

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

NAB REPORTS

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NAB TO MEET AT WHITE SULPHUR, W. VA.

The NAB Board of Directors has selected White Sulphur Springs, W. Va., as the place for the 1933 membership meeting of the Association. The dates selected are October 8, 9, 10 and 11.

White Sulphur Springs was chosen over a number of other cities which had extended invitations to the Association during the past few months.

President McCosker will shortly appoint a committee on arrangements which will begin the development of a program.

Easily accessible from all important cities, White Sulphur Springs, W. Va., will prove a popular meeting place. A world-famous all-year resort, the Greenbrier and Cottages, located on a 7,000-acre tract in the mountains of West Virginia, embraces every possible convenience for the entertainment and comfort of guests.

Details of arrangements for the meeting will be sent to members from time to time; but you are urged at this time to make arrangements to be in White Sulphur Springs, W. Va., on October 8, 9, 10 and 11.

McCOSKER ELECTED TO AFA BOARD

Broadcasting was awarded a place on the Board of Directors of the Advertising Federation of America when the Association on Wednesday, June 28, elected Alfred J. McCosker, WOR, Newark, N. J., president of the NAB, as a Director at Grand Rapids, Mich.

President McCosker's election to the AFA Board is a recognition of the prominence of broadcasting. It is the first time that broadcasting has been awarded a place in the governing body of the AFA. The Board includes leaders from all important branches of the advertising profession.

The NAB became affiliated with the AFA two years ago and has been active in departmental activities of the Association.

AFA COUNCIL URGES COOPERATION

The Council on Departmental Activities of the AFA at a meeting held at Grand Rapids, Mich., on June 27, adopted a resolution offered by Philip G. Loucks, Managing Director of the NAB, urging the discouragement of destructive competition and the encouragement of better cooperation between the tools and channels of advertising to the end that the advertiser will realize the maximum benefit from money expended for advertising; and cooperation among advertisers, agencies and media in protecting advertising from unwarranted burdens and unfair attacks. Newspapers, billboards, magazines, and advertising agencies are represented in the Council, in addition to radio.

NAB SECTION CONDEMNS RATE CHISELING

A resolution condemning rate chiseling as against the public interest, convenience and necessity was unanimously adopted at the second annual meeting of the NAB Commercial Section held on June 27 at Grand Rapids, Mich., in connection with the annual convention of the Advertising Federation of America.

The resolution was prefaced with a statement that "the practice of accepting business on a per inquiry and commission basis has been widespread among stations" and that such practice is against the best interests of broadcasting and unfair to the legitimate advertisers paying card rates. When first presented to the meeting there were demands that "teeth" be put into the motion and that every effort be made to see that it is enforced. Under the terms of the motion, as finally adopted, the Federal Radio Commission might readily consider the practice of rate chiseling as against the public interest in passing upon renewal applications.

Another motion, unanimously adopted, provided for the creation of a committee of three to study standardization of units of sale and

associated practices and report to the annual membership meeting in October with specific recommendations.

Under the terms of another resolution adopted at the meeting, a committee of three is to be appointed "to study station relations with advertising agencies and special representatives" and report with definite recommendations at the fall meeting.

Following a lengthy discussion on the subject of merchandising, a resolution was adopted calling for the appointment of a committee to investigate scope of merchandising services which might properly be rendered by stations.

The whole question of research and surveys was discussed and action was taken expressing the opinion of the Section that "a survey of potential coverage is basic and preliminary to any further surveys or measurements," and providing that steps be taken to set up a radio audit bureau to standardize practices of measurement. This action conforms in part to the action recently taken by the American Association of Advertising Agencies approving coverage surveys as a fundamental guide to service of stations.

Near the close of the meeting a motion was adopted providing for committees to arrange for separate meetings at the time of the October convention between stations affiliated with the major networks and the officials of such networks for the purpose of discussing business relationship between stations and networks. It was understood, however, that these discussions were in no way connected with the activities of the NAB.

Recommendations that the NAB commence at once the collection of business facts and trade statistics were approved at the meeting.

The meeting also approved the creation of a clearing house for program scripts and program ideas in accordance with recommendations of the Program Committee of the NAB.

The meeting was one of the most enthusiastic ever held and the papers presented and discussions thereon constitute a sound guide to commercial operations of stations.

Near the close of the meeting the Managing Director explained briefly the operation of the new Securities Act as it relates to broadcasting and called attention to the Copeland-Sirovich bills which provide for revision of the food and drugs laws. The Managing Director also explained that the NAB was studying carefully the provisions of the Industrial Recovery Act and its possible effect upon broadcasting. He pointed out that broadcasting stations are at present licensed by a responsible governmental body and that this aspect of the situation was now receiving consideration.

Inasmuch as important excerpts of addresses and discussions will be published in future issues of NAB REPORTS, details will not be included in this week's issue.

H. K. Carpenter, WPTF, Raleigh, N. C., chairman of the Commercial Section, presided at the sessions.

The problems of station promotion were discussed by John Patt, WGAR, Cleveland, Ohio, and Harry Howlett, WHK, Cleveland, Ohio, followed with a discussion of merchandising.

The creation of a program exchange service and the scope of its activities was discussed by John Henry, KOIL, Council Bluffs, Iowa, and the question of station surveys was presented for discussion by Martin Campbell, WFAA, Dallas, Texas.

Standardization of units of sale and rates was the topic presented by Arthur Church, KMBC, Kansas City, Missouri.

Development of the standard order blank for spot broadcasting in cooperation with the AAAA was outlined by Roy Harlow, WNAC, Boston, Massachusetts.

The question of station representation and rate maintenance was presented in a paper read by Leslie Fox, WSM, Nashville, Tenn., in which he outlined sales problems common both to small and large stations.

A comprehensive system for the collection and dissemination of business facts and trade statistics was outlined by Herman S. Hettinger, member of the faculty of Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, Pa.

Provision for carrying into execution of many of the resolutions adopted at the meeting was made by the NAB Board of Directors at its February meeting and the Managing Director stated that the NAB was prepared to go ahead with all possible speed. He pointed out, however, that the success of these projects was dependent upon the cooperation of stations generally.

Those who attended the meeting were: Ford Billings, KSTP, St. Paul, Minn.; Martin B. Campbell, WFAA, Dallas, Texas; H. K. Carpenter, WPTF, Raleigh, N. C.; Arthur B. Church, KMBC, Kansas City, Mo.; Ruth F. Crane, WJR, Detroit, Mich.; Norman Craig, Scott Howe Bowen, New York; Walter Davidson, WLS, Chicago, Ill.; Dietrich Dirks, KFAB, Lincoln, Nebr.; J. E. Fetzer, WKZO, Kalamazoo, Mich.; E. Y. Flanagan, WSPD, Toledo, Ohio; J. Leslie Fox, WSM, Nashville, Tenn.; W. W. Gedde, WMBC, Detroit, Mich.; Elizabeth Gibbons, Buffalo, N. Y.; John J. Gillin, Jr., WOW, Omaha, Nebr.; L. C. Grace, Grace and Holliday, Detroit, Mich.; Bernard A. Grimes, Printers' Ink, New York; Roy L. Harlow, Yankee Network, Boston, Mass.; Arthur Hull Hayes, Detroit, Mich.; Herman S. Hettinger, University of Pennsylvania, Philadelphia, Pa.; Harry Howlett, WHK, Cleveland, Ohio; Mary Humphrey, WXYZ, Detroit, Mich.; E. J. Hunt, WMBC, Detroit, Mich.; C. M. Jansky, Jr., Jansky and Bailey, Washington, D. C.; J. O. Maland, WOC-WHO, Des Moines, Iowa; Walter Myers, WBZ-WBZA, Boston, Mass.; Philip G. Loucks, Managing Director, NAB, Washington, D. C.; John F. Patt, WGAR, Cleveland, Ohio; Charles F. Phillips, WFBL, Syracuse, N. Y.; Myron A. Reck, WSPD, Toledo, Ohio; Val. Schneider, WHBY, Green Bay, Wis.; Ronald Smith, Detroit, Mich.; Oscar R. Strauss, Jr., Rich's Inc., Atlanta, Ga.; Linus Travers, Yankee Network, Boston, Mass.; Rev. James A. Wagner, WHBY, Green Bay, Wis.; Georgia E. White, White Advertising Agency, Grand Rapids, Mich.; William H. West, KSD, St. Louis, Mo.; Phil J. Meyer, KFYZ, Bismarck, N. Dak.; Fred Weber, NBC, Chicago, Ill.; G. D. Frey, Des Moines, Iowa.

ENGINEERING SECTION FAVORS STUDIES

A resolution favoring full and complete study of the engineering considerations involved in the so-called horizontal power increase for local and regional stations was adopted at the second annual meeting of the NAB Engineering Section at the Hotel Sherman, Chicago, June 26. The meeting was held concurrently with the annual convention of the Institute of Radio Engineers. A second resolution was adopted authorizing the appointment of one engineering representative in each zone to facilitate the collection of data and opinions from various parts of the country. The Committee of Five will be appointed by J. A. Chambers, Chairman, NAB Engineering Committee, Philip G. Loucks, and J. C. McNary.

It is hoped that the findings and recommendations of the Engineering Section will be ready for presentation at the NAB Convention in October.

The need for increased standardization in broadcasting practices was stressed by E. L. Nelson, of the Bell Telephone Laboratories. He pointed out the present deficiencies of radio receivers, and offered suggestions for improving broadcasting service to urban listeners by proper design of radio receivers.

The general progress of antenna design was outlined by R. N. Harmon, General Engineer, Westinghouse Electric & Mfg. Co. Mr. Harmon described developments in vertical radiators and in the field of directional antennas.

Dr. C. B. Aiken, of Bell Telephone Laboratories, discussed recent developments in synchronized broadcasting. A system whereby a large metropolitan area may be served by a plurality of low-power stations operating synchronously, without bad quality areas between stations, was described. Such operation was said to permit better service to the public than would be obtainable locally from a 50 KW station, with the added advantage that the channel could be duplicated at some other city.

The aspects of the North American Radio Conference were discussed by James W. Baldwin, NAB special representative.

Dr. J. H. Dellinger, of the Bureau of Standards, outlined recent evaluations of frequencies made by a committee preparing for the North American Conference.

The discussion of the so-called horizontal power increases for local and regional stations was instituted by W. C. Bridges, of Station WEBC, Superior, Wis. The discussion of this proposal was general and the proposition was considered at some length, resulting in the adoption of the resolutions favoring the study and the methods of obtaining the necessary information.

Philip G. Loucks, NAB Managing Director, outlined the functions and limitations of the Engineering Section, stating that its findings could be recommendatory to the Board of Directors. Dr. C. B.

Jolliffe, Chief Engineer of the Federal Radio Commission, gave assurance that any plan for providing power increases, or for revising interpretations of the Davis amendment in accord with sound engineering principles, would receive deserved consideration by the Engineering Department of the Federal Radio Commission.

The meeting was well attended, the total number being 55, and the discussions were participated in by many of those present. J. A. Chambers, of WLW, presided.

Fuller details of the discussions will be published in ensuing issues of NAB REPORTS.

FIRST INDUSTRIAL CODE HEARINGS

The first hearings under the new Industrial Recovery Act were held in the main auditorium of the new Department of Commerce building this week. They began on Tuesday and lasted during the entire week.

On the first day of the hearing more than 800 interested parties attended the hearing. Succeeding days the crowd was not so large. Not only those interested in the cotton textile code—the subject of the first hearing—but lawyers and trade association executives from various industries were present to see how the new hearings were conducted. They were very informal.

General Johnson, the Administrator of the Act, was present at most of the hearings, but W. C. Allen, a Deputy Administrator, was in direct charge of the hearings. He comes from the steel industry, thus bearing out what General Johnson has announced that anyone having any interest in the industry under discussion will not have charge of the hearings.

It is reported that three or four other industries are ready to report their code of ethics but announcement of which industries they are has been withheld.

SUMMER PLANS OF THE COMMISSION

The last meeting of the full membership of the Radio Commission until some time in September was held on Friday. While the Commission will not be in adjournment by any manner of means, there will probably be no time when all of the Commissioners will be here due to vacations and other activities.

It is planned that during the summer there will always be at least two members of the Commission in Washington and as often as possible a quorum, or three members.

Commissioner Lafount left Washington today (July 1) for a six weeks' inspection trip through his fifth zone. He is expected to return on August 9.

Commissioner Hanley, who has been in Nebraska for a short time, returned here the latter part of this week. Commissioner Sykes leaves for Mexico City on July 4. Commissioner Starbuck will make an inspection trip the latter part of the summer of aviation radio.

DELEGATES OFF TO MEXICO

Members of the United States delegation to the North American Radio Conference to be held in Mexico City, Mexico, beginning July 10, with their technical advisers and other attachés, will leave Washington on July 4 and will arrive at Mexico City July 8.

James W. Baldwin, who will represent NAB at the conference, will also arrive in Mexico next week.

Offices of the American delegation will be at the Hotel Regis, where the delegates will stop, and the sessions of the conference will be held at the Pan American Institute of Geography. Members of the delegation believe that the conference will last about six weeks.

RADIO COMMISSION TO MOVE AGAIN

For the fourth time in its short existence of six years the Federal Radio Commission is being called upon to move its quarters from the Interior Department to the Architects Building, 18th and E Streets, Northwest, just one block south of its present location. The new quarters are located in a ten-story building, of which the Commission will occupy eight stories. The move will be made July 6.

The Bureau of Mines is being transferred back from the Department of Commerce to the Interior Department and the space now used by the Radio Commission in the Interior Department is needed.

The Radio Commission, when it was first organized in 1927, was located in the old Department of Commerce Building. It moved from there to the Interior Department, to the National Press Building, back to the Interior Department, and now to the Architects Building.

COMMISSION TO MEET JULY 11

The next meeting of the Radio Commission will be July 11, due to the holiday July 4, and the fact that following immediately after that the Commission will move its quarters.

NEW STATION GRANT

The Federal Radio Commission on Friday upheld the recommendation of Examiner Hyde in his Report No. 481 that the Copper Electric Company, Inc., be granted a construction permit for the erection of a new broadcasting station at Lowell, Ariz.

It was found by the Commission that there is a need for the broadcast service which the applicant proposes to establish and that "no objectionable interference of any kind would be likely to result from the operation of the proposed station." The company asked for a 100-watt station to operate daytime on a frequency of 1200 kilocycles. The quota value of the facilities requested in this case is 0.1 of a unit. As the State of Arizona is 0.27 of a unit under quota in broadcast facilities, the granting of the application will still leave the state under quota.

WNBO DENIED MOVE

Station WNBO was denied permission to move from Silver Haven to Monongahela, Pa., this week; WCAE was granted permission to move its transmitter locally at Pittsburgh, and WHBC, Canton, Ohio, was granted permission to install new equipment, upholding Examiner Hyde in his Report No. 471.

The Commission found that the moving of WNBO and granting it full time "would result in increased and objectionable interference." It was found that the moving of the transmitter of WCAE would result in improvement in its service, and that the power assignment of WHBC is not adequate to provide a satisfactory service in the community in which the station is licensed to serve.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

July 7, 1933

WNBW—WNBW, Inc., Carbondale, Pa.—Renewal of license, and involuntary assignment of license.

TENTATIVE HEARING CALENDAR

(Dates subject to change)

July 11, 1933

WPRO—Cherry & Webb Broadcasting Co., Providence, R. I.—Special authority to use 250 watts on 630 kc., unlimited time, experimentally.

NEW—Juan Piza, San Juan, P. R.—Construction permit for new station to use 1290 kc., 500 watts, unlimited time.

July 12, 1933

KSO—Iowa Broadcasting Co., Des Moines, Iowa—Construction permit to change from 1370 kc., 100 watts night, 250 watts day, to 1120 kc., 250 watts night, 500 watts day.

WIAS—Iowa Broadcasting Co., Ottumwa, Iowa—Renewal of license.

July 13, 1933

KFAC—Los Angeles Broadcasting Co., Los Angeles, Calif.—Modification of license to secure unlimited hours of operation.

July 18, 1933

WDEL—WDEL, Inc., Wilmington, Del.—Modification of license to increase night power to 500 watts.

July 24, 1933

WEXL—Royal Oak Broadcasting Co., Royal Oak, Mich.—Construction permit to increase power from 50 watts to 100 watts.

WJBK—James F. Hopkins, Inc., Detroit, Mich.—Modification of license to change hours to unlimited.

WIBM—WIBM, Inc., Jackson, Mich.—Modification of license to change hours to unlimited.

July 28, 1933

KMLB—Liner's Broadcasting Station, Monroe, La.—Construction permit to change from 1200 kc., 100 watts, unlimited time, to 590 kc., 250 watts, specified hours.

July 31, 1933

WPTF—WPTF Radio Co., Raleigh, N. C.—Modification of license to operate unlimited time.

APPLICATIONS GRANTED

First Zone

WSAR—Doughty & Welch Electric Co., Inc.—Granted license covering changes in equipment; 1450 kc., 250 watts, unlimited time.

WQDM—A. J. St. Antoine and E. J. Regan, St. Albans, Vt.—Granted modification of license to reduce hours of operation.

WBAL—Consolidated Gas, Electric Light and Power Co. of Baltimore, Baltimore, Md.—Granted permission to operate 1 KW auxiliary at new site of main transmitter.

Second Zone

WEHC—Emory and Henry College, Charlottesville, Va.—Granted modification of construction permit to change transmitter location to Stony Point Road, Charlottesville, and studio to Monticello Hotel.

WSAI—The Crosley Radio Corp., Cincinnati, Ohio—Granted construction permit to make changes in equipment and increase operating power from 500 watts night and 1 KW day to 1 KW night and 2½ KW day.

WHP—WHP, Inc., Harrisburg, Pa.—Granted special temporary authority to operate from 1:30 to 2:30 p. m., EST, July 6.

Third Zone

WFDV—Rome Broadcasting Corp., Rome, Ga.—Granted special temporary authority to operate from 9 p. m. to 12 midnight, CST, July 7, 1933.

WPFB—Hattiesburg Broadcasting Co., Hattiesburg, Miss.—Granted authority to remain silent from July 1 to Aug. 1, 1933.

KNOW—KUT Broadcasting Co., Austin, Texas—Granted modification of construction permit to change location of transmitter locally in Austin, install new equipment, extend commencement to 30 days after date of granting, and completion date to 9 days after granting.

Fourth Zone

KFH—Radio Station KFH Co., Wichita, Kans.—Granted modification of license to move studio locally in Wichita.

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authority to operate certain specified hours.

KGIZ—Grant City Park Corp., Grant City, Mo.—Granted voluntary assignment of license to KGBX, Inc.

KGBX—KGBX, Inc., Springfield, Mo.—Granted modification of license to change hours of operation from unlimited to one-half time.

KGIZ—Grant City Park Corp., Grant City Park, Mo.—Granted construction permit to move station from Grant City to Springfield, Mo., install new transmitter, change frequency from 1500 kc. to 560 kc., increase power from 100 to 500 watts, and decrease time from unlimited to daytime.

KFOR—Cornbelt Broadcasting Corp., Lincoln, Nebr.—Granted construction permit to make changes in equipment.

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Granted modification of construction permit extending commencement date to Dec. 1, 1933, and completion date to July 1, 1934.

KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of special authority from July 1 to Aug. 1 to use time assigned but not used by KUSD and WILL.

WIND—Johnson Kennedy Radio Corp., Gary, Ind.—Granted permission to conduct tests for new location beginning June 30 and continuing for 10 days.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted special authority to operate for 90 days experimentally on

1120 kc. with 1 KW, unlimited hours, and test after midnight on 1120 kc.

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authority to operate from 9:30 to 11:30 p. m., CST, July 4.

Fifth Zone

KG CX—M. E. Krebsbach, Wolf Point, Mont.—Granted special authority to operate from 3 to 6 p. m., MST, July 12, 14, and 15.

NEW—Hilo Broadcasting Co., Ltd., Hilo, T. H.—Granted construction permit for new station to operate on 1210 kc., 100 watts, 8 hours daily.

MISCELLANEOUS COMMISSION ACTION

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Denied authority to operate until 11 p. m., EST, June 29, simultaneously with KEX and KOB.

KGEK—Elmer C. Bechler, Yuma, Colo.—Application to move station, heretofore set for hearing, dismissed at request of applicant.

APPLICATION SET FOR HEARING

WJR—WJR, The Goodwill Station Inc., Detroit, Mich.—Construction permit to move transmitter from Pontiac, Mich., to a location to be determined; to make field strength surveys; install new equipment, and increase power from 10 to 50 KW. To be heard before Commission en banc on Oct. 4, 1933.

NEW—Ray M. Thompson, Youngstown, Ohio—Construction permit for new station to use 1370 kc., 100 watts, unlimited time (facilities of WHBD).

NEW—Edw. Goodberlet and Harry J. Frahn, d/b as Greater Muscle Shoals Broadcasting Co., Sheffield, Ala.—Construction permit for new station to use 1500 kc., 100 watts, unlimited time (facilities of WAMC).

NEW—Fred L. Packard and S. Hepp and Judge J. W. Shulman, d/b as Acme Broadcasting Co., Huntington Park, Calif.—Construction permit for new station to use 1300 kc., 500 watts, sharing with KFAC (facilities of KFAC).

WBBC—Brooklyn Broadcasting Corp., Brooklyn, N. Y.—Modification of license to increase hours of operation from $\frac{1}{4}$ time sharing with WLTH, WARD and WFOX to $\frac{3}{4}$ time sharing with WLTH only (facilities of WARD and WFOX).

WODX—Mobile Broadcasting Corp., Mobile, Ala.—Modification of license to change frequency from 1410 kc. to 1380 kc., and increase hours of operation from simultaneous day with WSFA, sharing night with WSFA, to unlimited.

WKBB—Sanders Bros. Radio Station, East Dubuque, Ill.—Modification of construction permit to change transmitter and studio location, install new equipment, and change specified hours of operation to other specified hours. Also to change frequency from 1310 kc. to 1420 kc.

WEHS, WHFC, and WKBI, all of Cicero, Ill.—Modification of licenses to change frequency from 1420 kc. to 1310 kc.

WCLS—WCLS, Inc., Joliet, Ill.—Modification of license to change frequency from 1310 kc. to 1420 kc.

APPLICATIONS RECEIVED

First Zone

WBZA—Westinghouse Electric & Mfg. Co., Boston, Mass.—Construction permit to make changes in equipment.

WBBC—Brooklyn Broadcasting Corp., Brooklyn, N. Y.—Modification of license to change hours of operation from shares with WFOX, WARD, WLTH to share WFOX and WLTH, requesting facilities of WARD, amended to request share with WLTH (facilities of WARD and WFOX, WBBC to use $\frac{3}{4}$ time, WLTH $\frac{1}{4}$ time).

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Special experimental authorization to increase power from 500 watts to 1 KW experimentally for 90 days.

NEW—S. George Webb, Newport, R. I.—Construction permit for new station to use 630 kc., 250 watts, unlimited time, amended to change transmitter location from Newport to Middletown, change frequency to 1320 kc., and change specified equipment.

Second Zone

NEW—Willard G. Demuth, Uhrichsville, Ohio—Construction permit for new station to use 1370 kc., 100 watts, daytime, re-submitted. To be considered under Rule 6 g.

Third Zone

WGCM—Great Southern Land Co., Mississippi City, Miss.—Consent to voluntary assignment of license to Grace Jones Stewart under the trade name of Great Southern Land Co. (not inc.).

KUOA—KUOA, Inc., Fayetteville, Ark.—Modification of construction permit to change equipment and move transmitter locally for approval of transmitter location (Mount Sequoyah, Fayetteville, Ark.), and to change equipment.

NEW—C. C. Crawford, Haynesville, La.—Construction permit for new station to use 1200 kc., 50 watts, specified hours.

KFPL—C. C. Baxter, Dublin, Tex.—Construction permit to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

WHEF—J. Niles Boyd Wholesale Grocery Co., J. O. Ashworth and J. R. Smithson, d/b as Attala Milling and Produce Co., Kosciusko, Miss.—Modification of construction permit for new station to extend commencement and completion dates to 7-24-33 and 1-24-34.

Fourth Zone

WKBV—William O. Knox, trading as Knox Battery & Electric Co., Connersville, Ind.—Construction permit to change transmitter and studio location to Richmond, Ind.

NEW—Herbert H. Fette, Meriden, Minn.—Construction permit for new station to use 1310 kc., 100 watts daytime (facilities of KGDE in terms of quota units).

WIBA—Badger Broadcasting Co., Madison, Wis.—Construction permit to move transmitter from Madison to Burke, Wis., make changes in equipment, change frequency from 1280 kc. to 720 kc., increase power from 500 watts night, 1 KW day to 25 KW, and change hours from unlimited to sharing with WGN (facilities of WGN, WHA, and WLBL).

Fifth Zone

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Special experimental authorization to change hours of operation from 12:01 a. m. to local sunset to 12:01 a. m. to 6:30 p. m. for 90-day period.

APPLICATIONS RETURNED

NEW—A. C. Clatfelter, Jr., and Ben L. Estes, Sanderson, Tex.—Construction permit for new station to use 1340 kc., 75 watts, 5 hours daily (Rules 6, 120, equipment and transmitter site unsatisfactory).

NEW—Henry Clay Allison, Fort Worth, Tex.—Construction permit for new station to use 600 kc., 100 watts, unlimited time (Rules 6 and 120, proposed equipment and transmitter location unsatisfactory).

KICK—Red Oak Radio Corporation, Carter Lake, Iowa—License to cover construction permit to move station from Red Oak to Carter Lake (improperly executed).

KMTR—KMTR Radio Corporation, Los Angeles, Calif.—Authority to determine power by direct antenna measurement (wrong form).

KFXD—H. L. Peterson, Nampa, Idaho—Application for involuntary assignment of license from Frank E. Hurt to H. L. Peterson (Rule 43).

NEW—Southland Radio Corp., Shreveport, La.—Construction permit for new station to use 1210 kc., 100 watts, unlimited time (at request of applicant).

WMIL—Arthur Faske, Brooklyn, N. Y.—Modification of construction permit to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day (Rule 43—questionable equipment and Rule 6).

KNX—Western Broadcast Co., Los Angeles, Calif.—Special experimental authorization to increase power from 25 KW to 50 KW experimentally (Rule 43, no plan or program of tests submitted, and Rule 118).

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Construction permit to change transmitter location locally, use KFI's auxiliary transmitter with changes as main transmitter of KECA, and increase daytime power from 1 KW to $2\frac{1}{2}$ KW (Rule 49).

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

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NEW MEXICAN REGULATIONS

On the eve of the opening of the North and Central American Radio Conference at Mexico City the Mexican Government issued new regulations governing the operation of broadcast stations in that country.

The new regulations provide for two classes of stations—commercial and cultural. Commercial stations may be licensed to Mexicans or Mexican corporations, the period of the license not to exceed 50 years. Advertising rates must be approved by the Secretary of Communications and all commercial stations are to be taxed five per cent of their gross revenue by the government in addition to inspection fees ranging from one hundred to seven hundred fifty pesos monthly. The new Mexican regulations provide that all operators must be Mexican and that all programs must be in Spanish except where government permission is given to broadcast programs in other languages.

Broadcasts relating to health and medicines must be approved by the government before being put on the air.

One of the far-reaching regulations included prohibits the maintenance of foreign studios and limits retransmission of programs to instances where government approval has been secured.

The Conference is scheduled to open on Monday, July 10. The American delegation, headed by Judge Eugene O. Sykes, Chairman of the Federal Radio Commission, has arrived in Mexico City prepared to present this country's proposals.

The National Association of Broadcasters will be represented at Mexico City during the Conference by James W. Baldwin, former secretary of the Federal Radio Commission, who had charge of preliminary work for the Association.

ume in various industries, both as regards their general radio advertising and with respect to their use of network and spot broadcasting.

Similarly it is necessary to have information as to the trend of broadcast advertising volume in different parts of the country, and to keep a close watch on the development of broadcast advertising as compared with the volume of business placed in newspapers, magazines, and other competing media.

A plan covering these and other features has been developed for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Dr. Hettinger has been active in broadcast advertising and general merchandising research for some years. His present plan is the result of several months' investigation of the work being carried on by various trade associations and competing media. During the course of the investigation advertising agencies, market research experts, broadcasters, government officials and trade association executives were interviewed, while the records of leading organizations were studied thoroughly.

Dr. Hettinger will have supervision of the establishment of the trade statistics service of the Association, and has consented to act as consultant to the Association in this capacity during the next several months.

The general principle underlying the collection of trade statistics by the NAB contemplates the securing of information regarding volume of business from various member stations on a monthly basis. A simple method of collecting this information has been developed which will require the minimum effort on the part of the station executives.

In order to have the business statistics which are collected be representative of broadcast advertising as a whole it will be necessary to secure trade information from a representative group of stations accounting for a reasonably large proportion of the total volume of radio advertising. A sample representing roughly 50 per cent of the industry's volume is being contemplated.

An important aspect of the entire plan for the collection of trade statistics by the broadcasters is the fact that it constitutes a voluntary step on the part of the industry to do what the rank and file of American business is being required to do by the national administration under the Industrial Recovery Act. Broadcasters again are showing their initiative and willingness to meet new problems without the force of governmental urging to make them do it.

One thing, however, should be kept in mind, it was emphasized by Dr. Hettinger. Any system for the collection of trade information depends entirely upon the cooperation of the members of the industry, month in and month out, for its success. Only continued cooperation by all broadcasters can make the collection of trade information a worthwhile undertaking for the NAB.

TRADE STATISTICS TO BE COLLECTED BY NAB

In line with the plans developed at the recent meeting of the Commercial Section of the NAB at Grand Rapids, immediate steps are being taken by the Association for the collection of fundamental trade statistics regarding broadcasting and broadcast advertising.

The plan which is being put in operation will meet a long recognized need in the broadcasting field and will serve to put the industry in a better position to furnish its prospects with information of a nature similar to that supplied by newspapers, magazines, and other competing advertising media.

The collection of trade statistics likewise will be of assistance to the industry in that they will form the basis for the forecasting of trends as to business volume, thus aiding in long-term planning on the part of the broadcasters. Another service rendered will be that of enabling the managers of individual stations to compare their performance with that of the broadcasting industry as a whole, as well as with the general trend of broadcast advertising business in their section of the country.

At the present time the broadcasters are less equipped to furnish fundamental statistics regarding their industry to business men or government agencies desiring such data than is any other advertising medium. It is impossible at the present date even to estimate the total amount of money being spent by companies for broadcast advertising. Other than figures regarding total network revenue from the sale of time, nothing is available in this field.

Since it is estimated that the national network revenue comprises no more than one-half of the total amount spent on broadcast advertising in this country, national network figures are utterly inadequate as a measure of the trend of business in the radio field.

It is highly necessary, therefore, that equally comprehensive information be secured regarding the trend in national spot broadcast advertising and in the volume of advertising being carried on by local business organizations over stations. It is also important that a close check be kept on the trend of broadcasting advertising vol-

NAB TO ESTABLISH PROGRAM CLEARING HOUSE

Following the approval of the general plan by both the Commercial Section and the Program Committee of the NAB, immediate steps have been taken for the establishment of a Program Clearing House by the Association.

The theory prompting the recommendation and establishment of the clearing house is that there is a wealth of program material existing, either in use or in the files of stations which could be used with profit by other non-competing stations throughout the country.

A station in one part of the country might have developed an especially effective manner of presenting a program to be sponsored by a local bank. Another station, situated in another part of the country, might have a bank as a potential customer. Its own ideas thus far might not have met with approval on the part of the

bank's officials, and the station therefore would be anxious to receive any ideas available as to what might be done in the way of a bank program. It might be that the program of the first station would be ideally suited to meet the problem. If the two stations could be brought together, therefore, both would profit. The one station would sell the other its program, while the other would have found the program which it needed.

A clearing house which would search out program ideas which stations were willing to offer for the use of other stations, for a consideration or otherwise at the station's own option, which would make available to the member stations of the NAB information regarding programs so offered, which would act as an agency for bringing the two interested parties together, and which would handle requests on the part of stations regarding the availability of programs of certain kinds in a similar fashion, it was believed by the Commercial Section and Program Committee, would be of great value to the broadcasting industry.

In keeping with this plan a program clearing house is being established immediately by the NAB. The clearing house will publish in the weekly bulletin information regarding all programs which have been sent to it by stations. The information published will include a summary of the program idea involved, together with other pertinent information regarding it.

The NAB program clearing house will not handle any continuities itself. It will merely transfer request for further information to the station originally offering the continuity, leaving it to the executives of the two stations to effect a satisfactory arrangement among themselves.

The clearing house likewise will publish in the weekly bulletin the requests of stations for information regarding the availability of programs of certain types. Any offers of continuities resulting from these requests likewise will be forwarded to the station seeking information.

The clearing house is but the beginning of a comprehensive plan of program service on the part of the NAB. Other items included for later consideration are matters such as studies of program costs, talent costs and sources, programs for special uses such as department store programs, community cooperation programs, program aspects of station promotion and similar features.

Stations having programs which they wish to make available to the clearing house are requested to do so immediately, giving the following information regarding each program:

1. Name of program.
2. Brief description of its general nature.
3. A copy of one or more sample continuities.
4. Any additional information regarding the development of the program's idea which you may care to add so that a clear picture of the program may be possible.
5. Number and type of characters required.
6. A brief history of the success achieved by the program, including the type of sponsor using it, the type of product advertised, and any information available as to its effectiveness.

It is believed that the creation of a program clearing house, and later a comprehensive program service by the NAB, will be of marked assistance to the industry. Not only will it assist individual stations in meeting trying problems, but it should aid in bringing about a general increase in program standards.

As in the case of the statistical service, the effort will require the support of every station if it is to be a success. It is the intention of the NAB to institute this service, and if it is supported by the industry, to continue it and to expand it. Failing support, the clearing house and contemplated service will be immediately abandoned.

SECURITIES ACT REGULATIONS

The Federal Trade Commission on July 6 approved the rules, regulations and forms for the administration of the Securities Act of 1933 which vitally affects broadcast advertising of securities.

Several weeks ago the NAB sent to its members copies of the act, punched for insertion in the NAB HANDBOOK. An order has been placed for copies of the regulations and just as soon as these are available they will be sent to the entire membership also properly punched for the HANDBOOK.

In approving the rules under the act the Commission had regard "for the public interest and for the protection of investors, but endeavored to place no undue burden either upon general business or upon honest and reputable dealers."

"The act prohibits the filing of a statement prior to July 7 and requires that it be on file at least 20 days before a security may be

sold under the act," says the Commission's statement. "Realizing that many issuing companies distantly situated from Washington have been unable to obtain forms and prepare the statements required on July 7, the Commission promulgated a rule providing that such companies might file in such form as that might reasonably consider to be in compliance with the act, "provided that an amendment to such registration statement shall be filed at least ten days prior to the effective date, in the required form prescribed by the Commission and shall contain full, accurate and complete information in respect of each item thereof."

Registration statements as received, with all information contained therein, will be available for public inspection at the Commission's offices in Washington. Photostatic or typewritten copies will be furnished at a nominal sum per page.

Registration statements and all other papers required therewith are to be filed in triplicate, the date on which they are actually received to be the date of the filing thereof.

The maximum aggregate price at which securities are proposed to be offered is to be stated, and payment is to be made of registration fee of one one-hundredth of one per centum based upon such price, the fee not to be less than \$25.

Five copies of the form of advertising prospectus proposed to be issued with reference to a security shall be filed along with the registration statement. The Commission is to be notified of the price and date to be inserted in the prospectus prior to the date of the public offering.

Where a prospectus consists of a radio broadcast it shall be reduced to writing, five copies of which shall be filed with the Commission at least five days before the matter is to be broadcast or otherwise issued to the public.

There shall be inserted in a conspicuous part of advertising prospectuses, a statement the language of which is prescribed by the Commission, showing that "neither the fact that such registration has been filed with the Commission, nor the issuance of this prospectus under the rules or regulations prescribed, shall be deemed a finding by the Commission that this prospectus is true and accurate on its face, or omits to state a material fact or to mean that the Commission has in any way passed upon the merits of, or given approval to, such prospectus or the security mentioned therein."

The rules and regulations as approved today apply only to Title I of the act which provides for regulation of securities, particularly the registration thereof. No reference is made to Title II, the "Corporation of Foreign Bondholders Act, 1933," which is not to take effect until the President finds "that its taking effect is in the public interest and by proclamation so declares." The effective date is July 27.

The Commission desires to point out that most of the rules and regulations are explicitly required by the Securities Act. In some matters the Commission has discretion, and the rules and regulations in relation thereto are experimental pending actual working experience with the new Securities Act, and will be subject to revision from time to time as experience proves the advisability of changes.

TELEVISION DEVELOPMENT PROGRESSES

A paper presented to the eighth annual convention of the Institute of Radio Engineers, recently held in Chicago, by V. K. Zworykin of the RCA-Victor Company, gave a preliminary outline of work with an electric eye—Iconoscope—as a pick-up for television and similar applications. It required ten years to bring the original idea to its present state of perfection.

The iconoscope is a vacuum device with a photo-sensitive surface of a unique type. This photo-sensitive surface is scanned by a cathode ray beam which serves as a type of inertialess commutator. A new principle of operation permits very high output from the device.

The sensitivity of the iconoscope, at present, is approximately equal to that of photographic film operating at the speed of a motion picture camera. The resolution of the iconoscope is high, fully adequate for television.

The paper described the theory of the device, its characteristics, and the mode of operation.

In its application to television the iconoscope replaces mechanical scanning equipment and several stages of amplification. The whole system is entirely electrical without a single mechanically moving part.

The reception of the image is accomplished by a kinescope or cathode ray receiving tube, described in previous papers.

The tube opens wide possibilities for application in many fields

as an electric eye, which is sensitive not only to the visible spectrum but also to the infra-red and ultra-violet region.

The iconoscope apparently brings us closer to the corner around which television is supposed to be hiding. For the first time, satisfactory television appears technically possible, inasmuch as the iconoscope may scan any scene that may be photographed, such as a football game, a parade, or other events.

NEWS BROADCASTS BANNED BY COURT

Following the decision rendered in the AP-KSOO case, Judge Walter L. Gleason of the Civil District Court of New Orleans, has ruled that Station WDSU, New Orleans, is prohibited from taking news from the columns of newspapers. The ruling prevents the station from using any news from newspapers for broadcasting purposes for 24 hours following first publication. The court announced that a written opinion will be filed later.

ASCAP AND "THE STAR-SPANGLED BANNER"

Thanks to the research of S. H. Steinhauser, radio editor of the *Pittsburgh Press*, and of the initiative of J. F. Taggart of Mt. Washington, Pa., the mystery of the authorship of "The Star-Spangled Banner" has been solved.

"The American Society of Composers, Authors and Publishers always knew," says Mr. Steinhauser, "that John Stafford Smith wrote the music of 'The Star-Spangled Banner.'" This is the answer to the mystery propounded in a news bulletin issued by Oswald F. Schuette as director of copyright of the National Association of Broadcasters which revealed the fact that ASCAP was trying to discover, among its members, the author, composer, or publisher of the National Anthem.

To give it circulation, the letter which ASCAP sent to Mr. Taggart and which Mr. Steinhauser reprinted in the *Pittsburgh Press* is also published here:

"Dear Mr. Taggart:

"Thanks for your letter regarding 'The Star-Spangled Banner.'

"I presume your letter was written with a desire to help us out in connection with a bit of propaganda which the publicity department of the National Association of Broadcasters recently disseminated to the effect that we did not know who had written this composition.

"Of course we knew, but one of our clerks made a routine mistake and listed it among some 'unidentified compositions.' It was simply a clerical error in connection with the handling of hundreds of thousands of titles, but the broadcasters thought they might embarrass us by giving some publicity to the incident.

"We do not mind a little good-natured 'spoofing' and probably that is the way this should be considered. In any event, I want you to know that we thank you sincerely for having been interested enough to send us the information contained in your letter.

Sincerely yours,

American Society of Composers,
Authors, and Publishers,
E. C. MILLS."

RMA BUSY WITH NIRA CODE

The Radio Manufacturers Association is busy with the task of formulating a code of fair competition for the set manufacturing industry which it expects to present soon to the National Industrial Recovery Administration. Bond Geddes, Executive Vice President of the RMA, proposes to submit the code, when in final draft, to all RMA members before filing it with the Johnson administration.

RECORDINGS OF RICORDI MUSIC

Lists of records of the music contained in the Ricordi catalogue and which are available for broadcasting purposes are being compiled by the Radio Program Foundation. Oswald F. Schuette, president of the Foundation, hopes to be able to send a list of several hundred such records to all stations.

Sublicenses are being sent by return mail to all stations whose checks accompany their application authorizing the immediate use of this music. Sublicense charge to non-member stations is twice the charge to member stations and no application blanks were sent

to stations that are not members of the National Association of Broadcasters. Inquiries, however, are being received daily from these non-member broadcasters, and blanks for them are available upon request.

WOQ AGAIN FILES APPEAL

Station WOQ, Kansas City, Mo., this week filed an appeal in the Court of Appeals of the District of Columbia in connection with a recent decision of the Radio Commission giving Station KFH, Wichita, Kans., WOQ's time on the frequency of 1300 kilocycles. WOQ also asked for a stay order.

This station (WOQ) originally filed an appeal in the Court in connection with a similar decision of the Radio Commission on the ground that the Commission had not granted the station a hearing. The Court remanded the case to the Commission for hearing. Hearing was held and the Commission a second time gave WOQ's frequency to KFH. The station has again appealed to the Court.

FEDERAL RADIO COMMISSION MOVES

The Federal Radio Commission is now housed in the Architects Building, 1800 E Street Northwest, one block south of its old offices in the Interior Department Building. The move was completed yesterday. The new telephone number is District 8388.

Due to the holiday this week and the moving of the offices of the Commission, almost all of the routine work of the Commission was at a standstill.

U. S. POPULATION 125,693,000

The Department of Commerce announces an estimate of the population of the United States made by the Bureau of the Census. This gives a total estimated population of 125,693,000 on July 1, 1933, as compared with 122,775,046 on April 1, 1930.

The total is arrived at by estimating the increase since 1930 upon the basis of the available data regarding births, deaths, immigration and emigration. The population of the several states is then estimated by distributing the increase in the United States population to the various states according to the per cent which each state increase was of the United States increase between 1920 and 1930, except that where there was a decrease between 1920 and 1930 the 1930 census figure is retained, and no estimate is made.

	Federal Census April 1, 1930	Estimated Population July 1, 1933
United States	122,775,046	125,693,000
Alabama	2,646,248	2,697,000
Arizona	435,573	453,000
Arkansas	1,854,482	1,872,000
California	5,677,251	6,062,000
Colorado	1,035,791	1,052,000
Connecticut	1,606,903	1,646,000
Delaware	238,380	241,000
District of Columbia	486,869	495,000
Florida	1,468,211	1,554,000
Georgia	2,908,506	2,911,000
Idaho	445,032	447,000
Illinois	7,630,654	7,826,000
Indiana	3,238,503	3,291,000
Iowa	2,470,939	2,482,000
Kansas	1,880,999	1,900,000
Kentucky	2,614,589	2,648,000
Louisiana	2,101,593	2,153,000
Maine	797,423	802,000
Maryland	1,631,526	1,663,000
Massachusetts	4,249,614	4,313,000
Michigan	4,842,325	5,043,000
Minnesota	2,563,953	2,594,000
Mississippi	2,009,821	2,047,000
Missouri	3,629,367	3,668,000
Montana	537,606	*537,606
Nebraska	1,377,963	1,392,000
Nevada	91,058	93,000
New Hampshire	465,293	469,000
New Jersey	4,041,334	4,193,000
New Mexico	423,317	434,000

	<i>Federal Census April 1, 1930</i>	<i>Estimated Population July 1, 1933</i>
New York	12,588,066	12,965,000
North Carolina	3,170,276	3,275,000
North Dakota	680,845	687,000
Ohio	6,646,697	6,798,000
Oklahoma	2,396,040	2,459,000
Oregon	953,786	983,000
Pennsylvania	9,631,350	9,787,000
Rhode Island	687,497	702,000
South Carolina	1,738,765	1,748,000
South Dakota	692,849	702,000
Tennessee	2,616,556	2,664,000
Texas	5,824,715	6,023,000
Utah	507,847	518,000
Vermont	359,611	361,000
Virginia	2,421,851	2,441,000
Washington	1,563,396	1,599,000
West Virginia	1,729,205	1,774,000
Wisconsin	2,939,006	2,992,000
Wyoming	225,565	231,000

*Population April 1, 1930; decreased 1920 to 1930; no estimate made.

RULING ON ADMISSIONS TAX

Radio announcers, newspaper reporters, photographers, telegraphers and persons of similar vocation who are admitted free to any place for the purpose of performing special duties in connection with the event and whose special duties are the sole reason for their presence at the event and for free admission thereto are not liable for any tax on admissions, according to a ruling by Commissioner of Internal Revenue Helvering. The ruling amends the last paragraph of article 1 of Regulations 43 approved June 14, 1932.

JOHNSON ON PRICE INCREASES

General Hugh S. Johnson, industrial recovery administrator, stated on July 7 at his press conference that reports are reaching him of indications on the part of some industries for concerted action on prices. This, he believes, is due to poor legal advice. He indicated that this is what Attorney General Cummings meant this week when he stated that the Sherman anti-trust law is still on the statute books.

General Johnson stated that there is probably a wholesale accumulation of codes in various industries and they are holding them back because of better business conditions. He said that he now has 52 small codes but they are only from segments of various industries.

The new codes, he said, will control the piling up of unmanageable surpluses in various industries.

During this week announcement was made of the appointment by General Johnson of Edward R. Stettinius, Jr., as liaison officer with the National Recovery Administration. He will maintain his offices in Washington and devote all of his time to assist the Administration. He is vice president of General Motors Corporation.

Donald B. Richburg, general counsel of the Administration, said this week that "we are not trying to establish public management of private business. We are not trying to fix prices or wages by governmental order, and we are not trying to unionize labor by federal command."

