 34600, 37600, 40600 kc., 50 watts.

NEW—Keystone Broadcasting Corp., Mobile.—Construction permit for a new high frequency relay broadcast station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts.

Third Zone

WPTF—WPTF Radio Company, Raleigh, N. C.—Extension of 680 special experimental authorization to operate with 5 KW power from sunset at KPO to 11 p. m., EST, using directional antenna after sunset, for period 2-1-37 to 8-1-37.

WSGN—The Birmingham News Co., Birmingham, Ala.—License 1310 to cover construction permit (B3-P-1268) for new equipment.

NEW—B. H. Hopson, Birmingham, Ala.—Construction permit to 1310 erect a new station to be operated on 1310 kc., 100 watts night, 250 watts day, unlimited time, requesting facilities of WSGN, contingent upon B3-P-997 being granted to The Birmingham News Co. Amended: Transmitter site to be determined, Birmingham, Ala.

KRRV—Red River Valley Broadcasting Corporation, Sherman, 1310 Tex.—Construction permit to make changes in equipment and increase power from 100 to 250 watts.

NEW—West Texas Broadcasting Co., Wichita Falls, Tex.—Con- 1380 struction permit for a new station to be operated on 1380 kc., 1 KW, unlimited time, to use directional antenna at night. Amended to change from the partnership, J. H. Allison, Rhea Howard and B. D. Donnel, d/b as West Texas Broadcasting Co., to the corporation, West Texas Broadcasting Co.

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Construc- 1390 tion permit to make changes in equipment; install a vertical antenna; increase power from 1 KW night, 2½ KW day, to 1 KW night and 5 KW day.

NEW—Malcolm H. Clack (Clack Radio Service), Amarillo, Tex.— 1500 Construction permit for a new station on 1500 kc., 100 watts power, unlimited.

Fourth Zone

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—License to cover 900 modification of construction permit (B4-MP-407) for increase in power from 500 watts to 1 KW.

WEAU—Central Broadcasting Co., Eau Claire, Wis.—Modifica- 1050 tion of construction permit (B4-P-736) as modified for a new station, requesting approval of transmitter and studio sites at near junction of Bluff Street and Breckett Road, Eau Claire, Wis. Amended to change requested transmitter and studio sites to 26th Street and Crescent Road, Eau Claire, Wis., and change hours of operation from daytime to limited time, sunset at Abilene, Kans.

WGL—Westinghouse Electric & Manufacturing Co., Chicopee Falls, 1370 Mass.—Construction permit to install a new antenna and move transmitter and studio from 213 W. Main Street to 925 S. Harrison Street, Fort Wayne, Ind.

WIRE—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Au- 1400 thority for consent to transfer of control of corporation from William E. Vogelback and Douglas E. Kendrick to Central Newspapers, Inc., 6167 shares of common stock.

Fifth Zone

KMJ—McClatchy Broadcasting Co., Fresno, Calif.—Modification 580 of license to change power from 500 watts night, 1 KW day, to 1 KW night and day.

NEW—Continental Radio Co., Denver, Colo.—Construction permit 630 for a new broadcast station to be operated on 630 kc., 500 watts power night and 1 KW power day, unlimited hours of operation.

NEW—Continental Radio Co., Denver, Colo.—Construction permit 880 for a new broadcast station to be operated on 880 kc., 500 watts night power, 1 KW day, shares with KPOF. Contingent upon KFKA being granted another frequency.

KVOV—Golden Empire Broadcasting Co., Redding, Calif.—License 1200 to cover construction permit (B5-P-546) as modified, for new station on 1200 kc., 100 watts, unlimited time.

KXRO—KXRC, Inc., Aberdeen, Wash.—Construction permit to 1310 make changes in transmitting equipment; install new antenna; increase day power from 100 watts to 250 watts; and move transmitter from Morck Hotel, corner K and Heron Sts., Aberdeen, Wash., to Lots 1-11, inclusive, in Farm 9 of the revised part of Finch Farms, Aberdeen, Wash.

KRKO—Lee E. Mudgett, Everett, Wash.—License to cover con- 1370 struction permit (B5-P-1254) for changes in equipment. Amended to make changes in authorized equipment.

KUJ—KUJ, Inc., Walla Walla, Wash.—License to cover construc- 1370 tion permit (B5-P-1455) for equipment changes.