The Administration is expecting a number of codes from important industries during the coming week.

HAVE YOU PAID YOUR DUES?

New demands are being made upon all trade associations by the Government in connection with its program for the recovery of all business. These new demands are imposing added burdens upon association executives and members alike and can be met only through the closest cooperation. The National Association of Broadcasters, the only organized broadcasting group, wants to meet its obligations to its Government and to its members. New and

valuable services are being instituted for the benefit of members. These cost money but the cost will be met if every member pays his dues promptly. The constitution and by-laws of the Association are specific on the subject of delinquents and in accordance with these provisions the Association will drop from membership every member whose dues have fallen in arrears. Invoices were mailed to all members on July 1. See to it that your dues are paid promptly.

ENGINEERING SECTION PROGRAM

In accord with a resolution passed at the meeting of the NAB Engineering Section at Chicago, June 26, favoring a complete study of the engineering factors involved in the so-called horizontal power increase for local and regional stations, plans are being prepared by J. A. Chambers, chairman, NAB Engineering Committee, and J. C. McNary, NAB engineer, for carrying out the terms of the resolution.

It is expected that a committee of five, consisting of one engineering representative from each zone as provided by a second resolution, will be announced during the coming week.

Active cooperation of member stations will be required in prosecuting the comprehensive program to a conclusion that will be beneficial to the industry as a whole.

ENGINEERING SECTION PHOTOGRAPHS AVAILABLE

Photographs of the Chicago meeting of the Engineering Section may be obtained from NAB headquarters at \$1.00 per copy.

FEDERAL RADIO COMMISSION ACTION

APPLICATIONS RECEIVED

First Zone

WNBH—Irving Vermilyea, tr. as New Bedford Broadcasting Co., New Bedford, Mass.—Modification of license to change frequency from 1310 kc. to 1200 kc., contingent upon change of WORC from 1200 kc. to 1280 kc. and change of WPRO from 1210 kc. to 630 kc.

Fourth Zone

WHB—WHB Broadcasting Co., Kansas City, Mo.—Special experimental authorization to change from 860 kc., 500 watts daytime to 1120 kc., 500 watts night, 1 KW day unlimited time for period ending 12-31-33. (Note: This application was granted for 90 days on June 30.)

Fifth Zone

KOA—National Broadcasting Co., Inc., Denver, Colo.—Modification of construction permit, for 50 KW, amended to change requested transmitter site and as to type of antenna.

APPLICATIONS RETURNED

WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine—Modification of license to change specified hours of operation (improperly executed).

WHDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—Construction permit to move transmitter to Lake Clear, N. Y., install new transmitter, and change from 1420 kc., 100 watts daytime to 1290 kc., 250 watts, specified hours (wrong form, Rule 6, and equipment).

NÆW—Mr. S. J. Carnes, Camden, Ark.—Construction permit for a new station, 750 kc., 15 watts, unlimited time (improperly executed, Rule 6, 116, 117, 151, proposed equipment and transmitter location unsatisfactory).

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

NAB REPORTS

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RADIO CONFERENCE UNDER WAY

The North and Central American Radio Conference got under way this week.

The first meeting was held on Monday, July 10, with Sr. Coronda, of the Department of Communications and Public Works, presiding.

In a speech welcoming the delegates to Mexico, he said:

"With the exception of European and American countries which have concluded treaties for the allocation of frequencies for broadcasting, in a precise and definite form, the majority of the nations participating in this conference have not contracted, up to date, obligations derived from any contractual relation upon a topic of such significance, and as an immediate effect of the circumstances referred to, the allocation of frequencies has been realized freely in the interior of each State. So we are at a point in which the reciprocal interferences occasioned as a consequence of the number and power of the broadcasting stations have come to make indispensable, urgent and vital, an agreement, the most serious purpose of which should be that of eliminating the unfavorable conditions in which such stations operate, tending, as a logical corollary, to the attainment of greater efficiency and to the most favorable use and development of the channels employed for broadcasting.

"We are facing a state of affairs very close to anarchy due to the typical manifestations peculiar to it. To establish order, in this sector of collective reality under the aegis of law and technique, is an eminent and civilizing task.

"The juridical principle of the equality of States which is proclaimed by modern international law, as resulting from the most complete power of independence and as a support of international ties, should be restricted or limited exclusively by express and voluntary waiver of rights which emanate from it, either by giving an outward form to the will through an agreement, or in an explicit manner, through the customary practice, and provided it is convenient to the national interests to establish, preserve or strengthen the friendly ties with other countries, which may be expressed in tangible demonstrations of cordiality and proper understanding, even though the renouncement of certain rights may become necessary, provided the decorum of nations is unimpaired.

"The Government of Mexico, aware of the significance involved by the disparity of circumstances which prevail in the countries of North and Central America, in a chapter of social life filled with such a future as is that of radio broadcasting, and prompted by an ample spirit of harmony, entertains the hope that there will be attained in the present conference, the basic principles of co-ordination and of equilibrium which may serve as a lasting foundation to settle adequately in the future the technical and legal differences concomitant with the development of broadcasting in international matters. I wish to emphasize the fact that our Government is willing to waive some of its rights with respect to the use and development of such an important means of communication, without any limits other than those imposed upon it in satisfying its present and future needs."

In replying to Sr. Coronda, Judge Sykes, chairman of the American Delegation, said:

"The science of mankind has as yet been able to find but a limited number of radio facilities for the use of the entire world, therefore it becomes necessary for the nations of the world to agree on a just and equitable basis whereby each nation may have its prorata use of these facilities. Though but an infant in point of age, radio has reached a state of utmost importance in world-wide and continental communication. When we think that a radio communication circumscribes the globe in an infinitesimal point of time, its importance socially, in the business world and in the relationship of nations, is self-evident. A few days ago I talked by radio telephone from the city of Washington to the city of Manila in the Philippine Islands and the clarity of the communication and the

tone of voice were as perfect as if I had been conversing over the local phone.

"Agreements among nations with reference to the use of radio facilities are made necessary because the ingenuity of mankind has not yet discovered a way for an unlimited use of a frequency at the same time regardless of distance separation. Some of these frequencies are international in use, which means that they can be used by but one station at that particular time. Others may be used simultaneously in different regions, which means roughly speaking that when stations are separated a certain distance apart they may simultaneously operate without interfering with each other. The two characteristics of these classes were recognized in the Washington Conference and also in the Madrid Conference of last year. It is with these regional stations that we have come here to try and reach an agreement as to their use in North and Central America. We know the characteristics of these frequencies. We know how far apart stations of a given power should be separated from each other in order that each may properly operate and serve its purpose without undue interference with the other. We know that if these laws of natural science are not observed and stations are indiscriminately operated, the result is chaos and that radio communication is practically destroyed.

"We all recognize the importance of radio. It is the annihilator of both time and distance. It is one of the greatest powers in the world for good when properly used and for evil when improperly used. It is one of the most important means for the establishment of cordial relationships among nations and for the continued preservation of world peace. In North and Central America we should use it to further establish and maintain the present cordial relationships that exist among us as neighbor nations.

"You have spoken, Mr. Secretary, of the difficult problem that lies before us in reaching an agreement. I agree with you that it is difficult. I would, however, again impress upon all of us the importance of our reaching an agreement. Our difficulties should not be as great as those that confronted the European Broadcasting Conference just concluded a short time ago in which an agreement was reached by the nations of Europe. Their problems were even more difficult than ours are, yet, realizing the importance of reaching an agreement in order that broadcasting might exist on that continent, the various differences of those nations were finally adjusted and an accord reached. Let it not be said of us that continental Europe with the vast intricacies of its problem was able to reach an agreement and North and Central America failed."

It was revealed that representatives of the United States and Mexico met at San Antonio, Tex., in March 1932 and at that time agreed to the present meeting after the conclusion of the Madrid Conference.

The Mexican Government extended invitations to Canada, Costa Rica, Cuba, El Salvador, Guatemala, Honduras, Nicaragua, Panama and Newfoundland in addition to the United States. Panama and Newfoundland are not represented at the conference.

The first sessions of the conference were devoted to organization and to the appointment of committees to study and report on various phases of the allocation problem involved. No specific proposals for the allocation of frequencies has as yet been proposed nor has Mexico made known officially the basis upon which it will demand facilities.

Reports are to the effect that Mexico may consider area as a basis for its claims and that it will ask only for facilities in the present broadcast band.

In the deliberations so far the question of the status of border stations has not been determined, nor has it been indicated that the same basis for allocating facilities for regional and local stations as exists between the United States and Canada will be followed by Mexico and other southern countries.

It is conceded that the principal difficulty will revolve around the allocation of national or clear channels.

It is as yet too early to predict the results of the conference and whether or not a total or partial reallocation in the United States may be necessary as a corollary to the conference. Nor can it be predicted at this time whether or not a basis for agreement can be found although the heads of both the American and Mexican delegation in their addresses to the meeting stressed the necessity for an agreement.

While the first session was open to invitees, working sessions of the conference are to be closed.

James W. Baldwin, who is representing the National Association of Broadcasters, will send in periodic reports on the progress of the sessions and such information as is obtainable will be sent to members through the medium of the NAB REPORTS.

SPOT BROADCASTING ORDER APPROVED

The Board of Directors of the NAB has approved the Standard Order Blank for Spot Broadcasting which has been developed in cooperation with the American Association of Advertising Agencies. The order is now being printed and will be available for distribution within the next week.

The Standard Order Blank for Spot Broadcasting is similar to the Standard Order Blank for Publications in use since 1920.

So far as possible the conditions governing the placing of spot broadcasting conform to those governing contracts and orders for publications. Points of similarity include:

1. Terms of payment reading in part: "The agency personally agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment."

This is a clarification of the position taken by media owners and agencies and corresponds with a similar paragraph in the recently announced revised publication order blank.

2. Rates are guaranteed to be the lowest in effect and all shall be published.

3. A new clause in which the agency agrees that it will not rebate to its client any part of the commission allowed by the station, is identical with a new clause in the publication form.

There are naturally many points of difference due to the difference in handling between the broadcasting and the printed advertising medium. Among the special broadcasting provisions are the following:

1. Contract may be terminated on two weeks' notice.

2. In case of substitution of sustaining program, with notice to agency less than two weeks in advance of broadcast, the station will reimburse the agency any non-cancellable cost of live talent.

The purpose of the Standard Order Blank is to facilitate placing of spot broadcast advertising and the handling of it by stations under uniform conditions. The greatest benefit of the form will come from the widest use of it.

Both associations plan to promote adoption of the new form which will be available to all bona fide advertising agencies whether members of the A. A. A. A. or not.

July 7, 1933.

PROGRAM CLEARING HOUSE BEGINS WORK

Following the announcement of its establishment in last week's bulletin, the Program Clearing House immediately began operation. As a result it is able to announce the first group of programs available to member stations.

The following conditions should be clearly understood with regard to the operation of the Program Clearing House. (1) The service is available only to members of the NAB. (2) Offers of programs to member stations are subject to such conditions as the offerer may prescribe. (3) The NAB acts merely as a clearing house. It does not guarantee the quality, originality or any other aspect of programs offered. It does not handle continuities, confining its activities merely to the publication of program summaries and the transmission of inquiries to the offering station. When making inquiries stations are requested to refer to programs by their classification number.

Programs offered by stations at the present time are:

(D 7:1) "Tragedies of Today." Two to four voices, men and women. A fifteen-minute program emphasizing in dramatic form the dangers of dirty windshields, bad brakes and other automobile faults. Sponsors, one or more garages.

(H 1:1) "Beauty Club." Two voices, women. A five-minute program in which the operator of a "beauty club" converses with her secretary, telling her where she sent certain women for beauty aids. Sponsors, beauty parlors, reducing establishments, ladies' ready-to-wear shops, shoe stores.

(H 3:1) "Pantry Shelf." Four characters. Doubling on characters is possible. Continuity can be made to run from five to fifteen minutes. Characters are "help" in homes, indulging in do-

mestic gossip and citing where to go for the best groceries in various parts of the city. Sponsors, a number of non-competing grocery stores, delicatessens and meat markets.

(D 7:2) "Used Car Skits." Two voices. Two-minute program, emphasizing the desirability of owning a car. Sponsor, used car dealer.

(D 7:3) "Bank Blackouts." Two voices, varied. Two-minute program emphasizing the desirability of using a bank. Sponsor, bank.

(D 7:4) "Realty Skit." Two to four voices, varied. Conversation in a family or other group, containing as part of the conversation, a description and selling talk for some property or development. Sponsor, realtor.

(D 7:5) "Rent-A-Car Skit." Two to four voices, varied. Conversation leads to the recommendation that a car be rented from the sponsor, the sale talk being incorporated in the program. Sponsor, garage.

REQUESTS FOR PROGRAM AND SALE INFORMATION

A member station desires to secure information as to the success achieved by stations in broadcasting programs or announcements advertising articles used in households or on farms for repairs, maintenance of equipment and similar purposes. The type of product in mind includes commodities such as hardware, solder and like goods. Any experience which stations may contribute as to successful programs and sales results achieved on programs of this type will be greatly appreciated. Please send your information to the NAB office.

Another NAB member is desirous of securing information as to the station which is broadcasting a program entitled "Tom Quiz and the Professor." The program advertises an electric refrigerator.

PATENT CLAIMS OF WIRED RADIO, INC.

Wired Radio, Inc., 60 Broadway, New York City, which owns outright 1150 patents and applications in the communications field, has sent notices of patent infringements to 51 broadcasting stations. Some of these stations are members of the National Association of Broadcasters and for this reason efforts have been made to clarify the situation.

The National Association of Broadcasters is informed by the Graybar Electric Company and the Western Electric Company that purchasers of Western Electric radio broadcasting transmitting apparatus will be defended against infringement suits under the terms and conditions of the sales agreements with such purchasers. The Radio Corporation of America has furnished similar information verbally. Owners of RCA or Western Electric transmitters who may be confronted with infringement claims filed by Wired Radio, Inc., should therefore refer the claims to the vendor.

The owner of a composite transmitter or a transmitter of other than RCA or Western Electric manufacture may be liable for infringement of Wired Radio patents if any of the patents are used.

Nearly every broadcasting station operates under an A. T. & T. or RCA patent licence agreement. The National Association of Broadcasters is informed that such license authorizes the use of circuits and apparatus for the specific purpose of broadcasting but that the licensee is not held immune from infringement liability as a result of conflicting patent claims of other parties.

Most of the Wired Radio patents of which we have knowledge and which are pertinent to broadcasting transmitters cover crystal control circuits and devices such as may be used in frequency control circuits in radio transmitters and in frequency monitors. Owners of frequency monitors manufactured by the General Radio Company, the RCA-Victor Company or the Western Electric Company should, if faced with infringement proceedings because of use of such apparatus, consult the manufacturer of the equipment used.

The list of 102 patents attached to the notices of infringement filed by Wired Radio, Inc., contains 16 patents which may be pertinent to circuits or apparatus commonly employed in conventional broadcasting transmitters. A list of the 16 patents with brief descriptions of the claims is appended.

The National Association of Broadcasters is assured by Wired Radio, Inc., that while they are taking the necessary steps to protect their patents, they do not wish to take a dog-in-the-manger attitude or to be unreasonable in any way. No objection is offered to the use of their patents for space radio broadcasting purposes provided those stations actually infringing pay a small license fee. This seems to be a reasonable attitude inasmuch as ownership of patents requires that rights be defended against infringers, otherwise the rights may be forfeited.

So far as is known the validity of the Wired Radio patents re-

lating to broadcasting apparatus has not been tested in court. There are many patents on crystal oscillator circuits, devices and methods of manufacture and many conflicting claims. It is of interest to note that most of the Wired Radio patents listed are the results of work conducted by government employees in government establishments, principally the Naval Research Laboratory. The legality of such procedure whereby private corporations may secure rights to inventions made by government employees has been upheld by the Supreme Court of the United States in the recently decided Lowell and Dunmore case.

The National Association of Broadcasters is informed that negotiations are under way for licensing the Western Electric and the Westinghouse Electric and Manufacturing Company under Wired Radio patents pertaining to broadcasting apparatus.

It is suggested that owners of composite radio transmitters or apparatus or equipment of other than RCA, General Radio or Western Electric manufacture consult the National Association of Broadcasters if faced with suit for infringement, furnishing exact allegations in the suit.

Wired Radio Patents of Possible Application to Broadcast Transmitters:

- 1,608,047—Radio signalling apparatus—4 claims covering use of concentric transmission line between transmitter and antenna. The circuits are unconventional, however, in the methods of terminating the line.
- 1,619,854—Piezo-Electric Crystal Apparatus—5 claims relative to crystal holder, comprising a retaining ring around the crystal having a plurality of inwardly directed contacting portions to prevent the crystal from wandering around in the holder.
- 1,800,576—Piezo-Electric Crystal Apparatus—6 claims relative to crystal holder of the air-gap type having an element to keep the crystal from moving vertically.
- 1,831,151—Temperature Control System for Frequency Determining Elements—6 claims relative to temperature control box having a fan to circulate the air inside the box.
- 1,848,630—Piezo-Electric Crystal—5 claims relative to a quartz crystal having the electrodes cathodically deposited on the surfaces of the crystal.
- 1,822,825—Piezo-Electric Crystal Apparatus—3 claims relative to means of changing air-gap or pressure of crystal holder by screw-thread adjustment.
- 1,830,642—Piezo-Electric Controlled Oscillating System—13 claims relative to use of 4-electrode tube in a crystal oscillator circuit.
- 1,688,714—Piezo-Electric Crystal Apparatus—5 claims relative to adjustment of air-gap in crystal holder.
- 1,683,093—Piezo-Electric Crystal Apparatus—4 claims on screw-thread adjustment of electrode spacing in crystal holder.
- 1,572,773—Piezo-Electric Crystal Apparatus—16 claims on crystal holder, covering hermetic sealing and electrode arrangements.
- 1,896,238—Frequency Control System—3 claims relating to use of untuned crystal oscillator circuit with an inductance in the plate circuit.
- 1,822,928—Piezo-Electric Plate—9 claims relating to method of manufacture of circular quartz disks.
- 1,738,041—Piezo-Electric Crystal Oscillator—3 claims relating to crystal oscillator circuit, of the tuned-plate variety, having a parallel plate supply through a choke coil.
- 1,724,232—Piezo-Electric Crystal—6 claims relating to rectangular crystals in which the axes are proportioned to each other in a ratio which is equal to a whole number.
- 1,696,626—Control Circuit for Electron Tubes—3 claims on crystal oscillator circuit having a choke coil in series with the bias voltage supply, and a parallel plate supply with a choke coil in series with the "B" voltage supply.
- 1,683,091—Piezo-Electric Crystal Holder—14 claims on pressure type of crystal holder, whereby pressure is exerted by a resilient element between case and electrode, and on multiple crystal holders.

OIL CODE REGULATES ADVERTISING

The code of fair competition submitted to the administrator of the National Industrial Recovery Act by the petroleum industry on July 13 contains several important rules governing the advertising of petroleum and petroleum products. The code has not yet been approved by the President.

The rules relating to advertising are as follows:

"Lotteries, prizes, wheels of fortune, or other games of chance shall not be used in connection with the sale of petroleum products.

"Refiners, distributors, jobbers, wholesalers, retailers, and others engaged in the sale of petroleum products shall not give away oil, premiums, trading stamps, free goods, or other things of value, or grant any special inducement in connection with the sale of petroleum products.

"The broadcasting or publishing, in any manner, of a claim, representation, or implication which might be reasonably construed to lead to a false or incorrect conclusion in regard to the goods, prices, or services of the advertiser, or in regard to the goods, prices, or service to a competitor, or which lays claim to a policy or continuing practice of generally underselling competitors, is an unfair and uneconomic practice and is prohibited."

SECURITIES ACT REGULATIONS

Copies of the Federal Trade Commission's regulations under the Securities Act will be ready for distribution early next week. These copies will be punched for the NAB HANDBOOK and members are urged to include them in the handbook along with the copies of the act previously sent. As pointed out in earlier issues of NAB REPORTS, the regulations relate in part to the advertising by radio of securities issues.

MEMBERSHIP DRIVE TO BEGIN

The Managing Director sent to the printer this week a comprehensive outline of all activities of the NAB which is to be used in connection with a membership drive to be conducted under the auspices of the Membership Committee. Every member of this Committee and every member of the Association is urged to assist in this drive for new NAB members.

FEDERAL RADIO COMMISSION ACTION

No broadcast hearings will be held during the week beginning July 17.

APPLICATIONS GRANTED

First Zone

WBZA—Westinghouse Electric & Mfg. Co., Boston, Mass.—Granted construction permit to make changes in equipment.

Second Zone

None.

Third Zone

WHEF—Attala Milling & Produce Co., Kosciusko, Miss.—Granted modification of construction permit extending commencement and completion dates to 7-24-33 and 1-24-34.

KFLX—Geo. Roy Clough, Galveston, Texas—Granted license covering move of transmitter and studio; 1370 kc., 100 watts, unlimited time.

Fourth Zone

KFH—Radio Station KFH Co., Wichita, Kans.—Granted modification of temporary license, pursuant to and in conformity with the Mandate of the Court of Appeals of the District of Columbia, contained in Stay Order granted by said court July 10, 1933, in Cause No. 6006, Unity School of Christianity (WOQ), Appellant, v. FRC, in said court, and in effect subject to the further order of that court and the Commission pending determination of the issues raised by said appeal. (Station KFH to operate 5/7 time on 1300 kc., 1 KW; WOQ 2/7 time.)

WOW—Woodmen of the World Life Insurance Association, Omaha, Nebr.—Reconsidered and granted application for full time on 590 kc.; application of WCAJ for facilities of WOW retired to closed files; WCAJ withdrew its objections and consented to grant of full time to WOW. The license of WCAJ is to be surrendered.

Fifth Zone

None.

APPLICATION SET FOR HEARING

KOAC—Oregon State Agricultural College, Corvallis, Ore.—Application for renewal of license.

APPLICATIONS RECEIVED

First Zone

WMIL—Arthur Faske, Brooklyn, N. Y.—Modification of construction permit, granted 3-31-33 to move transmitter and change equipment, to extend date of completion to 10-1-33.

WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine—Modification of license to reduce specified hours of operation.

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Modification of construction permit granted 3-31-33 to make

changes in equipment and extend dates of commencement and completion.

- WGCP—May Radio Broadcast Corp., Newark, N. J.—Construction permit to install new equipment and increase power from 250 watts to 1 KW.
- WHDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—Construction permit to change transmitter location to Lake Clear, N. Y., new equipment, change frequency from 1420 kc. to 1290 kc., increase power from 100 to 250 watts. Requests facilities of WNBZ.
- WOL—American Broadcasting Co., Washington, D. C.—Construction permit to make changes in equipment.
- NEW—Philip N. Hobson, Medford, Mass.—Construction permit for new station to use 1500 kc., 100 watts, night, and 250 watts to local sunset, unlimited hours.
- NEW—Julio M. Conesa, Ponce, P. R.—Construction permit for new station to use 1420 kc., 100 watts night, 200 watts to local sunset, unlimited hours.
- WJZ—National Broadcasting Co., Inc., New York—Special experimental authorization to use 50 KW experimentally for six months. (Renewal of authorization which expires 8-1-33).

Second Zone

- NEW—Maurice Scott, R. D. Laird, Wm. M. Kahanowitz and I. Kahanowitz, d/b as Greensburg Broadcasting Co., Greensburg, Pa.—Construction permit for new station to use 1420 kc., 100 watts, daytime, resubmitted and amended as to proposed transmitter location and equipment.
- WTAR—WTAR Radio Corporation, Norfolk, Va.—Modification of license to increase power from 500 watts to 1 KW resubmitted and amended to request facilities of WRBX and WPHR.
- WEHC—Emory and Henry College, Charlottesville, Va.—Consent to voluntary assignment of construction permit to Community Broadcasting Corporation.

Third Zone

- WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Modification of license to increase hours of operation to unlimited time.
- KGKB—East Texas Broadcasting Co., Tyler, Texas—Construction permit to move transmitter and studio, make changes in equipment.
- KGHI—Loyd Judd Company, Little Rock, Ark.—License to cover construction permit granted 5-19-33 for equipment changes and increase day power from 100 to 250 watts.
- WPTF—WPTF Radio Co., Raleigh, N. C.—Modification of construction permit granted 6-9-33 to extend date of commencement to 7-19-33.

Fourth Zone

- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—License to cover construction permit issued 6-15-33 for new equipment, change frequency, power and hours from 1360 kc., 1 KW 1¼ KW to local sunset, shares WGES, to 560 kc., 1 KW, unlimited hours.
- WOS—Missouri State Marketing Bureau, Jefferson City, Mo.—Consent to voluntary assignment of license to Missouri State Highway Patrol.
- KICK—Red Oak Radio Corporation, Carter Lake, Iowa—License to cover construction permit to move station from Red Oak to Carter Lake.
- WKBF—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Authority to install automatic frequency control.
- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Modification of license for authority to use old transmitter as auxiliary when new equipment authorized in construction permit is licensed.
- KGIZ—Grant City Park Corp., Grant City, Mo.—Consent to voluntary assignment of construction permit granted 6-30-33 to KGBX, Inc.
- NEW—Central Broadcasting Co., Davenport, Iowa—Construction permit for new station to use 1310 kc., 100 watts night, 250 watts to local sunset, unlimited hours, resubmitted and amended for changed equipment and to request 100 watts day and night. Requests facilities of WIAS, Ottumwa, Iowa.
- WKBB—Sanders Bros. Radio Station, East Dubuque, Ill.—Modification of construction permit granted 10-21-32 to change transmitter and studio one mile from proposed location, change equipment and increase specified hours. Amended to omit request for change in hours of operation.

- NEW—The Journal Co. (The Milwaukee Journal), Ellis, Wis.—Construction permit for new station to use 900 kc., 1 KW night, 2½ KW to local sunset, unlimited time (facilities of WHA and WLBL).
- WTMJ—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.—Modification of license to change frequency and power from 620 kc., 1 KW night, 2½ KW to local sunset, to 670 kc., 5 KW (facilities of WMAQ, WHA, and WLBL).

Fifth Zone

- KGDM—E. F. Pepper, Stockton, Calif.—Modification of license to change hours from daytime to daytime and 12 midnight to 6 a. m. Resubmitted and amended to request facilities of WPG and WLWL. Consent of WPG and WLWL filed.
- KFQD—Anchorage Radio Club, Inc., Anchorage, Alaska—Modification of license to change frequency from 1230 kc. to 850 kc. Amended to request change to 600 kc.
- KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Construction permit to change location of transmitter and equipment (use KFI's auxiliary transmitter with changes), increase power from 1 KW to 1 KW night and 2½ KW to local sunset (facilities of former station KGEF now assigned to KFAC). Amended to also change frequency from 1430 kc. to 780 kc.
- KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to make changes in equipment and increase power from 500 watts to 500 watts night, 1 KW to local sunset. Requests facilities of KFWI, San Francisco.
- NEW—C. G. Phillips and Frank Hill, d/b as Boise Broadcast Station, Baker, Ore.—Construction permit for new station to use 1210 kc., 100 watts, daytime.
- NEW—Wyoming Broadcasting Co., Cheyenne, Wyo.—Construction permit for new station to use 780 kc., 500 watts night, 1 KW day, unlimited hours (to be considered under Rule 6-f).
- KDFN—Donald Lewis Hathaway, Casper, Wyo.—Construction permit to move transmitter and studio locally and make changes in equipment.
- KIDO—Frank L. Hill and C. G. Phillips, d/b as Boise Broadcast Station, Boise, Idaho.—Construction permit to make changes in equipment.
- NEW—P. B. Newman, Sacramento, Calif.—Construction permit for new station to use 1490 kc., 5 KW, unlimited time. Resubmitted with corrections.

APPLICATIONS RETURNED

- WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Modification of construction permit issued 3-31-33, new transmitter and increase power from 300 to 500 watts for changes in equipment and to extend date of completion (improperly executed and all sections not answered).
- WGCP—May Radio Broadcast Corp., Newark, N. J.—Construction permit to install new equipment and increase power from 250 watts to 1 KW (Rule 6-c and 6-d; Section 15 incomplete).
- NEW—Price Siever and J. W. Steele, Jr., Marlow, Okla.—Construction permit for new station to use 650 kc., 100 watts, unlimited hours. (Violation rules 116, 117, 6, inconsistent answers to Sections 15 and 18, etc.)
- NEW—Central Broadcasting Co., Davenport, Iowa—Construction permit for new station to use 1310 kc., 100 watts night, 250 watts to local sunset, facilities of WIAS. (Rule 6 inasmuch as proposed station would be 0.1 unit more than quota charge of WIAS; equipment and insufficient information on proposed transmitter location.)
- NEW—P. B. Newman, Sacramento, Calif.—Construction permit for new station to use 1490 kc., 5 KW, unlimited hours. (Transmitter location not satisfactory and all sections not answered.)
- NEW—Ted L. Fullerton, Carlsbad, N. Mex.—Construction permit for new station to use 1200 kc., 25 watts, daytime, resubmitted and amended to request 50 watts and changes in equipment (Rule 6, equipment and transmitter location).
- NEW—George W. Schleicher, San Francisco, Calif.—Construction permit for new station to use 930 kc., 500 watts, share KROW ½ time. (Not in proper form, all sections not answered, and Rule 6.)
- NEW—Victor Beverly Pitts, Raton, N. Mex.—Construction permit for new station to use 1500 kc., 100 watts, daytime. (Rule 6, unsatisfactory equipment, insufficient information as to proposed transmitter location.)
- WTNJ—Woax, Inc., Trenton, N. J.—Authority to determine operating power by direct measurement (request of applicant).

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

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BROADCASTERS RECEIVE AGREEMENT

All broadcasting stations will receive from their postmasters copies of the President's Reemployment Agreement as authorized under Section 4a of the National Industrial Recovery Act.

"This agreement is part of a nation-wide plan to raise wages, create employment, and thus increase purchasing power and restore business," President Roosevelt points out in a statement made public simultaneously with the announcement of the agreement. "If it turns out that the general agreement bears unfairly on any group of employers, they can have that straightened out by presenting promptly their proposed code of fair competition."

President Alfred J. McCosker of the NAB will be in Washington for a conference with the Managing Director on the general subject of the application of the National Industrial Recovery Act to broadcasting and the general procedure to be followed. At the same time President McCosker will confer with various government officials and transact other important Association business as well as give consideration to the appointment of a number of new committees.

It is hoped that this new code will be effective August 1, but it has been pointed out by officials of the Recovery Administration that it is perfectly obvious that it cannot be effective for any individual manufacturer until he himself has signed the agreement.

The President in his statement also has said that if codes are not received by September 1 the Administration will take a hand and call hearings for individual industries and help draw up a code for that particular industry.

In announcing the establishment of this new blanket code the Recovery Administration says that "the employers' part is to act at once and all together to submit and scrupulously comply with agreements with the President to shorten hours and raise wages and to cooperate with employees in peaceful adjustment of differences."

In the next few weeks there will be a nation-wide publicity campaign in connection with the adoption of the blanket code, including cards to be displayed by those who have signed their agreement.

N. A. RADIO CONFERENCE PROGRESSES

The second week of the North American Radio Conference at Mexico City found committees at work on various phases of the conference agenda with a view to completing their reports for presentation at plenary sessions which are to begin shortly. No formal proposals relating to the allocation of frequencies have as yet been presented nor have the demands of Mexico and Central American countries become officially known.

The committees are meeting behind closed doors and under the rules of the conference discussions will be closed to all except officially designated government representatives.

Whether or not the conference will consider frequencies below 550 kc. for broadcasting is still problematical. It is understood unofficially that Mexico desires channels only in the broadcast band, although Canada feels that the band could be widened to include 540 kc, 530 kc., 520 kc., and 510 kc., on condition that adequate safeguards are set up to protect the distress frequency of 500 kc. Canada proposed widening the band down to 460 kc. during the Madrid conference last September. The plan, however, was not adopted when a decision was reached that the matter was properly one to be discussed at a regional conference.

While the position of the United States has not been made officially known it is doubtful if this country's delegation will agree to widening the band below 550 kc. if ways and means can be found to work out a solution otherwise.

Indications are that the conference will be in session at least several more weeks and there is some prospect that the important issues of the conference will appear when the time for plenary sessions are reached.

There is a feeling that the Mexican government will adopt the fifty cycle deviation tolerance now adopted in both the United

States and Canada and that there will be no departure from the present separation of ten kilocycles. It is also believed that approximate mileage separations applicable to regional and local stations will be accepted.

While it is not yet known definitely how many clear channels will be requested by Mexico and Central America, it is certain that the United States delegates will resist any excessive demands.

SECURITIES ACT REGISTRATIONS

The Federal Trade Commission is considering the promulgation of a ruling designed to govern radio, newspaper, and magazine announcements of investment offerings under the provisions of the Securities Act passed by the last Congress.

Chairman March of the Commission said that a number of reports relating to wildcat stock schemes had reached the Commission and some of the broadcasts under scrutiny are said to originate at privately owned stations in Mexico.

"While it is not mentioned by name in every applicable section of the Act, the radio, as a means of interstate communication, clearly would come within the meaning of the Act as definitely as do the United States mail service, the telephone and the telegraph," Chairman March is quoted as saying in an interview printed on July 20 in the *New York Times*.

Members of the NAB have received a copy of the Act as approved by the President and also a copy of the regulations formulated by the Trade Commission. These have been punched for insertion in the NAB HANDBOOK and should be followed carefully.

As a further means of keeping NAB members informed with respect to compliance with the Act, NAB REPORTS will publish weekly the names of all firms registering statements with the Trade Commission. A partial list, which will be supplemented next week and each week thereafter, follows:

Insured Investors, Inc., Kansas City, Mo.
Interstate Investors, Inc., New York.
Paymaster Consolidated Mines, Ltd., Toronto, Canada.
Plymouth Fund, Inc., Jersey City, N. J.
Stutz Motor Car Company of America, Inc., New York City.

KANSAS CITY MILK CODE PROPOSALS

The code of fair practices included in the marketing agreement proposed by the Pure Milk Producers Association, Inc., of Kansas City, Mo., the Milk Service Association of Kansas City, and Independent Dairies, Inc., on which public hearing was in Washington this week, contains the following rules with respect to advertising:

The code declares to be unfair—

"Giving away goods or samples other than is customary, in such quantities as to hamper or embarrass competitors, or to have virtually the effect of rebates.

"Selling merchandise that is misbranded, or in any way misleading to the public.

"Giving away to any customer or member of family or any employee of a family special inducements not enjoyed by the members' general trade.

"Making false or disparaging statements either written or oral, or circulating harmful rumors respecting a competitor's products, selling price, business, financial or personal standing.

"Advertising in any program, periodical or publication of any kind whatsoever, unless such publication has a general paid circulation, or is for sale on news stands.

"False or misleading or injurious advertising, or spreading of false statements by advertising printed, written or oral."

The code has not yet been sent to the President by the Secretary of Agriculture.

FREQUENCY MEASURING SCHEDULES

The Commission this week announced schedules of after-midnight transmissions for approximately 300 broadcasting stations, to take

place during the first week of each month, for facilitating frequency measurements by the Commission's monitoring stations in various parts of the country.

The extra transmissions are largely confined to stations operating on local or regional channels and are necessitated by the interference which ordinarily exists on these channels during hours of regular operation.

The Commission's statement adds that "Stations that are found to be operating well within the authorized tolerance of fifty cycles by means of rough checks will not be measured accurately; therefore station licensees should not apply to the Commission or to the monitoring station for records of measurements. Stations that are found to be operating beyond the limits of the tolerance will be measured accurately, and notified."

PROGRAMS OFFERED BY NAB CLEARING HOUSE

Response to the establishment of the NAB Program Clearing House during the two weeks in which it has been in operation has been highly enthusiastic. Programs offered during the current week by member stations are as follows:

(D 1:1) "Old Time Minstrel Show." Talent required includes a male quartet, interlocutor, two end men, small orchestra, and soloists, if desired. Interlocutor and end men may be members of quartet. Small or large orchestra may be used.

Program is available in 13 half-hour shows or 26 quarter-hour shows. Half-hour shows have been used with success as a sustaining program, while quarter-hour shows have been signed for 52 weeks' sponsorship on a cooperative grocery series over a regional network.

Program lends itself admirably to type of program for which it is now used, as jokes can be localized, thus giving six or eight legitimate mentions of names on a single program without offense. Scripts have been prepared by a man expert in old-fashioned minstrelsy, and have been selected after most careful study of existing material.

Recommended instrumentation for small orchestra includes two saxophones, one violin, trumpet, trombone, banjo, drums, piano, together with conductor.

Complete scripts available at \$10 per quarter-hour show and \$20 per half-hour program. Complete musical numbers with orchestrations are available—prices on request. Sample scripts will be furnished on request.

(D 2:2) "The Perkins Family." Four characters, two male, two female, with several episodes requiring additional cast. Program is fifteen minutes in length. Twenty-six episodes are available.

Program is a homely New England series, laid in a small Vermont town with Mr. Perkins as manager of the local "Grand Opera House." Author has written many successful vaudeville acts and several books of more serious nature. Price of program is \$10 per episode. Samples available upon request.

(CH 2:1) "The Adventures of Christy Carter." Program revolves around a boy hero of the Horatio Alger type. Is suitable for youthful audience. Requires six characters. Fifteen minutes in length.

Program was used for thirteen weeks, three programs per week, by food products company, resulting in doubling of sales in the primary service area of the station. Contract renewed. Entire series of 39 episodes available for \$100.

(CH 2:2) "The Billikan Bukaneers." A treasure hunt thriller for children. Program is fifteen minutes in length and requires six characters. Program used by same sponsor as (CH 2:1) in same territory with satisfactory results. Resumption of series being planned for fall season. Entire series of 39 episodes available at \$100.

(D 2:1) "The Village Choir." Talent required includes mixed quartet and two rural characters, both male. An organ also is necessary. Program is thirty minutes in length. The idea of the program revolves about the two characters, Tom and Joe, who meet weekly at the old village church. Each episode tells a complete story of village life as related by these two characters. The dialogue is interspersed with the singing of hymns by the quartet. The program has been quite successful as a sustaining period. Individual episodes available at \$5 each. If ordered by three or more stations the price per episode will be reduced to \$3.

(Mis 2) "The Highway of Harmony." Vocalist and orchestra on weekly program sponsored by local Hudson-Essex distributor. A distinctive feature of the program is its dedication to the outstanding dealer salesman in the territory each week. Sponsor's message is tied in with titles. Further details can be secured from offering station without charge. No continuities are offered for sale.

(D 7:6) "The Dans at Home." Series of two- to three-minute dialogues suitable for sponsorship by a drycleaning plant or laundry. Most desirable sponsor would be one combining two activities. Dialogue is done over a musical background and has proven very successful in commercial sponsorship.

(Mis 1) "The Danville Program." Two voices, in addition to the announcer who takes part in program. Program idea is that of persuading people to buy in their own home town. The name of any community can be substituted in the script. Program consists of five minutes dialogue, the remainder of a fifteen-minute period being filled in with music. Available for thirteen weeks. Has been of considerable assistance to offering station in selling local accounts.

The following conditions should be clearly understood with regard to the operation of the Program Clearing House: (1) The service is available only to members of the NAB. (2) Offers of programs to member stations are subject to such conditions as the offerer may prescribe. (3) The NAB acts merely as a clearing house. It does not guarantee the quality, originality, or any other aspect of programs offered. It does not handle continuities, confining its activities merely to the publication of program summaries and the transmission of inquiries to the offering station. When making inquiries stations are requested to refer to programs by their classification number.

REQUEST FOR SALES INFORMATION

Any information which member stations possess in regard to the relative value of morning and evening time for the advertising of toilet soaps will be greatly appreciated. Please send your information to the NAB office. Sources of information will be kept strictly confidential, only digests being sent to stations making inquiries.

UNIQUE COOK BOOK OFFERED BY MEMBER STATION

Member stations interested in offering cook books and similar items in connection with food broadcasts should familiarize themselves with the cook book offered to listeners by WTIC, Hartford, Conn., in connection with its "Mixing Bowl" program, sponsored jointly by a number of household appliance and food accounts.

The booklet is a loose leaf affair making possible the insertion of additional mailings and providing space for the housewife to make her own index of favorite recipes.

A mailing list of 12,000 names has been built up with the booklet. This list is kept up to date by means of a mailing three times a year, containing additional recipes and a return post card which the recipient fills out if she wishes to be kept on the mailing list.

RECOMMENDS POWER INCREASE FOR WGNV

Peter Goelet, Chester, N. Y., owner of Station WGNV, applied for permission to increase the power of his station from 50 to 100 watts. Report No. 495 (Hill, e) recommends that the application be granted.

Station WGNV operates on a frequency of 1210 kilocycles using specified hours, and the Examiner found that the granting of the application "from a practical standpoint" would not cause any substantial interference.

WMAS GETS INCREASED POWER

The Radio Commission on July 21 upheld Former Chief Examiner Ellis A. Yost in his Report No. 487 in which he recommended that Station WMAS, Springfield, Mass., be granted authority to increase its daytime power from 100 to 250 watts and to install new equipment.

The Commission found that "the improvement in service will more than offset any interference that may reasonably be expected" and further that "the granting of the application will tend toward the equalization of broadcast facilities among the states and zones."

RECOMMENDS NEW STATION DENIAL

Philip J. Wiseman, asked for a construction permit for a new station to be erected at Lewiston, Me. Report No. 492 (Hill, e). Recommended that application be denied.

Wiseman asked to erect a station with 500 watts power, to use a frequency of 640 kilocycles with limited time.

The Examiner points out that the granting of the application would result in an increase in broadcast facilities of an already over quota state and "would involve a violation of Paragraph 6 (c) of the Rules and Regulations of the Commission and Section 9 of the Radio Act of 1927 as amended by Section 5 of the Act of March 28, 1928."

ASKS RCA LICENSES BE CANCELLED

C. Wood Arthur, a resident of this city, has filed a petition asking for a mandamus by the Supreme Court of the District of Columbia directing that the Federal Radio Commission cancel radio licenses, broadcasting and short wave, granted to the Radio Corporation of America and its subsidiaries.

In this connection the name of Mr. Arthur does not appear in the latest edition of the telephone directory and also it is stated at the Commission that it has received from time to time several "fan" letters from him.

It is alleged in the papers filed in the Court that the Federal Court of Delaware found R. C. A. guilty of a practice that tended to a monopoly and that in spite of this the Commission has renewed licenses which Mr. Arthur contends is not in accord with the Radio Act.

PETTEY ON INSPECTION TRIP

Herbert L. Pettey, new secretary of the Radio Commission, left here this week for an inspection trip in the west. It is possible that he will join Commissioner Lafount later. He will return on August 9.

STAY ORDERS GRANTED

This week the Court of Appeals of the District of Columbia granted stay orders against the Radio Commission in three appeals, including WOQ, Kansas City, Mo., WHAS and WLAP, Louisville, Ky.

In the WOQ case that station appealed and asked for a stay order against the Commission because it gave KFH, Wichita, Kans., its frequency of 1300 kilocycles.

Station WHAS appealed and asked for a stay order because of the action of the Commission in granting Station KFIW permission to move from Hopkinsville to Louisville, Ky., without having notified WHAS of the action in time to attend the hearing.

WLAP appealed because it had asked for the facilities of KFIW and also because the Commission granted the station permission to move to Louisville, where WLAP is also located. The Court granted stay orders in all three cases.

RADIO COMMISSION TELEPHONES

The telephone numbers of the Radio Commission have again been changed at their new offices. The Commission can now be reached by calling District 1654-1655-1656-1657-1658-1659 or 1660.

PROGRAM COMMITTEE RECOMMENDATIONS

Following are the more important recommendations of the Program Committee which recently met in Chicago with Ed. L. Bill, presiding. Those who attended were: Frederic Willis, John Elwood, Miss Judith Waller, John Henry and the Managing Director.

The Committee recommended that the National Association of Broadcasters should set up in its offices in Washington a routine for the voluntary exchange of program material of either a commercial or sustaining nature and that an outline of such material should be published in the reports of the Association. It was understood between the members of the Committee that the material exchanged might either be on a free, or a paid basis depending upon the will and attitude of the owners.

It was also recognized by the Committee that any individual station might consult the Program Service Department of the National Association of Broadcasters on any problems that might arise relative to program policies and material.

The Program Committee recommended to the Managing Director that an investigation be made of the problems of records and recordings and that the Association obtain if possible a complete list of the record makers, the different types of records available and their prices, and a list of the sound-effect manufacturers and their available material. They also recommended that when this investigation was completed the material be made available to all members of the Association.

The Committee recommended to the Managing Director that a list of program suggestions be compiled which would show the member stations how they could perform a greater public service in the fields of religion, health, education, public affairs, public works, charity, etc.

The Committee recommended to the Managing Director that the Association investigate the cost of compiling and distributing a catalogue of music that is now in the public domain. It was suggested that if the cost were not too great the work should be undertaken and the compilation distributed at a nominal charge to the members of the Association.

It was recommended by the Program Committee to the Managing Director that the Program Service Department should cooperate with the various departments of the government to the end that any programs which the government departments wished to have distributed should be distributed through the Association.

ACTION AGAINST DELINQUENT MEMBERS

Formal expulsion proceedings will be instituted next week against a half dozen NAB members who have failed to pay dues in accordance with the provisions of the By-Laws.

RECORD LISTS FOR RICORDI SUBLICENSEES

Members of the National Association of Broadcasters have received from the Radio Program Foundation a list of the RCA-Victor records whose public performance "on the air" is covered by the Ricordi sublicenses now being issued to broadcasting stations by the Foundation. This compilation has given added impetus to the issuance of these licenses and broadcasters everywhere are now presenting this famous music to their listeners.

Application blanks for Ricordi sublicenses have been sent to all member stations. If they have been lost or mislaid, new blanks may be had upon request to Oswald F. Schuette, President, Radio Program Foundation, National Press Building, Washington, D. C.

Non-member stations may also receive such blanks upon request, but their fees for sublicenses are double those for member stations in the same classification

LICENSEES GET MUSIC DISCOUNT

Under the provisions of the contract by which the Radio Program Foundation acquired the American "air rights" to the Ricordi, all broadcasting stations who hold sublicenses from the Foundation are entitled to purchase the music published by G. Ricordi & Co. of Milan at a discount of 60 per cent from the American retail price. This music may be purchased from the New York office of the Ricordi organization, 12 West 45th Street. Requests for catalogues of these compositions should be sent to Dr. Renato Tasselli, the American representative of Ricordi, at that address.

QUOTA FIGURES AS OF JUNE 30

According to a recent release of the Federal Radio Commission (No. 8828), radio broadcasting facilities, in terms of quota units, were distributed among the states and zones as follows:

State	FIRST ZONE		± Quota due	
	Due	Assign.	± Units	± %
N. Y.	35.07	37.95	+ 2.88	+ 8
Mass.	11.84	10.46	- 1.38	- 12
N. J.	11.26	11.63	+ 0.37	+ 3
Md.	4.55	4.20	- 0.35	- 8
Conn.	4.48	3.60	- 0.88	- 20
P. R.	4.30	0.50	- 3.80	- 88
Maine	2.22	2.24	+ 0.02	+ 1
R. I.	1.91	1.40	- 0.51	- 27
D. C.	1.35	1.30	- 0.05	- 4
N. H.	1.29	0.92	- 0.37	- 29
Vt.	1.00	0.62	- 0.38	- 38
Del.	0.67	0.62	- 0.05	- 7
V. I.	0.06	...	- 0.06	-100
Total	80.00	75.44	- 4.56	- 6
SECOND ZONE				
Pa.	27.63	20.12	- 7.51	- 27
Ohio	19.07	19.29	+ 0.22	+ 1
Mich.	13.89	10.63	- 3.26	- 23
Ky.	7.50	8.50	+ 1.00	+ 13
Va.	6.95	9.50	+ 2.55	+ 37
W. Va.	4.96	5.61	+ 0.65	+ 13
Total	80.00	73.65	- 6.35	- 8
THIRD ZONE				
Tex.	16.22	23.12	+ 6.90	+ 43
N. Car.	8.82	9.75	+ 0.93	+ 11
Ga.	8.10	8.15	+ 0.05	+ 1
Ala.	7.37	6.42	- 0.95	- 13
Tenn.	7.29	12.80	+ 5.51	+ 76
Okla.	6.67	8.44	+ 1.77	+ 27
La.	5.85	8.39	+ 2.54	+ 43
Miss.	5.60	3.55	- 2.05	- 37
Ark.	5.16	5.30	+ 0.14	+ 3
S. Car.	4.83	2.00	- 2.83	- 59
Fla.	4.09	8.45	+ 4.36	+107
Total	80.00	96.37	+16.37	+ 20

FOURTH ZONE

State	Total		± Quota due	
	Due	Assign.	± Units	± %
Ill.	22.52	33.31	+10.79	+ 48
Mo.	10.71	12.00	+ 1.29	+ 12
Ind.	9.56	7.87	- 1.69	- 18
Wisc.	8.67	7.99	- 0.68	- 8
Minn.	7.57	9.03	+ 1.46	+ 19
Iowa	7.30	11.60	+ 4.30	+ 59
Kans.	5.55	6.05	+ 0.50	+ 9
Nebr.	4.06	7.30	+ 3.24	+ 80
S. Dak.	2.05	2.97	+ 0.92	+ 45
N. Dak.	2.01	2.99	+ 0.98	+ 49
Total	80.00	101.11	+21.11	+ 26

FIFTH ZONE

Calif.	36.86	38.06	+ 1.20	+ 3
Wash.	10.15	15.59	+ 5.44	+ 54
Colo.	6.72	9.24	+ 2.52	+ 38
Ore.	6.19	9.22	+ 3.03	+ 49
Mont.	3.49	3.85	+ 0.36	+ 10
Utah	3.30	6.60	+ 3.30	+100
Idaho	2.89	3.00	+ 0.11	+ 4
Ariz.	2.83	2.66	- 0.17	- 6
N. Mex.	2.75	4.03	+ 1.28	+ 47
Hawaii	2.39	1.94	- 0.45	- 19
Wyo.	1.46	0.60	- 0.86	- 59
Nev.	0.59	0.70	+ 0.11	+ 19
Alaska	0.38	0.68	+ 0.30	+ 79
Total	80.00	96.17	+16.17	+ 20

STATUS OF STATE LEGISLATURES

The number of state legislatures in session reached a low ebb in the middle of July when only six were still at work, although all but three have been in session at some time since January 1, 1933. Several special sessions have already been called, with the prospect that many more will be called, the need for revenue legislation being a crying one in nearly every state, and some states deeming it necessary to pass special legislation to facilitate cooperation with the President's program under the Industrial Recovery Act.

OKLAHOMA "RADIOCASTING" TAXED

The First Special Session of the Oklahoma Legislature passed House Bill No. 2-X, which became law without approval on July 8, 1933. It is a broad sales tax, providing among other things a tax of one per cent "upon all sales of service in radiocasting, whether in the transmission of messages or otherwise, or in the leasing, hiring, or renting of radiocasting equipment or facilities." Taxes are payable by the vendor monthly, and the act became effective immediately. The act also levies one per cent upon sales of electricity to domestic or industrial consumers thereof; and with reference to all taxes provides that "No vendor shall advertise or hold out to the public in any manner, directly or indirectly, that the tax herein imposed is not considered as an element in the price to the consumer."

MICHIGAN ACTS ON FALSE ADVERTISING

Public Act No. 259, approved July 13, 1933, entitled an act providing for the protection of the public health and so forth, prohibits the sale, etc., in Michigan of sausage that is adulterated or not properly branded. After defining sausage, establishing the various grades, providing for licensing, labeling and so on, the act provides, in Section 11, that "Any person or persons, firm or corporation, who shall publicly advertise in newspapers, bulletins, bulletin boards, radio, or otherwise, falsely with reference to the composition of grades of sausage manufactured or sold by him or them shall be deemed guilty of a misdemeanor."

WAGES AND EMPLOYMENT INCREASE

Wages and employment are increasing throughout most of industry according to figures just released by the Bureau of Labor Statistics. Employment in June, based on data collected from approximately 18,000 establishments in 89 different industries, was shown to be 7% higher than in May, while payrolls rose during the same period by 10.8%. Payrolls in June, 1933, were 9.7% above June, 1932, while employment showed an increase of 9.2%. Much of the increase seems to have occurred in the industries manufacturing producers goods.

Increases in employment and payrolls in June, 1933, as against the previous month, for industries of especial interest to broadcasters are as follows:

Industry	Percent increase over May, 1933	
	Employment	Payrolls
General manufacturing	7.0	10.8
Foods and kindred products	4.0	3.9
Beverages	18.1	14.8
Textiles	10.1	7.6
Wearing apparel	1.4	2.8
Agricultural implements	8.6	17.9
Radios and phonographs	13.3	5.1
Automobiles	7.9	7.1
Druggists' preparations	3.0	4.7
Retail trade	1.7	1.8

The above figures are all the more encouraging since the normal trend at this season of the year is downward, the May to June decline in employment for the past ten years having averaged 1.4% and the payroll shrinkage 3%. It will be especially interesting to notice the changes brought about in employment and wage statistics which will occur in the next few months by reason of the codes adopted recently by many industries under the NIRA.

GOVERNMENT'S PRICE RISE DRIVE TAKING EFFECT

The Government's attempt to set in reverse the drastic price declines of 1931-1932 is beginning to take marked effect, it is revealed in the index of wholesale prices published by the Bureau of Labor Statistics. According to the Bureau's index which is based upon price quotations of 784 commodities, weighted according to their respective importance, prices during the week ending July 15 were 68.9% as high as in 1926. During the period June 15-July 15, prices of commodities rose 6.8%. Food prices increased 15.7%, textiles 10.4%, metals and metal products 2.2%, building materials 7.3%, and housefurnishing goods 1.6%. Chemicals and drugs were the only group to experience price declines, dropping 1.2% during the period in question.

RADIO EMPLOYMENT UP AGAIN

The June index number for employment in radio manufacturing plants was 92.1 compared with 81.3 for May and 63.9 for June of last year, taking 1926 at 100 according to the Bureau of Labor Statistics, Department of Labor. Payroll index number for the same industry for June was 65.5 compared with 62.3 for May and 54 for June of last year.

AMERICA LEADS IN INTERNATIONAL BROADCASTING

America led the world in the amount of international broadcasting programs received from other parts of the world during the months of April and May of the current year. Hungary and Germany each received a program, the former country from the Vatican and the latter transmitting to German listeners a Hitler festival held in Rome. In May the British Broadcasting Corporation broadcast speeches by statesmen and other prominent personages on the occasion of the Anglo-Indian telephone service. This was the total rebroadcasting of foreign programs by leading European countries during the two months in question.

During the same period listeners in the United States heard fifteen foreign programs, four from England, four from Germany, two each from Switzerland and Italy, and one each from France, Austria and Palestine.

FOREIGN RECEIVING SET STATISTICS

The following figures for receiving set registration in leading foreign countries have just been made public. Set registration given below is as of April, 1933:

	Number of receiving sets
Austria	481,000
Belgium	383,000
Germany	4,555,000
Great Britain	5,536,000
Hungary	322,000
Italy	329,000
Japan	1,420,000
Norway	132,000
Switzerland	256,000
Sweden	633,000

EUROPEAN CENSORSHIP OF POLITICAL BROADCASTING

Censorship of political and controversial broadcasting over government owned and operated radio broadcasting systems in Europe seems to be continuing without interruption. The supervisory authority for Swiss broadcasting issued in February of this year a number of provisions under which all controversial broadcasts, whether referring to political, economic or religious questions, will cease to be permissible.

Having observed that owners of receiving sets were abusing their rights by disseminating political communications broadcast by foreign stations which were considered unlawful, the Minister of Posts, Telegraphs and Telephones of Czechoslovakia has imposed drastic restrictions against the reception of foreign programs and their being made available to groups of listeners by the owners of receiving sets. This measure is aimed primarily at broadcasts by Russian stations.

EUROPE GOES HIGH POWER

Reports from European countries indicate a definite trend toward an increase in the number of super-power stations. German stations at Muhlacker, Langenberg and Munich are each to be raised to 100 kilowatts in power before the end of 1933. The German broadcasting administration has reserved the right, in addition, to augment to 100 kilowatts if necessary, the power of the transmitters at Berlin, Hamburg, Breslau, and Heilsberg.

Austria opened a new high-power transmitter at Bisamberg, near Vienna, on May 28. The station has a power rating of 100,000 watts. Hungary has in mind the bringing into service a new 20,000 watt transmitter, in addition to a 120 kilowatt station now in process of construction. The contemplated transmitter will eventually be raised to 60,000 watts in power. Turkey has expressed its intention of building a 150 kilowatts station, while Finland is also increasing the power of its stations.

GERMAN BROADCASTING PROGRAMS

The proportion of total hours devoted to various types of programs by the German broadcasting system in 1932:

Music	57.9%
Conferences	14.4%
Literature	5.0%
News	9.6%
Miscellaneous	9.5%
Time signals	3.6%
Total	100.0%

Conferences are largely dialogues presenting adult educational programs, though there is some entertainment included in the item. The proportion of time devoted to music is a very small fraction less than in the United States, while other types of programs seem to be somewhat less in variety of interests embodied in them.

SOVIET RUSSIA TAXES RECEIVING SETS

A decree of the Council of People's Commissaries has created a subscription fee for a wireless receiving set in the U. S. S. R. "With a view to strengthening the financial basis of broadcasting and ensuring its further development," says the decree, "the Council of People's Commissaries has decided to introduce from and after January 1, 1933, a subscription fee for the use of a receiving set."

Under the provisions of the decree a crystal set is taxed three roubles. Tube sets operated on alternating current pay 24 roubles a year; those employing direct current 18 roubles; those intended for public use 50 roubles; and those intended for collective use, 36 roubles.

The Commissary for Postal and Electric Communications collects the tax and receives 7% of the revenue derived from it for so doing.

FEDERAL RADIO COMMISSION ACTION

HEARING CALENDAR

July 24, 1933

WJBK—James F. Hopkins, Inc., Detroit, Mich.—Modification of license to change from specified hours to unlimited time; 1370 kc., 50 watts.

WIBM—WIBM, Inc., Jackson, Mich.—Modification of license to change from specified hours to unlimited time.

July 28, 1933

KMLB—Liner's Broadcasting Station, Monroe, La.—Construction permit to change from 1200 kc., 100 watts, unlimited time, to 590 kc., 250 watts, specified hours.

APPLICATIONS GRANTED

First Zone

WINS—American Radio News Corp., New York City—Granted license covering move of transmitter from Astoria, N. Y., to Carlstadt, N. J.; 1180 kc., 500 watts, limited time.

WMIL—Arthur Faske, Brooklyn, N. Y.—Granted modification of construction permit to extend completion date to Oct. 1.

WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine—Granted modification of license to reduce specified hours from daily 9 a. m. to 1 p. m. and 3 to 7 p. m., EST, to 11 a. m. to 1 p. m. and 4 to 7 p. m. daily.

WJZ—National Broadcasting Co., Inc., New York City—Granted extension of special experimental authority to operate with 50 KW power for period of 6 months from Aug. 1.

Second Zone

WLVA—Lynchburg Broadcasting Corp., Lynchburg, Va.—Granted extension of special authority which expires July 22, for an indefinite period, to operate without plate voltmeter pending repair.

WHDF—Upper Michigan Broadcasting Co., Calumet, Mich.—Granted special temporary authority to operate from 9:30 to 11:30 a. m., CST, July 26.

WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Granted special temporary authorization to operate simultaneously during daytime with WOWO, subject to such action as the Commission may take on licensee's pending application for renewal of license.

Third Zone

WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Granted authority to remain silent until Sept. 1, 1933, pending rebuilding of studios destroyed by fire.

KGKB—East Texas Broadcasting Co., Tyler, Texas—Granted construction permit to make changes in equipment and move transmitter within building.

WODX—Mobile Broadcasting Corp., Springhill, Ala.—Granted authority to remain silent from July 20 or as soon thereafter as possible, until Sept. 10, in order to work on equipment.

Fourth Zone

WKBF—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Granted 30-day extension of special authority from July 18 to operate transmitter at new location pending decision on applications filed.

KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa—Granted temporary authority to operate from 9 a. m. to 12 p. m., CST, July 22, 1933.

WKBF—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Granted modification of construction permit to change location of transmitter locally near Indianapolis, and granted license covering same; 1400 kc., 500 watts, specified hours. Also granted authority to install automatic frequency control.

KICK—Red Oak Radio Corp., Carter Lake, Iowa—Granted license covering removal of station from Red Oak to Carter Lake, Iowa; 1420 kc., 100 watts, unlimited time.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted license covering change in equipment and reduction in daytime power; 560 kc., 1 KW, unlimited time.

WCFL—Chicago Federation of Labor, Chicago, Ill.—Granted renewal of special experimental authority to operate unlimited time experimentally on 970 kc., for period of 6 months from August 1.

WJJD—WJJD, Inc., Mooseheart, Ill.—Granted renewal of special authority to begin operation at 5:30 a. m., CST, on account of daylight savings time.

WOWO—The Main Auto Supply Co., Fort Wayne, Ind.—Granted special temporary authorization to operate simultaneously during daytime with WWVA, subject to such action as the

Commission may take on licensee's pending application for renewal of license.

- KSOO—Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak.—Granted special temporary authorization to continue to operate daily from 6:30 p. m., CST, and Sunday nights beginning at 9:30 p. m., CST, with reduction of power to 1 KW, subject to such action as the Commission may take on licensee's pending application for renewal of license.
- KMMJ—The M. M. Johnson Co., Clay Center, Nebr.—Granted special temporary authority to operate station from 5 to 6 a. m., CST, until this period is required by WSB, but no later than February 1, 1934, and on condition that licensee agrees to and will cease operation during said period at any time without a hearing, on 5 days' notice.

Fifth Zone

- WFQD—Anchorage Radio Club, Inc., Anchorage, Alaska—Granted modification of license to change frequency from 1230 kc. to 600 kc.
- KXA—American Radio Telephone Co., Seattle, Wash.—Granted renewal of special experimental authority to operate from sundown to 10 p. m., 250 watts, for period of 6 months from August 1.

APPLICATIONS SET FOR HEARING

- WSAI—The Crosley Radio Corp., Cincinnati, Ohio—Suspended grant for construction permit for new equipment and increase in operating power from 500 watts night, 1 KW day to 1 KW night and 2½ KW day, and designated application for hearing because of protest of WSPD.
- WJSV—Old Dominion Broadcasting Corp., Alexandria, Va.—Suspended grant made June 16, 1933, to operate until Nov. 1, 1933, because of protest of WHOM, Jersey City, N. J., and application for regular license was designated for hearing. Pending outcome of hearing station will operate under special temporary authority under identical conditions set forth in license issued June 16.
- WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Designate for hearing application for renewal of license because of applications filed for the facilities of this station.
- NEW—Donald E. Bean and Wendell S. Clark, d/b as the Connecticut Broadcasting Co., Danbury, Conn.—Construction permit for new station to operate on 1310 kc., 100 watts, day.
- NEW—The Lebanon Broadcasting Corp., Lebanon, Pa.—Construction permit for new station to operate on 1500 kc., 50 watts, day.
- NEW—Clyde D. Smith and R. W. Lautzenheiser, d/b as Vegas Broadcasting Co., Las Vegas, Nev.—Construction permit for new station to operate on 1420 kc., 100 watts, daytime (facilities of KGIX).
- KGIX—Clyde D. Smith and R. W. Lautzenheiser, d/b as Vegas Broadcasting Co., Las Vegas, Nev.—Involuntary assignment of license from J. M. Heatong to Clyde D. Smith and R. W. Lautzenheiser, d/b as Vegas Broadcasting Co.
- WGNV—Peter Goelet, Chester Township, New York—Modification of license to change hours of operation from specified to sharing equally with WJBI, WFAS, and WGBB.
- WFBR—Baltimore Radio Show, Inc., Baltimore, Md.—Modification of license to increase power from 500 watts to 1 KW.
- WNBH—Irving Vermilya, tr. as New Bedford Broadcasting Co., New Bedford, Mass.—Modification of license to change frequency from 1310 kc. to 1200 kc.
- WTAR—WTAR Radio Corp., Norfolk, Va.—Modification of license to increase operating power from 500 watts to 1 KW (facilities of WPHR).
- WKZO—WKZO, Inc., Kalamazoo, Mich.—Modification of license to increase hours of operation from daytime only to unlimited, using 250 watts night, 1 KW daytime.
- WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Modification of license to increase hours of operation from sharing time with WFBC to unlimited hours.
- KWKC—Wilson Duncan, tr. as Wilson Duncan Broadcasting Co., Kansas City, Mo.—Modification of license to increase hours of operation from specified to unlimited.
- KGDM—E. F. Pepper, Stockton, Calif.—Modification of license to increase hours of operation from daytime only to daytime and from 12 midnight to 6 a. m. daily (facilities of WPG and WLWL).

APPLICATIONS RECEIVED

First Zone

- NEW—Northern Broadcasting Co., Inc., Laconia, N. H.—Construction permit for new station, exact location to be determined by tests, to use 1310 kc., 100 watts, unlimited time. Requests facilities of WKAV.
- WMCA—Knickerbocker Broadcasting Co., Inc., New York, N. Y.—Modification of license to change hours of operation from sharing with WPCH to unlimited time (facilities of WPCH). To consolidate WMCA and WPCH, and delete WPCH.

Second Zone

- NEW—Joseph S. Crawford and Leigh E. Ore, Erie, Pa.—Construction permit for new station to use 1420 kc., 100 watts, unlimited time.
- KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Authority to determine operating power by direct antenna measurement.

Third Zone

- WACO—Central Texas Broadcasting Co., Inc., Waco, Tex.—Modification of construction permit granted 5-31-33 to change transmitter location to Amicable Life Bldg., Waco, Tex., and extend date of commencement.
- WKEU—Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Guy Aaron Malcom, La Grange, Ga.—License to cover construction permit granted 1-20-33 for new station using 1500 kc., 100 watts, specified hours.

Fourth Zone

- KG DY—Voice of South Dakota, Huron, S. Dak.—Modification of construction permit granted 2-21-33 to extend completion date to 11-21-33.
- WSBC—WSBC, Inc., Chicago, Ill.—Construction permit to change transmitter and studio to "exact location to be determined," Hammond, Ind., change frequency, power, and hours from 1210 kc., 100 watts, specified hours, to 1360 kc., 1 KW night, 1¼ KW day, share with WGES. Requests facilities vacated by WJKS, Gary, Ind.
- WCFL—Chicago Federation of Labor, Chicago, Ill.—Special experimental authorization to use unlimited time on 970 kc. to 2-1-34. Renewal of special experimental authorization which expires 8-1-33.

Fifth Zone

- KGIW—Leonard E. Wilson, Trinidad, Colo.—Construction permit to change transmitter and studio location to Alamosa, Colo., and make changes in equipment.
- KXA—American Radio Telephone Co., Seattle, Wash.—Special experimental authorization to use 250 watts experimentally sundown to 10:00 p. m. (Renewal of special experimental authority which expires 8-1-33.)

APPLICATIONS RETURNED

- NEW—John Howard Henninger, Reynoldsville, Pa.—Construction permit for new station to use 1420 kc., 50 watts, unlimited time. (Rule 151 and proposed transmitter location unsatisfactory.)
- NEW—Dothan Broadcasting Co., Inc., Dothan, Ala.—Construction permit for new station to use 1120 kc., 250 watts, daytime. (Rule 6, insufficient information on equipment and proposed transmitter location.)
- WGCM—Great Southern Land Co. (Grace Jones Stewart), Gulfport, Miss.—Construction permit to increase power from 100 watts to 100 watts night, 250 watts day, and increase specified hours. (Rule 6; out of order until license assignment granted.)
- NEW—Church of Christ, T. C. White, Business Manager and Operator, Stamford, Tex.—Construction permit for new station to use 1200 or 1210 kc., 100 watts, daytime. (Rules 5 and 6, insufficient information on proposed transmitter location.)
- KFPL—C. C. Baxter, Dublin, Tex.—Construction permit to make changes in equipment and increase daytime power to 250 watts. (Rule 6 and Rule 43.)
- NEW—Geo. W. Schléicher, San Francisco, Calif.—Construction permit for new station to use 930 kc., 1 KW, unlimited time. (Rule 6; all sections not answered.)

The National Association of Broadcasters

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ANTENNAS

Increasing agitation for power increases for regional and local stations, and for revision of the Federal Radio Commission quota system, has brought attention to the subject of antenna systems used by broadcasting stations.

While there is much information available, a concise compilation of data pertinent to broadcasting uses has not been available previous to the preparation of a report of a subcommittee (consisting of J. C. McNary, NAB chief engineer, and T. A. M. Craven, Washington consulting engineer) to the Committee Preparing for the North American Conference. Inasmuch as this report is comprehensive in its outline of the effects of antenna configuration, power, and operating frequency, its publication is considered timely.

The report follows:

ASSUMPTIONS

For the purpose of calculations and in order more easily to disclose trends, the following are used as a basis:

(a) Conductivity over the earth's terrain is assumed to be 10^{-13} units as an average. This assumption closely approximates the average to be found in the United States and Europe.

(b) Antenna loss resistance is taken as 10 ohms. This represents a fair average for practical installations of antennas at broadcasting stations.

(c) The height of the Heaviside layer is assumed to have an average of 100 miles with a reflection coefficient of unity. This is considered a close approximation of average conditions encountered in this country during the winter months.

(d) The propagation curves used are those giving distances for 1 KW radiated calculated by the Dellinger Committee for various frequencies. These curves are generally accepted as representing approximate conditions in practice.

(e) Calculations are made for true vertical radiators from .1 to .6 wave length in height. These have representative voltage patterns which have been corroborated in practice and therefore can be used as a basis of comparison for any other type of antenna.

(f) Most of the calculations were confined to heights of antenna less than 1,000 feet, since this maximum height of 1,000 feet is considered the limit of practical mechanical design for antenna structures within reasonably economical costs.

(g) The radiation resistance and voltage distribution formulas of Ballantine are used, since these are accepted as showing a close approximation to actual facts.

(h) Fading is considered objectionable when the ratio between the sky and ground waves exceeds 2. This permits a variation of field intensity at a receiver of 3 to 1.

(i) The attenuation for sky wave radiations is assumed to follow the inverse distance law. This permits a reasonable degree of accuracy in the calculations.

GENERAL EFFECT OF ANTENNA DESIGN

Antenna performance is an important factor in allocation engineering, both from the standpoint of distribution of energy in the

vertical plane as well as field intensity in the horizontal plane. The distribution of radiated energy in the vertical plane is an important factor in fading, as well as in useful efficiency. Figure 1 shows the relation between antenna height and frequency, antenna efficiency, radiation efficiency, and the field intensity at 1 mile for various vertical radiators having a 10 ohm loss resistance with 1 KW input power.

An illustration of how this figure may be utilized is as follows: A 500-foot antenna at 1000 kc. is a half-wave radiator, having a radiation efficiency of approximately 99 per cent, and an antenna efficiency of 80 per cent with a field intensity of 235 millivolts at 1 mile. Lowering this height to 250 feet would make the antenna a quarter-wave radiator having a radiation efficiency of 78 per cent, an antenna efficiency of 42 per cent, and a field intensity of 170 millivolts at 1 mile. Decreasing the height to 150 feet would mean a radiation efficiency of 50 per cent, and an antenna efficiency of $22\frac{1}{2}$ per cent, with a field intensity of 135 millivolts at 1 mile. In order to secure the same field intensity at 1 mile from a 150-foot antenna as could be obtained with 1 KW input power on a 500-foot antenna, it is necessary to increase the 1 KW power of the 150-foot antenna to 3 KW.

VOLTAGE PATTERN IN THE VERTICAL PLANE

The actual height of a true vertical radiator also controls the voltage distribution in the vertical plane. In Figure 2 is given various voltage patterns in the vertical plane for different antennas of designated percentages of the wave length in height.

As a general approximation, antennas having a height of .2 wave length or less have a semicircular voltage distribution in the vertical plane.

FADING

Fading is caused by the interaction between the radiations transmitted to the Heaviside layer, where they are reflected back to the earth and then intermingle with the radiations in the horizontal plane.

Fading may also occur by the intermingling of radiations in two vertical angles in the event that they are reflected from different heights of the Heaviside layer.

Figure 3 shows the distances at which objectionable fading commences for various types of antennas and frequencies. In this the fading limit indicated is that of the fading wall nearest the transmitter and is confined to the intermingling of the ground and sky waves when the conductivity of the terrain is 10^{-13} units.

Fading is independent of power input and depends solely upon the design of antenna, upon conditions in the Heaviside layer and upon ground conductivity. Thus, if any one of these factors is changed, the fading distance will likewise be affected.

SERVICE RANGES

The distance to which a specified field intensity can be transmitted over the ground depends primarily upon

- (1) Power input.
- (2) Design of antenna.

- (3) Conductivity of terrain.
- (4) Loss resistance in antenna.

The distance to which a specified field intensity can be transmitted without objectionable fading is dependent not only on the foregoing factors but also upon conditions in the Heavside layer.

Figures 4 (a), (b), etc., indicate the distances at which 10,000, 2,000, 1,000 and 500 microvolts, respectively, will be transmitted with 1 KW input with various heights of antennas having 10 ohms loss resistance. These also show approximately the expected service radii for each frequency from 150 to 1700 kc. Figures 4 (a), etc., are intended solely to indicate general trends.

It should be noted that for a field intensity of 500 microvolts, which naturally is transmitted over the longer distances, the "carrying capacity" of low frequencies over the earth outbalances the loss in initial field intensity caused by inefficient antennas; however, as the distance becomes less and the field intensity thus greater, this advantage of the low frequencies becomes less pronounced.

These figures illustrate very clearly the advantage of low frequencies for long distance service, as well as the necessity for having good antenna design to obtain these advantages for low frequency transmission at shorter distances.

THE EFFECT OF POWER

The effect of increasing power is shown in Figures 5 (a), (b) and (c), which show the distances to which 500 microvolts will be transmitted with 25 KW input in various antennas and frequencies. In these figures there is also clearly illustrated the effect of antenna design, the relative advantages of low frequencies over high frequencies with respect to attenuation, and the effect of fading. It should be noted that even with greater heights of antennas on low frequencies, the value of increasing power, while highly advantageous in the day, may be nullified to a large extent at night by fading, except for the increased signal strength up to the fading wall.

An interesting calculation illustrating the effect of power, antenna design and fading on the probable rural service radius of a broadcasting station under specified conditions and on various frequencies is indicated in Figure 6.

An illustration of the relation of conductivity, frequency, power, and antenna design to secure equal suburban coverage from broadcasting stations is indicated in Figure 7. It will be noted that the carrying capacity of the lower frequencies is of paramount importance in making these lower frequencies of greater value than the higher frequencies. The optimum frequency is about 550 kc.

In Figure 8 is illustrated the effect of antenna efficiency at the shorter distances where relatively high field intensities are encountered. It is here that the higher frequencies, properly used, are of some value as compared to the lower frequencies.

Brief Summary of Trends

Field Intensity	500 microvolts							
	100 ft.		200 ft.		500 ft. *		1000 ft. *	
	1 KW	25 KW	1 KW	25 KW	1 KW	25 KW	1 KW	25 KW
<i>Radii in Miles</i>								
<i>Day</i>								
Frequency	60	200	75	230	125	325	170	370
150 kc	70	150	85	180	110	210	120	245
550 kc	46	87	53	103	62	120	65	127
1000 kc	28	55	32	65	36	68	36	68
1700 kc								
<i>Night</i>								
150 kc	Day	140	Day	140	Day	140	Day	140
550 kc	Day	85	Day	90	Day	102	Day	190
1000 kc	Day	55	Day	55	Day	110	Day	Day
1700 kc	Day	35	Day	40	Day	Day	Day	Day

Field Intensity	2000 microvolts for 1 KW 2500 microvolts for 25 KW							
	100 ft.		200 ft.		500 ft. *		1000 ft. *	
	1 KW	25 KW	1 KW	25 KW	1 KW	25 KW	1 KW	25 KW
<i>Radii in Miles</i>								
<i>Day</i>								
Frequency	17.5	60.0	24.0	75	40	125	58	170
150 kc	25.0	70.0	37.0	85	48	110	63	120
550 kc	22.0	46.0	27.0	53	34	62	37	65
1000 kc	15.0	28.0	18.0	32	20	36	20	36
1700 kc								
<i>Night</i>								
150 kc	Day	Day	Day	Day	Day	Day	Day	140
550 kc	Day	Day	Day	Day	Day	Day	Day	Day
1000 kc	Day	Day	Day	Day	Day	Day	Day	Day
1700 kc	Day	Day	Day	Day	Day	Day	Day	Day

* Optimum height less than 500 and 1000 ft. respectively—
 150 kc. 1000 ft. 1000 kc. 500 to 600 ft.
 550 kc. 1000 ft. 1700 kc. 300 to 350 ft.

(a) At 150 kc., increasing the power from 1 KW to 25 KW with a 100-foot antenna is equivalent to an increase of 3.3 times in radius for the 500-microvolt signal. Increasing the height 10 times increases the radius of a 500-microvolt signal approximately 2.85 times.

(b) At 1700 kc., with 100-foot height, increasing the power from 1 KW to 25 KW increases the radius of the 500-microvolt signal 1.96 times. Increasing the height 3.5 times is equivalent to increasing this radius 1.28 times.

(c) At 150 kc., with 100-foot height, increasing power from 1 KW to 25 KW will increase the 2-millivolt radius by approximately 3.5 times, while multiplying the height by 10 will increase the radius of the 2-millivolt line approximately 3 times.

(d) At 1700 kc., with 100-foot height, increasing power from 1 KW to 25 KW, with a 100-foot antenna, is equivalent to increasing the 2-millivolt radius by approximately 1.85 times. Increasing the height 3.3 times is equivalent to increasing the radius of the 2-millivolt line approximately 1.35 times.

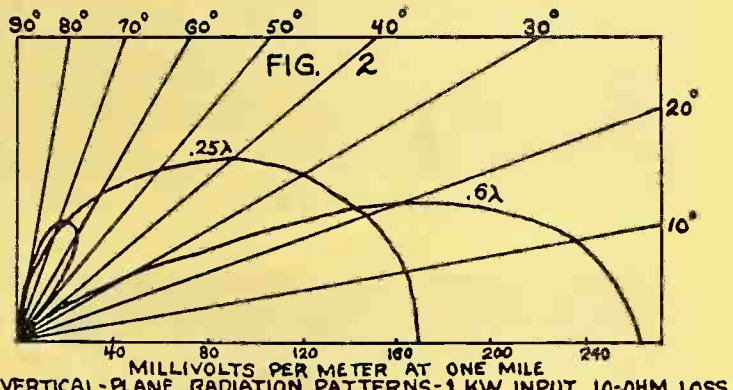
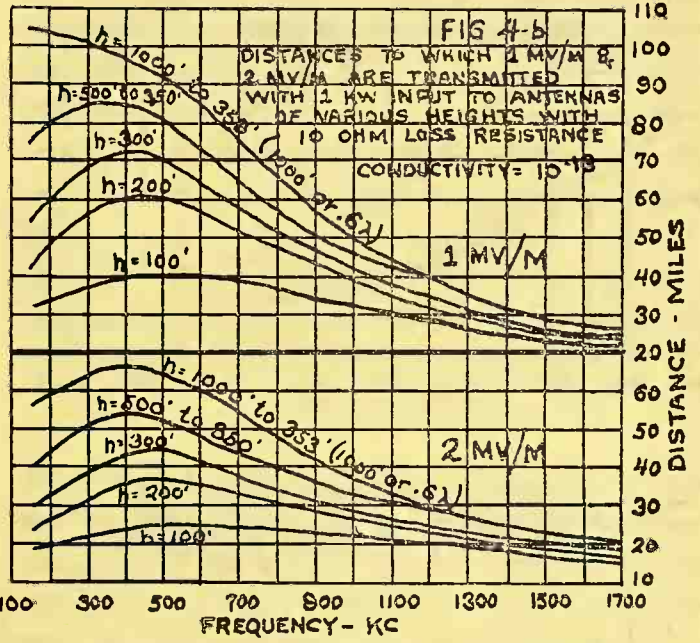
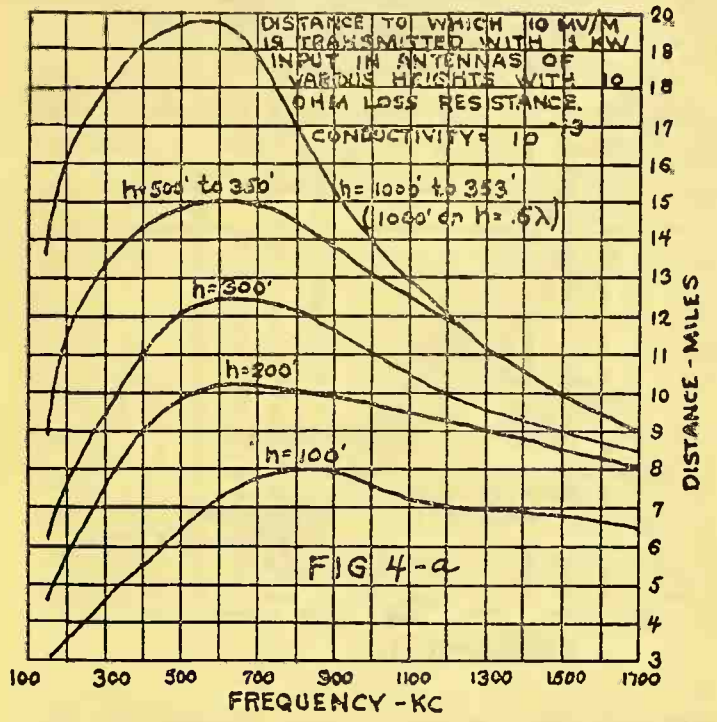
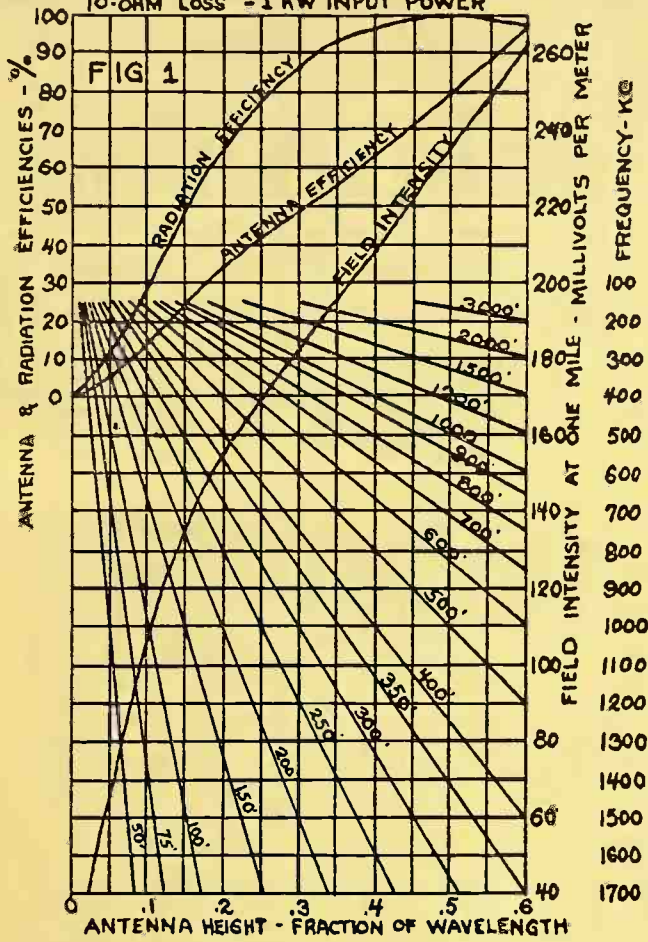
(e) From the foregoing it can be seen that input power is slightly more important than antenna height in so far as day radius is concerned. However, it can be seen that the antenna factor is of primary importance. At night the antenna factor, because of its control of fading, is of greater importance than power.

(f) It is only at the relatively shorter distances with the higher field intensities where the difference in the effect of conductivity is not so apparent that high frequencies with proper antennas are of relatively greater value as compared to the lower frequencies on small antennas.

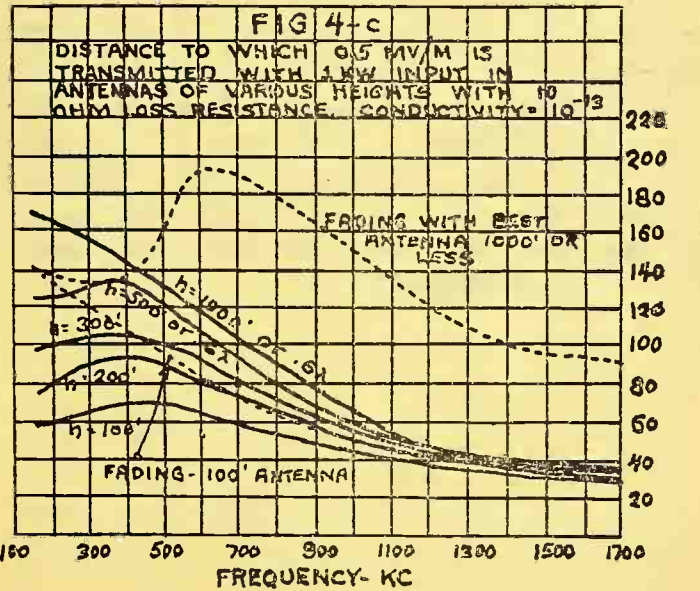
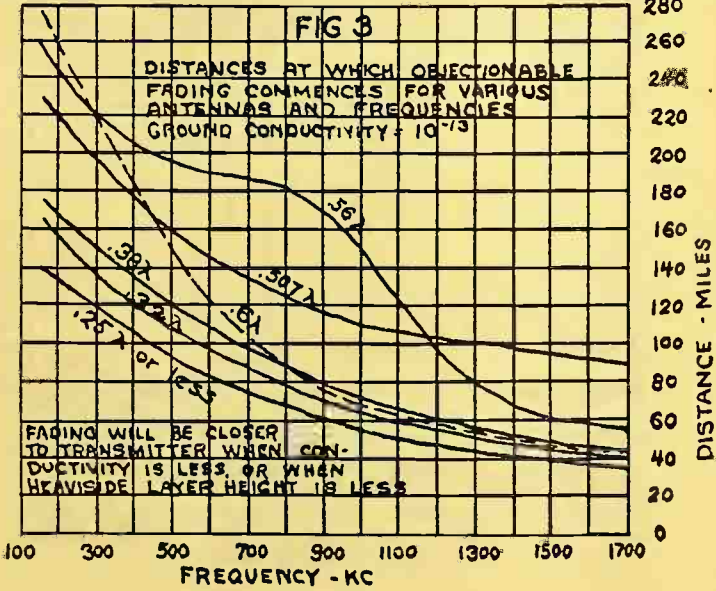
(g) Noise level should be an important influence in the choice of frequencies for specific services. A reference to Figure 7 of the report of the Committee on Radio Propagation Data, submitted March 28, 1933, illustrates the noise intensity to be expected on various frequencies. Applying this data to the foregoing table, we find that on 1700 kc., 25 KW will transmit a signal intensity of 500 microvolts to a distance of approximately 68 miles. At this distance the signal to noise ratio will be 50 in the daytime and 12.5 at night. 1 KW input on an antenna 100 feet high at 150 kc. will deliver 500 microvolts at 60 miles, at which distance there will be a signal to noise ratio of 16.5 in the day and 1.22 in the night. However, increasing this power from 1 KW to 25 KW, the signal to noise ratio will be increased to over 50 in the day and to 6.1 at night. Thus it is seen that for daytime the relatively greater value of low frequencies is not seriously impaired in the northern climates.