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.
JAMES W. BALDWIN, Managing Director

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BROADCAST ADVERTISING DURING THE THIRD QUARTER OF 1936

Principal Developments

Broadcast advertising during the third quarter of the current year showed an increase of 32.7% over the corresponding period of last year. Gross time sales for the first nine months of 1936 were ahead of the corresponding period of 1935 by 18.2%. All portions of the medium experienced gains both when compared to the third quarter and the first nine months of last year.

Non-network advertising for the third quarter increased 33.2% over the corresponding period of last year. All sizes of stations as well as all sections of the country experienced increases. The greatest gains were in the regional and local groups and in the South Atlantic-South Central Area.

Total transcription, live talent, and announcement volume increased approximately one-third over the corresponding period of last year. In the national non-network field, announcement and record business showed the greatest gains, while transcriptions and live talent business enjoyed the greatest increases in the local field.

All types of sponsorship showed increases over the third quarter of 1935. Principal gains were shown in the automotive, beverage, confectionery, financial, soap and kitchen supply, radio set and tobacco sponsor groups.

Retail broadcast advertising increased 25.3% as compared to the third quarter of 1935. Automotive, clothing, household equipment, radio dealers, and department stores showed the greatest increases.

Total Broadcast Advertising

Broadcast advertising volume over various portions of the medium during the third quarter of the current year is found in Table I.

TABLE I

TOTAL BROADCAST ADVERTISING VOLUME

| Class of Business | Gross Time Sales Third Quarter | |
|-----------------------------|-----------------------------------|---------------------|
| | 1935 | 1936 |
| National networks | \$9,451,157 | \$12,503,699 |
| Regional networks | 256,203 | 346,219 |
| National non-networks | 3,607,935 | 4,877,300 |
| Local | 3,840,055 | 5,040,900 |
| Total | \$17,155,350 | \$22,768,118 |

Gains during the third quarter were consistent in all portions of the medium when compared to the corresponding period of the preceding year. National network volume increased 32.3%, regional network volume 35.1%, national non-network volume 35.2% and local advertising 31.3%.

Gross time sales for the first nine months of the current year exceeded those of the corresponding period of 1935 by 18.2%. Regional network and national non-network advertising showed the greatest gains, rising 37.2% and 34.5%, respectively. National network volume gained 14.4% and local advertising 12.7%.

Comparison with Other Media

When compared to the corresponding period of last year, radio broadcasting for the third quarter showed the greatest improve-

ment of any medium. Broadcast advertising increased 32.7% whereas national magazine advertising rose 15.4%, national farm paper advertising 25.3% and newspaper advertising 12.9%.

Total broadcast advertising for the first nine months of the current year was 18.2% ahead of the corresponding period of 1935. National magazine volume rose 11.4%, farm paper advertising 25.4% and newspaper lineage 9.8%.

Advertising volume by major media for the third quarter is found in Table II.

TABLE II

ADVERTISING VOLUME BY MAJOR MEDIA

| Advertising Medium | Gross Time and Space Sales Third Quarter | |
|---|---|----------------------|
| | 1935 | 1936 |
| Radio broadcasting | \$17,155,350 ^a | \$22,768,118 |
| National magazines ¹ | 24,713,755 | 28,530,425 |
| National farm papers ¹ | 1,132,083 | 1,418,552 |
| Newspapers ² | 116,377,000 ^a | 131,416,000 |
| Total | \$159,378,188 ^a | \$184,133,095 |

¹ Publishers' Information Bureau.

² Estimated.

^a Adjusted Vol. 3, No. 52.

Non-network Advertising

Total non-network advertising for the third quarter increased 33.2% over the corresponding period of the preceding year. The classes of stations to register the greatest gains were the regional and local groups, which increased 46.9% and 44.7%, respectively. Clear channel non-network advertising rose 15.9%.

Gains in non-network advertising over various sizes of stations during the first nine months of the current year as compared with the corresponding period of 1935 were as follows: clear channel stations 13.0%, regional stations 29.1%, and local stations 38.4%.

Non-network broadcast advertising by power of station is shown in Table III.