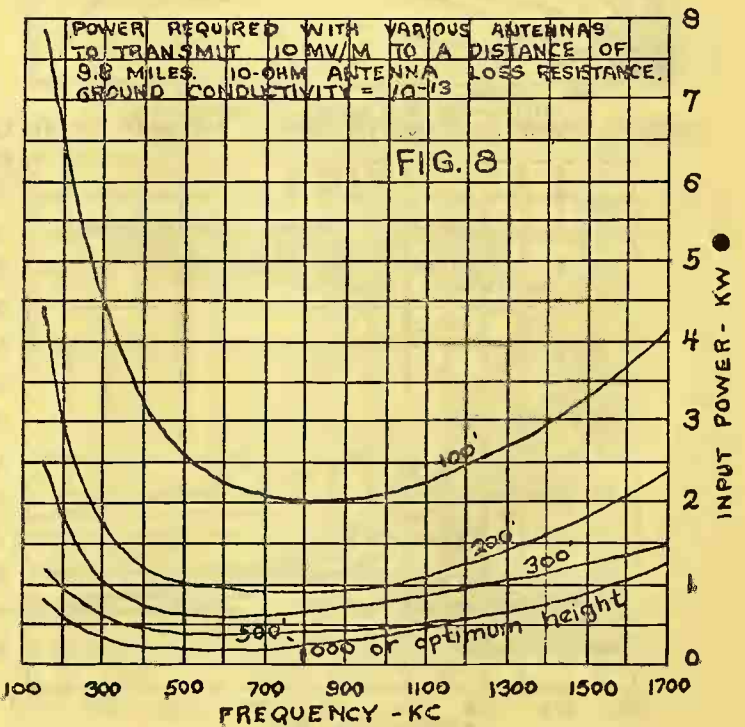
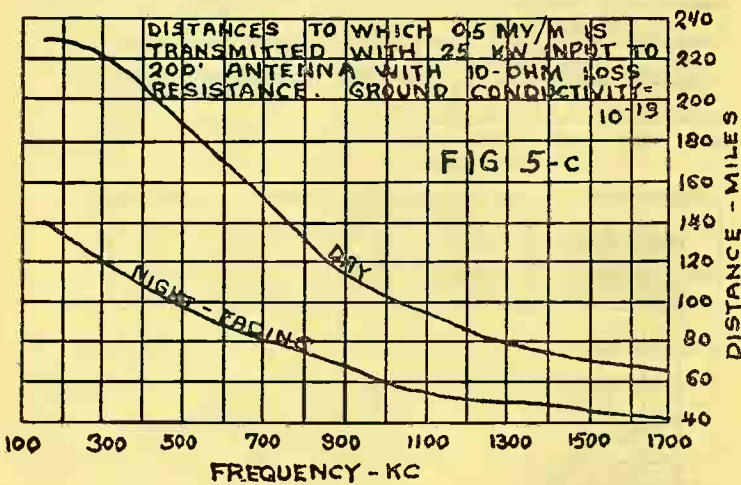
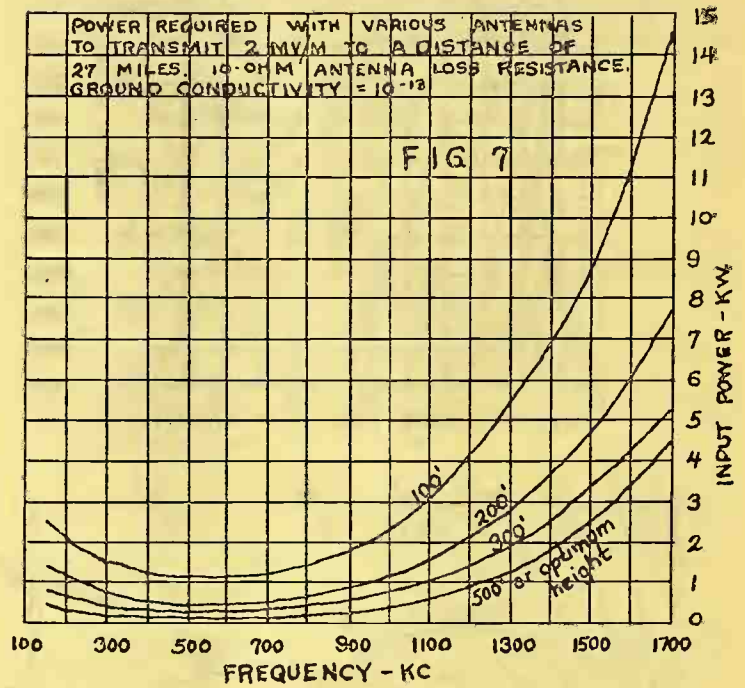
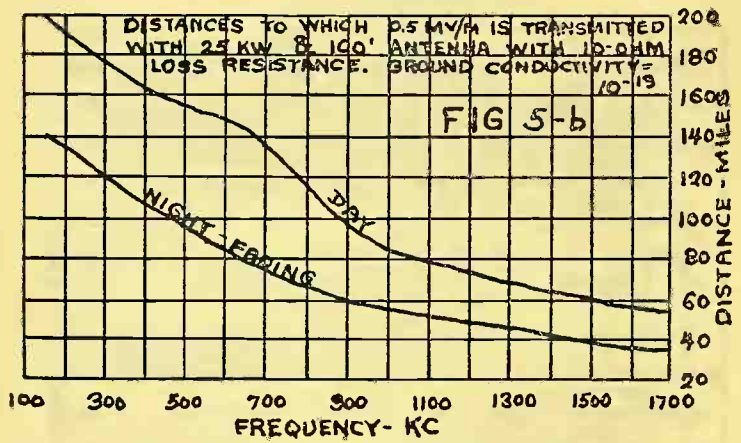
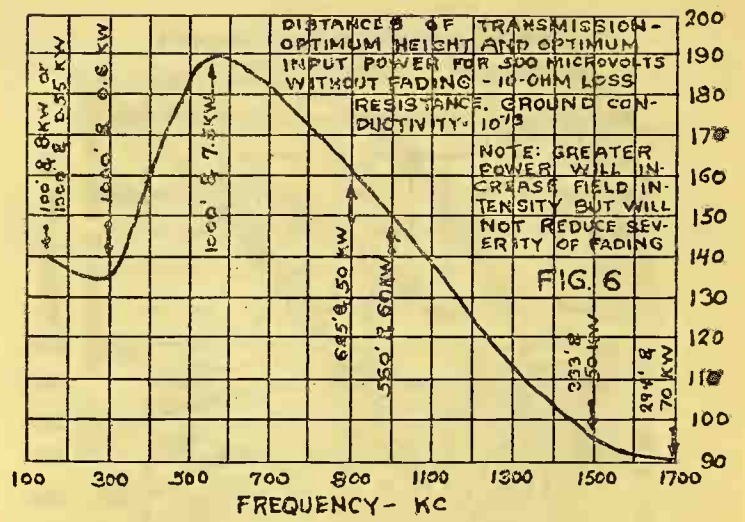
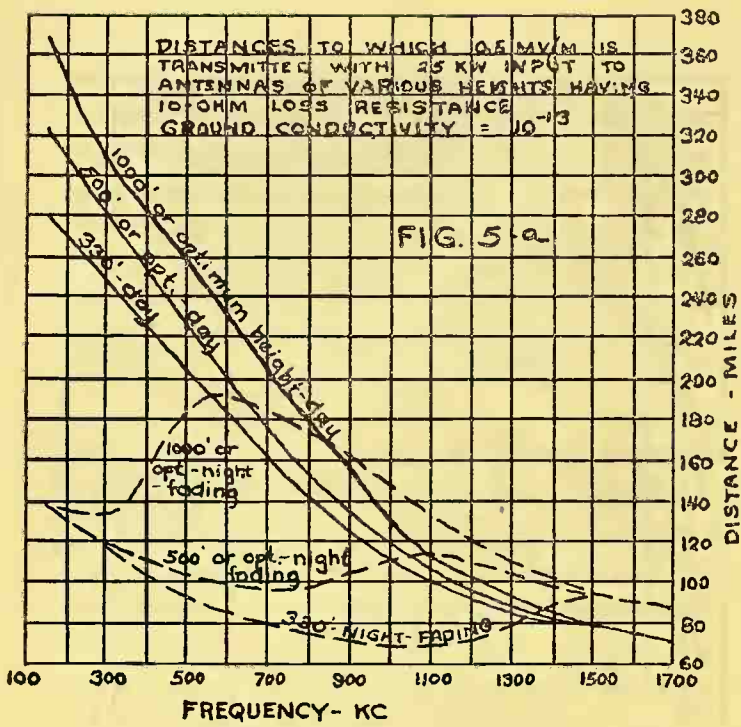
(h) However, at night 25 KW input on a 300-foot antenna at 1700 kc. will transmit a signal intensity of 500 microvolts, without fading, to a distance of approximately 68 miles, where there will be a signal to noise ratio of approximately 12.5. To approximately equal this signal to noise ratio on 150 kc. at this distance, it will be necessary to transmit with 25 KW input power on a 1,000-foot antenna. Thus the greater value of low frequencies is impaired by the noise level factor at night, particularly in tropical regions, and as a corollary the higher frequencies assume greater relative value.

VERTICAL ANTENNA CHARACTERISTICS.
10-OHM LOSS - 1 KW INPUT POWER



VERTICAL-PLANE RADIATION PATTERNS-1 KW INPUT 10-OHM LOSS





The National Association of Broadcasters

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

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STATIONS PLEDGE NRA COOPERATION

The Government's campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time will receive 100 per cent cooperation from broadcasting stations, large and small, throughout the country.

More than 100 stations returned by return mail, pledges of cooperation sent out by the NAB to all stations. Early returns, however, indicate that stations will get behind the President with their whole-hearted support.

That the National Recovery Administration is counting heavily upon radio in making the President's program successful is disclosed in the statement issued from General Johnson's office on July 27 in which it was stated that "radio is going to play a large role in the campaign."

The confidence which the Administration is placing in radio must not and will not be misplaced. Stations, organized and unorganized, will act as a whole to make this most remarkable recovery campaign a success. From the major networks to the smallest part-time station the Administration can expect the closest cooperation in its campaign.

Proof of radio's willingness to shoulder its part of the responsibility in this emergency can be gathered from the speed with which it has responded to the Government's call. Alfred J. McCosker, president of the NAB; Frank M. Russell, vice president of the NBC; Harry C. Butcher, Washington director of CBS; Martin Codel, publisher of BROADCASTING; and Philip G. Loucks, managing director of the NAB, were appointed by General Johnson as an advisory committee on radio broadcasts. Notification of the appointments were received last Monday and at two o'clock of the same day the entire committee was in session, conferring with W. B. Dolph, in charge of broadcasting activities of the NRA. Methods of cooperation were developed and a letter detailing these methods was mailed to all stations.

Through the NAB Headquarters this committee will be in daily touch with the NRA and every possible cooperation will be extended.

Just as soon as stations in the west have had an opportunity to send in their pledges of cooperation the NAB will prepare an HONOR ROLL of stations, a copy of which will be filed with the NRA.

Cooperation is the key word of the campaign. There is no place for the business individualist in this campaign. Stations must and will cooperate with each other and with the Government in making the campaign successful. Whenever and wherever the public interest is at stake, radio stations can be counted upon to respond. The American Plan of broadcasting under actual test will demonstrate its superiority.

No "slackers" will be found among the broadcasters.

CRISIS IN N. A. CONFERENCE

The North American Radio Conference has made little progress toward arriving at an agreement with respect to the allocation of frequencies for North American countries, according to advices from Mexico City where the conference has been in progress since July 10.

While Canada has reiterated its willingness to have broadcast stations assigned to the frequencies 510, 520 and 530 kc, our delegation has indicated no desire to join with the Canadians in this respect. Other countries at the conference likewise have indicated no interest in channels outside the broadcast band.

The total demand for facilities by Mexico and Central American powers, while not given in reports from the conference, appears to be in excess of the supply, and certainly in excess of the amount, of facilities this country's delegation is willing to recognize as necessary to accommodate needs in these countries.

Should the conference fail to arrive at a satisfactory agreement, it is unknown whether or not an attempt will be made at the last minute to adjust matters between Mexico and the United States on the basis of existing conditions and thereby minimize interference between stations of the two countries.

Most of the time during the past week has been spent in subcommittee meetings with little, if anything of consequence accomplished.

It is expected that an effort to find a basis for agreement will be made at plenary sessions which are being scheduled from day to day although little hope is held out from some usually well informed quarters. It is believed, therefore, that the conference will reach a crisis within the next few days.

All that could be learned as to formal proposals was that the United States has adhered strictly to the provisions of the Madrid Convention in its presentations. No formal proposals from any country were made public, as far as could be learned.

The sessions of subcommittees as well as plenary sessions are closed to all except Government representatives.

According to James W. Baldwin, who is representing the NAB at Mexico City, there is prospect that the conference may end within the next two weeks.

BROADCASTERS AND NRA CODE

Over the signatures of President Alfred J. McCosker and Managing Director Philip G. Loucks, NAB members were advised on July 25 as follows:

"The President's Reemployment Agreement has the complete endorsement of the National Association of Broadcasters. In view of the fact that patriotic and humanitarian considerations are the basic factors, we believe each member should arrive at individual determination concerning signing of the agreement."

Broadcasters throughout the country have received copies of the President's agreement and already many stations have signified their intention of executing them.

The blanket code is broad in its application and some of its provisions will require construction as to their application to broadcasting which is essentially a service enterprise rather than a manufacturing or processing business. It is recognized that in some cases, because of peculiar circumstances, great and unavoidable hardships will result from the execution of the code. For this reason the President included section 14 of the agreement which reads as follows:

"It is agreed that any person who wishes to do his part in the President's reemployment drive by signing this agreement, but who asserts that some particular provision hereof, because of peculiar circumstances, will create great and unavoidable hardship, may obtain the benefits hereof by signing this agreement and putting it into effect and then, in a petition approved by a representative trade association of his industry, or other representative organization designated by the NRA, may apply for a stay of such provision pending a summary investigation by the NRA, if he agrees in such application to abide by the decision of such investigation."

President McCosker on July 26 appointed a committee consisting of himself as chairman, G. A. Richards, Detroit, Mich.; Frank M. Russell, Washington, D. C.; Harry C. Butcher, Washington, D. C.; and Philip G. Loucks, NAB Managing Director, to consider the whole question of the application of the agreement to broadcasting and to decide whether or not a broadcasters code shall be submitted and if so, what such code shall contain. In naming the committee, President McCosker took into consideration the proximity of the members to Washington and reserved the right to increase the committee's membership and its scope of activity. For the present the committee will consider only hours of labor and wages.

In an effort to develop actual facts, a questionnaire will be mailed to all stations within the next several days and stations are

strongly urged to give immediate attention to the request for information. When this information is received and assembled the committee will meet and consider the whole question of the status of broadcasting under the Recovery Act and the necessity for a code.

The committee also will give consideration to the possibility of overlapping of authority between the Federal Radio Commission and the NRA. Obviously, it is essential that this question be threshed out thoroly and to the satisfaction of all before a final decision is reached.

INTERPRETING THE BLANKET CODE

Many questions involving the application of the President's blanket code to broadcasting have already arisen and numerous others are arising daily.

General Johnson announced this week that General Thomas H. Hammond had been appointed as chairman of a committee which is now setting up machinery for interpreting and clarifying the President's code.

All questions must be submitted in writing and written decisions will be given. Already several hundred requests from all industries have been received.

In an effort to expedite decisions on questions relating to broadcasting station operation and to avoid, as nearly as possible, duplication of work for General Hammond's committee, and at the same time render an important service to members, the NAB will endeavor to secure answers to questions sent to NAB headquarters. These questions should be set forth as briefly and clearly as possible.

PROGRESS IN COPYRIGHT CONTROVERSY

Increased activity by the Department of Justice and the Federal Trade Commission in the Government's investigation of the operations of the American Society of Composers, Authors and Publishers, resulted in an important conference at NAB Headquarters this week.

Hon. Newton D. Baker, general counsel of the NAB copyright activities, came from Cleveland with his partner, Joseph C. Hostetler, to meet with A. J. McCosker, President of NAB, Isaac D. Levy, Chairman of the Finance Committee, Philip G. Loucks, Managing Director, and Oswald F. Schuette, director of copyright activities.

The conference discussed reports of the progress of the Government's inquiry and the Association's cooperation in aiding the Government in protecting the broadcasters against extortions under the pretense of an alleged copyright monopoly.

EMPLOYMENT DRIVE ORGANIZATION

The National Recovery Administration is expecting cooperation from every broadcasting station in the United States. This was set forth in a statement issued from General Johnson's office on July 27 in which details to be followed in the President's reemployment drive were made public.

As an aid to radio stations in developing their local methods of cooperation, the statement is reproduced in full text:

"The campaign as outlined contemplates getting the story of the President's plan home to every person in the United States, encouraging employers to adopt the recovery program, enlisting support from buyers for those business concerns which are cooperating with the President, and also coupling an employment survey with the educational work.

"No definite dates for opening and closing the campaign have been set, but in all probability the work will occupy about five or six weeks. Organization of state, regional and local committees probably will be completed within a week or ten days. Many of the 13,000 organizations to which General Hugh S. Johnson has directed telegraphic appeals for help have responded that they will be ready to start their drives as soon as the organization plans which were mailed tonight are received. Approximately three weeks will be devoted to general educational work by committees when they are prepared to function. A week of intensive campaigning, which will include house to house canvassing, will close the campaign.

"Local organizations will be military in character. The Governor of each state will appoint a state chairman and a state chairman for women. The remaining members of the state committees will be selected regionally by the chairmen of committees representing the chief cities of the various states. The state commissioner of labor should be named on each state committee. The actual appointment of state committee members will be made by General Johnson on recommendation of the state chairman. The official organization plan memorandum says the state committee should

not be confused with the STATE RECOVERY BOARDS AND STATE RECOVERY COUNCILS. They are not a part of the temporary drive organization.

"Local workers will be under the jurisdiction of executive committees, which will be created by the 13,000 organizations to which General Johnson has sent telegrams. They will include representatives of prominent local groups, such as Rotary and Kiwanis clubs, labor groups, women's clubs, and welfare organizations.

"The executive committees in each city will elect a general to have charge of the city campaign, and a lieutenant-general, a woman. The general will name three colonels, each colonel to have charge of a specific phase of the campaign. The first colonel will direct the 'man power' or organization department, with 7 or more majors, depending on the size of the territory, and 7 or more captains, each captain with a company of 8 or more men.

"The 'man power' department will be charged with responsibility of a block to block canvass during the closing week of the drive—the date to be announced later—checking up in every block on the compliance with the President's Emergency Reemployment Agreement; making a survey of the unemployed, codifying the unemployed as to the adaptability by experience to trades and industries and acting as liaison in the assimilation of the unemployed in expanding industry. The 'man power' group will also check up on the proper use of insignia by dealers and consumers.

"A second colonel in each city will direct publicity and a third will have charge of sneakers.

"The plan is a modification of that employed in Richmond, Va., and which is already in operation under the direction of Mason Manghum, executive Vice-President of the Richmond Chamber of Commerce. One of the first campaign committees organized, the Richmond group, includes 400 men enlisted in the 'man power' or canvassing department.

"Satisfaction was expressed at Recovery Headquarters that the message of the Administration will reach down to the grass roots without difficulty. Not only have the telegrams received from organizations by General Johnson been highly encouraging and the volunteer offers of aid from individuals numerous, but the general campaign machinery was said to be in splendid running order.

"Initially, more than seventy million pieces of printed matter, all featuring the campaign insignia of the blue eagle, are either on their way or soon will be on the way to local committees. This material includes window cards, half-sheet posters and stickers. The window cards and posters will be given to business concerns, which accept the President's Recovery Plan, and the stickers, which may be used either on windows of houses or windshields, will be awarded to consumers who patronize business concerns having the emblem.

"Evidently radio is going to play a large role in the campaign. The invitation to participate, sent to 610 radio stations, has resulted in a flood of acceptances. It now is anticipated that every radio station in the United States will accept. Outstanding national speakers will talk directly or be interviewed over the air. A new departure will be the reading of "fillers" of from 100 to 300 words on the campaign by announcers. In every station several times daily there is need for supplemental material of from a few seconds to a minute and this usually is supplied by a piano player. Now stations are being asked to fill in this time with re-employment announcements and they are quite willing to comply. In all probability there will be a 'workers' radio hour' within the next week at which some nationally famous speaker will address the army—from buck privates to generals—over the air. At this time it is planned to have workers' mass meetings throughout the country.

"Advertisers as well as radio station managements are coming to the support of the programs. Many already have expressed willingness to relinquish part of their time in the interest of the drive. Special skits which will be helpful to the campaign are being prepared for presentation by widely known radio artists.

"Cooperation of the press will be enlisted largely by local committees, operating under a general plan which will go forward to them within a week. A press book containing forty advertisements to be underwritten locally, prepared interviews and news suggestions which will be usable in any community, will be supplied to all local committees. Mats for newspaper advertisements will be available at thirty-four distributing stations throughout the country and local committees can give all information about the mats by referring to their press books. Mats for cartoons boosting the campaign also will be supplied committees upon application.

"The administration tonight again emphasized the fact that no government money is being spent for advertising space. Mats are being supplied by the administration, but the space must be paid for by local supporters of the campaign.

"Probably never in the history of a government endeavor of this character has such care been taken in the preparation of a speaker's handbook. The campaign organization realizes that the recovery program is one requiring special and careful explanation and it has written the speaker's book with that fact in mind. The book has been prepared with the utmost care with special attention being paid to accuracy. It is hoped that the speeches as written will make clear to all just what the President is striving to do in an effort to restore prosperity by increasing consumer buying power.

"The campaign colors—red, white and blue—which will be on all insignia, and the slogan, 'We do our part', already have aroused much favorable comment.

"All of the campaigning will lead up, of course, to adoption of the President's voluntary code, and there will be plenty of printed copies of it on hand for signers. Shipments of copies already have started and they will go forward rapidly. One offer received today was for transmission of codes by airplanes owned by private passenger companies, and it undoubtedly will be accepted. Mail carriers and others also will deliver the printed code. One of the chief desires of the administration is to relieve the man who wants to sign one of any trouble in locating a blank. So there will be plenty of distributing stations.

USE OF THE NRA EMBLEM

The National Recovery Administration this week made the following official announcement regulating the use of NRA insignia by employers who have signed the President's Employment Agreement:

"The NRA official emblem is the property of the United States Government. It may not be used or reproduced without authority of the NRA R. A.

"Regulations permit the use of this emblem by all employers who sign the President's reemployment agreement, and (in the form authorized for consumers, but only in such form) by consumers who sign a statement of cooperation.

"By application to the NRA any responsible manufacturer will be authorized to make and offer for sale hangers, cards, and stickers provided (a) he agrees to conform to regulations to prevent the emblem coming into hands of employers not authorized to use it; (b) he himself has signed the President's agreement and is authorized to use the emblem; and (c) he will sell at a reasonable price. Information regarding manufacturers authorized to supply the emblems will be issued by the NRA from time to time. For purposes of reproduction, the NRA will be glad to furnish original drawings to such manufacturers to the extent they are available but cannot undertake to do so if the demand should prove large.

"Every such manufacturer shall require of every employer ordering such emblems that he affix to his order one of the 1-inch stickers.

"Any newspaper, magazine, or other publication is authorized to reproduce the emblem in the advertisement of any employer, provided such employer files with the newspaper, magazine, or other publication a written statement that he has signed the President's agreement and affixes the sticker thereto.

"Any manufacturer of stationery or advertising literature, including labels, is authorized to reproduce the emblem on behalf of any employer who files with such manufacturers a written statement that he has signed the President's Reemployment Agreement and affixes the sticker thereto.

"Employers desiring to make other uses of the emblem may consult the NRA."

NAB PROGRAM CLEARING HOUSE

Approximately twenty-five requests have been received thus far for programs offered to member stations through the agency of the NAB Clearing House. Twenty programs have been received to date from stations, while at least another twenty-five broadcasters have promised to make programs available to the Clearing House in the near future.

Programs offered during the current week are as follows:

(D 6:1) "The (name of station) Detective." Single voice. Three to five minutes. Detective tells of mystery he solved, revealing all of the clues, but neither pointing them out as such nor divulging the actual solution of the mystery. The solution is then printed in the sponsor's ad in the newspapers, or announced over the sponsor's program on the next day.

(Sp 3) "Tickling the Ether." Two short humorous scripts which can be inserted in a musical program of fifteen minutes or half-hour in length to give the "comedy and music" set-up popular now. One is a skit of the "O. Henry" type; the other a humorous monologue.

Fidelity Plan Corporation, Washington, D. C.

(Sp 4) "Flower Club." Two voices. Music and poetry, with

story woven around flowers. Five to fifteen minutes. Sponsor, one or more florists.

(Sp 5) "The Family Almanac." A daily feature of five minutes, morning preferable, giving interesting information about the day. The Almanac can carry a little horoscope, tell the sunrise and sunset, and a few paragraphs about interesting people born on that date. It also can carry a little nonsense and wind up with a short verse or thought for the day.

TRADE INDEX COLLECTION BEGUN

Report forms to be used in the collection of the information on the basis of which the NAB will construct its index of radio broadcast advertising will be mailed to member stations during the coming week.

The purpose of collecting the information is that of setting up an index and statistical service which will enable a determination of trends in radio advertising. This will be the first time that any figures have ever been collected for national, spot, and local advertising volume, as well as for a number of other features. The resulting data will be of marked importance in the planning of future commercial policy by the broadcasters, as well as in the promotion of broadcasting as against other advertising media. The undertaking also is in line with what is being done by many trade associations under the NRA.

Information collected from individual stations will be held strictly confidential. In order to preclude any possibility of the leakage of competitive information, stations will not be required to sign the monthly reports. Each station, rather, will be given a code number for purposes of classification of results. The key to this code will be available only to the Managing Director and to Dr. Hettinger, who will have charge of the compilation of the index.

The construction of the index will be based upon a carefully selected group of 120 stations, picked as being representative of every type of broadcaster and every section of the country. The stations selected to cooperate embrace approximately 50% of the total station revenue as of 1931.

Response of stations asked to cooperate has been practically unanimous in favor of the undertaking. It is most important that stations asked to cooperate in the trade index do so, since the failure of one station to participate will seriously disrupt the sample for its class of transmitter and geographical district.

The machinery of the business index has been so devised as to make possible its application for all stations should this become necessary at a future date.

SECURITIES ACT REGISTRATIONS

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

- Administered Fund, Inc., Jersey City, N. J. (2-83-1).
- American Associated Dealers, Inc., Jersey City, N. J. (three issues).
- American Bankstocks Corporation, Baltimore, Md.
- American Business Shares, Inc., Jersey City, N. J.
- American Gold Mines Consolidation, Inc., New York City (2-81-1).
- American Gyro Co., Denver, Colo. (2-102-1).
- American Trustee Share Corporation, New York City.
- American Venture Corporation, Toronto, Canada.
- Arcade Securities Corporation, Sodus, N. Y. (2-80-1).
- Automotive Devices Corporation, Washington, D. C.
- Bank and Insurance Shares Inc. (two issues).
- Bankers Union Life Co., Denver, Colo.
- Borden Methol, Inc., Washington, D. C.
- Bullock Fund, Ltd., Baltimore, Md., and Jersey City, N. J.
- Canadian Investment Fund, Ltd., Montreal, Canada.
- Canadian Reserve Mines, Ltd., Toronto, Canada (2-95-1).
- Capital Savings Plan, Inc., Philadelphia, Pa.
- Centlivre Brewing Corporation, Fort Wayne, Ind.
- Century Shares Trust, Boston, Mass. (2-96-1).
- Colonial Bond and Share Corporation, Baltimore, Md. (2-101-1).
- Columbia Carburetor Co., Washington, D. C. (2-85-1).
- Corporate Equities, Inc., New York City.
- Corporate Leaders of America, Inc., New York City (2-88-1).
- Creighton, Clyde H., Dallas, Tex.
- Cumulative Shares Corporation, New York City.
- Distributors Group, Inc., New York City (two issues).
- Electro-Inhaler Co., Washington, D. C. (2-84-1).
- Equity Corporation, Jersey City, N. J.
- Fidelity Fund, Inc., Boston, Mass.
- Financial Independence Founders, Inc., New York City.
- First Commonstocks Corporation, New York City.
- First Insuranstocks Corporation, New York City.
- Frontenac Corporation, Minneapolis, Minn.

Fundamental Investors Corporation, Jersey City, N. J.
 General American Securities, Inc., New York City.
 Gold Hub Mines Co., Denver, Colo.
 Hamilton Depositors Corporation, Denver, Colo.
 Income Foundation, Inc., Baltimore, Md.
 Independence Royalty Fund, Baltimore, Md.
 Industrial Institute, Inc., Jersey City, N. J. (2-90-1).
 Insured Investors, Inc., Kansas City, Mo.
 International Guaranty Thrift Syndicate, Denver, Colo. (2-92-1).
 Interstate Investors, Inc., New York City (two issues).
 Irving Investors Fund Co., Inc., New York City.
 Keystone Custodian Funds, Inc., Philadelphia, Pa. (2-86-1).
 London Option Gold Mining Co., Denver, Colo. (2-89-1).
 Massachusetts Investors Trust, Boston, Mass.
 Miniature Models Manufacturing Co., Ltd., Reno, Nev., and
 Los Angeles, Calif.
 Mutual American Securities Trust, Jersey City, N. J. (2-97-1).
 Mutual Mortgage Company of Chicago, Inc., Chicago, Ill. (2-
 98-1).
 Nation-Wide Securities Co., Baltimore, Md., and Jersey City,
 N. J.
 National Associated Dealers, Inc., New York City (2-93-1).
 National Farm News Publishing Company, Washington, D. C.
 National Trustee Fund, Inc., Philadelphia, Pa. (2-87-1).
 Participating Securities Corporation, New York City.
 Paymaster Consolidated Mines, Ltd., Toronto, Canada.
 Plymouth Fund, Inc., Jersey City, N. J.
 Qualified Gold Shares, Inc., New York City.
 Republic Company, Denver, Colo.
 Republic Investors Fund, Inc., New York City (2-94-1).
 San Juan Ramsey Co., Boston, Mass.
 Selected American Shares, Chicago, Ill.
 Speculative Profit Shares, Inc., Jersey City, N. J.
 Standard Corporations, Inc., Jersey City, N. J.
 Standard Industrials, Inc., Jersey City, N. J.
 Standard Oilshares Inc., New York City.
 Standard Utilities, Inc., Jersey City, N. J.
 State Street Investment Corporation, Boston, Mass.
 Stutz Motor Company of America, Inc., New York City.
 Super-Corporations of America Depositors, Inc., New York (2-
 99-1) (2-100-1).
 Supervised Shares, Inc., Jersey City, N. J.
 Texas Gulf Producing Company, Houston, Tex.
 Trafalator Corporation, Staunton, Va. (2-78-1).
 Trustee Standard Shares, Inc., New York City (three issues).
 Union Deposit Company, Denver, Colo.
 United States Banking Corporation, New York City.
 United States Electric Light and Power Shares Inc., Baltimore,
 Md., and Jersey City, N. J.
 Washington Industrial Loan Co., Washington, D. C.
 Wolverine Consolidated Syndicate, Laramie, Wyo. (2-82-1).

MINUTES AVAILABLE SOON

Abstracts of the minutes of the Engineering Section meeting, held at Chicago, June 26, and the Commercial Section meeting, held at Grand Rapids, June 27, have been sent to the printer. Distribution to NAB membership will be made within the next two weeks.

ENGINEERING REPRESENTATIVES APPOINTED

In accord with the resolutions adopted at the meeting of the NAB Engineering Section at Chicago, June 26, the following have been appointed as zone representatives to assist the Engineering Committee in its study of the existing allocation system and its application:

First Zone: J. R. Poppele, WOR.
 Second Zone: E. L. Gove, WHK.
 Third Zone: J. H. DeWitt, Jr., WSM.
 Fourth Zone: Wm. H. West, KSD.
 Fifth Zone: Harold G. Peery, KHJ.

The study will be used by the Engineering Committee as a basis for a report at the October convention. An attempt will be made to describe an allocation system based on the best possible engineering.

CEASE AND DESIST ORDERS

During the month of June the Federal Trade Commission issued cease and desist orders against the following:

Misrepresentation of therapeutic value: 1838-Natural Eyesight Institute, Inc., Santa Monica; 1996-Nancy Lee Institute, New York City.

Misbranding: 2033-H. Michelsen Company, Inc., New York City; 2097-Samuel Brier and Company, Philadelphia.

COMMISSIONER STARBUCK ON TRIP

Commissioner Starbuck will leave Washington on Wednesday, August 2, for an inspection trip to observe the use of radio on communication air lines. He will go over the principal airlines of the country, both east and west, and will probably be away all of August. Mr. Starbuck has made similar inspection trips each summer since he has been a member of the Commission.

LEE ASSISTANT TO TERRELL

E. H. Lee, supervising radio inspector in charge of the Detroit office of the Radio Commission, has been called to Washington as assistant to William D. Terrell, chief of the Division of Field Operations of the Commission. Kenneth G. Clark, of the San Francisco office of the Commission, has been transferred to the Portland, Oregon, office as Acting Inspector in charge and Richard J. Cotton, an inspector in the Portland office, has been transferred as inspector in the Detroit office. Victor G. Rowe was transferred from the San Francisco to the Los Angeles office.

NO RADIO HEARINGS

No hearings at all are set at the Commission for the week beginning Monday, July 31.

TRADE COMMISSION ADVERTISING ORDER

The Federal Trade Commission has ordered E. Griffiths Hughes Inc., Rochester, N. Y., dealer in proprietary remedies, to stop representing that its "Kruschen Salts" constitutes a cure or remedy for obesity and that it will of itself reduce fat.

Also the company is told to cease asserting that its "Radox Bath Salts" has therapeutic value when used in the bath, that it releases great quantities of oxygen when used, that it combines the properties of world famous spas, or produces the effects of treatment at such places, that it stimulates or energizes the body, and that it is imported from England.

RCA LICENSE CASE ARGUED

Brief argument was held on Thursday before Justice Lurhing, of the Supreme Court of the District of Columbia, in connection with the petition filed in that Court by C. Wood Arthur, a resident of this city, asking for a mandamus directing the Radio Commission to cancel the licenses of the Radio Corporation of America and its subsidiaries on the ground that the Federal Court of Delaware found RCA guilty of a practice that tended to a monopoly. Justice Lurhing stated that he would render a decision on or before July 31. Earlier in the week the Commission filed an answer to the petition.

STATION PROMISES POUR IN

"Messages from radio stations, promising complete cooperation with the President's re-employment drive, poured into the National Recovery Administration in a steady stream throughout the day yesterday," the NRA officially announced July 28. "Full advantage of these offers of help will be taken by the Public Relations Bureau and within a very few days a veritable barrage of radio talks will be on the air."

"In addition to the nation-wide hook-ups, plans are being worked out for a countless number of educational and inspirational talks by local speakers. Enthusiastic affirmative responses have been received from substantially all of the radio stations of the nation.

"It is expected that, through promised cooperation of sponsors, many of the most popular of the radio programs will include sketches, songs, addresses and other material designed to give impetus to the Government's big drive to put men and women back on the payrolls."

WETS AND DRYs UNDER SAME RULES

The prohibition question should be argued over the radio by the wets and drys under similar rules and broadcasters should check carefully all political arguments delivered over their stations under the guise of "sermons," according to James H. Hanley, a member of the Commission.

Commissioner Hanley's statement was made in reply to a letter from Hubert LaDue of Yucaipa, California, who protested that reformers and ministers were delivering "sermons" against repeal of the Eighteenth Amendment while those favoring repeal must have their speeches identified as "This is a political talk; this station is neutral, etc."

"While the situation referred to by Mr. LaDue is not specifically covered by the Radio Law of 1927, as amended, or by regulations of the Commission, it is a matter which is worthy of serious study," Commissioner Hanley said.

"It would seem that in the interest of harmony and good will the licensees of stations would treat alike representatives of both

sides of controversial questions. For station owners to stamp an address in favor of repeal of the Eighteenth Amendment as a "political talk," and to allow "sermons" opposing repeal to be delivered without such a designation, of course, is rank discrimination and should not be countenanced.

"As Mr. LaDue points out in a postscript, the opinion of the wets is of no more value, perhaps, than the opinion of the dries, but they should argue over the air under exactly the same rules.

"Nor should speakers over the air be allowed to argue a controversial matter deftly and subtly while discussing another topic. In such cases, in my judgment, the licensee would be justified in cutting the speaker off the air.

"In the Radio Law, specific instructions are laid down relative to the use by candidates for public office of radio stations in their campaign. It is set forth that if the licensee of a radio station permits one candidate to use its facilities, the same privilege must be extended to other candidates for the same office, but the licensee is not obliged to allow the use of its station by any candidate. That section of the law is eminently fair and just and should be a guide for all broadcasters in handling controversial matters.

"While the law says the licensee has no power of censorship over material broadcast under the clause relative to the use of a station by candidates, it is the solemn obligation and duty of broadcasters to scan carefully all other material used over their stations, for the Court of Appeals in the District of Columbia, in a celebrated decision in a radio case, recently quoted the Biblical injunction, "By their fruits ye shall know them," for the guidance of the Commission in evaluating stations and in determining whether they are operating in the public interest, convenience and necessity."

STATUS OF STATE LEGISLATURES

The number of legislatures actually in session continues at a minimum. California, Colorado (special session), New York (special session), South Dakota (special session), and Utah (second special session) are, or were, scheduled to be in session. Iowa is scheduled to meet September 15th, and Virginia August 17th, in special sessions. New Jersey is recessed until August 29th. Kentucky and Mississippi continue to stand out as the only two not having met, and not being scheduled to meet this year. Massachusetts, Michigan, Vermont, Wisconsin, and Oklahoma adjourned this month.

UNIFORM NEWSPAPER CONTRACT

A revision of the Standard Order Blank for Publications has been adopted by the American Newspaper Publishers Association, Periodical Publishers' Association, Associated Business Publications, and the Agricultural Publishers' Association in cooperation with the American Association of Advertising Agencies. The original Standard Order Blank was adopted by the same organizations in 1920 and has been in use since then without change.

AFA OFFERS NRA COOPERATION

Edgar Kobak, President of the Advertising Federation of America and Vice President of the McGraw-Hill Publishing Company, today tendered the services of the organized advertising interests of the nation to the National Recovery Administration. Full cooperation to publicize and advertise the President's Industrial Recovery program was pledged.

The Advertising Federation is the representative body of all advertising interests, having affiliated with it advertising clubs in most major cities as well as many advertising associations of national character. These groups will assist the Washington headquarters staff in copy preparation, as well as other matters.

The local advertising clubs will tie-in with the Chamber of Commerce in each city and help develop the local campaigns now under way.

The Federation's speakers' bureau was also made available to Recovery Administration.

The NAB holds membership in the AFA.

RESOLUTIONS ADOPTED BY AFA

The following resolutions were adopted by the Advertising Federation of America at its convention held at Grand Rapids, Mich., last month:

1. The Advertising Federation of America reaffirms its deep faith in the efficacy of organized effort, with all related interests working together to improve advertising and to curb destructive competition, especially in times of abrupt and far-reaching changes like the present. It offers to cooperate with all other organized bodies representing special interests in advertising, such as are included in the Federation's broad membership, to the end that they may mutually assist one another in this common cause.

2. In keeping with its principle of "Truth in Advertising," adopted twenty years ago, the Advertising Federation of America is in hearty accord with the aim of the Federal Administration to prohibit false, misleading, and unfair advertising, and it stands ready to cooperate with the Government in carrying into effect any constructive legislation to his end, which is broadly applicable to all lines of advertised industry and does not in itself, or by its method of enforcement, hamper legitimate advertising nor prevent a reasonably persuasive advertising appeal.

In this connection, it commends to the consideration of the Government the Declaration of Ideals and Principles adopted by the Federation at its last annual convention and the following advertising codes covering the national field and the local retail field.

A. *For the national field*—The Code of Advertising Practices adopted jointly a year ago by the Association of National Advertisers, Inc., and the American Association of Advertising Agencies, and also an Advertising Review Committee to interpret and apply the code.

This National code classified the following practices as unfair to the public and tending to discredit advertising:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

B. *For the local retail field*—The Fair Practice Code for Advertising and Selling, adopted a year ago by the Affiliated Better Business Bureaus, Inc., which declares unfair and against the public interest the following practices:

1. Misleading advertising.
 2. Unfair competitive claims.
 3. Disparagement of competitors.
 4. Underselling claims.
 5. "Bait" offers.
 6. Deceptive statements accompanying cut prices.
3. The Advertising Federation of America wishes to assert its confidence in the immediate future of American business and to express its belief in cooperative effort by Government and business, as a means of reducing destructive and unfair competition, to the end that merit may prevail, purchasing power be improved, and profits be made on legitimate business effort.

The Federation believes that the policy of a fair price for a good product will give advertising a better opportunity than ever before to appeal to consumers on a quality and service basis, and thus lessen wasteful sales effort by creating a more active consumer demand. It also believes that any effort made by the Government to prevent over-production will not operate to restrict the volume of advertised goods produced to satisfy an augmented consumer demand.

MRS. HOWELL OPENS OFFICE

Radio research work is now being done by Mrs. Fina M. Howell, attached to the Federal Radio Commission for several years. Mrs. Howell was official translator for the American delegates at both the International Radio Conference at Madrid and the 1931 Copenhagen C. C. I. R. Conference.

FEDERAL RADIO COMMISSION ACTION APPLICATIONS GRANTED

First Zone

WABI—First Universalist Society of Bangor, Bangor, Maine.—Granted authority to remain silent for a period of three days in order to move transmitter to another room.

Second Zone

WSEN—The Columbus Broadcasting Corp., Columbus, Ohio.—Granted license authorizing local move of transmitter; 1210 kc., 100 watts, unlimited time.

WEHC—Emory and Henry College, Charlottesville, Va.—Granted consent to voluntary assignment of construction permit to Community Broadcasting Corp.

Third Zone

WACO—Central Texas Broadcasting Co., Inc., Waco, Texas—Granted modification of construction permit to extend commencement date to at once and completion date to Dec. 30, 1933.

WSFA—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—Granted special temporary authority to operate from 7:45 p. m. to 12 midnight, CST, for period ending Sept. 10, 1933, providing WODX remains silent.

Fourth Zone

WGN—WGN, Inc., Chicago, Ill.—Granted temporary renewal of license and designated application for hearing; also same for auxiliary transmitter.

WEW—The St. Louis University, St. Louis, Mo.—Granted extension of special authority to discontinue operation except to broadcast all government reports, from Aug. 1 to Sept. 1, 1933.

KUSD—University of South Dakota, Vermillion, S. Dak.—Granted authority to remain silent from the present time to Sept. 18.

KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of special authority to use time assigned to but not used by KUSD and WILL during month of August.

KFOR—Meyer Broadcasting Co., Bismarck, N. Dak.—Granted special temporary authority to operate from 12:30 to 2 p. m., CST, July 28, provided KFDY remains silent.

Fifth Zone

None.

APPLICATIONS SET FOR HEARING

NEW—Nicholas Kuris, Muskegon, Mich.—Construction permit for new station; 1200 kc., 100 watts, daytime.

NEW—Willard C. DeMuth, Ulrichesville, Ohio—Construction permit for new station; 1370 kc., 100 watts, daytime.

KOIN—KOIN, Inc., Portland, Ore.—Construction permit to make changes in equipment and increase daytime power from 1 KW to 2½ KW.

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Construction permit to move transmitter locally; change frequency from 1430 kc. to 780 kc.; increase day power from 1 KW to 2½ KW; use present auxiliary transmitter of KFI modified. (Facilities formerly assigned to KGEF.)

WIBA—Badger Broadcasting Co., Madison, Wis.—Construction permit to change location of transmitter to one mile northwest of Waunakee, Wis.; make changes in equipment; change frequency from 1280 kc. to 720 kc.; increase power from 500 watts night, 1 KW day, to 25 KW, and change hours from unlimited to sharing with WGN. (Facilities of WGN, WHA, and WLBL.)

MISCELLANEOUS COMMISSION ACTION

WPG—WPG Broadcasting Corp., Atlantic City, N. J.—The Commission reconsidered its action of July 11, in granting this station a regular license, and granted a temporary renewal of license and designated application for hearing because its facilities have been applied for.

WSAZ—WSAZ, Inc., Huntington, W. Va.—Granted renewal of license, 1190 kc., 500 watts, limited time, sunset WOI; also granted special temporary authority to operate with an additional 500 watts power.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted special temporary authorization to operate unlimited time pending Commission decision on application requesting a change of hours to unlimited. This special authority in no event is to extend beyond 3 a. m., EST, Nov. 1, 1933.

KGBX—KGBX, Inc., Springfield, Mo.—Suspended grant of application for voluntary assignment of license of KGIZ, of Grant City, Mo., to KFBX, because of protests of A. Craig Siegfried and Max A. Kramer, and designated application for hearing.

APPLICATIONS RECEIVED

First Zone

WMSG—Madison Square Garden Broadcast Corp., New York City—Consent to voluntary assignment of license to Standard Cahill Co., Inc.

WCDA—Italian Educational Broadcasting Co., New York City—Consent to voluntary assignment of license to Standard Cahill Co., Inc.

Second Zone

None.

Third Zone

WEED—William Avera Wynne, Greenville, N. C.—Modification of construction permit granted 6-16-33; changes in equipment, change street address of studio, and extend date of commencement.

WPTF—WPTF Radio Co., Raleigh, N. C.—Modification of construction permit granted 6-9-33 to extend dates of commencement and completion to 8-19-33 and 11-19-33, respectively. (Supersedes former application to extend commencement date only.)

KRGV—KRGV, Inc., Harlingen, Texas—Modification of license to change hours of operation from shares equally with KWWG to unlimited time. (Facilities of KWWG.)

Fourth Zone

WKBB—Sanders Bros. Radio Station, East Dubuque, Ill.—Modification of construction permit granted 10-21-32 to change transmitter and studio location one mile from proposed location, change equipment, amended to change specified hours.

WIBA—Badger Broadcasting Co., Inc., Madison, Wis.—Construction permit to move transmitter from Madison to Burke, Wis., make changes in equipment, change from 1280 kc., 500 watts, 1 KW until local sunset, unlimited time, to 720 kc., 25 KW, shares WGN (facilities of WGN, WHA, and WLBL), amended to change proposed transmitter location to one mile northwest of Waunakee, Wis.

WIAS—Iowa Broadcastin^g Co., Ottumwa, Iowa—Construction permit to change equipment, frequency, power and hours from 1310 kc., 100 watts, unlimited time, to 780 kc., 250 watts, daytime.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Construction permit to move transmitter from 540 N. Lake St. to two miles from center of Gary, Ind.

Fifth Zone

None.

APPLICATIONS RETURNED

WSAR—Doughty and Welch Electric Co., Inc., Fall River, Mass.—Construction permit to move transmitter and studio from 32 N. Main St., Fall River, Mass., to Crowninshield Shipyard, Town of Somerset, and 1 South Main St., respectively; make changes in equipment and increase power from 250 watts to 250 watts night, 500 watts day, experimentally. (Improper form and unsatisfactory equipment.)

WHBY—WHBY, Inc., Green Bay, Wis.—Construction permit to make changes in equipment, change frequency from 1200 kc. to 990 kc., and increase power from 100 to 500 watts (facilities of WLBL, WJJD, and WGES). (Unsatisfactory equipment, Rule 116.)

NEW—Korn Krib General Mercantile Store, Cromwell, Okla.—Construction permit to erect a new broadcast station to use 1250 kc., 15 watts, unlimited time. (Unsatisfactory equipment, Rules 120 and 145.)

NEW—C. C. Crawford, Haynesville, La.—Construction permit to erect a new broadcast station to use 1200 kc., 50 watts, specified hours (facilities of KMLB which are not being used). (Questionable equipment and unsatisfactory transmitter location.)

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Special experimental authority to increase power from 500 watts to 1 KW for 90 days. (Rules 6 and 43.)

NEW—W. E. Barclift, P. L. Barclift, and F. E. Barclift, d/b as Tuscaloosa Broadcasting Co., Tuscaloosa, Ala.—Either to move WPFB from Hattiesburg, Miss., to Tuscaloosa, Ala., or for new station requesting facilities of WPFB. (Not clear, and inconsistent.)

WJBY—J. L. Aders, Gadsden, Ala.—Consent to involuntary assignment of license from Gadsden Broadcasting Co., Inc. (Request of applicant.)

WJBY—J. L. Aders, Gadsden, Ala.—Construction permit to move transmitter and studio of WJBY locally. (Request of applicant.)

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

NAB REPORTS

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AUG. 5, 1933

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THE HONOR ROLL OF BROADCAST STATIONS

The stations listed below have signed and returned to NAB Headquarters the following pledge of cooperation:

"I pledge the cooperation of Station — to the National Recovery Administration in the campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time."

The list is complete as of 5 p. m. Friday, August 4, although each mail brings in additional pledges. Next week the list will be revised and it is hoped that the Honor Roll will include the call letters of every station in the United States. If you have not executed your pledge, please do so at once. If for any reason you did not receive a copy of the pledge, or it has become lost, write NAB Headquarters and copies will be supplied. A copy of this list and the subsequent list will be filed with the NRA.

This list includes 350 stations.

NETWORKS

Columbia Broadcasting System

National Broadcasting Company

Yankee Network

Don Lee Broadcasting System

FIRST ZONE

Connecticut

WICC, Bridgeport
WDRG, Hartford
WTIC, Hartford

Delaware

WDEL, Wilmington

District of Columbia

WOL, Washington

Maine

WRDO, Augusta
WABI, Bangor
WCSH, Portland
WAGM, Presque Isle

Maryland

WBAL, Baltimore
WCAO, Baltimore
WCBM, Baltimore
WFBR, Baltimore
WTBO, Cumberland

Massachusetts

WAAB, Boston
WBZ, Boston
WBZA, Boston
WEEL, Boston
WHDH, Boston
WLOE, Boston
WNAC, Boston
WLEY, Lexington
WNBH, New Bedford
WBSO, Needham
WMAS, Springfield
WORC, Worcester
WTAG, Worcester

New Hampshire

WHEB, Portsmouth

New Jersey

WCAM, Camden
WAAT, Jersey City
WAAM, Newark
WOR, Newark
WODA, Paterson
WTNJ, Trenton
WAWZ, Zarephath

New York

WMBO, Auburn
WNBF, Binghamton
WARD, Brooklyn
WLTH, Brooklyn
WMIL, Brooklyn
WBEN, Buffalo
WEBR, Buffalo
WGR, Buffalo
WKBW, Buffalo

WGNV, Chester Twp.

WESG, Elmira

WGLC, Glens Falls

WOCL, Jamestown

WABC, New York

WCDA, New York

WHN, New York

WMCA, New York

WNYC, New York

WOV, New York

WHAM, Rochester

WHEC, Rochester

WNBZ, Saranac Lake

WFBL, Syracuse

WHAZ, Troy

WWRL, Woodside

Rhode Island

WEAN, Providence

WJAR, Providence

WPRO, Providence

Vermont

WSYB, Rutland

WNBX, Springfield

WDEV, Waterbury

SECOND ZONE

Kentucky

WCKY, Covington

WFIW, Hopkinsville

WLAP, Louisville

WPAD, Paducah

Michigan

WHDF, Calumet

WJR, Detroit

WMBC, Detroit

WWJ, Detroit

WXYZ, Detroit

WKAR, East Lansing

WFDF, Flint

WASH, Grand Rapids

WOOD, Grand Rapids

WJBK, Highland Park

WJMS, Ironwood

WIBM, Jackson

WKZO, Kalamazoo

WMPC, Lapeer

Ohio

WJW, Akron

WHBC, Canton

WFBE, Cincinnati

WLW, Cincinnati

WSAI, Cincinnati

WGAR, Cleveland

WJAY, Cleveland

WCAH, Columbus

WOSU, Columbus

WSEN, Columbus

WHBD, Mt. Orab

WADC, Tallmadge

WSPD, Toledo

WKBN, Youngstown

Pennsylvania

WCBA, Allentown

WFBG, Altoona

WLBW, Erie

WIBG, Glenside

WCOD, Harrisburg

WHP, Harrisburg

WAZL, Hazleton

WJAC, Johnstown

WKJC, Lancaster

WCAU, Philadelphia

WDAS, Philadelphia

WFI, Philadelphia

WHAT, Philadelphia

WPEN, Philadelphia

WRAX, Philadelphia

WTEL, Philadelphia

KDKA, Pittsburgh

KQV, Pittsburgh

WJAS, Pittsburgh

WWSW, Pittsburgh

WEEU, Reading

WRAW, Reading

WGBI, Scranton

WQAN, Scranton

WNBO, Silver Haven

WBRE, Wilkes-Barre

WRAC, Williamsport

WORK, York

Virginia

WJSV, Alexandria

WBTM, Danville

WLVA, Lynchburg

WGH, Newport News

WTAR, Norfolk

WPHR, Petersburg

WMBG, Richmond

WRVA, Richmond

WRBX, Roanoke

West Virginia

WMMN, Fairmont

WSAZ, Huntington

WWVA, Wheeling

THIRD ZONE

Alabama

WAPI, Birmingham

WBRC, Birmingham

WBHS, Huntsville
 WODX, Mobile
 WSFA, Montgomery
 WHET, Troy

Arkansas
 KTHS, Hot Springs
 KARK, Little Rock
 KGHI, Little Rock
 KLRA, Little Rock
 KCMC, Texarkana

Florida
 WQAM, Miami
 WDBO, Orlando
 WCOA, Pensacola
 WDAE, Tampa

Georgia
 WENC, Americus
 WGST, Atlanta
 WSB, Atlanta
 WRDW, Augusta
 WKEV, LaGrange
 WMAZ, Macon
 WJTL, Oglethorpe U.
 WFDV, Rome

Louisiana
 KMLB, Monroe
 WBBX, New Orleans
 WDSU, New Orleans
 WWL, New Orleans
 KRMD, Shreveport
 KWEA, Shreveport
 KWKH, Shreveport

Mississippi
 WKFI, Greenville
 WJDX, Jackson
 WHEF, Kosciusko
 WGCM, Mississippi City
 WQBC, Vicksburg

North Carolina
 WWNC, Asheville
 WBT, Charlotte
 WSOB, Gastonia
 WBIG, Greensboro
 WPTF, Raleigh
 WRAM, Wilmington
 WSJS, Winston-Salem

Oklahoma
 KOCW, Chickasha
 KCRC, Enid
 KFRR, Oklahoma City
 KGFG, Oklahoma City
 KGFF, Shawnee
 KVOO, Tulsa

South Carolina
 WIS, Columbia
 WFBC, Greenville
 WSPA, Spartanburg

Tennessee
 WOPI, Bristol
 WDOO, Chattanooga
 WTJS, Jackson
 WNOX, Knoxville
 WHBQ, Memphis
 WMC, Memphis
 WNBR, Memphis
 WLAC, Nashville
 WSM, Nashville
 WSIX, Springfield

Texas
 KGRS, Amarillo
 WFAA, Dallas
 WRR, Dallas
 KFPL, Dublin
 KTSM, El Paso
 WDAH, El Paso
 KFJZ, Fort Worth
 KTAT, Fort Worth
 KLUF, Galveston
 KFPM, Greenville
 KRGV, Harlingen
 KPRC, Houston

KFYO, Lubbock
 KABC, San Antonio
 KMAC, San Antonio
 KONO, San Antonio
 KTSA, San Antonio
 KGKB, Tyler
 WACO, Waco
 KGKO, Wichita Falls

FOURTH ZONE

Illinois
 WCAZ, Carthage
 KYW, Chicago
 WAAF, Chicago
 WBBM, Chicago
 WCFL, Chicago
 WCRW, Chicago
 WSBC, Chicago
 WEHS, Cicero
 WHFC, Cicero
 WKBI, Cicero
 WJBL, Decatur
 WEBQ, Harrisburg
 WCLS, Joliet
 WKBB, Joliet
 WJBC, La Salle
 WMBD, Peoria
 WTAD, Quincy
 KFLV, Rockford
 WHBF, Rock Island
 WCBS, Springfield
 WTAX, Springfield
 WDZ, Tuscola

Indiana
 WHBU, Anderson
 WKBV, Connersville
 WTRC, Elkhart
 WGBF, Evansville
 WKBF, Indianapolis
 WLBC, Muncie
 WBOW, Terre Haute

Iowa
 WOI, Ames
 KWCR, Cedar Rapids
 KOIL, Council Bluffs
 WOC, Davenport
 KGCA, Decorah
 KWLC, Decorah
 KSO, Des Moines
 WHO, Des Moines
 KFJB, Marshalltown
 WIAS, Ottumwa
 WMT, Waterloo

Kansas
 KFBI, Abilene
 WLBF, Kansas City
 WREN, Lawrence
 KFH, Wichita

Minnesota
 KGDE, Fergus Falls
 WCCO, Minneapolis
 WDGY, Minneapolis
 WRHM, Minneapolis
 KGFK, Moorhead

Missouri
 KFVS, Cape Girardeau
 KFUD, Clayton
 WOS, Jefferson City
 WMBH, Joplin
 KMBC, Kansas City
 KWKC, Kansas City
 WDAF, Kansas City
 WOQ, Kansas City
 KMOX, St. Louis
 KWK, St. Louis
 WEW, St. Louis
 WIL, St. Louis
 KGBX, Springfield

Nebraska
 KGFV, Kearney
 KGNF, North Platte
 WAAW, Omaha

WOW, Omaha
 KGKY, Scottsbluff

North Dakota
 WDAY, Fargo

South Dakota
 KFDY, Brookings
 KSOO, Sioux Falls
 KUSD, Vermillion
 WNAX, Yankton

Wisconsin
 KFIZ, Fond du Lac
 WHBY, Green Bay
 WCLO, Janesville
 WKBH, La Crosse
 WHA, Madison
 WHAD, Milwaukee
 WTMJ, Milwaukee
 WHBL, Sheboygan
 WLBL, Stevens Point
 WEBC, Superior

FIFTH ZONE

Arizona
 KOY, Phoenix
 KVOA, Tucson
 KUMA, Yuma

California
 KFVB, Hollywood
 KFOX, Long Beach
 KFAC, Los Angeles
 KFVD, Los Angeles
 KGfJ, Los Angeles
 KHJ, Los Angeles
 KRKD, Los Angeles
 KLS, Oakland
 KFXM, San Bernardino
 KTAB, San Francisco
 KREG, Santa Ana
 KWG, Stockton

Colorado
 KFEL, Denver
 KLZ, Denver
 KPOF, Denver
 KIDW, Lamar
 KGHF, Pueblo
 KGIW, Trinidad

Idaho
 KIDO, Boise
 KID, Idaho Falls
 KFSD, Nampa

Montana
 KGHL, Billings
 KGIR, Butte
 KGEZ, Kalispell
 KGVO, Missoula

Nevada
 KGIX, Las Vegas
 KOH, Reno

New Mexico
 KGGM, Albuquerque
 KICA, Clovis
 KGFL, Raton

Oregon
 KALE, Portland
 KEX, Portland
 KGW, Portland
 KOIN, Portland
 KWJJ, Portland

Utah
 KLO, Ogden

Washington
 KFBL, Everett
 KPCB, Seattle
 KTW, Seattle
 KVL, Seattle
 KFIO, Spokane
 KFPY, Spokane
 KVI, Tacoma
 KUJ, Walla Walla
 KPQ, Wenatchee

Wyoming
 KDFN, Casper

WORK ON BROADCASTERS CODE

General Hugh S. Johnson, administrator of the NRA, was advised on August 1 by the Managing Director that the NAB "is now at work developing a code for broadcasters."

"President Alfred J. McCosker has appointed a committee which has addressed a questionnaire to all broadcasters with a view to obtaining information upon which a code will be drafted for submission to the NRA," the letter states:

"Every effort will be made to have the code agreed upon and ready for submission at the earliest possible date."

Questionnaires mailed to all stations on July 31 are pouring in to NAB headquarters and information contained therein will be used as the basis for the broadcasters' code. There is no need to stress the importance of each station supplying the information requested at the earliest possible date. Stations are cooperating generously in making the publicity campaign successful and the drafting and filing of a code are essential to make broadcasting's compliance with the letter and spirit of the law complete.

CODE PROCEDURE OUTLINED BY NRA

Procedure by which the National Recovery Administration plans to expedite the progress of Codes of Fair Competition from submission by the affected industries through public hearings and to final approval by the President was made public on July 31.

The major steps through which a code will pass, outlined by John M. Hancock, the administration's executive officer are substantially as follows:

"Application for approval of a code must be made by a trade association or other group within the industry.

"Following its presentation in behalf of an industry by the trade association, a code will be studied to determine that the association sponsoring it is truly representative of the industry. That having been determined, the code will be forwarded to a code analysis division for a quick examination. In this division the constitution and by-laws of the trade association will be examined to make sure that there are no inequitable restrictions as to membership and that the association method of levying dues does not discriminate against smaller producers in the industry.

"The code will then be examined for its general form and continuity of provisions. Each code must contain certain provisions required by law or by executive order, such as those guaranteeing the right of collective bargaining and banning child labor.

"The code also will be examined to determine whether any provisions are in conflict with any policy of the Administration.

"The examiner then will prepare a letter containing suggestions as to changes in form or content of the code or of the trade association's constitutional by-laws. This letter, having been approved by the control division, it will be sent to the trade association. At the same time copies of the letter will be sent to members of the Industrial Advisory Board, the Consumers Advisory Board, the Labor Advisory Board, the Legal Division, Planning and Research and the deputy Administrator to whom the code ultimately will be assigned for hearing. Up to this time one man may represent an industry.

"Conferences will then be scheduled between the trade association representatives and as many men from the industry as it may wish with deputy administrator. The conferences will be participated in by an industrial adviser, consumer adviser, labor adviser, a member of the legal staff, a member of the research and planning staff and a code analyst.

"Necessary revisions developed as a result of the conferences will be reported to the trade association for its approval. These revisions having been adopted or rejected by the association, the code will be ready for public hearing.

"Notices of the public hearing will be sent to trade publications and will be posted on the bulletin boards of over 1,100 first-class post-offices throughout the country.

"The Administrator, the public hearing having been concluded, will prepare a report to the President, the report to include the code as finally proposed, a copy of the notice of hearing, a statement procedure followed, a statistical analysis by the research, and planning division, a transcript of the public hearing record and a copy of the deputy administrator's report.

"The final step is approval or disapproval of the code by the President and issuance of the necessary executive order by the President if he approves the Administrator's report."

N. A. RADIO CONFERENCE DEADLOCKED

Advices from the State Department indicate that the North American Radio Conference, in progress in Mexico City since July 10, has reached an impasse.

While little official information has seeped from the sessions of the Mexico City conference, it is understood that Mexico is seeking 12 clear channels and that the U. S. Delegation has taken the view that this demand exceeds the actual needs of Mexico.

Whether or not an eleventh-hour attempt to break the deadlock, which is understood to have existed for two weeks, will succeed is problematical. It is being predicted in Washington that the conference is likely to adjourn in the near future unless some basis for agreement can be found. At the present time there seems to be little hope for agreement.

An indication that residents of Mexico are becoming more radio-minded is seen in the recent inauguration of a new and powerful broadcasting station in Mexico City, according to a report from Acting Commercial Attache Robert G. Glover, Mexico City, made public by the Department of Commerce.

The new station, built and owned by the "El Buen Tono" (cigarette factory), commenced broadcasting on July 23. According to the Commerce Department's Electrical Equipment Division, the station, with 40,000 watts at the antenna, is one of the most powerful stations in Mexico.

MOVIE GROUPS MUST WORK TOGETHER

The motion picture industry was admonished this week that it must work together in a telegram sent to various groups by Deputy Administrator Sol A. Rosenblatt. "The motion picture industry, presently divided into groups and factions, must compose its differences and unite so far as possible to submit a code at the earliest moment," Mr. Rosenblatt stated in his telegram. "I understand that various groups are working separately. They must work together."

Mr. Rosenblatt has been assigned to codes to be presented by the music publishers, theaters and the legitimate stage, broadcast performers, authors, opera, circus, burlesque, vaudeville, and carnivals.

Deputy Administrator Kempt has been assigned to the codes to be presented by the newspapers and magazines while Deputy Administrator Whiteside has been assigned to advertising codes and to coordinate the advertising features with Deputy Kempt.

There has been no definite assignment with respect to the proposed broadcasters code although such an assignment will undoubtedly be made shortly.

NON-MEMBERS URGED TO COOPERATE

In dealing with industries submitting codes, officials of the NRA are urging each business unit to cooperate with the trade association representing its industry. Such cooperation not only expedites action, which is important, but makes for better representation of the industry involved.

The NAB, in drafting and submitting a code, will represent the broadcasting business but this representation can be more effective from every point of view if every station joins up and does its part. Nothing would be more beneficial to the broadcasters and more helpful to the NRA than if all 610 licensed stations joined together in a single body under the NAB and worked cooperatively toward the achievement of the letter and spirit of the National Recovery Act.

In an effort to perfect the broadcasters' organization, the NAB at St. Louis, last November, reduced to \$60.00 a year dues for stations whose gross business during the 12-month period immediately preceding December 1, 1932 did not exceed \$30,000.00. It is estimated that about 200 stations will fall within this classification.

With a view to perfecting the organization, the NAB, through its membership committee, is embarking upon a nationwide membership campaign. It is hoped that every station, large and small, education and commercial, will join up and cooperate in making the broadcasters' part in the recovery campaign effective.

POWER TAX REMOVED SEPTEMBER 1

Commissioner of Internal Revenue Guy T. Helvering on August 1 issued a statement officially declaring that the electrical energy tax imposed under the Revenue Act of 1932 shall after September 1 be lifted from domestic and commercial users of power and placed upon the vendor.

The NAB, at the time of passage of the Revenue Act of 1932, obtained a ruling from the Internal Revenue Bureau classifying broadcast stations as commercial users of power and under this ruling it would seem that broadcast stations would not be required to pay the electrical energy tax after September 1.

The August 1 ruling of the Commissioner of Internal Revenue follows in full text:

"Section 616 of the Revenue Act of 1932, imposing on the consumer a tax of 3 per cent on amounts paid for electrical energy furnished for domestic or commercial consumption, was amended by the Act of June 16, 1933 (Public No. 73—73d Congress) so that the vendor of electrical energy sold on and after September 1, 1933, for domestic or commercial consumption will be liable for payment of the 3 per cent tax, based on the price for which sold.

"Under the provisions of section 616 now in effect, the tax must be paid by the domestic or commercial consumer of electrical energy furnished up to and including August 31, 1933, irrespective of when payment for the energy so furnished is made.

"On and after September 1, 1933, all vendors of electrical energy will be liable for tax on electrical energy sold for domestic or commercial consumption, and not for resale, at the rate of 3 per cent of the price for which the energy is sold. The law specifically provides that a publicly-owned electric and power plant will not be liable for tax on electrical energy it sells, even though such energy is sold for domestic or commercial consumption.

"In the case of an owner or lessee of a building who purchases electrical energy for resale to tenants therein, the law regards the initial sale of the energy to such owner or lessee as the taxable sale for consumption, and the resale to the tenant is not considered a sale for consumption."

COPYRIGHT SUIT FILED IN OHIO

While the Department of Justice and the Federal Trade Commission is continuing its investigation of the practices of the American Society of Composers, Authors and Publishers, stations are being confronted with infringement suits from other quarters.

Station WGAR, Cleveland, for example, has just been sued for infringement by the Society of European State Authors and Composers, Inc., in the Federal District Court for the Northern District of Ohio. The suit alleges that Station WGAR rebroadcast the composition, "As We Part" (copyrighted in the year 1916, by Edward Schubert and Company as written by Frederick Peterson and McNair Ilgenfritz and assigned to Schubert), on or about July 6, 1931. The suit alleges that this number was included in a program sent to the Cleveland station by means of telephone wires from Station WJZ, New York, and that the station broadcast the vocal rendition with orchestral accompaniment without license, authority, or acquiescence from the complainants. The copyright owner asks for damages in the sum of \$1,000, plus full cost of the action, including attorneys fees. Answer is due August 15.

PROGRAM CLEARING HOUSE RELEASES

Nine new programs are being released this week to member stations by the NAB Program Clearing House. Splendid cooperation has been received from stations. Approximately 75 programs have been sent in thus far, of which 27 have been released to date. Programs received will be published in the NAB Reports as rapidly as possible. The quality of scripts received has been uniformly high, and it will be to the advantage of member stations to avail themselves of the privilege of examining sample continuities, if the program seems at all applicable to their needs. Programs offered this week are as follows:

(D 1:1) "GOOD EVENIN' JUDGE." Thirty minutes in length. Requires three standard characters, the Judge, Police Sergeant and Court Clerk. From three to five other characters can be used, including a country hick, negro, Jewish offender, an Italian and a "falsetto" woman. The plot revolves about the hearings conducted by the judge, the humor being afforded in ample quantity by the prisoners and other characters. Opportunity is provided for the sandwiching of commercial announcements into the continuity in such a way as to make them part of the program's dramatic interest. On stations where the program has been used, from ten to twelve announcements of different non-competing sponsors have been regularly inserted into one program. Doubling seems to be possible in some characters.

The program contains many opportunities for additional promotion. Some of the stations using the program have run contests for the funniest incident suggested by a listener to be included in subsequent programs. In other cases listeners have been invited to the studios to take part as court audience. The program can be easily worked in costume if so desired.

GOOD EVENIN' JUDGE has been used by about 20 radio stations, none of whom have run it for less than three months, using it mostly as a daily broadcast. Excellent sales results have been achieved. Can be used in morning as "GOOD MORNIN' JUDGE" if morning program is desired. Six thirty minute scripts—one week's broadcast—are available at the price of \$5.00 per week if order is placed before September 1, and at \$7.50 a week is placed thereafter.

(D 1:2) "TEEING OFF." Fifteen-minute program. Four characters required, two men and two women. Story revolves about the adventures of four golf enthusiasts, an easy going purchasing agent of a large plant, a bombastic salesman, the purchasing agent's wife, of the "Gracie Allen" type, and Melville Bluster, whose chief proclivities is getting into jams. Program is highly individual. Has enough golf to interest golfers, and enough general interest for the layman. Price per script is \$10.00. One hundred episodes are available.

(D 1:3) "LULU AND LEANDER." Fifteen-minute program. Three characters, one man and two women, are required. Plot deals with adventures of Leander Doolittle, a shiftless negro with the desire to be a promoter, Lulu, his wife and Lulu's mother, a kindly colored woman of the south who is always getting the pair out of their difficulties. Other characters are employed occasionally. Approximately 100 scripts are available at a price of \$10.00 per script.

(D 2:3) "HEATHER COVE." Fifteen-minute program. Two characters, an old Scotch sea-captain and a young boy of nineteen. The homely drama and comedy of the series is woven about the visits of the boy to the ex-mariner's cottage on the outskirts of a New England village. Here the lad receives advice on his adolescent problems, and is regaled by the captain with tales of adventure on the high seas. Twenty-five episodes available at \$3.00 each.

(D 8:1) "OLIVER TWIST." A dramatization of the famous novel by Charles Dickens. Available in twelve episodes of thirty minutes each. Price is \$5.00 per episode for stations 1,000 watts and under, and \$7.50 for stations of more than 1,000 watts in power.

(D 3:1) "OLD GLORY." A series of twelve thirty-minute programs dealing with various events in American history. Scripts are available at the same price and under the same conditions as (D 8:1).

(D 3:2) "DRAMAS OF SCIENCE." A series of ten programs dramatizing great scientific discoveries. Each program is 30 minutes in length, and requiring on an average of four to five characters. Has been sponsored by the dairy and food council of a large community. Available under the same conditions and at the same price as (D 8:1).

(D 8:2) "NIFTIES OF THE NINETIES." A series of twelve character dramas of that period, thirty minutes in length, employing usually about four characters, and weaving together homely drama, humor and the quaintness of the mauve decade. Available at the same price and under the same conditions as the three preceding programs.

(D 4:1) "DREAMS." A series of thirteen dramatizations revolving about dreams, and including tragedy, romance and comedy. Cast numbers no more than four people for any episode, including the narrator. Drama tends toward a melodramatic touch. Scenes are fast moving in that action shifts rapidly from one scene to another. Scripts available at \$5.00 per episode.

(D 4:2) "MEMORIES OF THE OLD OP'RY HOUSE." A series of thirty-minute programs revolving about the dramas, musical comedies and performers of the past generation. Somewhat unique in that it does not feature one, but several plays in one program. This is accomplished by dramatizing one play, and using numbers and incidents from the rest. Program is commercially sponsored and is now in its second series of thirteen weeks. Staging can be expanded and contracted according to desires, while novelty features also can be inserted at will. Thirteen episodes are available at \$5.00 per episode.

The following conditions should be clearly understood with regard to the operation of the Program Clearing House. (1) The service is available only to members of the NAB. (2) Offers of programs to member stations are subject to such conditions as the offerer may prescribe. (3) The NAB acts merely as a clearing house. It does not guarantee the quality, originality or any other aspect of programs offered. It does not handle continuities, confining its activities merely to the publication of program summaries and the transmission of inquiries to the offering station. When making inquiries stations are requested to refer to programs by their classification number.

TRANSCRIPTIONS SOLD OR EXCHANGED

Information as to stations having electrical transcriptions in good condition which they might be willing either to sell to other stations or to exchange for transcriptions which they themselves do not possess, has been requested by a member station.

The station further suggests that the collection of information regarding transcriptions available either for sale or exchange might be made an activity of the Program Clearing House. Since there is a good deal of merit in the idea, the NAB Program Clearing

House hereafter will accept, in addition to scripts and program ideas, a record of any transcriptions which member stations are willing to offer for sale or exchange. This service will operate under the same general conditions which apply to the script and program service.

OPPOSES MORE POWER FOR WILL

Station WILL, Urbana, Ill., asked that its daytime power be increased from 500 to 1,000 watts. The station operates on a frequency of 890 kilocycles. Report No. 496 (Walker, e.). Recommends that application be denied.

The Examiner states in his report that "serious and objectionable interference now exists between Station WILL and WENR, due to insufficient mileage separation. The granting of the present application would increase this interference and further restrict the good service area of Station WENR. It does not appear that the public interest, convenience or necessity, would be served by granting the application."

RCA CASE IS DISMISSED

Justice Lushing, of the Supreme Court of the District of Columbia this week dismissed the petition of C. Wood Arthur, resident of this city asking for a mandamus directing the Radio Commission to cancel the licenses of the Radio Corporation of America and its subsidiaries because of the decision of the Federal Court of Delaware in which RCA was found guilty of a practice that tended to a monopoly.

WKAV COURT APPEAL DISMISSED

The Court of Appeals of the District of Columbia this week dismissed the appeal of Station WKAV, Laconia, N. H., at the request of the station. The Radio Commission denied a license renewal to the station and it appealed to the Court. The appeal has now been dismissed.

WLOE TO ASK SUPREME COURT REVIEW

Station WLOE, Boston, and William S. Pote, owner of the station, requested a transcript of record, preliminary to filing a petition in the United States Supreme Court for writ of certiorari.

This station asked for a license renewal and William S. Pote, who purchased the station from the receiver when it was in bankruptcy asked the Radio Commission for an involuntary assignment of license. In both cases the Commission refused the applications.

Both the station and the owner appealed to the Court of Appeals of the District of Columbia. The Court upheld the ruling of the Commission and now it is proposed to take the case into the Supreme Court of the United States.

SECURITIES ACT REGISTRATIONS

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

- American Gyro Company, Denver, Colo. (2-102-1).
- Colonial Bond & Share Corporation, Baltimore, Md. (2-101-1).
- John E. Edgerton, Inc., Lebanon, Tenn. (2-109-1).
- First Investment Counsel Corporation, Boston, Mass. (2-105-1).
- Mutual Management Company, Jersey City, N. J. (2-103-1).
- National Bond Depositor Corporation, Indianapolis, Ind. (2-110-1).
- National Boston Montana Mines Corporation, Helena, Mont. (2-108-1).
- Paradise Gold Mines Company, Denver, Colo. (2-107-1).
- Speculative Investment Trust, Fort Worth, Texas (2-111-1).
- Third Investment Counsel Corporation, Boston, Mass. (2-106-1).
- F. G. Vogt & Sons, Inc., Philadelphia, Pa. (2-104-1).

REAL ESTATE NOTES AND BONDS EXEMPT

The Federal Trade Commission on July 27 adopted a rule exempting from the requirements of registration under the Securities Act of 1933 certain securities regarding which enforcement of the registration provisions does not appear to be necessary in the public interest nor for the protection of investors, because of the small amounts involved and the limited character of the public offering.

These exemptions are made under authority of Section 3(b) of the Securities Act providing that the Commission may add any class of securities to those exempted by the act if it finds that enforcement of the act with respect to such securities is not necessary in the public interest and for protection of investors.

The exempted securities are notes or bonds directly secured by first mortgage or deed of trust on a contiguous plot of real estate or on a leasehold which is other than for oil, gas or mining.

Two classes of such securities are designated as follows:

First, there is the transaction where the entire mortgage or deed of trust is transferred with the entire amount of notes or bonds to a single purchaser at a single sale.

Second, there is the transaction where the notes or bonds secured by the mortgage or deed of trust are transferred to more than one of trust is transferred with the entire amount of notes or bonds to secured not to exceed 25.

INTERPRETATIONS OF PRA

Members of the NAB were sent a special Bulletin this week containing official interpretations of the President's Reemployment Agreement. They are reproduced here, along with a supplement to Interpretation No. 1, in order that they may become a part of NAB REPORTS. Future Interpretations likewise will be published for the benefit of members.

Interpretation No. 1 (concerning paragraph 7)

Paragraph 7 means, first, that compensation of employees above the minimum wage group (whether now fixed by the hour, day, week, or otherwise) shall not be reduced, either to compensate the employer for increase that he may be required to make in the minimum wage group in order to comply with the Agreement, or to turn this Reemployment Agreement into a mere share-the-work movement without a resulting increase of total purchasing power. This first provision of paragraph 7 is a general statement of what shall *not* be done.

The rest of paragraph 7 is a particular statement of what *shall* be done, which is that rates of pay for employees above the minimum wage group shall be increased by "equitable readjustments." No hard and fast rule can be laid down for such readjustments, because the variations in rates of pay and hours of work would make the application of any formula unjust in thousands of cases. We present, however, the following examples of the need for and methods of such readjustments:

Example 1. Employees now working forty hours per week in factories. When hours are reduced to thirty-five, the present rate per hour if increased one-seventh would provide the same compensation for a normal week's work as before.

Example 2. Employees now working sixty hours per week in factories. When hours are reduced to thirty-five, a rate per hour if increased one-seventh might be insufficient to provide proper compensation. But, to increase the rate by five-sevenths, in order to provide the same compensation for thirty-five hours as previously earned in sixty, might impose an inequitable burden on the employer. The sixty-hour week might have been in effect because of a rush of business, although a forty-hour week might have been normal practice at the same hourly wage. Seasonal or temporary increases in hours now in effect, or recent increases in wages, are proper factors to be taken into consideration in making equitable readjustments.

The policy governing the readjustment of wages of all employees in what may be termed the higher wage groups requires, not a fixed rule, but "equitable readjustment" in view of long standing differentials in pay schedules; with due regard for the fact that payrolls are being heavily increased, and that employees will receive benefits from shorter hours, from the reemployment of other workers, and from stabilized employment which may increase their yearly earnings.

The foregoing examples indicate the necessity of dealing with this problem of "equitable readjustment" of the higher rates of pay, on the basis of consideration of the varying circumstances and conditions of the thousands of enterprises and employments involved. Any attempt to define a national standard would be productive of widespread injustice. The National Recovery Administration will, through local agencies, observe carefully the manner in which employers comply with their Agreement to make "equitable readjustments," and will take from time to time and announce from Washington such action as may be necessary to correct clear cases of unfairness and to aid conscientious employers in carrying out in good faith the terms of the Agreement.

When an employer signs an agreement and certifies his compliance and also joins in the submission of a Code of Fair Competition before September 1, 1933, his determination of what are "equitable readjustments" should be accepted, at least prior to September 1, as a prima facie compliance with his agreement.

pending action by NRA upon the Code submitted, or any other action by NRA taken to insure proper interpretation or applications of agreements. This will afford NRA an opportunity to survey the general results of the Reemployment Program and to iron out difficulties and misunderstandings over agreements that are of a substantial character.

SUPPLEMENTING INTERPRETATION No. 1

Paragraph 7 prevents the reduction of compensation in excess of the minimum, whether it is paid by the hour, day, week, or month.

Therefore, an employee previously paid by the day, week, or month will receive as much for the shorter day, week, or month.

An employee previously paid by the hour will receive as much per hour, but as shortening his hours will reduce his actual earnings per day or week his compensation per hour is to be increased by an equitable readjustment.

There is no fixed rule which can be applied to determine what is an equitable readjustment. In general, it will be equitable to figure what the employee would have earned at his previous rate per hour in a normal week in the industry, and then to increase the hourly rate so as to give him substantially the same compensation as he would have gotten that normal week. But consideration must be given to other factors, including: Is the existing rate high or low compared with the average rate paid in the industry? Will the resulting adjustment result in an unfair competitive advantage to other employers or other trades or industries? Will a long-standing wage differential be lost if there is no increase in the existing rate?

(4) Where an employer is bound by the terms of a contract with a labor organization entered into as the result of bona fide collective bargaining and he is unable to effect a change in such contract by agreement in order to comply with the terms of the President's Reemployment Agreement, he may certify his compliance with the President's Agreement with the following exception: "except as required to comply with the terms of agreement in effect between the undersigned and.....(name of organization).

It should be understood that this exception can be made only in the case of a contract not subject to change at the discretion of the employer and then only after a certified copy of the contract has been filed with the National Recovery Administration and its approval has been given to the exception stated.

Interpretation No. 2 (concerning paragraph 14)

A person who believes that some particular provision in the Agreement, because of peculiar circumstances, will create great and unavoidable hardship, should prepare a petition to NRA asking for a stay of this provision as to him. He should then submit this petition to the trade association of his industry, or if there is none, to the local Chamber of Commerce or similar representative organization designated by NRA, for its approval. The written approval of the trade association, or such other organization, will be accepted by NRA as the basis for a temporary stay, without further investigation, pending decision by NRA. The petition must contain a promise to abide by NRA's decision, so that if NRA decides against the petitioner, he must give effect to the provision which was stayed, from the date of the decision of NRA.

The petition and approval of the trade association or other organization, as prescribed above, should be forwarded to NRA in Washington; and the employer's signed copy of the President's Reemployment Agreement should be sent to the District Office of the Department of Commerce. After complying with these requirements the employer will be entitled to receive and display the Blue Eagle by delivering his certificate of compliance to his post office.

Paragraph 14 is not intended to provide for group exceptions, but only to meet cases of individual hardship.

Interpretation No. 3 (concerning date of compliance)

It is expected that all employers desiring to cooperate with the President's recovery program will sign the Agreements promptly and mail them in. It is recognized, however, that it will be physically impossible in many instances to adjust employment conditions and to hire the necessary additional personnel in order to comply with the Agreement on August 1. For that reason provision has been made for issuing the Blue Eagle only upon the filing of a certificate of compliance. It should be possible in most cases to make the necessary adjustments and file a certificate of compliance within the first week of August, and such action, taken as promptly as possible, will be regarded as carrying out the Agreement in good faith.

Interpretation No. 4 (concerning paragraph 13)

All employers are expected to sign the Agreement, whether Codes have been submitted to the NRA or not (unless such Codes have already been approved); but after the President has approved a Code, or after NRA has approved of the substitution of the provisions of a Code for Agreements in the trade or industry covered, conformity with the Code provisions by an employer will be regarded as compliance with his individual Agreement.

Interpretation No. 5 (concerning paragraph 9)

Where the July 1, 1933, price was a distress price, the employer signing the Agreement may take his cost price on that date as the base for such increase in selling price as is permitted by paragraph 9.

Interpretation No. 6 (concerning employments covered by the Agreement)

The following groups of employment are not intended to be covered by the President's Reemployment Agreement:

1. Professional occupations.
2. Employees of Federal, State and local governments and other public institutions and agencies.
3. Agricultural labor.
4. Domestic servants.
5. Persons buying goods and selling them independently or persons selling solely on commission, provided, however, that persons regularly employed to sell on commission, with a base salary or guaranteed compensation, come within the requirements of the agreement.

Interpretation No. 7 (concerning paragraph 4)

TIME AND A THIRD FOR HOURS WORKED IN EXCESS OF THE MAXIMUM BY EMPLOYEES ON EMERGENCY MAINTENANCE AND REPAIR WORK

Hours worked in excess of the maximum by employees on emergency maintenance or repair work shall be paid at the rate of time and one-third.

Interpretation No. 8 (concerning paragraph 2)

SEASONAL REDUCTION OF HOURS OF OPERATION

The hours of any store or service operation may be reduced below the minimum specified in paragraph 2 if the reduction is in accordance with a practice of seasonal reduction of hours and does not result in reduction of the weekly pay of employees.

Interpretation No. 9 (concerning the minimum wage for apprentices)

The minimum wage provisions of the Agreement do not apply to apprentices if under contract with the employer on August 1, 1933, but no one shall be considered an apprentice within the meaning of this Interpretation who has previously completed an apprenticeship in the industry.

Interpretation No. 10 (concerning the minimum wage for part-time workers)

The minimum wage for a part-time worker in an employment described in Paragraph 2 of the Agreement is a wage such that if the employee worked at that wage for a full week of 40 hours he would receive the minimum weekly wage prescribed for him by the Agreement. The minimum wage for a part-time worker in an employment described in Paragraph 3 of the Agreement is the minimum wage per hour prescribed in Paragraph 6 of the Agreement.

Interpretation No. 11 (concerning maximum hours of store operation)

The Agreement imposes no limitation on the maximum hours of operation of a store or service.

Interpretation No. 12 (concerning employments included in paragraph 2)

The following are among the employments included in Paragraph 2:

Beauty parlor operators	Drivers	Watchmen
Elevator operators	Janitors	Porters
Restaurant workers	Dish washers	Filling station operators.
Barbers	Delivery men	

COPYRIGHTING RADIO SCRIPTS

Dramatic compositions or radio scripts may be registered in the Copyright Office of the Library of Congress. The rules of the Copyright Office provide that a dramatic composition not reproduced in copies for sale may be registered upon the execution of Form D2 which requires that one complete copy be forwarded and upon the payment of a registration fee of \$1.00. Forms and instructions for the registration of dramatic compositions may be secured by writing the Copyright Office, Library of Congress, Washington, D. C.

"If the work is not to be reproduced in copies for sale," says the regulation, "one complete typewritten copy may be sent to the Copyright Office with an application for registration and the statutory fee of \$1.00. Use for this purpose Form D2.

"If such work is afterwards reproduced in copies for sale, however, deposit must again be made of two copies of the best edition published promptly after such publication with fee and application for a second registration.

"If therefore, a dramatic work is intended to be reproduced in copies for sale, the duplicate registration may be avoided by deferring registration until after publication, until which time protection against infringement is secured under the provisions of Section 2 of the Copyright Act of March 4, 1904, which reads as follows:

"Section 2. That nothing in this act shall be construed to annul or limit the right of the author or proprietor of an unpublished work, at common law or in equity, to prevent the copying, publication, or use of such unpublished work without his consent, and to obtain damages therefor."

SHAW APPOINTED TO STATE BOARD

Harry Shaw, WMT, Waterloo, Iowa, former president of the NAB, was appointed by General Hugh S. Johnson on August 1, to be a member of the Iowa State Recovery Board consisting of nine members.

COMMISSIONER BROWN LEAVES

Radio Commissioner Thad H. Brown, left Washington for a combination vacation and inspection trip on Friday. He will not return until the early part of September. This leaves Commissioner Hanley the only member of the Commission now in Washington. Commissioner Lafount, who has been away since early in July, is expected to return on August 9.

"TEACHING BY RADIO" OFF THE PRESS

"The Art of Teaching by Radio," a highly instructive treatise on the subject of broadcast teaching prepared by Dr. Cline M. Koon, senior specialist in education by radio, U. S. Office of Education, is just off the press.

The book discusses authoritatively the possible forms of broadcasts, preparation of broadcasts, enlisting and assisting listeners, presentation of broadcasts and contains an excellent bibliography of material sources.

The work was undertaken by the U. S. Office of Education, several months ago in cooperation with the NAB and the Association of College and University Stations.

The book may be secured from the United States Government Printing Office, Washington, D. C., at a cost of 10 cents per copy and will be a valuable addition to every broadcaster's and teachers' library.

A. F. OF M. OFFERS FREE NRA MUSIC

Free music is to be furnished for mass meeting held in connection with the President's re-employment campaign. Joseph N. Webber, president of the American Federation of Musicians today advised the 148,000 members of his organization that they should co-operate wholeheartedly in the drive. His message addressed to "all local unions," follows:

"No doubt your local is aware of the fact that the government is arranging speaking and publicity drives in all cities to put over its blanket code plan. For this purpose mass meetings or some other functions may be arranged. So that our organization—I know you will agree to this—may do its mite in the campaign which has for its purpose the raising of our country out of the economic misery to which it has been subjected these last four years; your local is urged and requested to furnish a band (mass band if possible) to render services at such mass meetings or

functions as our contribution to the efforts of the government to make its drive on behalf of its blanket code plan successful.

"The government will leave the matter in the hands of Local Arrangement Committees, and your local is advised to assist the committee of your city by furnishing a band or bands for the purposes above explained.

"Kindly acknowledge receipt of this communication so as to place this office in a position to advise the government of the number and names of the participating locals."

FAN MAIL RULING CLARIFIED

Several inquiries have been received at NAB headquarters relative to the application of the Post Office Department's ruling relating to the forwarding of fan mail. The ruling by the Solicitor of the Department was given in a letter to the NAB Managing Director, which was circulated among stations but several questions have arisen relative to its applicability.

In order to clarify the situation Postmasters now have been advised by the Third Assistant Postmaster General's office that "audience" or "fan" mail, prepaid at first-class rates of postage when originally sent to broadcasting stations may thereafter, if it has not been opened, be remailed to other points in bulk at the third or fourth-class rate of postage, according to the weight of the packages, whether remailed to the headquarters or other stations of the radio broadcasting systems, or to advertising agencies, or the sponsors or advertisers, irrespective of whether the letters are to be opened finally by the persons or concerns to whom they are so remailed in bulk.

RMA SUBSTITUTE CODE APPROVED

Two important sections of the code of fair competition filed this week by the Radio Manufacturers Association were approved by the National Recovery Administration as substitutes for labor provisions in the President's Reemployment Agreement during the week. With the approval of these substitute provisions, radio manufacturers may execute the President's Agreement, taking the advantages given in these substitute provisions which in reality become a part of the blanket code as it applies to the radio manufacturing industry.

WEAO BECOMES WOSU

Col. Thad H. Brown, acting chairman of the Radio Commission, officially advised Ohio State University that the Commission had approved a change in the call letters of its broadcast station from WEAO to WOSU. Colonel Brown is an alumnus of Ohio State University.

NO LOUD-SPEAKER JURISDICTION

In reply to numerous complaints, inquiries and suggestions relative to the use of loud speakers during the summer months, Commissioner Thad H. Brown, Acting Chairman of the Federal Radio Commission, today issued the following statement:

"At this time we are being petitioned by many 'distracted' listeners for relief from loud speakers operating late in the night. Many complainants charge they are on the verge of nervous prostration, being unable to get needed rest.

"Because of the tremendous demand of the vast majority of the listening public, the Commission has designated the broadcast day as that period from 6 a. m. to 12 midnight. But, as some complainants point out, it is possible for a loud speaker to be operated all night, giving forth programs from distant stations, operating within their lawful time. Reducing the hours in the broadcasting day would not therefore solve the problem.

"So there is little or nothing the Commission can do about this matter under the circumstances, other than suggest to listeners that they apply the Golden Rule, and show the proper consideration for their neighbors.

"Certainly at this season when it is necessary to keep doors and windows open, all radio receiving sets should be tuned down very low, so that the signals will be confined to a very limited area. Low, soft tones are, in many respects, much more satisfying and desirable than loud, harsh ones.

"In all communities the police have authority to eliminate public nuisances. Many towns, villages and cities have enacted ordinances which are proving very effective in limiting the operation of loud speakers. Broadcasting stations might help the situation by suggesting to listeners that they tune down their sets when they use them during late hours."

FEDERAL RADIO COMMISSION ACTION

HEARING CALENDAR

August 9, 1933

WPRO—Cherry & Webb Broadcasting Co., Providence, R. I.—Special experimental authority to change from 100 watts, 1210 kc., unlimited time, to 250 watts, 630 kc., unlimited time.

APPLICATIONS GRANTED

First Zone

WMCA—Knickerbocker Broadcasting Co., Inc., New York City—Granted modification of license to change hours of operation from sharing with WPCH to unlimited; to consolidate WMCA and WPCH, then delete WPCH.

Second Zone

WSAI—Crosley Radio Corporation, Cincinnati, Ohio—Granted authority to use directional antenna installed under special authority and construction permit on present power; 500 watts night, 1 KW day, 1330 kc.

WHDF—Upper Michigan Broadcasting Co., Calumet, Mich.—Granted special authority to operate 9 a. m. to 11:30 a. m., 1:30 to 5:30 p. m., and 8:30 to 9:30 p. m., CST, on August 4.

Third Zone

WKBC—R. B. Broyles Furniture Co., Birmingham, Ala.—Granted authority to operate transmitter without approved frequency monitor provided frequency is maintained, pending repair of monitor.

WKBU—Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Guy Aaron Malcolm, LaGrange, Ga.—Granted license covering erection of new station; 1500 kc., 100 watts, specified hours.

Fourth Zone

WCFL—Chicago Federation of Labor, Chicago Ill.—Granted modification of construction permit extending completion date from Sept. 1, 1933, to March 1, 1934.

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authority to operate certain specified hours.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted modification of license to use old main transmitter as auxiliary; 560 kc., 1 KW.

Fifth Zone

KFWI—Radio Entertainments, Ltd., San Francisco, Calif.—Granted extension of authority to remain silent for 30 additional days from July 31.

APPLICATIONS SET FOR HEARING

NEW—Wyoming Broadcasting Co., Cheyenne, Wyo.—Construction permit for new station to use 780 kc., 500 watts night, 1 KW day, unlimited time.

KGIZ—Grant City Park Corp., Springfield, Mo.—Consent to voluntary assignment of construction permit to KGBX, Inc.

WLCI—Lutheran Association of Ithaca, Ithaca, N. Y.—Renewal of license, 1210 kc., 50 watts, specified hours.

WSBC—WSBC, Inc., Chicago, Ill.—Construction permit to move transmitter and studio from Chicago to Hammond, Ind.; install new equipment; change frequency from 1210 kc. to 1360 kc.; increase power from 100 watts to 1 KW night, 1¼ KW day; change specified hours to sharing with WGES 4/7 time (facilities formerly assigned to WJKS).

APPLICATIONS DENIED

WSPD—Toledo Broadcasting Co., Toledo, Ohio—Denied authority to operate experimentally on frequency of 590 kc. with 1 KW, from 3 to 5 a. m., CST, August 15, 16 and 17.

WHBC—Edward P. Graham, Canton, Ohio—Denied authority to operate simultaneously with WNBO August 7, 9 to 10 p. m.