TABLE III

NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

| Power of Station | Gross Time Sales Third Quarter | |
|------------------------|-----------------------------------|--------------------|
| | 1935 | 1936 |
| Over 1,000 watts | \$3,219,350 | \$3,732,400 |
| 250-1,000 watts | 3,028,440 | 4,449,400 |
| 100 watts | 1,200,200 | 1,736,400 |
| Total | \$7,447,990 | \$9,918,200 |

Non-network advertising in the South Atlantic-South Central Area showed the greatest increase when compared to the third quarter of the preceding year, rising 88.9%. Non-network volume in the New England-Middle Atlantic Area rose 24.9%, North Central Area 29.7%, and Pacific and Mountain Area 10.7%.

Comparing non-network advertising for the first nine months of 1936 with that of a similar period in the preceding year, the following increases were shown: New England-Middle Atlantic Area 5.4%, South Atlantic-South Central Area 59.5%, North Central Area 25.9% and Pacific and Mountain Area 11.9%.

Non-network advertising by geographical districts is found in Table IV.

TABLE IV
NON-NETWORK BROADCAST ADVERTISING BY
GEOGRAPHICAL DISTRICTS

| Geographical District | Gross Time Sales Third Quarter | |
|---------------------------------------|-----------------------------------|-------------|
| | 1935 | 1936 |
| New England-Middle Atlantic Area.... | \$1,777,065 | \$2,219,500 |
| South Atlantic-South Central Area.... | 1,102,390 | 2,083,200 |
| North Central Area..... | 2,943,600 | 3,816,800 |
| Pacific and Mountain Area..... | 1,624,935 | 1,798,700 |
| Total | \$7,447,990 | \$9,918,200 |

Non-network Advertising by Type of Rendition

Gains were fairly consistent in all types of rendition. Total transcription volume increased 36.8% over the third quarter of

the preceding year, live talent volume 31.3% and announcement business 34.6%. Record volume rose 19.7%.

In the local field, transcription and live talent volume showed the greatest increases. Transcriptions rose 43.4% as compared with the third quarter of 1935, while live talent volume increased 40.9%. Record volume and announcement business increased 13.7% and 19.2%, respectively.

Announcement and record volume registered marked increases in the national non-network field as compared to the third quarter of the preceding year. Announcement volume increased 78.5% and record volume 71.9%. Transcription and live talent volume rose 35.0% and 21.8%, respectively.

Compared with the first nine months of 1935, transcription volume rose 46.3%, live talent business 23.8%, records 3.1% and announcements 6.3%.

Non-network advertising by type of rendition for the third quarter is found in Table V.

TABLE V
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

| Type of Rendition | National Non-network | | Local | | Total | |
|--------------------------------|--------------------------|-------------|------------------------|-------------|-------------|-------------|
| | 1935 | 1936 | 1935 | 1936 | 1935 | 1936 |
| Electrical transcriptions..... | \$1,264,750 | \$1,705,890 | \$368,190 | \$528,290 | \$1,632,940 | \$2,234,180 |
| Live talent programs..... | 1,780,765 | 2,168,520 | 1,764,860 ¹ | 2,487,590 | 3,545,625 | 4,656,110 |
| Records | 19,360 ¹ | 33,280 | 167,440 | 190,320 | 186,800 | 223,600 |
| Announcements | 543,060 ¹ | 969,610 | 1,539,565 | 1,834,700 | 2,082,625 | 2,804,310 |
| Total | \$3,607,935 ¹ | \$4,877,300 | \$3,840,055 | \$5,040,900 | \$7,447,990 | \$9,918,200 |

¹Adjusted Vol. 3, No. 52.

Broadcast Advertising Sponsorship

Gains were fairly general in this field during the third quarter of the current year as compared with the same period last year. Total automotive advertising increased 29.2%, beverage volume

41.7%, confectionery advertising 84.3%, financial advertising 34.4%, soap and kitchen supply advertising 59.6%, radio advertising 82.9% and tobacco volume 97.9%.

Volume of advertising placed by various types of sponsors is found in Table VI.