Also denied authority to operate with WNBO August 8, 9 p. m. to 12 midnight.

MISCELLANEOUS COMMISSION ACTION

KFOR—Howard A. Shuman, Lincoln, Nebr.—Application to assign license to Cornbelt Broadcasting Corp., granted on May 9, was retired to closed files for want of prosecution.

KWLC—Luther College, Decorah, Iowa—Application for voluntary assignment of license to Telegraph Herald dismissed at request of applicant.

KWLC—Telegraph Herald, Dubuque, Iowa—Construction permit to transfer KWLC from Decorah to Dubuque, dismissed at request of applicant.

APPLICATIONS RECEIVED

First Zone

WLEY—Albert S. Moffat, Lexington, Mass.—Construction permit to move transmitter and studio from Adams St., Lexington, Mass., to 8 Merrimack St., Lowell, Mass., and change hours of operation from specified to unlimited.

Second Zone

NEW—The State Journal Co., Lansing, Mich.—Construction permit for new station to use 1210 kc., 100 watts, night, 250 watts to local sunset, unlimited time.

WSAZ—WSAZ, Inc., Huntington, W. Va.—Special experimental authorization to operate with 500 watts power on experimental basis, in addition to 500 watts regular power for period 8-1-33 to 2-1-34.

Third Zone

WGCM—Great Southern Land Co., Grace Jones Stewart, Gulfport, Miss.—Construction permit to install new equipment, increase power from 100 watts to 100 watts night, 250 watts daytime, and increase specified hours.

WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Construction permit to change frequency from 1200 kc. to 1500 kc., move transmitter and studio from Huntsville, Ala., to a site to be determined in Durham, N. C., and increase hours of operation from 6/7 time to unlimited time.

WSOC—WSOC, Inc., Gastonia, N. C.—Modification of construction permit granted 6-23-33 to move transmitter and studio to Charlotte, N. C., and change equipment for approval of exact transmitter and studio location at 516 W. Trade St., Charlotte, N. C., and extend dates of commencement and completion.

WJBW—Chas. C. Carlson, New Orleans, La.—Construction permit to move transmitter and studio locally.

KGRS—E. B. Gish (Gish Radio Service), University Park, Dallas, Texas—Construction permit for new station to use 940 kc., 250 watts, unlimited time.

Fourth Zone

None

Fifth Zone

KIEM—Harold H. Hanseth, Eureka, Calif.—Modification of license to change hours of operation from daytime to unlimited.

APPLICATIONS RETURNED

NEW—Pecan Valley Broadcasting Co. (Walter J. Stewart, Pres.), Brownwood, Texas—Construction permit for new station to use 1420 kc., 100 watts, unlimited time. (Application not in duplicate, insufficient information on equipment and proposed transmitter location.)

NEW—C. G. Philips and Frank Hill, d/b as Boise Broadcast Station, Baker, Ore.—Construction permit for new station to use 1210 kc., 100 watts, daytime. (Rule 6, and insufficient information on proposed transmitter location.)

KJBS—Julius Brunton and Sons Co., San Francisco, Calif.—Special experimental authorization to operate from 12:01 a. m. to 6:30 p. m. daily, with 100 watts power. (Rules 6 and 116.)

The National Association of Broadcasters

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

NAB REPORTS

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THE HONOR ROLL OF BROADCAST STATIONS

The stations listed below have signed and returned to NAB Headquarters the following pledge of cooperation:

"I pledge the cooperation of Station — to the National Recovery Administration in the campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time."

The list is complete as of 5 p. m. Friday, August 11, although each mail brings in additional pledges. If for any reason you did not receive a copy of the pledge, or it has become lost, write NAB Headquarters and copies will be supplied. This list includes 450 stations.

NETWORKS

Columbia Broadcasting System

- FIRST ZONE**
- Connecticut**
 WICC, Bridgeport
 WDRG, Hartford
 WTIC, Hartford
- Delaware**
 WDEL, Wilmington
- District of Columbia**
 WMAL, Washington
 WOL, Washington
 WRC, Washington
- Maine**
 WRDO, Augusta
 WABI, Bangor
 WCSH, Portland
 WAGM, Presque Isle
- Maryland**
 WBAL, Baltimore
 WCAO, Baltimore
 WCBM, Baltimore
 WFBR, Baltimore
 WTBO, Cumberland
- Massachusetts**
 WAAB, Boston
 WBZ, Boston
 WBZA, Boston
 WEEL, Boston
 WHDH, Boston
 WLOE, Boston
 WNAC, Boston
 WSAR, Fall River
 WLEY, Lexington
 WNBH, New Bedford
 WBSO, Needham
 WMAS, Springfield
 WORC, Worcester
 WTAG, Worcester
- New Hampshire**
 WHEB, Portsmouth
- New Jersey**
 WCAP, Asbury Park
 WPG, Atlantic City
 WCAM, Camden
 WAAT, Jersey City
 WHOM, Jersey City
 WAAM, Newark
 WOR, Newark
 WODA, Paterson
 WJBI, Red Bank

National Broadcasting Company

- WTNJ, Trenton
 WAWZ, Zarephath
- New York**
 WOKO, Albany
 WMBO, Auburn
 WNBC, Binghamton
 WARD, Brooklyn
 WLTH, Brooklyn
 WMBQ, Brooklyn
 WMIL, Brooklyn
 WBEN, Buffalo
 WEBR, Buffalo
 WGR, Buffalo
 WKBW, Buffalo
 WGNV, Chester Twp.
 WESG, Elmira
 WGLC, Glen Falls
 WOCL, Jamestown
 WABC, New York
 WCDA, New York
 WEAJ, New York
 WEVD, New York
 WHN, New York
 WMCA, New York
 WNYC, New York
 WOV, New York
 WHAM, Rochester
 WHEC, Rochester
 WNBZ, Saranac Lake
 WFBL, Syracuse
 WHAZ, Troy
 WIBX, Utica
 WFAS, White Plains
 WWRL, Woodside
- Puerto Rico**
 WKAQ, San Juan
 WNEL, San Juan
- Rhode Island**
 WEAN, Providence
 WJAR, Providence
 WPRO, Providence
- Vermont**
 WCAX, Burlington
 WSYB, Rutland
 WNBX, Springfield
 WDEV, Waterbury
- SECOND ZONE**
- Kentucky**
 WCKY, Covington
 WFIW, Hopkinsville

Yankee Network

- WHAS, Louisville
 WLAP, Louisville
 WPAD, Paducah
- Michigan**
 WHDF, Calumet
 WJR, Detroit
 WMBC, Detroit
 WWJ, Detroit
 WXYZ, Detroit
 WKAR, East Lansing
 WDFD, Flint
 WASH, Grand Rapids
 WOOD, Grand Rapids
 WJBK, Highland Park
 WJMS, Ironwood
 WIBM, Jackson
 WKZO, Kalamazoo
 WMPC, Lapeer
 WKBZ, Ludington
- Ohio**
 WJW, Akron
 WHBC, Canton
 WFBE, Cincinnati
 WKRC, Cincinnati
 WLW, Cincinnati
 WSAI, Cincinnati
 WGAR, Cleveland
 WJAY, Cleveland
 WHK, Cleveland
 WTAM, Cleveland
 WAIU, Columbus
 WCAH, Columbus
 WOSU, Columbus
 WSEN, Columbus
 WSMK, Dayton
 WHBD, Mt. Orab
 WADC, Tallmadge
 WSPD, Toledo
 WKBN, Youngstown
- Pennsylvania**
 WCBA, Allentown
 WFBG, Altoona
 WLBW, Erie
 WIBG, Glenside
 WSAJ, Grove City
 WCOD, Harrisburg
 WHP, Harrisburg
 WAZL, Hazleton
 WJAC, Johnstown
 WGAL, Lancaster
 WKJC, Lancaster

Don Lee Broadcasting System

- WCAU, Philadelphia
 WDAS, Philadelphia
 WFI, Philadelphia
 WHAT, Philadelphia
 WIP, Philadelphia
 WLIT, Philadelphia
 WPEN, Philadelphia
 WRAX, Philadelphia
 WTEL, Philadelphia
 KDKA, Pittsburgh
 KQV, Pittsburgh
 WJAS, Pittsburgh
 WWSW, Pittsburgh
 WEEU, Reading
 WRAW, Reading
 WGBI, Scranton
 WQAN, Scranton
 WNBO, Silver Haven
 WBRE, Wilkes-Barre
 WRAK, Williamsport
 WORK, York
- Virginia**
 WJSV, Alexandria
 WBTM, Danville
 WLVA, Lynchburg
 WGH, Newport News
 WTAR, Norfolk
 WPHR, Petersburg
 WMBG, Richmond
 WRVA, Richmond
 WDBJ, Roanoke
 WRBX, Roanoke
- West Virginia**
 WMNN, Fairmont
 WSAZ, Huntington
 WWVA, Wheeling
- THIRD ZONE**
- Alabama**
 WAPI, Birmingham
 WBRC, Birmingham
 WBHS, Huntsville
 WODX, Mobile
 WSFA, Montgomery
 WHET, Troy
- Arkansas**
 KUOA, Fayetteville
 KFPW, Fort Smith
 KTHS, Hot Springs
 KARK, Little Rock
 KGHI, Little Rock

KLRA, Little Rock
KCMC, Texarkana
Florida
WQAM, Miami
WDBO, Orlando
WCOA, Pensacola
WDAE, Tampa

Georgia
WENC, Americus
WGST, Atlanta
WSB, Atlanta
WRDW, Augusta
WKEV, LaGrange
WMAZ, Macon
WJTL, Oglethorpe U.
WFDV, Rome
WTOC, Savannah

Louisiana
KMLB, Monroe
WBBX, New Orleans
WDSU, New Orleans
WSMB, New Orleans
WWL, New Orleans
KRMD, Shreveport
KTBS, Shreveport
KWEA, Shreveport
KWKH, Shreveport

Mississippi
WKFI, Greenville
WJDX, Jackson
WHEF, Kosciusko
WCOC, Meridian
WGCM, Mississippi City
WQBC, Vicksburg

North Carolina
WWNC, Asheville
WBT, Charlotte
WSOC, Gastonia
WBIG, Greensboro
WPTF, Raleigh
WRAM, Wilmington
WSJS, Winston-Salem

Oklahoma
KOCW, Chickasha
KCRC, Enid
KFXR, Oklahoma City
KGFG, Oklahoma City
WBBZ, Ponca City
KGFF, Shawnee
KVOO, Tulsa

South Carolina
WIS, Columbia
WFBC, Greenville
WSPA, Spartanburg

Tennessee
WOPI, Bristol
WDOD, Chattanooga
WTJS, Jackson
WNOX, Knoxville
WROL, Knoxville
WHBQ, Memphis
WMC, Memphis
WNBR, Memphis
WREC, Memphis
WLAC, Nashville
WSM, Nashville
WSIX, Springfield

Texas
KGRS, Amarillo
KNOW, Austin
KGFI, Corpus Christi
KRLD, Dallas
WFAA, Dallas
WRR, Dallas
KFPL, Dublin
KTSM, El Paso

WDAH, El Paso
KFJZ, Fort Worth
KTAT, Fort Worth
KLUF, Galveston
KFPM, Greenville
KRGV, Harlington
KPRC, Houston
KTRH, Houston
KFYO, Lubbock
KGKL, San Angelo
KABC, San Antonio
KMAC, San Antonio
KONO, San Antonio
KTSA, San Antonio
KGKB, Tyler
WACO, Waco
KGKO, Wichita Falls

FOURTH ZONE

Illinois
WCAZ, Carthage
KYW, Chicago
WAAF, Chicago
WBBM, Chicago
WCFL, Chicago
WCRW, Chicago
WEDC, Chicago
WGES, Chicago
WGN, Chicago
WMAQ, Chicago
WENR, Chicago
WSBC, Chicago
WEHS, Cicero
WHFC, Cicero
WKBI, Cicero
WJBL, Decatur
WEBQ, Harrisburg
WCLS, Joliet
WKBB, Joliet
WJBC, LaSalle
WJJD, Moosehart
WMBD, Peoria
WTAD, Quincy
KFLV, Rockford
WHBF, Rock Island
WCBS, Springfield
WTAX, Springfield
WDZ, Tuscola

Indiana
WHBU, Anderson
WKBV, Connersville
WTRC, Elkhart
WGBF, Evansville
WOWO, Fort Wayne
WIND, Gary
WKBV, Indianapolis
WLBC, Muncie
WBOW, Terre Haute

Iowa
WOI, Ames
KWCR, Cedar Rapids
KOIL, Council Bluffs
WOC, Davenport
KGCA, Decorah
KWLC, Decorah
KSO, Des Moines
WHO, Des Moines
WSUI, Iowa City
KFJB, Marshalltown
WIAS, Ottumwa
KSCJ, Sioux City
WMT, Waterloo

Kansas
KFBI, Abilene
KGGF, Coffeyville
WLBF, Kansas City
KFKU, Lawrence
WREN, Lawrence
KFH, Wichita

Minnesota
KGDE, Fergus Falls
WCCO, Minneapolis
WDGY, Minneapolis
WRHM, Minneapolis
KGFK, Moorhead
WCAL, Northfield
KSTP, Minnesota

Missouri
KFVS, Cape Girardeau
KFUO, Clayton
KFRU, Columbia
WOS, Jefferson City
WMBH, Joplin
KMBC, Kansas City
KWKC, Kansas City
WDAF, Kansas City
WOQ, Kansas City
KFEQ, St. Joseph
KMOX, St. Louis
KWK, St. Louis
WEW, St. Louis
WIL, St. Louis
KGBX, Springfield

Nebraska
KMMJ, Clay Center
KGFV, Kearney
KFAB, Lincoln
WJAG, Norfolk
KGNF, North Platte
WAAW, Omaha
WOW, Omaha
KGKY, Scottsbluff

North Dakota
KFYR, Bismarck
WDAY, Fargo
KGCU, Mandan

South Dakota
KFDY, Brookings
KGFX, Pierre
KSOO, Sioux Falls
KUSD, Vermillion
WNAX, Yankton

Wisconsin
KFIZ, Fond du Lac
WHBY, Green Bay
WCLO, Janesville
WKBH, La Crosse
WHA, Madison
WHAD, Milwaukee
WTMJ, Milwaukee
WRJN, Racine
WHB, Sheboygan
WLBL, Stevens Point
WEBC, Superior

FIFTH ZONE

Arizona
KOY, Phoenix
KGAR, Tucson
KVOA, Tucson
KUMA, Yuma

California
KMPC, Beverly Hills
KIEM, Eureka
KIEV, Glendale
KFVB, Hollywood
KFOX, Long Beach
KGER, Long Beach
KFAC, Los Angeles
KFSG, Los Angeles
KFVD, Los Angeles
KGFJ, Los Angeles
KHJ, Los Angeles
KNX, Los Angeles
KRKD, Los Angeles
KLS, Oakland

KFXM, San Bernardino
KFSD, San Diego
KGB, San Diego
KFRC, San Francisco
KGO, San Francisco
KJBS, San Francisco
KPO, San Francisco
KTAB, San Francisco
KQW, San Jose
KREG, Santa Ana
KDB, Santa Barbara
KGD, Stockton
KWG, Stockton

Colorado
KFEL, Denver
KFXF, Denver
KLZ, Denver
KPOF, Denver
KIDW, Lamar
KGHF, Pueblo
KGIW, Trinidad

Idaho
KIDO, Boise
KID, Idaho Falls
KFXD, Nampa
KSEI, Pocatello

Montana
KGHL, Billings
KGIR, Butte
KFBB, Great Falls
KTFI, Twin Falls
KGEZ, Kalispell
KGOV, Missoula

Nevada
KGIX, Las Vegas
KOH, Reno

New Mexico
KGGM, Albuquerque
KICA, Clovis
KGFL, Raton

Oregon
KOAC, Corvallis
KORE, Eugene
KFJI, Klamath Falls
KOOS, Marshfield
KMED, Medford
KALE, Portland
KEX, Portland
KGV, Portland
KOIN, Portland
KWJJ, Portland
KXL, Portland

Utah
KLO, Ogden
KDYL, Salt Lake City

Washington
KXRO, Aberdeen
KVOS, Bellingham
KFBL, Everett
KGY, Olympia
KJR, Seattle
KOL, Seattle
KOMO, Seattle
KPCB, Seattle
KRSC, Seattle
KTW, Seattle
KVL, Seattle
KFIO, Spokane
KFPY, Spokane
KHQ, Spokane
KVI, Tacoma
KUJ, Walla Walla
KPQ, Wenatchee

Wyoming
KDFN, Casper

NAB CODE COMMITTEE MEETS

The Committee of the NAB charged with drafting a code for broadcasters will hold a meeting at Hotel St. Regis, New York, Monday, August 14.

The Committee meeting will be open to all broadcasters who desire to present facts and figures which will be helpful in developing a code. Through questionnaires sent out from NAB Headquarters much detailed information on hours of labor and wages has been collected and this will be presented to the committee for its consideration.

President McCosker is chairman of the Committee which is being expanded to include representatives from all classes of stations and all sections of the country.

It is the plan of the Committee to work as speedily as possible and to have the code in shape for submission at the earliest possible date. The procedure to be followed in obtaining approval of all broadcasters will be decided upon at the meeting.

Just as soon as the code is submitted a deputy administrator will be designated to handle the code for the NRA.

MEXICAN CONFERENCE BREAKS UP

The North American Radio Conference broke up this week without having arrived at an agreement with respect to the allocation of frequencies between 550 kc. and 1500 kc. The conference began its deliberations on July 10.

The Delegates of the United States left Mexico City on Friday and will return to Washington early next week.

The only agreement affecting broadcasting involves a promise on the part of Mexico to adhere to the ten kilocycle separation between channels and to enforce a fifty cycle deviation tolerance.

Information from the conference has been meager and it is not known at this time whether or not the basis has been laid for further discussions between this country and Mexico with respect to problems common to both countries.

LAFOUNT CRITICIZES PRICE CUTTING

Rate chiseling practices were condemned by Commissioner Harold A. Lafount upon his return to Washington this week from an extended inspection trip.

"New contracts for the sale of time already signed insure the successful operation of almost all Western radio broadcasting stations during the coming fall and winter," Commissioner Harold A. Lafount said.

Mr. Lafount sounded a loud note of optimism regarding the financial outlook for radio stations, and expressed gratification over the disposition of licensees to cooperate willingly and anxiously in the work of the NRA.

During the period of unsatisfactory business conditions, Mr. Lafount observed, broadcasters in the Western and Pacific Coast states have suffered financially, although generally speaking they have maintained a high standard of programs. The sacrifices on the part of broadcasters are keenly appreciated by the listening public. He added:

"The general trend, particularly on the part of the smaller stations, has been towards transcriptions, and high class recorded programs, although many stations present 'live talent' programs almost exclusively."

Mr. Lafount denounced price cutting which he said is engaged in by only a few stations he visited and severely criticized the practice of stations selling time on the basis of payment per inquiry. This, he declared, in his personal opinion, to be unethical, and unfair competition and engaging by stations in business other than that of advertising by radio and broadcasting.

Mr. Lafount also commented upon the fact that in a number of states, the smaller stations are organizing state units.

In referring to long sales talks by advertisers, Mr. Lafount said: "It is an exception rather than the rule and many stations will not permit lengthy sales talks."

Mr. Lafount was loud in his praise of the equipment used by Western stations, saying: "It is interesting to note the trend towards improved antennae. Everywhere stations are studying this question with a view to making such changes in antennae as may increase their signals and service areas. Station owners generally are so pleased with the results of their new monitoring equipment that they are now seeking improvements along other lines, and the trend at the moment is towards improved antennae."

Mr. Lafount is more enthusiastic than ever before over the American radio system and is convinced it is far superior to that of any other country.

SECURITIES ACT REGISTRATIONS

The following companies have filed registration statements with

the Federal Trade Commission under the Securities Act during the current week:

Arizona Comstock Corporation, Virginia City, Nev. (2-112-1).
Black's Gold Mining Company, Inc., Tacoma, Wash. (2-118-1).
Columbia Systems, Inc., Washington, D. C. (2-123-1).
Consolidated Mines Syndicate, Boise, Ida. (2-127-1).
Fulton Industrial Securities Corp., Atlanta, Ga. (2-121-1).
Itep Corporation, New York City (2-119-1).
Investors Independence Corp., Denver, Colo. (2-125-1).
Le Roi Cinnabar Mines, Inc., Minneapolis, Minn. (2-115-1).
Mt. Kelso Consolidated Mining Co., Georgetown, Colo. (2-122-1).
Northwestern Ceramic Corporation, Seattle, Wash. (2-124-1).
Premier Shares, Inc., Philadelphia, Pa. (2-128-1).
Redemption Gold Corp., Denver, Colo. (2-116-1).
Spencer Trask Fund, Inc., New York City (2-120-1).
State Loan Company, Mt. Rainier, Md. (2-126-1).
E. H. Thiell, Trustee, El Paso, Texas (2-117-1).
Washington Bar Gold Mining Co., Butte, Mont. (2-114-1).
Yuba Oil Company, New York City (2-113-1).
American Manufacturing & Mining Corp., Torrington, Wyo. (2-131-1).
Bankers Mortgage Corporation of Pittsburgh, Pa. (2-129-1).
The Mountain States Oil Corp., Denver, Colo. (2-130-1).
Transport Refining Company, Beverly Hills, Cal. (2-131-1).

RECOMMENDS NEW PUERTO RICO STATION

Application was filed by Juan Piza for a construction permit for a new broadcasting station at San Juan, Puerto Rico, to use a frequency of 1290 kilocycles, 500 watts power, unlimited hours of operation. This application was granted by the Radio Commission when station WKAQ, only existing broadcasting station in Puerto Rico, protested. The case was set for hearing. Report No. 501 (Hill, e.). Recommends that Commission affirm its grant to the applicant.

The Examiner found that Puerto Rico is greatly under quota and that there is need for additional broadcasting service on the Island. There is sufficient local talent available for a broadcasting service and "the applicant has made such tentative business arrangements as would insure the successful operation of his station." It is further stated by the Examiner that "no substantial evidence is offered in support of the protest which would, under Rule 46, warrant modification or revocation of the Commission's grant of applicant's application for construction permit."

STAY OF MANDATE IN WLOE CASE

The Court of Appeals of the District of Columbia this week granted a 30-day stay of mandate in the appeal of Station WLOE, Boston.

The Court also this week granted the motion of the Radio Commission to file a single record in the appeals of Stations WLAP and WHAS, both of Louisville, Ky.

NEW CLEARING HOUSE PROGRAMS

The following programs are offered to member stations by the NAB Program Clearing House at this time:

(CH 2:3) "JUNGLE EXPLORERS." Fifteen minutes. Man, and boy and girl, 12-15 years of age, required. Program centers about explorer who brings various jungle animals to city. Later finds two children and tells them his experiences. All settings in Africa. There is little fantastic or hokum in program. Program has been sponsored by prominent baking company six days a week for past 18 months. Capable of merchandising tie-ups with badges, clubs, contests, parties, et cetera. About 500 episodes available. Price, \$5.00 each.

(CH 2:4) "CIRCUS DAYS." Fifteen minutes. One boy, one girl and two men. Principal characters are two orphans who visit their uncle, the owner of the Mammoth Circus, the greatest show on earth. Their adventures with the circus constitute the material for the various episodes. Sponsored by an ice cream company six days a week, and has produced excellent results in short time on the air. Approximately 150 episodes are available. Price per episode is \$5.00.

(D 1b:1) "SCREWY MOVIE." Five to ten minutes. Two people. These continuities are in dialogue or narrative form and burlesque the usual types of motion picture themes. They serve either as comedy feature for a regular program or as the basis around which to build a fifteen-minute program. Twenty-five episodes available at \$2.50 each.

(D 1b:2) "HOMER BENCHBOTTOM." Ten minutes. This program at present is put on ten minutes before the baseball score broadcasts. It relates the adventures of the hero, an ex-umpire,

and a would-be baseball player. They supposedly travel with the team and get into all sort of trouble. Program has been sold to brewing company for 100 performances. Seventy-five episodes available at present time. Price is \$3.00 each.

HETTINGER BOOK OUT SOON

Publishers of Dr. Herman S. Hettinger's book entitled "A Decade of Radio Advertising" have advised that copies will be available for distribution on or about September 12. The book, the first comprehensive survey of radio advertising, contains a vast amount of factual data which is being presented for the first time. NAB members, agencies and advertisers have expressed a great interest in the forthcoming book and the advance sale has reached nearly 700 copies. Members of the NAB, who have ordered copies, will receive them from the NAB just as soon as delivery can be had.

Dr. Hettinger, a member of the faculty of the University of Pennsylvania, spent nearly two years collecting basic data for his book most of which has heretofore been unpublished. National networks, regional networks, clear channel, regional channel and local channel stations, advertising agencies and advertisers cooperated in supplying information contained in the work.

UP-TO-DATE FREQUENCY LIST

The NAB has published for the benefit of its members a new frequency list, corrected as of August 1, 1933. The booklet has been punched for insertion in the NAB HANDBOOK.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

WEVD—Debs Memorial Radio Fund, Inc., New York City—Modification of license to increase power from 500 watts to 1 KW; 1300 kc.

APPLICATIONS GRANTED

First Zone

WODA-WAAM—WODAAM Corp., Paterson, N. J.—Granted authority to conduct field intensity tests from new proposed transmitter location during experimental period for 10 days, with portable transmitter; 250 watts, 1250 kc.

WMSG—Madison Square Garden Broadcast Corp., New York City—Granted consent to voluntary assignment of license to Standard Cahill Co., Inc.

WCDA—Italian Educational Broadcasting Co., New York City—Granted consent to voluntary assignment of license to Standard Cahill Co., Inc.

WGNY—Peter Goelet, Chester Township, New York—Granted special temporary authority to operate from 1 to 3 p. m. and from 4 to 5 p. m., EST, August 16; from 3 to 5 p. m., EST, August 17, provided WFAS and WGBB remain silent.

Second Zone

None.

Third Zone

None.

Fourth Zone

KGDY—Voice of South Dakota, Inc., Huron, S. Dak.—Granted modification of construction permit to extend completion date from August 21 to November 21, 1933.

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authority to operate from 3:30 to 6 p. m., CST, September 5 and 6.

Fifth Zone

KVOR—Reynolds Radio Co., Inc., Colorado Springs, Colo.—Granted consent to voluntary assignment of license to S. H. Patterson.

MISCELLANEOUS COMMISSION ACTION

KOAC—Oregon State Agricultural College, Corvallis, Ore.—Granted permission to take depositions of 25 witnesses in re hearing upon application for renewal of license.

KTAR—KTAR Broadcasting Co., Phoenix, Ariz.—Granted special temporary experimental authority for period beginning September 1, and in no event later than March 1, 1934, permitting operating of KTAR with 500 watts night in addition to regular power of 500 watts, for the purpose of enabling practical observations to be made to determine whether or not interference will result from such operation. This authorization is made pending final decision of the Commission on the application of KTAR for modification of license to increase night power to 1 KW.

The following application, heretofore set for hearing, was denied because applicant failed to enter appearance within the time allowed.

WCAC—Connecticut Agricultural College, Storrs, Conn.—Modification of license to increase power to 500 watts.

APPLICATIONS RECEIVED

First Zone

WHAM—Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.—Modification of license to include authority for 5 KW auxiliary transmitter.

WGCP—May Radio Broadcast Corp., Newark, N. J.—Construction permit for new equipment and increase power from 250 watts to 1 KW—amended to request increase of power to 1 KW night, 2½ KW to local sunset.

WJAR—The Outlet Company, Providence, R. I.—Modification of license to increase power from 250 watts night, 500 watts, to local sunset with additional 250 watts night on experimental basis, to 500 watts (removal of experimental clause).

WAAM-WODA—WODAAM Corp., Newark, N. J., and Paterson, N. J.—Construction permit for consolidation of WAAM and WODA, change transmitter locations from Port Newark, N. J., and Paterson, N. J., to near Carlstadt, N. J. (requests authority to test as to suitability of proposed location), studio location at Newark, N. J., change equipment and to use 1 KW night, 2½ KW to local sunset. Requests application be considered under Rule 6-g. Station to share time with WGCP as at present.

Second Zone

WRVA—Larus & Bro., Inc., Richmond, Va.—Authority to determine operating power by antenna measurement.

Third Zone

WMED—Kathryn Jones, Florence, Ala.—Modification of construction permit for new station (1420 kc., 100 watts, day), to change equipment, approval of transmitter and studio location at Hamilton Ave. at 2d St., Muscle Shoals, Ala., and extension of commencement and completion dates.

WACO—Central Texas Broadcasting Co., Inc., Waco, Tex.—License to cover construction permit to change location.

WHET—Joe K. Jernigan, Cyril W. Reddoch, Julian C. Smith & John T. Hubbard, d/b as Troy Broadcasting Co., Troy, Ala.—Construction permit to change location of transmitter and studio to Houston Hotel, Dothan, Ala., change frequency from 1210 kc. to 1370 kc.

Fourth Zone

WCFL—Chicago Federation of Labor, Chicago, Ill.—Modification of construction permit to extend completion date to 3-1-34.

WDGY—Dr. George W. Young, Minneapolis, Minn.—Modification of construction permit to extend dates.

WHBY—WHBY, Inc., Green Bay, Wis.—Construction permit to make changes in equipment, change frequency and power from 1200 kc., 100 watts, to 1360 kc., 1 KW. Requests facilities of WGES, Chicago, WLBL, Stevens Point, Wis., and facilities vacated by WJKS.

Fifth Zone

KRSC—Radio Sales Corporation, Seattle, Wash.—Modification of license to change frequency from 1120 kc. to 1110 kc., using present power and hours (100 watts, daytime).

NEW—Stanley R. Church, Lewiston, Idaho—Construction permit for new station to use 1420 kc., 100 watts, unlimited time.

KLX—Tribune Publishing Company, Oakland, Calif.—Consent to voluntary assignment of license to Tribune Building Co.

APPLICATIONS RETURNED

WJAY—Cleveland Radio Broadcasting Corp., Cleveland, Ohio—Modification of license to change power and hours from 500 watts, daytime, to 250 watts, night, 500 watts to local sunset, unlimited time. (Rule 6 c & d, Rule 43.)

WKEU—Allen Wright Marshall, Sr., and Jr., and Guy Aaron Malcom, La Grange, Ga.—Consent to voluntary assignment of construction permit to Radio Station WKEU. (Not in proper form.)

NEW—A. F. Dougherty, Bowling Green, Mo.—Construction permit for new station to use 1370 kc., 15 watts, daytime. (Rule 121; insufficient information of equipment.)

NEW—Edwin Briggs Jelks, Valdosta, Ga.—Construction permit for new station to use 1310 kc., 100 watts, daytime. (Rule 6; insufficient information on location.)

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

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MAKE YOUR PLANS NOW TO ATTEND THE NAB CONVENTION TO BE HELD AT WHITE SULPHUR SPRINGS, W. VA., OCTOBER 8, 9, 10 AND 11.

PROGRAM CLEARING HOUSE

The following programs are offered through the NAB Program Clearing House:

(D 1:4) "OVER THE BACK FENCE." Fifteen minutes. Ten minutes dialogue with allowance for two minutes of announcing and three minutes of theme song. Three female voices, capable of doing negro dialect, required regularly. One male actor and an additional woman required occasionally. Program deals with the adventures of three colored women living in the average small town. Scripts contain considerable action as well as homely humor. Program has run seven months over station and has achieved considerable popularity. Thirty-nine episodes available, at \$4.00 per episode, six copies of the script being furnished. Special rate of \$130.00 for the entire series.

(D 1:5) "THE PICK OF THE TOWN," with Jack and Jill. Comedy program consisting mainly of wise cracking dialogue. Central theme is concerned with Jack's attempts to avoid work and Jill's attempts to get him to work, the situation being further complicated by misunderstandings concerning their engagement. Program can be used for three half-hour or six quarter programs per week. Program has been on station for two years and has been presented both as a commercial and sustaining program. Program can be made available in 13, 26 or 52 week series. Two characters required. Price per episode—which includes sufficient material for three half-hour or six quarter-hour programs, \$5.00.

(D 8:1) "THE SUNFLOWER SHOWBOAT." Forty-five minutes in length. Characters required are a captain, two darky comedians, a rural comedian and wife, both of whom can act character parts, a pianist with comedy possibilities; a mixed quartet, all of whom can act in a small way; two character actors, one of whom can play either the banjo or harmonica. The theme of the program is that of a variety program centering about an old river showboat. Dialogue includes old-fashioned minstrelsy, short comedy drama, rural type humor and occasional melodrama. Price is \$10.00 per episode, thirteen episodes being available. The entire series is available at \$100.00.

(CH 2:5) "JIMMY BAXTER—DETECTIVE." Fifteen minutes. Two boys and a girl, average age 12 to 14 years. Program deals with the adventures of Jimmy Baxter, his sister and another boy. Because of their knack of uncovering facts they are nicknamed detectives. One adventure leads to another. Program has been sponsored two years by a baking company. Through proper merchandising a children's club of over 85,000 members has been built up. In 1932 a children's picnic sponsored by the advertiser drew an attendance of 35,000 and in 1933 of 40,000 persons. Sales of product are reported to have increased several hundred per cent. Price for single station is \$5.00 per episode.

DELEGATES RETURN FROM MEXICO

Members of the United States Delegation to the North American Radio Conference which adjourned last week returned to Washington on Tuesday. The conference, which convened on July 10, broke up without arriving at an agreement with respect to the

allocation of broadcast frequencies between this country and Mexico.

However, a spirit of friendliness prevailed at adjournment and the way has been opened for future discussions which may lead to a solution to the interference problem.

The conference did agree upon an allocation of channels between 1600 and 4000 kc. and also agreed upon definition of terms.

With respect to broadcasting the nations attending the conference agreed as follows:

1. The participating governments shall make observations and measurements necessary to determine the conditions under which each of them receives the signals of the broadcasting stations of other countries as well as its own with the object that at a later time the specifications and characteristics of the stations to operate on different frequencies can be duly considered.

2. The present width of 10 kc. for broadcast channels shall be maintained.

3. The frequencies of the carrier wave for broadcasting shall be assigned in multiple numbers of 10.

4. In the participating countries the broadcasting stations shall control the frequency of operation in such a way that the frequency of the emitted wave shall not differ more than 50 cycles per second, plus or minus, from the nominal frequency assigned.

5. The participating countries shall exchange information respecting the assignment of frequency to end the alteration of power of broadcasting stations in their respective countries.

6. Directional antennae, the synchronization of stations and other technical means shall be employed where possible in order to reduce the number of frequencies required for a certain number of stations.

7. The assignment of frequencies for broadcasting to the various participating countries shall be left pending for the time being.

The demands from Mexico and Central American countries were greater than the needs of these countries and the United States Delegation early in the conference foresaw the failure of agreement unless these demands were reduced. Mexico demanded 12 exclusive channels and this demand was vigorously opposed by the U. S. Delegates.

Judge Eugene O. Sykes, chairman of the Federal Radio Commission and chairman of the U. S. Delegation, feels that, despite the disagreement on the allocation of channels, that definite progress has been made toward a solution of the problem. He considers the way open to future discussions which, he hopes, will lead to adjustment of the allocation differences between the countries.

The failure of the Mexican conference to agree upon an allocation of broadcast frequencies will put at rest widely circulated rumors that a reallocation of broadcast facilities will be made next fall. As long as the problem is unsolved and the way left open for further discussions it would follow that any general realignment of broadcast stations would be unnecessary.

Experiments with directional antennae and synchronization of stations are virtually compulsory under Paragraph 6 of the agreement entered into. Much new information on the subject of antennae construction has been collected and there have been

many important developments in the use of directional antennae.

The agreement of the countries to make use of developments in the field of directional antennae construction focuses attention upon the work of J. C. McNary, NAB consulting engineer, who has spent several years in conducting original experiments in this field.

It was the feeling of the U. S. Delegates that Mexico will begin immediately to enforce the provisions of the agreement.

NAB BOARD TO DRAFT NRA CODE

A special meeting of the Board of Directors of the NAB will be held at the Washington Hotel, Washington, D. C., on Thursday, August 24, for the purpose of whipping into shape for formal submission to the NRA the code of fair competition for the broadcasting industry.

A two-day meeting of the NAB code committee was held in New York on Monday and Tuesday of this week during which data collected by the NAB from all stations were analyzed and suggested provisions drafted. These committee discussions took into consideration the wage and employment conditions at both networks and stations of all classes located in all parts of the country. A vast amount of statistical data was presented to the committee and a report compiled for study by the Board.

Conferences were held this week between Sol A. Rosenblatt, deputy NRA administrator, and the NAB Managing Director covering all phases of the problems involved in the drafting of the code and it is hoped that the Board will be able to draft, on the basis of work already done, a code acceptable to all branches of the broadcast industry and the NRA. Just as soon as the draft to be proposed to the NRA is completed it will be made available to all stations. Under the rules of the NRA a public hearing will be held at which all parties in interest may appear and be heard.

When the proposed code is submitted, a request will be made to have substituted for the President's Reemployment Agreement the labor and wage provisions of the broadcasters' code. This will be expedited in order that all broadcast stations not already having subscribed to the PRA will be able to sign and secure the Blue Eagle.

The proposed code, after promulgated by the Board, will be set for public hearing at a date not yet determined.

Despite the enormous amount of work involved in collecting and analyzing data received from stations, work of preparing suggestions for the NAB Board has gone forward rapidly. In this preliminary work consideration has been given to variations in operating conditions in small and large cities and these conditions were taken into consideration. Consideration also was given to the fact that broadcasting, operating under Government license, is subject to long hours of operation seven days a week.

CONFER ON CONVENTION PLANS

Edwin M. Spence, WPG, Atlantic City, N. J., chairman of the NAB Convention Committee, conferred with the Managing Director last Sunday on plans for the annual membership meeting of the NAB which will be held at White Sulphur Springs, W. Va., October 9, 10, 11 and 12.

NEW MEMBERS IN NAB

The call letter kilocycle list which was mailed to all members, correct as of August 1, 1933, had members of the NAB designated in bold face type. Since August 1, nineteen new members have made application for membership in the Association as follows:

WJMS, Ironwood, Michigan	KSO, Des Moines, Iowa
WNBR, Memphis, Tenn.	KFWB, Los Angeles, California
KFJZ, Fort Worth, Texas	KFRC, San Francisco, Calif.
WLTH, Brooklyn, N. Y.	KGB, San Diego, Calif.
WLVA, Lynchburg, Va.	KDB, Santa Barbara, Calif.
WQAM, Miami, Florida	RCA Victor Co., Camden, N. J.
WLIT, Philadelphia, Pa.	KFYO, Lubbock, Texas
KFKA, Greeley, Colorado	WMBQ, Brooklyn, N. Y.
KBTM, Paragould, Arkansas	WOQ, Kansas City, Mo.
WCRW, Chicago, Illinois	

ADDITIONS TO HONOR ROLL

In the NAB reports last week was published the Honor Roll of Broadcast Stations, which consisted of a list of 450 stations that had pledged themselves to cooperate with the NRA. There were 27 pledges received too late for publication last week, but received in time to be placed on the final Roll of Honor. This makes a total of 487 broadcast stations out of 582 licensed operating stations

in the United States that have offered their facilities to cooperate in the recovery program. The supplementary list of twenty-seven stations follows:

FIRST ZONE

New York
WBNX, New York
WMSG, New York
Vermont
WQDM, St. Albans

SECOND ZONE

Michigan
WBEO, Marquette
West Virginia
WHIS, Bluefield
WOBW, Charleston

THIRD ZONE

Oklahoma
KASA, Elk City

FOURTH ZONE

Kansas
KGNO, Dodge City
Missouri
WHB, Kansas City
KSD, St. Louis

FIFTH ZONE

Arizona
KTAR, Phoenix
California
KERN, Bakersfield
KELW, Burbank
KMJ, Fresno
KTM, Los Angeles
KLX, Oakland
KFBK, Sacramento
KGGC, San Francisco
Colorado
KFKA, Greeley
Hawaii
KGMB, Honolulu
KGU, Honolulu
Idaho
KTFI, Twin Falls
Montana
KGCX, Wolf Point
Oregon
KFJR, Portland
Utah
KSL, Salt Lake City
Washington
KMO, Tacoma
KIT, Yakima

RECOMMENDS DENIAL FULL TIME

Broadcasting station WHDH, Boston, applied for full time on its frequency of 830 kilocycles, using 1,000 watts power. The station now operates on part time. Report No. 502 (Hill, e). Recommends that application be denied.

The Examiner found that both Boston and eastern Massachusetts receive adequate broadcast service at night and that "a sufficient showing of need for the service has not been made by the applicant."

It was further found by the Examiner that the granting of the application would result in interference between stations WHDH and KOA; it would substantially reduce the area served by Station KOA (also operating on 830 kilocycles) and "would deprive a large number of rural listeners of service from what is now their most dependable station."

SECURITIES ACT REGISTRATIONS

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

Bancshares, Ltd., Jersey City, N. J. (2-134-1).
Eastern Bond & Share Corp., Philadelphia, Pa. (2-135-1).
Inter-Allied Mining Corp., New York City (2-139-1).
National Service Companies, Boston, Mass. (2-133-1).
Redding Creek Placers, Ltd., San Francisco, Cal. (2-137-1).
Southern States Breweries, Inc., Atlanta, Ga. (2-136-1).
Transcontinental Precious Metals, Co., Flint, Mich. (2-138-1).
Aurora Brewing Company, Aurora, Ill. (2-140-1).
Carnegie Metals Company, Pittsburgh, Pa. (2-142-1).
Montana Highlands Gold Mining Co., Butte, Mont. (2-143-1).
Wamad Associates, Boston, Mass. (2-141-1).

LAFOUNT URGES NRA COOPERATION

"It is the patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore, or modify the codes established by the NRA," Commissioner Harold A. Lafount declared on August 14.

"Under the Radio Act the Commission has no right of censorship," he said. "However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewals."

MAKE YOUR PLANS NOW TO ATTEND THE NAB CONVENTION TO BE HELD AT WHITE SULPHUR SPRINGS, W. VA., OCTOBER 8, 9, 10 AND 11.

"In the present crucial time, when the Government is making a determined effort to restore prosperity and to provide employment for vast groups, by establishing codes for industry, tending to provide more jobs, by reducing working hours and advancing wage scales, it is questionable, in my individual opinion, if the Commission should ignore such protests as the one filed by the delegation mentioned.

"Of course, when the people are fully informed concerning the NRA drive, its purport, and the philosophy back of it, listeners will ignore appeals for business based on price-cutting. In fact, such appeals will be considered unfair, unpatriotic and un-American.

"During the World War those who refused to do their part were labeled "Slackers"—a term of contempt. Those who refuse to aid the Government in this critical time in its war against depression should be placed in the same category. So far they have been dubbed "Chiselers," but to my mind that is too mild a term.

"The success of the recovery drive, it is generally conceded, depends on team work on the part of the whole nation—the buyers as well as the producers. Many are called upon to make sacrifices for the common good and those who refuse to play the game deserve, and undoubtedly will receive, the odium of all true Americans.

"It is to be hoped that radio stations, using valuable facilities loaned to them temporarily by the Government, will not unwittingly be placed in an embarrassing position because of the greed or lack of patriotism on the part of a few unscrupulous advertisers."

KFWK CASE DISMISSED

The appeal of Station KFWK, St. Louis, Mo., has been dismissed by the Court of Appeals of the District of Columbia at the request of the station. The Radio Commission refused to renew the license of the station and the appeal was taken against this decision.

JULY RADIO EMPLOYMENT INCREASES

July employment index number for the radio industry was 94.1 compared with 92.1 for June and 62.5 for July of last year, taking 1926 at 100, according to the Bureau of Labor Statistics, Department of Labor. The payroll index for July was 55.7 compared with 65.5 for June and 47.8 for July of last year.

NAB PROCEEDINGS SOON READY

Proceedings of the NAB Engineering and Commercial Section meetings are on the presses and will be ready for distribution to members within the next week. The proceedings are being published as a section of NAB REPORTS.

SCRIPTS WANTED

A member station is interested in receiving information regarding program suitable for sponsorship by a coal company. Another member station is desirous of securing the experience of other stations in handling department store advertising over the radio. This refers to specific program ideas and scripts as well as to experience regarding the general policy which may be followed. Any information in either field will be appreciated by the Program Clearing House.

EXCHANGE OF TRANSCRIPTIONS

A word of caution should be said regarding the offer of the NAB Program Clearing House to act as a facilitating agent in the sale and exchange of transcriptions by stations. It seems that a large number of station contracts are so worded as to restrict the performance of the transcription to the purchasing station. It is suggested that member stations ascertain that their transcriptions are not limited in their performance in this manner before offering them through the Clearing House.

NEW MARKET ANALYSES PUBLISHED

Judging the value of each city, town and county as a market for retail goods and comparing the sales possibilities in such a way as to help wholesalers and manufacturers direct their advertising and sales efforts more profitably, is simplified in a series of studies by the U. S. Department of Commerce. These studies have been made for various states, and bear the title, "An Aid for Analyzing Markets in Ohio," or whatever the state may be.

Specific indexes for gauging the sale possibilities in each county for automotive equipment, electrical appliances and gas appliances are given, together with data from which similar indexes can be worked out for other commodities. The steps necessary in conducting a market survey are outlined and the figures which serve as a background for an analysis of the various marketing areas for wholesalers and manufacturers are presented in readily useable form.

Population and sale figures are presented which should be of considerable value to radio stations in developing market data and in making sales presentations. The reports are one of the most useable series which have been issued and are especially recommended in this field. Reports are available thus far for Texas, New England, the Pacific Southwest region, the South Central Atlantic region, New York, New Jersey, Pennsylvania, Missouri, Connecticut, Ohio, Illinois, Michigan. They are available at 5 cents each from the Superintendent of Documents, Washington, D. C.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

August 21, 1933

WSAI—Crosley Radio Corporation, Cincinnati, Ohio—Power increase from 500 watts night, 1 KW day, to 1 KW night, 2½ KW day.

August 25, 1933

WODX—Mobile Broadcasting Corporation, Mobile, Ala.—Modification of license to change from 1410 kc., 500 watts, simultaneous day with WSFA, share night, to 1380 kc., 500 watts, unlimited time.

APPLICATIONS GRANTED

First Zone

WESG—Cornell University, Elmira, N. Y.—Granted authority to operate until 11 p. m. on evening of August 18.

WHAM—Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.—Granted modification of license to authorize continuing the use of 5 KW auxiliary transmitter.

Second Zone

WKOK—Charles S. Blue, Sunbury, Pa.—Granted authority to extend equipment tests from August 14 to August 21.

Third Zone

WSB—Atlanta Journal Co., Atlanta, Ga.—Granted authority to use present main transmitter as auxiliary for period of 30 days, beginning August 14, in case any defect develops in new 50 KW transmitter.

WGCM—Grace Jones Stewart, under trade name of Great Southern Land Co., Mississippi City, Miss.—Granted construction permit to make changes in equipment, increase day power from 100 to 250 watts, and change specified hours.

KGRS—E. B. Gish (Gish Radio Service), Amarillo, Tex.—Granted construction permit to rebuild transmitter and make changes in equipment.

KGHI—Lloyd Judd Co., Little Rock, Ark.—Granted license covering changes in equipment and increase in daytime power; 1200 kc., 100 watts night, 250 watts day, unlimited time.

WEED—William Avera Wynne, Greenville, N. C.—Granted modification of construction permit to make changes in equipment, change studio location locally, and change completion date to 45 days from this date.

Fourth Zone

WKBV—Wm. O. Knox, d/b as Knox Battery and Electric Co., Connersville, Ind.—Granted construction permit to move transmitter from Connersville, Ind., to U. S. Road 27, near Richmond, Ind., and move studio from Connersville to Leland Hotel, Richmond, Ind., also to make changes in equipment.

KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Granted special temporary authority to operate from 12:30 p. m. to 2 p. m., CST, September 4, providing KFDY remains silent.

WDGY—Dr. George W. Young, Minneapolis, Minn.—Granted modification of construction permit to extend commencement date to July 1 and completion date to October 30, 1933.

WGES—Oak Leaves Broadcasting Station, Inc., Chicago, Ill.—Granted temporary authority, pending hearing on application for specified hours, to operate from 7:30 a. m. to 1 p. m. Sundays only, instead of from 6 to 10:30 a. m. and 11:45 a. m. to 1 p. m. on Sundays.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted construction permit to move station locally from 540 N. Lake Street, Gary, to 2 miles southwest from center of city.

Fifth Zone

KIEM—Harold H. Hanseth, Eureka, Calif.—Granted authority to operate nighttime August 21 to broadcast NRA meeting.

KGIW—Leonard E. Wilson, Trinidad, Colo.—Granted construction permit to move transmitter and studio from Trinidad to La Veta Highway, near Alamosa, and make changes in equipment.

KGER—Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.—Granted 30-day authority to use portable transmitter on 1360 kc. after midnight to conduct location tests.

SET FOR HEARING

NEW—Maurice Sott, R. D. Laird, Wm. M. Kahanowits, d/b as Greensburg Broadcasting Co., Greensburg, Pa.—Construction permit for new station to use 1420 kc., 100 watts, daytime.

WMAQ—National Broadcasting Co., Inc., Chicago, Ill.—Construction permit to move transmitter from Addison, Ill., to near Downer's Grove, Ill., install new equipment, and increase power from 5 to 50 KW.

WTMJ—The Journal Co., Milwaukee, Wis.—Modification of license to change frequency from 620 kc. to 670 kc.; increase power from 1 KW night and 2½ KW day to 5 KW (facilities of WMAW, WHA, and WLBL).

KRGV—KRGV, Inc., Harlingen, Tex.—Modification of license to increase hours of operation from sharing equally with KWWG to unlimited.

WHA—University of Wisconsin, Madison, Wis.—Renewal of license set for hearing because facilities have been applied for.

WDAE—Tampa Publishing Co., Tampa, Fla.—Construction permit to make changes in equipment, and increase day power from 1 KW to 2½ KW (facilities of WRUF in terms of quota units).

ORAL ARGUMENT GRANTED

September 20, 1933

WMBD—Peoria Broadcasting Co., Peoria, Ill., and WTAD, Illinois Broadcasting Corp., Quincy, Ill.—In re Examiner's Report No. 493.

MISCELLANEOUS COMMISSION ACTION

WJSV—Old Dominion Broadcasting Co., Alexandria, Va.—Granted regular license with certain restrictions, since WHOM has withdrawn its protest.

KMLB—Liners Broadcasting Station, Inc., Monroe, La.—Granted petition for rehearing of application for construction permit for change in location of transmitter and change in frequency from 1200 kc. to 590 kc., and increase in power from 100 watts to 250 watts, and change in time from specified hours to unlimited. Applicant desires to submit additional testimony.

WCAC—Connecticut Agricultural College, Storrs, Conn.—Application for increased power restored to hearing docket.

APPLICATIONS RECEIVED

First Zone

WBAL—Consolidated Gas, Electric Light and Power Co., of Baltimore, Baltimore, Md.—Modification of construction permit granted 3-31-33 to move transmitter to Pikesville, Md., and install new equipment for extension of completion date to 8-31-33.

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—Construction permit for new equipment and increased power, from 250 watts to 500 watts.

Second Zone

None.

Third Zone

WIS—Station WIS, Inc., Columbia, S. C.—Construction permit to change equipment, change frequency, and increase power from 1010 kc., 500 watts night, 1 KW day, to 1050 kc., 5 KW. Requests application be considered under Rule 6 (f).

WSB—The Atlanta Journal Co., Atlanta, Ga.—License to cover construction permit granted 11-17-31 and modifications for new equipment, change transmitter location and increase power from 5 KW to 50 KW.

WSB—The Atlanta Journal Co., Atlanta, Ga.—Authority to determine operating power by direct antenna measurement.

Fourth Zone

WJAG—The Norfolk Daily News, Norfolk, Nebr.—Special experimental authorization to operate two hours additional after sunset experimentally to January 31, 1934, using 500 watts power.

WNAX—The House of Gurnery, Inc., Yankton, S. Dak.—License to cover construction permit granted 2-10-33 to change equipment and increase power from 1 KW to 1 KW night, 2½ KW day; also authority to determine operating power by direct antenna measurement; also modification of license for authority to use old 1 KW transmitter as main transmitter at night.

WBOW—Banks of Wabash, Inc., Terre Haute, Ind.—Construction permit to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 watts to 1 KW (facilities of WGES, Chicago, Ill.).

Fifth Zone

KGER—Consolidated Broadcasting Corporation, Ltd., Long Beach, Calif.—Construction permit to change transmitter location locally, exact location to be determined by tests.

KFKA—The Midwestern Radio Corp., Greeley, Colo.—Construction permit to move transmitter from Greeley, Colo., to Idlewild, outside city limits of Greeley.

NEW—Frank Wilburn, Prescott, Ariz.—Construction permit to erect a new station at Prescott, Ariz., to operate on 1500 kc., 100 watts, unlimited time (facilities of KPJM, Prescott, Ariz.).

KGA—Northwest Broadcasting System, Inc., Spokane, Wash.—Consent to voluntary assignment of license to Louis Wasmer.

KEX—Western Broadcasting Co., Portland, Ore.—Consent to voluntary assignment of license to The Oregonian Publishing Co.

APPLICATIONS RETURNED

NEW—Midwestern Broadcasting Assn., St. Joseph, Mo.—Construction permit to erect a new station to operate on 1210 kc., 100 watts, unlimited time (facilities of KGIZ, Grant City, Mo.). (Unsatisfactory equipment and transmitter location.)

NEW—S. J. Carnes, Camden, Ark.—Construction permit to erect a new station to operate on 930 kc., 15 watts, unlimited time. (Rules 6, 120, 151, and unsatisfactory equipment.)

KGFX—Dana McNeil, Pierre, S. Dak.—License to cover construction permit authorizing changes in equipment. (Improperly executed.)

WKEU—Allen Wright Marshall, Jr. and Sr., and Guy Aaron Malcom, La Grange, Ga.—Consent to voluntary assignment of construction permit to Radio Station WKEU. (Not in proper form.)

WKBB—Sanders Bros. Radio Station, Joliet, Ill.—Modification of construction permit to change transmitter and studio location, new equipment, and change in specified hours. (Request of applicant.)

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

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NAB FILES BROADCAST CODE

The National Association of Broadcasters on August 29 submitted to the National Recovery Administration a code of fair competition for the radio broadcasting industry. The code was submitted in the form approved by the Board of Directors of the Association at its meeting in Washington, D. C., August 24 and 25.

At the same time application was made to substitute the labor and wage provisions of the broadcasters' code for labor and wage provisions of the President's Reemployment Agreement. It is expected that the National Recovery Administration will act promptly upon the application for substitution and that all radio stations of the United States will be under the Blue Eagle within the next few days. Many stations have already signed the President's Reemployment Agreement and are operating under its provisions, although the vast majority are awaiting approval of the substituted provisions.

Deputy Administrator Sol A. Rosenblatt, who has been designated to handle the broadcasters' code, indicated that an early date will be fixed for public hearing on the permanent code.

Copies of the code as filed by the Association are being sent to all broadcasting stations.

Briefly, the code provides a forty-hour week for all employes, except radio operators and control men who are given a 48-hour week. Special provisions have been made for persons employed on special event programs of public interest. Exceptions as to working hours are made with respect to persons above a certain salary grade who are employed in a managerial or executive capacity (including announcers and production men), outside salesmen, and employes on emergency maintenance and repair work.

Persons under the age of 16 years may not be employed except as talent on programs and then for not more than three hours daily, the hours of employment not to interfere with their schooling.

A differential in salary classification is provided as between stations employing more than ten regular employes and stations employing less than that number. Minimum pay for broadcast technicians, including radio operators and control men, is fixed at \$20 a week for stations employing more than ten persons and at \$15 a week for stations employing no more than 10 employes. Announcers and program production employes are given a minimum weekly salary of \$20 in the larger stations and \$15 in the smaller stations. For other employes the wage schedules provided in the President's Reemployment Agreement are followed.

The code also provides for equitable readjustments in all pay schedules in line with the spirit of the blanket code and carries the statutory provisions relating to collective bargaining.

A section on trade practices bans "rate chiseling," "song plugging," disparagement of competitors, false coverage claims, and lotteries.

The National Association of Broadcasters is designated as the supervisory agency under the code.

It is estimated that compliance with the code will result in the employment of 720 additional employes, or an increase of 6.5 per cent over the number regularly employed as of July 29, 1933. The total employment would be 3.2 per cent above that of any previous year in the industry's history. Exclusive of equitable readjustments, the amount added to payrolls would exceed \$1,000,000, representing a gain of 4.8 per cent when compared with present payrolls. According to surveys conducted by the Association there are now

approximately 11,000 persons regularly employed in the industry, exclusive of special talent, and the annual payroll is around \$20,900,000.

The code was presented to the National Recovery Administration by a committee consisting of Alfred J. McCosker, President of the NAB; Philip G. Loucks, Managing Director of the NAB; and John W. Guider, Counsel for the NAB, acting under instructions from the Board of Directors and the NAB Code Committee.

NETWORKS OFFER PRESIDENT'S TALKS

Although the voice of the President of the United States may now be heard over the national networks by virtually every person owning a radio receiving set in the United States, nevertheless the National Broadcasting Company and the Columbia Broadcasting System have offered to make available to non-network stations the Presidential broadcasts.

In cities where the Columbia Broadcasting System and the National Broadcasting Company do not have an affiliated station, which regularly broadcasts the features of either network, consent for broadcasting special Presidential addresses will be given, the pick-up to be made from the nearest practical wire point of either of the networks.

In any city where the Columbia Broadcasting System or the National Broadcasting Company has an affiliated station the consent of the regular associated network station must be obtained before permission can be given for the Presidential broadcasts.

The non-network station can apply in advance to the Columbia Broadcasting System and the National Broadcasting Company or through the National Association of Broadcasters for the specific Presidential address desired. The non-network station will arrange through the networks for the Telephone Company to connect the non-network station to the network facilities and will agree to pay promptly the charges incidental to the connection between the station and the nearest available network point.

NAB BOARD FAVORS LONGER LICENSES

Longer license terms for broadcast stations were advocated in a resolution adopted by the NAB Board of Directors at its meeting held in Washington, D. C., August 24 and 25. The text of the resolution follows:

"Whereas the Radio Act of 1927, as amended, authorizes the Federal Radio Commission to issue broadcast licenses for three-year periods; and

"Whereas, the Commission, up to this time, has not seen fit to license such stations for a term greater than six months; and

"Whereas, the broadcast industry is desirous of cooperating with the National Recovery Administration by observing a code under which hours of work will be shortened and rates of pay increased for station employes and under which many stations will be required to increase their personnel and payrolls; and

"Whereas, many stations will find it virtually impossible to carry out the spirit and letter of this code without improvement of their credit conditions which can only result from longer licenses; and

"Whereas, the North American Radio Conference has been concluded in a manner which will make a general realignment of stations unnecessary;

"Whereas, longer license terms will result in greater stability throughout the broadcasting industry;

"Therefore, be it Resolved, That the Board of Directors of the

MAKE YOUR PLANS NOW TO ATTEND THE NAB CONVENTION TO BE HELD AT WHITE SULPHUR SPRINGS, W. VA., OCTOBER 8, 9, 10 AND 11.

National Association of Broadcasters, on behalf of the broadcasting industry, respectfully requests that the Federal Radio Commission extend terms of all broadcast station licenses for the full statutory period."

CONVENTION PLANS PROGRESS

Plans for the annual membership meeting of the NAB were discussed at the meeting of the Board of Directors by Ed M. Spence, chairman of the NAB Convention Committee. The convention will be held at White Sulphur Springs, W. Va., October 8, 9, 10 and 11, and a major part of the program will be devoted to discussion of industry business.

Chairman Spence announced to the Board that he has appointed Leon Levy, WCAU, Philadelphia, Pa.; Sam Cook, WFBL, Syracuse, N. Y.; L. B. Wilson, WCKY, Covington, Ky.; Birt Fisher, KOMO, Seattle, Wash.; W. E. Hutchinson, WAAF, Chicago, Ill.; and LeRoy Mark, WOL, Washington, D. C.

NRA TO USE TRANSCRIPTIONS

The National Recovery Administration is offering to radio stations transcriptions of an address relating to the use of the Blue Eagle by merchants and manufacturers in smaller communities. Notices of the availability of transcribed talks were sent to stations by W. B. Dolph, in charge of radio for the NRA, who has followed the recommendations of the NRA Committee on Radio Broadcasts in making the talk available.

PROGRAM CLEARING HOUSE

Programs offered to member stations through the NAB Program Clearing House are as follows:

(D 8:3) "TREASURE ISLAND." A dramatic version of Stevenson's famous adventure story, available in 13 episodes of fifteen minutes in length. Has been developed in such a way as to allow numerous merchandising tie-ins which will be sent to interested stations upon request. Was sponsored by large mail order department store in the interests of its toy department. As a result of program the store reported the biggest toy business in years and the largest percentage increase in volume of business of any toy department in the entire chain. Fifteen characters are required in all, though no more than six are required in any one broadcast. Entire series available for \$30.00.

(CH 5:1) "THE KANGAROO CLUB." An informal children's program broadcast for a forty-five-minute period daily. Since its inception on the air in 1928, over 42,000 children have enrolled as members. Only children participate in the program, which includes historical dramas, fairy tales and other dramatic presentations. National and local accounts have used announcements on this period with great success.

(D 5:3) "THE LOST NATION." Fifteen-minute program, probably most effective if used on a five-night-a-week basis. Involves the story of a group of gold-seeking pioneers upon whom the Indians place a curse which causes them to shrink to the size of midgets. The development of the plot revolves about the further adventures of this strange group of people. Merchandising tie-ins are available, including maps of the Lost Nation and similar features. Prices available upon request.

(Sp 6) "THE FACT FINDER." A series of five-minute programs recounting little known oddities gathered from here and there. Questions such as whether fish drink, how hot is the sun, and similar matters are discussed in the continuities. These are adaptable to insertion in a fifteen-minute or half-hour program or to use by themselves. They can be combined into longer programs in which spot announcements may be inserted.

The cost of the program is five dollars weekly for five daily programs. Programs may be ordered in lots of four weeks, or twenty at a time, payment upon receipt of the order. Written cancellation required at the end of each series.

BOOTLEG STATIONS PROSECUTED

Eighteen persons have been charged with violation of the Radio Act of 1927 as a result of the Commission's move to eradicate air pirating in Texas. The charges have resulted from the operation of small unlicensed radio stations, programs of which have been heard across the Texas state line, and which therefore have brought the stations directly in conflict with the Federal law.

Those charged with violation of the act are Rev. Sam N. Norris, militant Baptist minister; C. A. Paulger and Joe Stanton, of Lubbock; Mr. and Mrs. E. J. Turner and Mr. and Mrs. F. H. Meier, of Ban Antwerp; Ed Pierce, Curry H. Jackson, Willis Brooks and F. W. Burson, of Plainview; A. F. McClellan, Cleve Langford and Bill Adams, of Stamford; Ed F. Howser and E. W. Brown, of Big Spring.

Penalty for violation of the act, upon conviction, is a fine of not

more than \$5,000 or imprisonment of not more than five years in the penitentiary or both.

RESCINDS SUSPENSION OF RULE 151

The Federal Radio Commission has rescinded its action of last spring whereby the operation of Rule 151 was suspended until November 1 of the current year. Rule 151 requires the licensee of a broadcasting station to maintain a minimum regular operating schedule of two-thirds the hours authorized each broadcast day, except Sundays.

The revocation of the suspension of Rule 151, however, will not affect authorizations heretofore granted certain stations, upon application, to operate less than the time required by rule, up to but not beyond November 1, 1933.

SECURITIES ACT REGISTRATIONS

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

Consolidated Crude Corporation, Los Angeles, Calif. (2-145)
Progressive Building & Loan Association, Washington, D. C. (2-146)

The Southwest Company, Tulsa, Okla. (2-147)
Sunset Gold Fields, Inc., New York City (2-148)
20th Century Depositor Corporation, New York City (2-144)

TRADE COMMISSION STOP ORDERS

The Federal Trade Commission has issued stop orders under the Securities Act suspending the effectiveness of the registration statements of American Gold Mines Consolidation, Inc. (2-81-1), New York, and Industrial Institute, Inc. (2-90-1), Jersey City, until they have been amended to comply with the requirements of the act and the Commission's regulations.

DUES FOR SMALL STATIONS REDUCED

In line with the attitude of the National Recovery Administration that the industry's trade organization embrace all units, the Board of Directors of the NAB at its meeting in Washington, D. C., August 24 and 25 adopted the following resolution:

"Resolved, That pending a revision of the constitution and by-laws, the Managing Director be authorized to accept active memberships from stations whose gross income for the year ended December 31, 1932, has been less than \$15,000 at \$30.00 per annum."

A membership drive is now under way under the leadership of the NAB membership committee and it is expected that within the next two weeks every eligible station will be a member of the NAB. Members of the Membership Committee are now authorized to quote the new rate to small stations.

BUSINESS PROGRESS CONTINUES

Despite a slowing up of activity usual during the latter part of August the general trend of business still remains strong. Production, during the week ending August 19 was lower than earlier in the summer, and in some lines was reported to be below current output. Automobile production was the exception to the trend and continued at the level of the preceding week. The July preliminary figure for automobile registrations in the passenger car field is 185,000 units as compared to 174,190 in June and 104,188 in July, 1932, it is stated by the Department of Commerce.

Industrial production in July reached approximately 95 per cent of the 1923-1925 average, according to the Federal Reserve Bulletin for August. The advance in activity was not confined to consumption goods but included the durable goods industries, which constitute a large part of our production and which especially comprise the part that shows greater changes from prosperity to depression.

Employment has expanded at a much slower rate than production as is usual in the early stages of recovery, since giving more work to those already on the payroll precedes the hiring of new workers. More than 1,500,000 workers were rehired during the second quarter of the current year, though the number of unemployed in June still approximated 11,000,000 persons. Department store sales in July were slightly above those of the preceding month and were approximately 6 per cent higher than those of July, 1932. Though an acceleration of business activity is to be noted generally, the movement is still too new to be more than embryonic.

PROCEEDINGS SENT TO MEMBERS

Proceedings of the Commercial and Engineering Section meetings held several weeks ago were sent to all NAB members this week.

BOARD APPROVES 34 NEW MEMBERS

Thirty-four applications for membership in the NAB were submitted to the Board of Directors at its meeting in Washington

last week. All the applicants were approved and are now being welcomed into the organization. This brings the membership up to 256 members as we go to press. We have enthusiastic letters from every man on the membership committee, all full of confidence that the drive to make NAB represent the broadcast industry 100 per cent is going over the top. The new members are:

KBTM, Paragould, Ark.; KDB, Santa Barbara, Calif.; KFJZ, Ft. Worth, Texas; KFKA, Greeley, Colorado; KFPL, Dublin, Texas; KFPW, Ft. Smith, Ark.; KFRC, San Francisco, Calif.; KFVB, Los Angeles, Calif.; KFYO, Lubbock, Texas; KGB, San Diego, Calif.; KGBX, Springfield, Mo.; KGFV, Kearney, Nebraska; KMAC, San Antonio, Texas; KSEI, Pocatello, Idaho; KSO, Des Moines, Iowa; WAAT, Brooklyn, N. Y.; WBBZ, Ponca City, Okla.; WCKY, Covington, Ky.; WCRW, Chicago, Ill.; WDGY, Minneapolis, Minn.; WHBU, Anderson, Ind.; WHN, New York, N. Y.; WIBM, Jackson, Mich.; WJMS, Ironwood, Mich.; WLIT, Philadelphia, Pa.; WLTH, Brooklyn, N. Y.; WLVA, Lynchburg, Va.; WMBQ, Brooklyn, N. Y.; WMIL, Jersey City, N. J.; WNBR, Memphis, Tenn.; WQAM, Miami, Florida; WREC, Memphis, Tenn.; WSBC, Chicago, Ill.; RCA-Victor Co., Camden, N. J.

One application for membership was received last week just too late to present to the Board. This station, WSOC, Gastonia, N. C., has been placed on the active membership pending the next meeting of the Board.

NAB STATISTICAL REPORT OUT SOON

Work of tabulation will be begun this week on the first monthly report of the NAB Statistical Service. This report will present for the first time a compilation of the volume of both network and spot radio broadcast advertising.

The installation of the NAB Statistical Service was temporarily side-tracked in favor of the collection of information regarding wages, hours and employment in the radio broadcasting industry to be used in the preparation of the broadcaster's Code of Fair Competition.

The initial report on local, national, spot, and network advertising volume will be published within the next few weeks, following which the report will be issued regularly at the close of each month. August report forms are being mailed to members during the course of the next few days and stations are urged to return these to NAB headquarters as early as possible.

FEDERAL RADIO COMMISSION ACTION

HEARING CALENDAR

August 28, 1933

Hearing involving 10 applications of WARD, U. S. Broadcasting Corp., Brooklyn, N. Y.; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y.; WLTH, Voice of Brooklyn, Inc., Brooklyn, N. Y.; and WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y.

APPLICATIONS GRANTED

First Zone

WOL—American Broadcasting Co., Washington, D. C.—Granted CP to make changes in equipment.
 WCAC—Connecticut Agricultural College, Storrs, Conn.—Granted authority to continue remaining silent until 12:30 p. m., October 2, 1933.
 WICC—Bridgeport Broadcasting Station, Inc., Bridgeport, Conn.—Granted authority to continue using time of WCAC to October 2.
 WESG—Cornell University, Elmira, N. Y.—The Commission reconsidered its action of August 15 in granting application for special temporary authority to operate station until 11 p. m., EST, on evening of August 18, and granted same for special temporary authority to operate station until 1 a. m., EST, August 19.
 WEBR—Howell Broadcasting Co., Inc., Buffalo, N. Y.—Granted authority to remain silent Labor Day, September 4, in order to give employees a holiday.
 WEAN—Shepard Broadcasting Service, Inc., Providence, R. I.—Granted renewal of license, 780 kc., 250 watts, 500 watts LS, unlimited time. Also granted special temporary experimental authority to operate with additional 250 watts nighttime power for period September 1, 1933, to March 1, 1934.
 WJAR—The Outlet Co., Providence, R. I.—Granted renewal of license, 890 kc., 250 watts, 500 watts LS. Also granted special temporary experimental authority to operate with additional 250 watts nighttime power for period September 1 to March 1, 1934.

WBAL—Consolidated Gas and Electric Light and Power Co. of Baltimore—Granted modification of CP extending completion date to August 31, 1933.

WBAL—Consolidated Gas and Electric Light and Power Co. of Baltimore—Granted renewal of special experimental authority to synchronize on 760 kc. with WJZ with power of 2½ KW for a period of 3 months from September 1.

Second Zone

WSAI—Crosley Radio Corp., Cincinnati, Ohio—Granted increase in operating power from 500 watts night to 1 KW night and from 1 KW day to 2½ KW day, affirming grant made June 30, 1933, which was protested by F. P. Moler, licensee of WHBD, at Mt. Orab, Ohio. Moler has withdrawn his protest and hearing scheduled has been cancelled.

WKRC—WKRC, Inc., Cincinnati, Ohio—Granted extension of special experimental authority to use 1 KW (500 watts additional) power, to November 1, 1933.

Third Zone

KUOA—KUOA, Inc., Fayetteville, Ark.—Granted modification of CP to make changes in equipment, and approval of transmitter site at Mount Sequoyah, Fayetteville, Ark.

WACO—Central Texas Broadcasting Co., Inc., Waco, Tex.—Granted license covering installation of new equipment, moving station locally, and change in frequency, power and hours of operation; 1420 kc., 100 watts, specified hours.

WGCM—Great Southern Land Co., Mississippi City, Miss.—Granted consent to voluntary assignment of license to Grace Jones Stewart, under trade name of Great Southern Land Co.

WGCM—Grace Jones Stewart, under trade name, Great Southern Land Co., Mississippi City, Miss.—Granted CP to make changes in equipment, increase day power from 100 to 250 watts, and change hours of operation to daily except Sunday, 9 a. m. to 1 p. m.; 7 to 9 p. m. Sunday, 9:45 a. m. to 1 p. m.

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted authority to operate for period of 90 days with 300 watts power, pending repair of high-voltage generator (regular power, 500 watts).

WODX—Mobile Broadcasting Corp., Mobile, Ala.—Granted authority to resume operation September 1 instead of September 10.

Fourth Zone

WMBH—WMBH Broadcasting Co., Joplin, Mo.—Granted authority to broadcast all World Series baseball games when dates and hours become known.

KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of special authority to use time assigned to but not used by stations KUSD and WILL during month of September.

WSUI—State University of Iowa, Iowa City, Iowa—Granted special temporary authority to operate from 10 p. m. to 12 midnight, CST, September 22.

WLBL—State of Wisconsin Department of Agriculture and Markets, Stevens Point, Wis.—Granted renewal of license on a temporary basis, subject to such action as the Commission may take on their pending application for renewal, and designated said application for hearing.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Granted renewal of license on a temporary basis, subject to such action as the Commission may take on their pending application for renewal, and designated said application for hearing.

WILL—University of Illinois, Urbana, Ill.—Granted authority to remain silent from September 1 until 3 a. m. September 20, 1933.

Fifth Zone

KLX—The Tribune Publishing Co., Oakland, Calif.—Granted consent to voluntary assignment of license to Tribune Building Co.

KGA—Northwest Broadcasting System, Inc., Spokane, Wash.—Granted consent to voluntary assignment of license to Louis Wasmer (Lessee).

KEX—Western Broadcasting Co., Portland, Ore.—Granted consent to voluntary assignment of license to The Oregonian Publishing Co.

KOA—National Broadcasting Co., Inc., Denver, Colo.—Granted modification of CP approving equipment and transmitter location at Colfax Ave., Twp. 4 South, Colo.

- KFQD—Anchorage Radio Club, Inc., Anchorage, Alaska—License extended on a temporary basis to October 1, 1933, pending receipt and/or action on application for renewal.
- KWFFV—Hilo Broadcasting Co., Ltd., Hilo, Hawaii—Granted permission to use 10 watt transmitter for purpose of making field intensity measurements to determine site for transmitter.
- KIDO—Boise Broadcasting Station, Boise, Idaho—Granted CP to make changes in equipment and install vertical radiator.

SET FOR HEARING

- WHDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—CP to move transmitter from Tupper Lake to Lake Clear, N. Y., make changes in equipment, change frequency from 1420 kc. to 1290 kc., and change power from 100 to 250 watts (facilities of WNBZ).
- WJAR—The Outlet Company, Providence, R. I.—Modification of license to increase operating night power from 250 to 500 watts; remove experimental clause relative to additional 250 watts on experimental basis.
- KWWG—Frank P. Jackson, Brownsville, Tex.—Renewal of license. Facilities of station are being requested.
- NEW—Herbert H. Fette, Meriden, Minn.—CP for new station, 1310 kc., 100 watts, daytime (facilities of KGDE).
- NEW—Thomas R. McTammany and Wm. H. Bates, Jr., Modesto, Calif.—CP for new station, 750 kc., 250 watts, daytime.

APPLICATION DENIED

- NEW—Lebanon Broadcasting Corp., Lebanon, Pa.—CP for new station to operate on 1500 kc., 50 watts, daytime, heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed.

ORAL ARGUMENTS GRANTED

- Oral arguments were granted, to be held September 27, in re Examiner's Report No. 488, involving stations WFEA, Manchester, N. H.; WDRO, Augusta, Maine; WQDM, St. Albans, Vt.; The Portland Maine Publishing Co. and Casco Bay Broadcasting Co., Portland, Maine. Also in re Examiner's Report No. 496, Station WILL, Urbana, Ill.

APPLICATIONS RECEIVED

First Zone

- NEW—Harold Thomas, Waterbury, Conn.—Construction permit for new station to use 1190 kc., 100 watts, daytime.
- WORC—Alfred Frank Kleindienst, Worcester, Mass.—Extension of special experimental authorization granted 6-19-33 to use 1280 kc., 500 watts, experimentally for additional 90 days from September 9, 1933.
- WJAR—The Outlet Company, Providence, R. I.—Special experimental authorization to continue using 500 watts night on experimental basis from 9-1-33.
- WBNX-WMSG-WCDA—Standard Cahill Co., Inc., New York, N. Y.—Modification of license to consolidate stations WBNX, WMSG, and WCDA; to use call letters WBNX; delete calls WMSG and WCDA; to use transmitter and transmitter location of WCDA at Cliffside, N. J., and main studio to be 1100 E. 177th St., New York, N. Y.
- WEBR—Howell Broadcasting Co., Inc., Buffalo, N. Y.—Construction permit to make changes in equipment, change frequency and increase power from 1310 kc., 100 watts night, 250 watts to local sunset, to 630 kc., 500 watts.
- NEW—Laurea J. Lavoie, Berlin, N. H.—Construction permit for new station to use 1210 kc., 100 watts, unlimited time.
- WOKO—WOKO, Inc., Albany, N. Y.—Extension of special temporary experimental authorization to operate on 1430 kc., unlimited and simultaneous operation with WHP, WCAH, WFEA, and WHEC from 11-1-33 for six months.
- WEAN—Shepard Broadcasting Service, Inc., Providence, R. I.—Extension of special experimental authorization for additional 250 watts night on experimental basis, from 9-1-33 to 3-1-34.
- WEAN—Shepard Broadcasting Service, Inc., Providence, R. I.—Modification of license to increase power from 250 watts night, 500 watts to local sunset with additional 250 watts night on experimental basis, to 500 watts.

Second Zone

- WHBC—Edward P. Graham, Canton, Ohio—License to cover construction permit granted 6-30-33 for new equipment and increase power from 10 watts to 100 watts.
- WKRC—WKRC, Inc., Cincinnati, Ohio—Extension of special experimental authorization to use an additional 500 watts experimentally from 9-1-33 to 11-1-33.

- WCAE—WCAE, Inc., Pittsburgh, Pa.—Modification of construction permit granted 6-30-33 to change antenna tower.
- WHDF—Upper Michigan Broadcasting Company, Calumet, Mich.—Modification to cover transmitter location from Calumet, Mich., to one-half block east of Laurium, Mich. (station moved 4 years ago; this application to clear records).
- WJBK—James F. Hopkins, Inc., Detroit, Mich.—Modification of license to change hours of operation from Central Standard Time to Eastern Standard Time.

Third Zone

- NEW—Church of Christ (T. C. White, business manager and operator), Stamford, Tex.—Construction permit for new station to use 1200 kc., 100 watts, daytime. Requests be considered under Rule 6(g).
- KRMD—Radio Station KRMD, Inc., Shreveport, La.—Modification of license for change in specified hours of operation from daily except Sunday, 7 a. m. to 1 p. m., 5 p. m. to 8 p. m.; Sunday 9 a. m. to 6 p. m., CST, to daily except Sunday, 8:30 a. m. to 1 p. m., 5:30 p. m. to 10 p. m.; Sunday, 9 a. m. to 6 p. m., CST.
- NEW—Southland Radio Corporation, Shreveport, La.—Construction permit for new station to use 1210 kc., 100 watts, unlimited time. Requests facilities KWEA, Shreveport, La.
- WKEU—Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Guy Aaron Malcom, LaGrange, Ga.—Consent to voluntary assignment of license to Radio Station WKEU.
- WPFB—W. E., F. E., and P. L. Barclift, d/b as Hattiesburg Broadcasting Company, Hattiesburg, Miss.—Construction permit to move transmitter and studio to Tuscaloosa, Alabama.

Fourth Zone

- KGFX—Dana McNeil, Pierre, S. Dak.—License to cover construction permit granted 2-24-33 for changes in equipment.
- WRHM—Minnesota Broadcasting Corp., Minneapolis, Minn.—Construction permit to move transmitter from Fridley, Minn., to 74th and Nicollet Ave., Richfield, Minn., and to make changes in equipment.
- KFEQ—Scroggin & Company Bank, St. Joseph, Mo.—Modification of license to change hours from daytime to local sunset to 6 a. m. to 7 p. m.
- WOS—Missouri State Marketing Bureau, Jefferson City, Mo.—Modification of station license to change name of licensee to Missouri State Highway Patrol in accordance with Act of State Legislature.
- NEW—Midwestern Broadcasting Association, St. Joseph, Mo.—Construction permit for new station, exact location to be determined, St. Joseph, Mo., to use 1500 kc., 100 watts, unlimited time (facilities KGIZ, Grant City, Mo.).

Fifth Zone

- KIEM—Harold H. Hanseth, Eureka, Calif.—Modification of license to change power and hours from 100 watts, daytime, to 100 watts, unlimited. Requests facilities KFWI, San Francisco, Calif.

APPLICATIONS RETURNED

- WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Construction permit to change transmitter and studio from Huntsville, Ala., to Durham, N. C., change frequency and hours from 1200 kc., six-sevenths time, to 1500 kc., unlimited time. (Rule 6 a, b, and c.)
- KUOA—KUOA, Inc., Fayetteville, Ark.—Modification of construction permit for extension of commencement and completion dates. (Oath improperly executed.)
- KGIX—J. M. Heaton, Las Vegas, Nev.—Modification of construction permit requesting change in equipment from that authorized in construction permit granted 6-23-33. (All sections not answered.)
- KIEM—Harold H. Hanseth, Eureka, Calif.—Special experimental authorization to use night hours from local sunset to 10 p. m., PST, on experimental basis for six months. (On wrong form.)
- KIEM—Harold H. Hanseth, Eureka, Calif.—Modification of license to change hours from daytime to unlimited. (Request of applicant; superseded by 5-ML-B-1221 above.)
- WIBM—WIBM, Inc., Jackson, Mich.—Modification of station license to change hours of operation from Central Standard Time to Eastern Standard Time. (Oath improperly executed.)
- WOS—Missouri State Marketing Bureau, Jefferson City, Mo.—Consent to voluntary assignment of license. (Not the proper form; superseded by 4-ML-B-1219.)

The National Association of Broadcasters

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

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BROADCASTERS FLY BLUE EAGLES

The National Recovery Administration on August 31 formally approved the application of the National Association of Broadcasters to have substituted in the President's Reemployment Agreement certain provisions from the proposed Code of Fair Competition for the Broadcasting Industry which was filed on August 29.

This means that all stations who can comply with the agreement as modified should sign the President's Reemployment Agreement and the Certificate of Compliance, and obtain the BLUE EAGLES at once.

The President's Reemployment Agreement, as modified through the granting of the NAB application for substitution, should not be confused with the Proposed Code of Fair Competition for the Broadcasting Industry which was filed on August 29. This Code must be the subject of a public hearing and it is likely that this hearing will be held about the middle of September. Following the hearing and after the President has finally approved the Code of Fair Competition for the Broadcasting Industry, the approved Code will supersede the President's Reemployment Agreement and stations will operate under the approved Code.

The substitutions in the President's Reemployment Agreement which were approved today are as follows:

For Paragraph 3 of the President's Agreement (Code Reference: Art. IV, Sec. 3, Paras. (d) and (e):

"No factory or mechanical worker or artisan (other than radio operators, control men, announcers, production men, and employees on special event programs) shall be employed more than a maximum of 40 hours per week, nor more than 8 hours in any one day. Radio operators, control men, announcers, production men, and employees engaged on special event programs, shall not be employed more than a maximum week of 48 hours."

And for Paragraph 4 of the President's Agreement (Code Reference: Sec. 4 (a):

"The maximum hours fixed in the foregoing paragraphs (2) and (3) shall not apply to employees in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to managerial, executive and supervisory employees and production men and announcers who receive \$35.00 or more per week; nor to employees on emergency maintenance and repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum. Population for the purposes of this agreement shall be determined by reference to the 1930 Federal census."

Except for the substitutions as above set forth, there are no other changes in the printed text of the President's Agreement.

TO OBTAIN THE BLUE EAGLE, each station should secure from its Postmaster a copy of the President's Reemployment Agreement and Certificate of Compliance. The President's Reemployment Agreement should be signed and the Certificate of Compliance should also be signed with the following paragraph written thereon:

"To the extent of NRA consent as announced we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the Radio Broadcasting Industry."

When this has been done, the copy of the Agreement should be mailed in the envelope provided for that purpose. The Certificate of Compliance, with the above notation thereon, should be delivered to the Postmaster who will present the signer with BLUE EAGLE insignia. Stations may then display the coveted BLUE EAGLES.

It is suggested that appropriate announcements be made on the air. Each station is reminded that immediately upon signature the provisions of the modified agreement become effective.

General Johnson signed the NAB application less than forty-eight hours after the NAB submitted its proposed code for fair competition on August 29. Copies of the proposed code, now awaiting hearing, were sent to all broadcasters and reaction from the industry has been favorable.

It was indicated that the hearing will be held about September 20 and it is likely that some opposition from non-broadcasting groups will become evident at the time of hearing.

President Alfred J. McCosker, Managing Director Philip G. Loucks, and John W. Guider, special counsel, constitute the committee for submission of the Code. The code committee, consisting of ten members will be on hand for the hearing.

Since the approval of the temporary code many stations have already signed up and are displaying the NRA insignia.

Not only are stations doing their part by complying with the provisions of the President's Agreement, but more than 500 stations have taken an active part in the publicity campaign by putting on programs promoting the NRA and by cooperating with their local committees.

WIP SUES TO DISSOLVE ASCAP

A suit to dissolve the American Society of Composers, Authors and Publishers as a violator of the Federal Anti-monopoly laws was filed in the United States District Court at New York September 1 by the Pennsylvania Broadcasting Company of Philadelphia, owner of Radio Station WIP, according to an announcement by Oswald F. Schuette, NAB copyright director.

The suit is based on the copyright contract which Station WIP charges that it was compelled to sign as part of ASCAP's attempt to interfere with interstate commerce. This is the standard form of copyright contract exacted by ASCAP from practically all broadcasting stations. The Federal Court is asked in the suit to disband ASCAP as an illegal combination and to declare void the contracts between that organization and its members and to enjoin its members and officers from interfering with interstate commerce by bringing infringement suits.

The attorneys who filed the suit were the law firm of Hon. Newton D. Baker—Baker, Hostetler, Sidlo and Patterson of Cleveland, Ohio—and I. D. Levy of Philadelphia. Mr Baker is the general counsel on copyright matters for the National Association of Broadcasters and Mr. Levy is the chairman of the Finance Committee in charge of the copyright campaign.

The entire broadcasting industry has a vital interest in these proceedings. By an interesting coincidence they were begun on the day on which ASCAP put into effect a 33 1/3 per cent increase in its percentage exactions from all stations—raising them from 3 to 4 per cent on station income.

PROGRAM CLEARING HOUSE

(D 2:4) "THE HIGGINS CORNERS MUSIC MAKERS." Thirty minutes. Two characters. The program revolves about the Saturday night dances which are held at the Higgins Corners

MAKE YOUR PLANS NOW TO ATTEND THE NAB CONVENTION TO BE HELD AT WHITE SULPHUR SPRINGS, W. VA., OCTOBER 8, 9, 10 AND 11.

General Store. Silas Hicks and Joshuway Potts, proprietors of the store, are the characters involved. The individual episodes revolve about doings and discussions in the town containing a wealth of humor. The dialogue is so developed as to enable the insertion of hill-billy or bread-down music between its various parts, the intention of the program being primarily to dramatize this type of music. The program should be of considerable interest to stations possessing audiences liking this type of musical entertainment. A number of merchandising tie-ins are possible. The program is by the author of "Good Evenin' Judge." The price per thirty-minute program is \$1.50.

(D 3:3) "THE ALASKANS." Thirty minutes. Eight characters. This can be cut to five if the introduction to the act, wherein the story of each episode is recounted prior to its dramatization, is eliminated. The plot of the program revolves about events in the history of Alaska, beginning with the early days and continuing up until a few years ago. There are 19 episodes available at the present time.

HIGH FREQUENCIES FOR BROADCASTING

The policy of the Federal Radio Commission during the past several years in regard to the allocation of ultra-high frequencies (frequencies in excess of 30,000 kilocycles) has been such as to promote experimental use of such frequencies to determine their suitability to the various public services. Numerous experimental grants have been made for point-to-point, police, aeronautical, television, and other uses. No commercial grants have as yet been made, although use of high frequencies for private purposes has been authorized experimentally in some instances.

Much information has been obtained, through experimental exploitation of the ultra-high frequencies, on the propagation characteristics, apparatus limitations, and adaptability to the several interested services. Based on the information at hand, and on additional information constantly being collected, it is not unreasonable to expect the Federal Radio Commission to establish a definite assignment of ultra-high frequencies to the various services to supersede the present experimental grants.

So far, no regularly licensed broadcasting station has taken advantage of the opportunity to exploit the ultra-high frequencies for broadcasting service, other than for broadcast pick-up work. In view of the rather interesting possibilities in the use of these frequencies for local coverage, it would seem that broadcasting interests might investigate such possible use in order to have a firm basis for establishment of any claims to this portion of the spectrum that may be justifiable.

A 100-watt ultra-high frequency broadcasting station, properly located, may have a local coverage or radius of 10 to 15 miles. High-quality transmission is readily accomplished; 15,000-cycle band widths may be used, and it is entirely possible that binaural transmission and reception may be experimentally utilized.

SECURITIES ACT REGISTRATIONS

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

- Banta-Carbona Irrigation District Bondholders Protective Committee, San Francisco, Calif. (2-150)
- "The Barnett Plan," Ben G. Barnett, Trustee, Oklahoma City, Okla. (2-158)
- Bevier Drill Company Founders Syndicate, Duluth, Minn. (2-154)
- Buffalo Ankerite Gold Mines, Ltd., Buffalo, N. Y. (2-156)
- Carolina Mills, Cowpens, S. C. (2-153)
- Fresno Petroleum Company, Houston, Tex. (2-160)
- Lucky Wright Royalty Syndicate, Santa Fe, N. M. (2-152)
- Protective Committee for Holders of National Union Mortgage Company, Gold Bonds, Baltimore, Md. (2-161)
- R. B. C. Fund, Inc., Boston, Mass. (2-155)
- Southern Crude Corporation, Los Angeles, Calif. (2-157)
- Union Central Gold Mines, Inc., Seattle, Wash. (2-151)
- Van Cortlandt Recreation Corp., New York City. (2-149)
- W. R. Wallace, Inc., Syracuse, N. Y. (2-169)

PETTEY AWAY

H. L. Pettey, Secretary of the Federal Radio Commission, will go to Kansas City on August 30 to attend the rally of the Young Democratic Clubs of America.

NEWMAN LEAVES COMMISSION

Hobart A. Newman, an attorney of the Radio Commission during the past couple of years, resigned recently and has become associated with the legal staff of NRA.

Andrew G. Haley, of Tacoma, Wash., has been appointed to succeed Newman. He will take office September 1.

WMCA APPLICATION CONSIDERED

The Federal Radio Commission this week referred to its Legal Division for opinion the agreement entered into between the Knickerbocker Broadcasting Company and the Federal Broadcasting Corporation under which the latter corporation would acquire certain rights to the facilities of Station WMCA in New York.

In connection with the decision to refer the agreement to its Legal Division, Judge Eugene O. Sykes, Chairman of the Commission, addressed a letter to counsel for the station, which reads in part as follows:

"It is noted from your letter that copies of the contract were forwarded so that the Commission may determine whether any action by the Commission is necessary or so that you may be advised whether the contract is in violation of the law, Commission regulations, or Commission policy. In view of this request the Commission has decided to consider the matters to which you address its attention. Under date of August 16, 1933, two letters were sent under the signature of the Secretary of the Commission, addressed to Messrs. Webster and Spearman, in reply to your letter of August 15, 1933. These two letters, prepared and sent prior to Commission consideration of the questions involved, should be disregarded by you.