TABLE VI
RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS

| Type of Sponsoring Business | Third Quarter Gross Time Sales | | | | | | | | | |
|--|--------------------------------|--------------|------------------|-----------|----------------------|-------------|--------------------------|-------------|--------------|--------------|
| | National network | | Regional network | | National non-network | | Local | | Total | |
| | 1935 | 1936 | 1935 | 1936 | 1935 | 1936 | 1935 | 1936 | 1935 | 1936 |
| 1a. Amusements | — | — | — | \$ 1,184 | \$ 17,815 | \$39,840 | \$128,420 | \$153,550 | \$146,235 | \$194,574 |
| 1-2. Automobiles and accessories..... | 436,926 | 620,877 | 1,684 | 960 | 507,470 | 545,590 | 178,225 | 284,830 | 1,124,305 | 1,452,257 |
| (1) Automobiles | 1,132,201 | 1,108,538 | 38,898 | 62,715 | 208,495 | 358,290 | 211,230 | 213,750 | 1,590,824 | 1,743,293 |
| (2) Accessories, gas and oils..... | 73,557 | 32,919 | 15,496 | 315 | 79,620 | 87,990 | 517,400 | 619,480 | 686,073 | 740,704 |
| 3. Clothing and apparel..... | — | — | — | — | — | — | — | — | — | — |
| 4-5. Drugs and toilet goods: | | | | | | | | | | |
| (4) Drugs and pharmaceuticals..... | 1,042,179 | 980,216 | 13,709 | 19,630 | 415,700 | 672,260 | 117,145 | 120,530 | 1,588,733 | 1,792,636 |
| (5) Toilet goods | 2,184,615 | 2,250,624 | 440 | 15,130 | 105,520 | 273,890 | 55,045 | 63,740 | 2,345,620 | 2,603,384 |
| 6-8. Food products: | | | | | | | | | | |
| (6) Foodstuffs | 2,208,737 | 2,583,774 | 61,606 | 93,362 | 892,075 | 1,060,870 | 536,555 | 657,970 | 3,698,973 | 4,395,976 |
| (7) Beverages | 605,794 | 968,051 | 3,794 | 33,911 | 197,380 | 178,360 | 263,115 | 336,950 | 1,070,083 | 1,517,272 |
| (8) Confections | 100,531 | 278,722 | 650 | 1,146 | 46,935 | 30,670 | 24,105 | 6,900 | 172,221 | 317,438 |
| 9-10. Household goods: | | | | | | | | | | |
| (9) Household equipment and furnishings..... | 77,692 | 107,328 | 18,613 | 14,739 | 126,355 | 145,660 | 466,380 | 518,610 | 689,040 | 786,337 |
| (10) Soap and kitchen supplies..... | 484,769 ¹ | 932,578 | 13,626 | 14,060 | 362,990 | 426,970 | 12,325 | 21,490 | 873,710 | 1,395,098 |
| 11. Insurance and financial..... | 96,494 | 118,139 | 1,508 | 2,774 | 57,615 | 65,640 | 132,720 | 201,010 | 288,337 | 387,563 |
| 12. Radios | 172,202 | 325,515 | — | — | 36,855 ¹ | 72,950 | 34,235 | 46,630 | 243,292 | 445,095 |
| 13. Retail establishments | — | — | 860 | 426 | 22,670 | 20,550 | 337,370 | 439,900 | 360,900 | 460,876 |
| 14. Tobacco products | 554,490 | 1,256,655 | 66,168 | 24,130 | 120,840 | 198,610 | 16,705 | 21,650 | 758,203 | 1,501,045 |
| 15. Miscellaneous | 280,970 | 939,763 | 19,151 | 61,737 | 409,600 | 699,160 | 809,080 | 1,333,910 | 1,518,801 | 3,034,570 |
| Total | \$9,451,157 | \$12,503,699 | \$256,203 | \$346,219 | \$3,607,935 | \$4,877,300 | \$3,840,055 ¹ | \$5,040,900 | \$17,155,350 | \$22,768,118 |

¹ Adjusted Vol. 3, No. 52.

Detailed analysis of the trends in the various fields of sponsorship is as follows:

1a. **Amusements.** Total volume up 33.1% compared to the third quarter of the preceding year. National non-network up 123.6% and local up 19.6%.

1. **Automotive.** Compared to the third quarter of 1935, national network volume up 42.1%, national non-network 7.5%, and local 59.8%. Regional volume down 42.9%. Total increased 29.2%.

2. **Gasoline and accessories.** Total volume increased 9.6%. National non-network up 71.8%, regional network volume 61.2%, and local 1.2%. National network volume declined 2.1%.

3. **Clothing.** National non-network up 10.5% and local 19.7% compared to preceding third quarter. National network volume

down 55.2%, with material decline in regional network volume. Total up 7.9%.

4. **Drugs and pharmaceuticals.** Total volume up 12.8%. Regional networks up 43.2%, national non-networks 61.7%, and local advertising 2.9%. National network volume down 5.9%.

5. **Toilet goods.** Total volume increased 10.9% over corresponding quarter of last year. Gains as follows: national networks 3.0%, national non-network 159.5%, and local 15.8%. Regional network volume increased materially.

6. **Foodstuffs.** Total volume up 18.8%, with gains in all groups. Increases as follows: national network volume 16.9%, regional network volume 51.5%, national non-network volume 18.9%, and local advertising 22.6%.

7. **Beverages.** National network and local volume up 59.7% and 28.1%, respectively. National non-network down 9.6%.

Regional network advertising increased materially. Total up 41.7%.

8. **Confectionery.** Total volume increased 84.3% as compared with the third quarter of last year. National network volume up 177.2% and regional network advertising 76.3%. National non-network volume down 34.6% and local business 71.3%.

9. **Household equipment.** National networks up 38.2%, national non-networks 15.3%, and local advertising 11.2%. Regional volume down 26.3%. Total increased 14.1%.

10. **Soaps and kitchen supplies.** Total volume in this field increased 59.6% as compared with the third quarter of last year. Increases were as follows: national networks 92.3%, regional networks 3.2%, national non-networks 17.6%, and local 74.3%.

11. **Insurance and financial.** Gains registered in all groups. National network volume up 22.4%, regional network volume 83.9%, national non-network 13.9%, and local advertising 51.4%. Total increased 34.4%.

12. **Radio.** National network and national non-network volume almost double third quarter of last year. Local advertising increased 36.2% and total volume up 82.9%.

13. **Department and general stores.** Total volume in this field increased 27.7% as compared with the third quarter of last year. Local business up 30.4%, while national non-network volume declined 9.4%.

14. **Tobacco products.** Total rose 97.9% as compared to the third quarter of 1935. National network increased 126.6%, national non-network 64.3%, and local volume 29.6%. Regional network volume declined 63.5%.

15. **Miscellaneous.** Total volume increased 99.8%. National network volume rose 234.4%, regional network volume 222.3%, national non-network 61.1%, and local advertising 64.8%.

Retail Broadcast Advertising

Total retail broadcast advertising increased 25.3% as compared to the third quarter of 1935. Principal gains were as follows:

Automotive 54.1%, clothing and apparel shops 24.2%, household equipment dealers 33.7%, radio retailers 41.1%, and department and general stores 27.5%.

Retail broadcast advertising volume is found in Table VII.

TABLE VII
RETAIL ADVERTISING OVER INDIVIDUAL STATIONS

| <i>Type of Sponsoring Business</i> | <i>Gross Time Sales Third Quarter</i> | |
|--|---|--------------------|
| | <i>1935</i> | <i>1936</i> |
| Automobiles and accessories: | | |
| Automobile agencies and used car dealers | \$189,025 | \$291,310 |
| Gasoline stations, garages, etc..... | 126,045 | 110,750 |
| Clothing and apparel shops..... | 523,860 | 650,610 |
| Drugs and toilet goods: | | |
| Drug stores | 45,700 | 38,210 |
| Beauty parlors | 22,830 | 22,130 |
| Food products: | | |
| Grocery stores, meat markets, etc..... | 108,225 | 124,330 |
| Restaurants and eating places..... | 63,191 | 54,290 |
| Beverage retailers | 6,270 | 2,070 |
| Confectionery stores, etc..... | 3,374 | 3,450 |
| Household goods: | | |
| Household equipment retailers..... | 155,640 | 208,170 |
| Furniture stores | 244,220 | 262,830 |
| Hardware stores | 44,730 | 43,770 |
| Radio retailers | 31,248 | 44,100 |
| Department and general stores..... | 360,900 | 460,440 |
| Tobacco shops | 580 | — |
| Miscellaneous | 198,020 | 344,370 |
| Total | \$2,123,858 | \$2,660,830 |