"When a determination is reached by the Commission relative to the request contained in your letter of August 15, you will be advised."

On August 29, Commissioner Harold A. Lafont issued a statement criticizing the agreement in which he said in part:

"I am unwilling to assign to Knickerbocker Broadcasting Company, Inc., or any other licensee, the obligation imposed upon us by Congress to decide who shall be charged with the responsibility of rendering that service. If this policy is adopted, any individual or corporation could control the character of program service to be rendered and price charged for time over any or all stations in a city, state, or even in the entire country. It would be possible for a former licensee whose application for renewal license had been denied, after a finding had been made that the continued operation of a station by him would not be in the public interest, thus to secure rights on the air otherwise denied him. I say such an individual or corporation could, under the agreement here referred to, acquire complete control of a station's time without the Commission's knowledge that such a condition existed.

"The licensee has an obligation to the public that in my opinion cannot be transferred. Licenses may be transferred with the consent of the Commission, but the Commission is without authority to grant licenses to individuals or corporations for nothing. The requirement for the valuable franchise is that the licensee (not his assignee) operate the station in the public interest.

"I fully appreciate the fact that under our system, broadcasters must sell time to advertisers, etc. This, however, is done partly to provide revenue to supply programs beneficial to and in the interest of the community. The time is sold in short periods to numerous advertisers, and represents only a portion of the broadcast hours. But in the case here referred to, it is a complete sell-out, no time being left for the licensee to himself render a public service. There is no doubt in my mind that the licensee has under this agreement lost control, not of the operation of the equipment, but of the time, and since that is actually the only matter in which the public is interested or may derive any benefit, I must and do conclude that the license should be held by the parties undertaking the public service."

BRITISH REGIONAL PLAN PROGRESSES

The West Regional station of the British Broadcasting Corporation was put into operation recently, it has just been announced. This station is one of five twin-wave transmitters provided for in the so-called Regional Plan of the B.B.C., by which it is expected two programs will be made available to all of England. The plan was instituted in 1929 and since then has been progressing very slowly towards its realization.

FULL MEMBERSHIP COMMISSION HERE

Commissioners Brown and Starbuck are expected to return to Washington on September 5. At the meeting on that day, therefore, all of the members of the Commission will be present for the first time since early in July.

COMMISSIONER ZOOK TO BROADCAST

The Hon. George F. Zook, newly appointed U. S. Commissioner of Education, will deliver a radio talk on Monday, September 11, at 7:30 o'clock. Commissioner Zook will speak on "The Emergency in Education."

HEADQUARTERS FLIES BLUE EAGLE

NAB Headquarters is flying the Blue Eagle. The Managing Director this week signed the President's Agreement and the Certificate of Compliance and the office is now operating in strict compliance with the agreement.

BUSY DAYS AT NAB OFFICE

Work on the broadcasters' code has claimed a large part of the time of the Managing Director's office during the past week. Routine work was necessarily sidetracked in the effort of the Headquarters office to secure Blue Eagles for the radio industry before September 1.

TRADE STATISTICS ENCOURAGED BY NRA

A wide range of new trade information will be gathered as a result of the adoption of codes of fair competition under the NRA, it is apparent from the codes already adopted and in process of formulation. Provision is made in many of these for the reporting on a uniform basis by all members of the trade statistics which have never before been gathered regularly or on a wide scale.

In addition to furnishing the industries and trade with operating figures upon which they can judge their own production, stocks, costs and similar indices, these figures should prove of great value in the marketing field to those selling their produce or services to these trades. Available industrial statistics are being used to a greater extent than ever before as a result of the rapid organization of trades which is taking place.

ADVERTISING AGENCIES SUBMIT CODE

False ballyhoo would be eliminated from advertising columns of press and magazines under the terms of a proposed code of fair competition by advertising agencies submitted to the National Recovery Administration by advertising agencies.

The code brands as unfair practices the preparation and handling of ads containing untruthful, misleading or indecent statements.

Alleged savants who, unrestricted by facts, are quoted in extravagant claims for products, are directly aimed at by the paragraph in the code which says:

"Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority, constitutes an unfair practice."

Testimonial advertising would be limited under paragraph 7 of the code which says:

"Testimonials which do not reflect the real choice of a competent witness constitute an unfair practice."

Further muzzling the fantasies of copy-writers, the code even brands as unfair practice indirect misrepresentation of a product or service.

Misleading price claims also are prohibited.

Commission-splitting, or handing back to the advertiser part of the commission he pays, is another unfair practice which would be banned by the code, forbidding such rebates.

KVOA LICENSE IS RENEWED

The Radio Commission has granted a license renewal to Station KVOA, Tucson, Ariz., to operate on a frequency of 1260 kc., 500 watts, specific hours of operation, and also granted a voluntary assignment of license to the Arizona Broadcasting Company, Inc., reversing Examiner Pratt in his Report No. 464.

The Commission found, in its opinion, that the Arizona Broadcasting Company is in fact the real applicant for the broadcast license and that it is shown to be "legally, and financially qualified to operate a broadcast station." "The operation of Broadcast Station KVOA," says the Commission, "under the new management and with the new capital provided for in the application under consideration, may be expected to serve the public interest, convenience and necessity."

RADIO MANUFACTURERS UNDER NEMA CODE

The RMA has withdrawn the code submitted to the National Recovery Administration several weeks ago and has announced its willingness to abide by the provisions of the Code of Fair Competition for the Electrical Manufacturing Industry which was approved by the President on August 4. Manufacturers of receiving and television sets, tubes, parts, cabinets, accessories, loud speakers, condensers and sound distribution equipment will therefore be placed under the electrical manufacturing code.

MICROPHONE POLITICS

The controversy between the Swiss Broadcasting Society and the government on the manner in which political broadcasts are to

take place, mentioned in an earlier issue of NAB REPORTS, has finally resulted in the following complicated set of regulations:

1. Opposing views may be broadcast before each federal election provided that the two views are given on the same day, and that they follow each other immediately.

2. The duration of the two talks is limited to 60-70 minutes at the very most.

3. The two lecturers will interchange their manuscripts.

4. It is prescribed that the lecturer who speaks in favor of the project adopted by the Federal Chamber (the Swiss Congress) will speak last.

5. The opposing viewpoints must be given during the week preceding the election.

The Swiss Broadcasting Society is still studying the possibility of broadcasting controversial discussions of political, economic and other subjects of general interest. It seems that even in highly democratic Switzerland, free speech by radio is subject to severe limitations.

TOY TRANSMITTERS MUST BE LICENSED

The Legal Division of the Radio Commission has held that toy radio transmitters must be licensed the same as any other transmitter.

The question came before the legal department because of the manufacturing of toy radio transmitters for the Christmas trade, which are said to have a range of some 200 yards. The question has never come before the Radio Commission itself for decision.

ANOTHER RCA SUIT FILED

A petition for writ of mandamus has been filed in the Supreme Court of the District of Columbia by Gerald V. Moore, of Washington, D. C., asking that the Court compel the Federal Radio Commission to cancel the license of Station WMAL, Washington, which is leased by the National Broadcasting Company.

The petition is practically identical with that filed several weeks ago by C. Wood Arthur, also of Washington, which was dismissed by the Court. Mr. Moore attempted to intervene in the Arthur petition when it was filed, but permission to do this was refused by the Court.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

Wednesday, September 6, 1933

Hearing before Commission en banc

WLWL—Missionary Society of St. Paul the Apostle, New York, N. Y.—Modification of license to change from specified hours to unlimited time.

WPG—WPG Broadcasting Corp., Atlantic City, N. J.—Renewal of license.

Thursday, September 7, 1933

WCAO—Monumental Radio Co., Baltimore, Md.—Modification of license to increase power from 250 watts to 500 watts.

WICC—Bridgeport Broadcasting Station, Bridgeport, Conn.—Modification of license to increase night power from 250 watts to 500 watts.

WCAC—Connecticut Agricultural College, Storrs, Conn.—Modification of license to increase power from 250 watts to 500 watts.

Friday, September 8, 1933

WDEL—WDEL, Inc., Wilmington, Del.—Modification of license to increase night power from 250 watts to 500 watts.

NEW—Leo J. Omelian, Erie, Pa.—Construction permit to use 1420 kc., 100 watts night, 250 watts day, unlimited time, for new station.

APPLICATIONS GRANTED

First Zone

WNYC—City of New York, Department of Plant and Structures, New York City—Granted authority to operate from 8:30 to 10 p. m., EDST, September 4, 1933.

WESG—Cornell University, Elmira, N. Y.—Granted extension for the month of September of special authority to reduce hours of operation from daytime to the following specified hours: 8 a. m. to 1:45 p. m., and 4:30 to 7 p. m., EST.

WORC—Alfred Frank Kleindienst, Worcester, Mass.—Granted extension of special experimental authority to operate on 1280 kc., with 500 watts power, from September 9 to 90 days thereafter.

WQDM—A. J. St. Antoine and E. J. Regan, St. Albans, Vt.—Granted CP to make changes in equipment.

WBAL—Consolidated Gas and Electric Light and Power Co., Baltimore, Md.—Granted extension to September 10, on

special temporary authority to operate auxiliary 1 KW transmitter at new site.

- WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine—Granted special temporary authority to operate from 10 to 11 a. m. and 1 to 4 p. m., EST, on September 5, 6 and 7.
- WCAX—Burlington Daily News, Inc., Burlington, Vt.—Granted special temporary authority to operate from 8:30 p. m. to 12 midnight, EST, September 5.

Second Zone

- WCAE—WCAE, Inc., Pittsburgh, Pa.—Granted modification of CP to install vertical radiator.

Third Zone

- WJBW—Chas. C. Carlson, New Orleans, La.—Granted CP to move transmitter and studio locally.
- WSOC—WSOC, Inc., Charlotte, N. C.—Granted modification of CP approving transmitter and studio sites; extending commencement date to 10 days from this date and completion date to 70 days from this date.
- WSB—The Atlanta Journal Co., Atlanta, Ga.—Granted authority to determine power by direct measurement.
- WSB—The Atlanta Journal Co., Atlanta, Ga.—Granted license covering increase in power, installation of new equipment, and move of transmitter; 740 kc., 50 KW, unlimited time.
- WGCM—Great Southern Land Co., Gulfport, Miss.—Granted authority to remain silent from October 1 through December 29, on account of business conditions.

Fourth Zone

- WOS—Missouri State Marketing Bureau, Jefferson City, Mo.—Granted modification of license to change name to Missouri State Highway Patrol.

Fifth Zone

- KFWI—Radio Entertainments, Ltd., San Francisco—Granted extension of authority to remain silent for 30 additional days from August 31.

SET FOR HEARING

- KFEQ—Scroggin & Co. Bank, St. Joseph, Mo.—Modification of license to change hours of operation from daytime to local sunset to 6 a. m. to 7 p. m., and operate during night hours with 2½ KW power.
- NEW—Central Broadcasting Co., Davenport, Iowa—CP, 1310 kc., 100 watts, unlimited time (facilities of WIAS).
- NEW—The Journal Co. (The Milwaukee Journal), Ellis, Wis.—CP, 900 kc., 1 KW night, 2½ KW day. (Facilities of WHA and WLBL. To consolidate WHA and WLBL into new station.)
- NEW—Frank Wilburn, Prescott, Ariz.—CP, 1500 kc., 100 watts, unlimited time (facilities of KPJM).
- KIEM—Harold H. Hanseth, Eureka, Calif.—Modification of license to increase daytime hours to unlimited, using same power as now licensed, 100 watts (facilities KFWI).

ORAL ARGUMENT GRANTED

Oral argument, before the Commission en banc, will be held on October 11, 10 a. m., in re Examiner's Report No. 497, involving stations WIP, WFI, and WLIT, in Philadelphia.

MISCELLANEOUS

- City of Atlantic City, New Jersey—Granted permission to intervene in application of WLWL, New York, for modification of license so as to operate full time on 1100 kc. Station WPG now operates on that channel. Atlantic City is the owner of the equipment and property of WPG, which has been leased to WPG Broadcasting Corp., licensee of WPG.
- WHDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—Denied special authority to operate until 8 p. m. during September and October.

APPLICATIONS DISMISSED

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

- WKZO—WKZO, Inc., Kalamazoo, Mich.—Modification of license, 250 watts 1 KW LS, 590 kc., unlimited time.
- WPTF—WPTF Radio Co., Raleigh, N. C.—Modification of license, 680 kc., 1 KW, unlimited time.
- WJAR—The Outlet Co., Providence, R. I.—Modification of license, 890 kc., 500 watts, unlimited time.
- WMT—Waterloo Broadcasting Co., Waterloo, Iowa—Modification of license, 600 kc., 500 watts 1 KW LS, unlimited time.

APPLICATIONS RECEIVED

First Zone

- WBAL—Consolidated Gas, Electric Light and Power Co. of Baltimore, Baltimore, Md.—Extension of special temporary experimental authorization to synchronize with WJZ (760 kc.) when WTIC operates on 1060 kc., from 9-1-33 to 12-1-33.
- WQDM—A. J. St. Antoine and E. J. Regan, St. Albans, Vt.—Construction permit to make changes in equipment.
- WGCP—May Radio Broadcast Corp., Newark, N. J.—Construction permit for new equipment and increase power from 250 watts to 1 KW night, 2½ KW to local sunset, amended as to equipment and to request increase in hours to one-third time.

Second Zone

- WCAE—WCAE, Inc., Pittsburgh, Pa.—Modification of construction permit granted 6-30-33 to extend date of completion to 5-1-34.
- WCAU—WCAU Broadcasting Company, Philadelphia, Pa.—Authority to determine operating power by direct antenna measurement.

Third Zone

- KLCN—Charles Leo Lintzenich, Blytheville, Ark.—Modification of construction permit to extend completion date.
- KUOA—KUOA, Inc., Fayetteville, Ark.—Modification of construction permit to extend commencement and completion date.
- WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Construction permit to change frequency from 1200 kc. to 1500 kc., move transmitter and studio from Huntsville, Ala., to a site to be determined in Durham, N. C., and increase hours of operation from six-sevenths time to unlimited time, resubmitted and amended to omit request for change in hours. Request facilities WBHS be transferred from Alabama to North Carolina.

Fourth Zone

None.

Fifth Zone

- KRE—First Congregational Church of Berkeley, Berkeley, Calif.—Modification of license for change in specified hours of operation from daily except Sunday: 6:30 a. m. to 9:30 a. m., 12 noon to 3 p. m., 6 p. m. to 9 p. m.; Sunday, 10 a. m. to 2 p. m., 4 p. m. to 6 p. m., 6:45 to 9:45 p. m., PST, to daily, 9 a. m. to 1 p. m., 5:30 to 10:30 p. m.; Sunday hours as at present.
- KGIX—J. M. Heaton, Las Vegas, Nev.—Modification of construction permit granted 6-23-33 for changes in equipment. (Resubmitted with corrections made.)
- NEW—Magic Isle Broadcast Co., E. L. Mathewson, Pres., H. O. Elsner, Bus. Mgr., A. C. Freeman, Tech. Director, Avalon, Calif.—Construction permit for new station to use 1220 kc., 500 watts, unlimited time.
- KNX—Western Broadcast Company, Los Angeles, Calif.—Special temporary experimental authorization to use an additional 25 KW on experimental basis. (Resubmitted on correct form.)
- KIEM—Harold H. Hanseth, Eureka, Calif.—Special temporary experimental authorization to use hours from local sunset to 10 p. m., PST, on experimental basis for six months. (Resubmitted on correct form.)

APPLICATIONS RETURNED

The following applications have been returned to the applicants:

- NEW—F. A. Atkinson, for Valley Broadcasting Co., Tarentum, Pa.—Application for construction permit for new station to use 1420 kc., 50 watts, limited time, 10 hours daily. (Improperly filed, all sections not answered, Rule 77 re hours, insufficient information on transmitter location, equipment unsatisfactory.)
- NEW—Paul K. Lipps, M. D., Fort Worth, Tex.—Construction permit for new station transmitter to be located at Crowley, Tex., to use 960 kc., 50 watts, day; hours, 9 a. m. to 5 p. m. (Rule 6a, c, d; frequency Canadian exclusive; equipment; and insufficient information on proposed transmitter location.)
- NEW—Metro Broadcasting Co., A. Tornek and R. Lillie, East Los Angeles, Calif.—Construction permit for new station to use 820 kc., 100 watts night, 250 watts to local sunset, also requested daytime only, facilities formerly assigned KGEF. (All sections not answered, inconsistent re hours, insufficient information on transmitter location, facilities requested already assigned to KFAC.)

The National Association of Broadcasters

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

NAB REPORTS

Copyright, 1933, The National Association of Broadcasters



Vol. 1 - - No. 29
SEPT. 9, 1933

CODE COMMITTEE MEETING

A meeting of the NAB Code Committee will be held at Hotel Washington, Washington, D. C., on Monday, September 18, at 10 a. m. Stations desiring to present suggestions relating to the code of fair competition for the broadcasting industry as submitted by the NAB to the NRA may do so either by appearing personally at the time and place of the NAB committee hearing or by written statement. The Committee consists of Alfred J. McCosker, president of the NAB; Philip G. Loucks, managing director of the NAB; Frank M. Russell, NBC; Harry C. Butcher, CBS; G. A. Richards, WGR; Quin Ryan, WGN; John Shepard III, WNAC; Leo Tyson, KHJ; I. Z. Buckwalter, WGAL; John Elmer, WCBM, and John W. Guider, counsel. Written statements should be addressed to NAB Headquarters, National Press Building, Washington, D. C.

NAB CODE HEARING SEPTEMBER 20

The NRA announced this week that Wednesday, September 20, has been fixed as the date for the public hearing on the code of fair competition for the broadcasting industry as submitted to the NRA by the NAB. The official notice of hearing is here reproduced:

NATIONAL RECOVERY ADMINISTRATION Notice of Hearing: No. 88

September 5, 1933.

RADIO BROADCASTING INDUSTRY:

The above industry, as represented by the National Association of Broadcasters, Inc., claiming to represent approximately 82 percent of the volume of business done by the radio broadcasting industry, with its membership approximately 42 percent of the broadcasting stations of the United States, has submitted a proposed Basic Code of Fair Competition, copies of which are available at the office of the National Recovery Administration, Room 3316, Department of Commerce, Washington, D. C.

The Code for the Radio Broadcasting Industry in its present form merely reflects the proposal of the above mentioned industry, and none of the provisions contained therein are to be regarded as having received the approval of the National Recovery Administration as applying to this industry.

Notice is hereby given that a Public Hearing on this Code will be conducted by the Administrator, beginning at 10 a. m., Wednesday, September 20, 1933, in the Caucus Room of the New House Office Building, in Washington, D. C., and continuing until completed. An opportunity to be heard (either in person or by duly appointed representative either by appearance or by sending a written or telegraphic statement) will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise, in the effect of any provision of the proposed Code.

Those wishing to be heard must comply with the following simple requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on Tuesday, September 19, 1933, with the Administrator, Room 4217, Department of Commerce, Washington, D. C.

(2) Such request shall state the name of (a) any person seeking to testify in the Hearing, and (b) the persons or groups whom he represents.

(3) Such a request shall contain a statement setting forth without argument, a proposal: (1) for the elimination of a specific provision of the Code; or (2) a modification of a specific provision, in language proposed by the witness; or (3) a provision to be added to the Code, in language proposed by the witness.

(4) At the Public Hearings all persons are regarded as witnesses and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy Administrator in charge of the Hearing, persons who have not complied with the requirements of paragraph (1), above, may be permitted at any time prior to the close of the Hearing to file written statements containing proposals for eliminations from, modifications of, or additions to the Code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public Hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the Administrator, and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers and the consuming public will be represented by special advisers employed by the Government.

HUGH S. JOHNSON,
Administrator

SOL. A. ROSENBLATT,
Deputy Administrator

BROADCASTERS DO THEIR PART

Broadcasting stations throughout the United States are flying the Blue Eagle, famous insignia of the NRA.

With the approval by General Johnson of the NAB substitutions in the blanket code on August 31, several hundred stations signed the President's Reemployment Agreement and procured the Blue Eagles. Both the National Broadcasting Company and the Columbia Broadcasting System announced simultaneously on September 6 that they had signed the President's Agreement.

The official text of the NRA announcement follows:

PETITION TO THE ADMINISTRATOR FOR NRA CONSENT TO THE SUBSTITUTION OF PARAGRAPHS, ARTICLE IV, SECTION 3, SECTION 4, PARAGRAPHS (D) AND (E) OF A CODE OF FAIR COMPETITION FOR THE RADIO BROADCASTING INDUSTRY FOR PARAGRAPHS 3 AND 4 OF THE PRESIDENT'S REEMPLOYMENT AGREEMENT.

The undersigned, being duly constituted representative of the RADIO BROADCASTING INDUSTRY do hereby petition the National Recovery Administrator to consent to the substitution of the following paragraphs of a code of fair competition for the RADIO BROADCASTING INDUSTRY heretofore submitted:

For Paragraph 3 of the President's Agreement (Code Reference: Art. IV, Sec. 3, Sec. 4, Paragraphs (d) and (e)).

ELEVENTH ANNUAL CONVENTION

of the

NATIONAL ASSOCIATION OF BROADCASTERS

OCTOBER 8, 9, 10, 11, 1933

WHITE SULPHUR SPRINGS, W. VA.

No factory or mechanical worker or artisan (other than radio operators, control men, announcers, production men, and employes on special event programs) shall be employed more than a maximum of 40 hours per week, nor more than 8 hours in any one day. Radio operators, control men, announcers, production men, and employes engaged on special event programs, shall not be employed more than a maximum week of 48 hours.

And for Paragraph 4 of the President's Agreement, (Code Reference: Sec. 4 (a)).

The maximum hours fixed in the foregoing paragraphs (2) and (3) shall not apply to employes in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to managerial, executive and supervisory employes and production men and announcers who receive \$35.00 or more per week; nor to employes on emergency maintenance and repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production, but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum. Population for the purposes of this agreement shall be determined by reference to the 1930 Federal Census.

(Signed) PHILIP G. LOUCKS,
Representing National Association of Broadcasters.

Dated August 31, 1933.

After consideration, and with the approval of labor advisors and industrial advisors, as shown hereon, I recommend that NRA elect to substitute said Code provisions for said provisions of the PRA and to authorize employers to sign the agreement subject to such substitutions and to signify their compliance with the PRA by adding to the standard statement of compliance the following sentence:

To the extent of NRA, consent as announced, we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the Radio Broadcasting Industry.

(Signed) ROBERT K. STRAUS,
Chairman of Policy Board.

Approved: L. D. TOMPKINS, Industrial Advisor; W. J. WOOLSTON, Labor Advisor.

Approved as to form: WILLIAM P. FARNSWORTH, Legal Division.

After the date hereof, the Certificate of Compliance signed by employers in such Trade Industry with the additional note above mentioned will entitle them to National Recovery Administration Insignia. RAY D. SMITH, for and in the absence of T. S. HAMMOND, Director of President's Emergency Reemployment Program.

Approved as an election by the NRA under Section 13 of the President's Reemployment Agreement:

HUGH S. JOHNSON,
Administrator.

Req. 462.

SUIT TO DISSOLVE ASCAP

The anti-monopoly suit brought in the Federal Courts to dissolve the American Society of Composers, Authors and Publishers, by radio station WIP of Philadelphia, not only charges ASCAP with being an illegal conspiracy to enforce exorbitant copyright demands against broadcasting stations but also unlawfully to eliminate competition among music publishers and composers, according to a summary prepared by Oswald F. Schuette, NAB copyright director.

The suit was filed September 1 in the United States District Court for the Southern District of New York by the Pennsylvania Broadcasting Company, owner and operator of Radio Station WIP at Philadelphia. The defendants in the suit are Gene Buck, Louis Bernstein, Jerome Kern and E. C. Mills as officers, agents and members "of an unincorporated association known as American Society of Composers, Authors and Publishers."

The attorneys who filed the proceedings are Baker, Hostetler, Sidlo and Patterson of Cleveland, Ohio, and Isaac B. Levy of Philadelphia. Hon. Newton D. Baker, of the Cleveland firm, is the General Counsel of the National Association of Broadcasters on copyright matters. Mr. Levy is the Chairman of the NAB Finance Committee.

A Bill of Complaint declares that Radio Station WIP represents an investment of over \$250,000 with a gross of operating costs of approximately \$100,000 per annum. It operates daily from 8:45 A. M. to 12:30 A. M. on a frequency of 610 kilocycles with 500 watts power, covers the city of Philadelphia, Pennsylvania, and substantial portions of the states of New Jersey, New York, Delaware and Maryland, extending to a population of practically three million persons.

The bill alleges that the membership of ASCAP approximates 107 music publishers including practically all of the leading music publishers' houses in the United States and approximately 700 composers and authors of popular classical music and lyrics. The bill charges:

"Said association constitutes a conspiracy in restraint of trade and the object of the association is to fix prices and to monopolize and control for the benefit of the members the public performance of all forms of music and entertainment, including therefore particularly the communication thereof in intra and interstate commerce by means of radio broadcasting. It is further the object of said association, by means of such control, unlawfully to control and restrain the instrumentalities of interstate commerce, of which the radio broadcasting facilities of this plaintiff form a part."

"In pursuance of the aforesaid object, said association requires:

- (a) that each member assign to the association the entire and exclusive right of public performance of all copyrighted compositions owned or controlled by its members;
- (b) that each member agree to assign, from time to time, such entire and exclusive rights to all original compositions which he may in the future compose, or the rights to which he may in the future acquire;
- (c) that each member agree not to grant any individual licenses in derogation of such assignment;
- (d) that each member surrender the right, individual to the copyright owner, to fix or determine the terms or conditions of any license or licenses covering his own compositions; and
- (e) that each member surrender his individual right to any profits otherwise traceable to the licensing of his compositions."

"In further pursuance of the aforesaid conspiracy," the bill charges that the defendants "have adopted and have compelled the plaintiff to accept, under threat of copyright infringement, a standard form of license agreement for radio transmission covering all of the copyrighted compositions which have been, or may in the future be assigned to the association by its members." The bill declares that "defendants refuse to license the broadcasting of particular compositions or the compositions of particular composers or authors, or to grant licenses for any limited number of performances, so that the plaintiff and other radio broadcasting stations are compelled to accept all or none of the compositions controlled by the defendants."

After setting out the terms of the "Standard license" the bill recites:

"The amounts to be paid as so-called royalties under the aforementioned standard license agreement are not reduced or affected by the fact that the musicians or artists employed by the licensee may also be licensed to perform publicly the musical compositions controlled by the defendant, nor by the fact that the licensee may be authorized by another licensed radio broadcasting station to amplify and broadcast the program performed at such other station, nor is the licensee based upon the number of public performances of any particular composition or compositions, or the number of compositions embraced within such license which may be reproduced by the plaintiff, but said license fee, irrespective of the extent to which the license may be used, is arbitrarily based upon the income derived from all programs, including programs which are made up entirely of music belonging to other copyright owners or of music which is public domain and including programs which do not employ music at all.

"The defendants refused to give to the plaintiff or to make public a list of the titles of the copyrighted compositions embraced within said license, and under threat of cancellation of said license and prosecution for copyright infringement have compelled the plaintiff and other licensee broadcasting stations to make periodic report of all compositions included in the

licensee's radio programs and to furnish other information respecting the licensee's business, ostensibly for the purpose of accounting, but actually to enable the defendants to extend and perpetuate their control over copyrighted compositions and the agencies in interstate commerce using the same, in furtherance of their aforesaid illegal objects.

"By means of the combination represented by said association, the defendants have gained control of practically all of the popular music for which there has been created a public demand, as well as the talent by means of which such compositions are produced. In consequence thereof, the plaintiff and its radio broadcasting facilities are subjected to the control of the defendants and their associates in the aforesaid unlawful association, and plaintiff is compelled to pay to the defendants as hereinabove alleged, extortionate and unreasonable sums under the guise of royalties, but in practical effect as a license fee for the privilege of operating its facilities as instrumentalities of interstate commerce on a commercial basis."

Concerning the ASCAP conspiracy against non-member publishers and composers, the bill alleges:

"By reason of the conditions imposed by the defendants requiring plaintiff to accept a blanket license covering all of the copyrighted music controlled by said association, the plaintiff is not free to select the composition of other composers not members of said association without duplication of expense by way of royalty payments, and plaintiff is virtually compelled to broadcast only the music assumed to have been composed or acquired by members of said association. The defendants have thereby substantially eliminated competition among composers and among music publishers, and more particularly have eliminated competition in the composition and publication of musical compositions on the part of individuals not members of said association, to the detriment of the public interest, and of interstate commerce, and in furtherance of defendants' conspiracy and illegal monopoly."

The bill charges that ASCAP fixes or charges for public performance by enterprises other than broadcasting stations and adds:

"In furtherance of defendants' plan to control directly the radio broadcasting facilities operated within the United States, including the facilities of the plaintiff, as a means of profit to the defendants and members of said association, the defendants have from year to year substantially increased the amounts charged for license privileges to radio broadcasting stations, including the plaintiff, and defendants threaten to, and will unless restrained, still further increase the amount of so-called royalty payments to a point where the defendants shall have gained the control of all benefits and profits of radio broadcasting and of the operation of the broadcasting facilities of the plaintiff."

The complaining station charges that it "will suffer damages unless the defendants are enjoined from carrying out the illegal purposes and methods of control herein complained of" and adds:

"Plaintiff is ready and willing to pay reasonable royalties to all copyright owners whose compositions are used in the programs which are broadcast by plaintiff's station, and hereby offers to pay into court or secure the payment or perform and abide by such other provisions or conditions as the court may determine to reasonably compensate the copyright owners who are parties defendant herein, individually or by representation, for the public performance of all copyrighted compositions embraced within the license between said association and the plaintiff during the pendency of this suit, and for such reasonable time thereafter as will enable the parties to make fair and equitable arrangements for the future use of such copyrighted material."

The bill concludes with the following formal "prayers" to the court for relief:

"That the combination represented by defendants under the name of American Society of Composers, Authors and Publishers, held to be in violation of the Anti-Trust Laws and that all contracts between said association and its members be declared void;

"That the defendants and each of them be permanently enjoined from interfering with interstate commerce;

"That the defendants and each of them be permanently enjoined from carrying on, or participating in, the operations of said association;

"That defendants' contract with plaintiff be declared void, as being part of a scheme, forced upon plaintiff, to restrain interstate commerce and that defendants be enjoined from commencing any copyright infringement suits or actions, upon the giving of a bond by plaintiff to secure the payment of such reasonable royalties as the court may adjudge."

NRA PRAISES RADIO COOPERATION

In the official announcement of the NRA's approval of the substituted provisions for the President's Reemployment Agreement, tribute was paid to the cooperation of radio stations in making the campaign a success.

"The broadcasting industry generally has not only come under the Blue Eagle but at considerable cost to itself has rendered exceptional public service along with the press by carrying to the public vital information concerning the NRA campaign," the official announcement of the NRA stated.

PLANS FOR NAB CONVENTION

Despite the enormous pressure of work at NAB Headquarters due to the pending hearing on the broadcasters' code, plans are going forward for the eleventh annual NAB convention which will be held at White Sulphur Springs, W. Va., on October 8, 9, 10 and 11.

Invitations will be sent to all stations within the next few days.

While it is as yet too early to present a tentative program, business sessions will be confined to the mornings and evenings, leaving the afternoons free for the enjoyment of the many recreational opportunities at White Sulphur.

The program in the main will be confined to a discussion of important problems confronting the industry. The Commercial, Engineering, Program, and other committees will present reports of far-reaching importance, although discussion growing out of the NRA code and the copyright situations will have a prominent place on the program.

Reservations should be made by direct contact with the Greenbrier Hotel at White Sulphur Springs, W. Va.

REDUCED RAILROAD RATES TO CONVENTION

At the request of the Managing Director the various passenger associations are authorizing special round-trip rates, either direct or via various routes, to and from White Sulphur Springs, W. Va., for members of the NAB and their families attending the annual convention October 8, 9, 10 and 11. The convention is less than a month off. NAB members should now be actively making their plans to attend.

The special rate being allowed by the railroads is a round-trip ticket for one and one-third times the one-way fare. The reduced rate is to be obtained by the "Identification Certificate Plan." The Identification Certificates have already been ordered by the Managing Director and it is expected that they will be ready for distribution within the next ten days. Full instructions will accompany the certificates when they are sent to the members from NAB Headquarters. Since the supply is limited to the extent that it is not desired to waste them, one certificate will be sent to each member. However, upon receipt of a request the Managing Director will be glad to send whatever additional certificates may be needed by members.

It should be remembered that *one* certificate will take care of each member *and* the dependent members of his family. In most parts of the United States tickets cannot be purchased prior to October 5 and they are good for thirty days. They must be validated at White Sulphur Springs. Children of 5 and under 12 with parents get one-half of the special rate. The Managing Director is required to keep a record of the persons to whom the certificates are distributed.

It is with the deepest regret that we have learned of the death at San Antonio, Texas, of J. C. Cummings on September 3. Mr. Cummings had been ill for several months. He was one of the founders of Station WOAI and one of the pioneers in radio broadcasting. For a number of years he served with distinction on the Board of Directors of the NAB. His many friends in radio mourn his passing. The NAB has lost a valuable member and the industry has suffered an irreparable loss.

PROGRAM CLEARING HOUSE

The following programs are offered to member stations by the NAB Program Clearing House:

(D 8:4) "GOOD LIKKER." Two voices. Fifteen minutes. Program deals with humorous happenings in the hill-billy country. Is available for six-month period, and can be extended for longer series. Price upon request.

(D 3:4) "PIONEERS OF PROGRESS." Fifteen minutes. From three to ten voices required for various episodes. Program revolves around various periods in American pioneer history. Is available in any number of episodes desired. Price upon request.

(D 1:6) "THE MAN FROM MARS." A phantasy monologue suitable for sponsorship by some concern dealing either in electrical fixtures or a light and power company. Is available in as many episodes as may be desired. Fifteen minutes in length. Price upon request.

(Mis 6) "MEMORY LANE." A series of continuities suitable for use with a program reviving old favorites. Continuities are designed for a half-hour program and can be adapted to use with either records or live talent. Program has been well received over the station broadcasting it. Price \$4.50 for one full week's program. Station is also willing to trade script for some other suitable type of program.

LAFOUNT MOVES TO RESCIND PARAGRAPH 118

Commissioner Lafount made a motion this week to rescind Paragraph 118 of the Commission's Rules and Regulations which limits the number of 50 KW stations to four per zone. This motion was referred to the Legal and Engineering Divisions of the Commission for study.

In presenting the motion Commissioner Lafount expressed the opinion the Commission should consider the merits of each application and render a decision based on public interest, convenience and necessity.

Under the allocation of November 11, 1928, eight cleared channels were assigned to each of the five zones.

PROSECUTE TEXAS "AIR PIRATES"

Col. Thad H. Brown, Vice Chairman of the Federal Radio Commission, has returned to his desk after an extended inspection trip of the field forces, and important conferences with several Federal district attorneys, during which he outlined plans for the prosecution of numerous "air pirates," notably in Texas.

Colonel Brown referred to the Federal district attorneys 12 cases charging individuals with the operation of radio broadcasting stations without a license from the Federal Radio Commission. Seven of these alleged violators will be prosecuted by the district attorney at Fort Worth, two in Federal courts in San Antonio, two in Houston, and one at Beaumont.

Realizing the seriousness of the offenses, the district attorneys assured Colonel Brown that they will vigorously prosecute all these cases to a final determination.

Colonel Brown has just been informed that the first Texas case is to be presented to a Federal grand jury at Amarillo on September 18, and the other cases will follow in short order. The district attorney at San Antonio expects to present his cases to the Federal grand jury the latter part of this month, and the district attorneys at Houston and Beaumont plan to present their cases to the jury the first week in October.

The Department of Justice has assigned an investigator from the Bureau of Investigation to assist the district attorneys and the radio inspectors in obtaining evidence for the successful prosecution of these cases.

Colonel Brown has just received a telegram from an inspector informing him that all but four of the unlicensed radio stations in west Texas have ceased operation as a result of the mobilization of the government forces in its campaign to clear the atmosphere of all "air pirates."

As the Commissioner who has supervision over the field force, Colonel Brown intends to continue relentlessly the fight against unlicensed stations, and points out that the Radio Act provides a fine of \$5,000 or imprisonment of five years, or both, as the penalty for the operation of an unlicensed radio station. Already the Department of Justice, with the cooperation of the Commission, has obtained several convictions on charges of operating unlicensed stations, a notable case being that of George W. Fellowes, of St.

Louis, Mo. Fellowes was sentenced to 1 year and 1 day in prison. When it developed he was an alien he was deported.

Colonel Brown is much gratified over the results of his trip, as he feels it is absolutely essential to stamp out, by drastic measures if necessary, all unlicensed radio stations to eliminate interference and provide good reception for listeners of duly authorized stations.

Colonel Brown also inspected several monitoring stations and conferred with inspectors in charge of a number of radio districts. He is convinced that the economy program recently inaugurated by the Commission has not reduced the efficiency of the field force. He says there is to be no let-up in the fight against the unauthorized use of radio waves and in the reporting of broadcasters who violate the rules and regulations of the Commission under the reorganization plan.

To obtain first-hand information concerning radio problems, Colonel Brown visited officials and stations in Chicago, Kansas City, Dallas, Fort Worth, San Antonio, Houston, Galveston, Beaumont, New Orleans, and Atlanta.

He found broadcasters are most optimistic over the outlook for business recovery.

Colonel Brown was accompanied by John B. Reynolds, Assistant Secretary, who was formerly connected with the Department of Justice. Both were highly pleased at the cordial receptions extended to them and the fine spirit of cooperation manifested by those engaged in radio activities, licensed by the Commission.

MICROPHONE TECHNIQUE DISCUSSED

Educators making use of the radio should make more serious attempts to catch the interest of the listener at the outset of the broadcast, should restrict their vocabularies to words commonly used and rich in associations, and should amply illustrate their points, if they are to be really effective in their broadcasts, is the opinion of Dr. Koon, Senior Specialist on Radio in Education, of the U. S. Bureau of Education.

Dr. Koon has recently completed a study of "The Art of Teaching by Radio," which, because of its grasp of the fundamentals of all broadcasting and its practical suggestions for the effective presentation of radio programs, should be on the desk of every broadcaster. Copies of the booklet can be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C.

SECURITIES ACT REGISTRATIONS

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

- Advance Aluminum Castings Corp., Chicago, Ill. (2-164)
- Artemisa Mines, Ltd., Bisbee, Ariz. (2-166)
- Bagdad Copper Products, Inc., New York City. (2-165)
- California-Mother Lode Gold Mines, Inc., Wilmington, Del. (2-172)
- Enderly Corporation, New York City (2-163)
- Gold Hill Mines, Inc., Pocatello, Idaho. (2-169)
- Humphreys Gold Corp., Denver, Colo. (2-162)
- Liberty Brewing Company, Baltimore, Md. (2-168)
- Magnus Automatic Machine Company, Waynesboro, Pa. (2-170)
- Peckham Hill Gold Mines, Inc., Reno, Nev. (2-171)
- Van Nostrand Brewing Company, Charlestown, Mass. (2-167)

JAPANESE ADVERTISING DEVICE

A novel burglar alarm which may also be used as an advertising device is claimed to have been developed by a Japanese firm, according to Assistant Trade Commissioner Donald W. Smith, Tokyo, in a report to the Department of Commerce.

The new device which is called the "Radio Alarm," operates from the electric capacity contained in the human body. The delicate apparatus of the machine immediately starts an alarm ringing, switches on the electric lighting system or automatically fires a gun when a person comes within the range of the device.

The "Radio Alarm" may also be used in connection with advertising displays in shop windows. A dark window may be suddenly illuminated when a pedestrian approaches. The merchandise within the shop window may be caused to move, and advertising signs made to flash on and off.

FEDERAL RADIO COMMISSION ACTION
HEARING CALENDAR

Monday, September 11, 1933

The continued hearing of 10 applications of WARD, WBBC, WLTH, and WFOX, all of Brooklyn, N. Y., which was commenced August 28, and adjourned September 1.

Wednesday, September 13, 1933

Oral argument, before the Commission en banc, on the applications of Herman Radner, Lansing, Mich., and Capital City Broadcasting Co., Lansing, Mich., for construction permit for new station to use 100 watts on 1210 kc.

Friday, September 15, 1933

KOCW—J. T. Griffin, Chickasha, Okla.—Modification of construction permit to move KOCW to Tulsa.

APPLICATIONS GRANTED

WORC—Alfred F. Kleindienst, Worcester, Mass.—Granted extension of special temporary authorization to December 1, 1933, to operate on 1280 kc., with 500 watts, experimentally.

APPLICATIONS SET FOR HEARING

NEW—Harold Thomas, Waterbury, Conn.—Construction permit for new station to use 1190 kc., 100 watts, daytime.

NEW—Joseph S. Crawford and Leigh E. Ore, Erie, Pa.—Construction permit for new station to use 1420 kc., 100 watts, unlimited time.

WHBY—WHBY, Inc., Green Bay, Wis.—Construction permit to change frequency from 1200 kc. to 1360 kc., change equipment, and increase power from 100 watts to 1 KW (facilities of WGES, WLBL, and facilities vacated by WJKS).

APPLICATIONS RECEIVED

First Zone

WBAL—Consolidated Gas, Electric Light and Power Co., Baltimore, Md.—License to cover construction permit granted 3-31-33 to move transmitter to Pikesville, Md., and make changes in antenna.

Second Zone

WKOK—Charles S. Blue, Sunhury, Pa.—License to cover construction permit granted 5-12-33 to move station from Lewisburg, Pa., to Sunhury, Pa., and make changes in antenna.

WIBM—WIBM, Inc., Jackson Mich.—Modification of license to change hours of operation from CST to EST (re-submitted).

Third Zone

KWEA—Hello World Broadcasting Corp., Shreveport, La.—License to cover construction permit granted 4-14-33 to cover new transmitter.

KWEA—Hello World Broadcasting Corp., Shreveport, La.—Consent to voluntary assignment of permit and/or license to International Broadcasting Corp.

Fourth Zone

None.

Fifth Zone

None.

APPLICATIONS RETURNED

NEW—John Deme, Waterbury, Conn.—Construction permit for new station to use 930 kc., 250 watts, unlimited. (All sec-

tions not answered; insufficient information on transmitter location.)

WEHC—Community Broadcasting Corp., Charlottesville, Va.—License to cover construction permit. (Wrong transmitter location given.)

WHDF—Upper Michigan Broadcasting Co., Calumet, Mich.—Modification of license to cover transmitter move to one-half block east of Laurium, Mich. Station moved 4 years ago without authority. (Wrong form; should file construction permit.)

NEW—Southland Radio Corp., Shreveport, La.—Construction permit for new station to use 1210 kc., 100 watts, unlimited (facilities KWEA). (Request of applicant.)

NEW—Samuel Nathaniel Morris, Stamford, Tex.—Construction permit for new station to use 1420 kc., 100 watts. (Failed to designate hours, Rule 6 a, c, d; insufficient information on transmitter location; frequency monitor.)

WIAS—Iowa Broadcasting Co., Ottumwa, Iowa—Construction permit to change equipment, frequency, power and hours from 1310 kc., 100 watts, unlimited, to 780 kc., 250 watts, daytime. (Request of applicant's attorney.)

NEW—Stanley Church, Lewiston, Idaho—Construction permit for new station to use 1420 kc., 100 watts, unlimited. (Rule 6 a, c, d; insufficient information on transmitter location; equipment.)

NEW—G. M. Duntley, San Francisco, Calif.—Construction permit for new station to use 930 kc., 500 watts (share KROW—facilities KFWI). (Oath improperly executed, and equipment.)

TENTATIVE HEARING CALENDAR

(Dates subject to change)

September 18, 1933

NEW—Eastern Oregon Broadcasting Co., Inc., LaGrande, Ore.—Construction permit to use 100 watts night, 250 watts day, on 1500 kc. (facilities of KOAC).

KOAC—Oregon State Agricultural College, Corvallis, Ore.—Renewal of license.

September 19, 1933

WKBB—Sanders Bros. Radio Station, Joliet, Ill.—Modification of license to change frequency from 1310 kc. to 1420 kc.

WCLS—WCLS, Inc., Joliet, Ill.—Modification of license to change frequency from 1310 kc. to 1420 kc.

WEHS—WEHS, Inc., Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

WHFC—WHFC, Inc., Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

WKBI—WKBI, Inc., Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

September 20, 1933

Oral argument before Commission en banc

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Modification of license to use unlimited time (facilities of WTAD).

WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Renewal of license, and construction permit to move station to East St. Louis, Ill.

September 21, 1933

NEW—Donald E. Bean and W. S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn.—Construction permit to use 100 watts on 1310 kc., daytime.

NEW—Lehanon Broadcasting Corp., Lebanon, Pa.—Construction permit to use 50 watts on 1500 kc., daytime.

WGNY—Peter Goelet, Chester Township, N. Y.—Modification of license to change hours of operation.

September 22, 1933

KGIZ—Grant City Park Corp., Grant City, Mo.—Voluntary assignment of license to KGBX, Inc., and voluntary assignment of construction permit to move to Springfield and change assignment to 560 kc., 500 watts, day.

September 25, 1933

NEW—Nicholas Kuris, Muskegon, Mich.—Construction permit to use 100 watts on 1200 kc., daytime.

NEW—Willard G. DeMuth, Uhrichsville, Ohio—Construction permit to use 100 watts on 1370 kc., daytime.

WNBH—Irving Vermilya, tr. as New Bedford Broadcasting Co., New Bedford, Mass.—Modification of license to change frequency from 1310 kc. to 1200 kc.

September 26, 1933

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

WLCI—Lutheran Association of Ithaca, Ithaca, N. Y.—Renewal of license.

September 27, 1933

Oral argument before Commission en banc

NEW—Chas. W. Phelan, tr. as Casco Bay Broadcasting Co., Portland, Me.—Construction permit to use 500 watts on 1340 kc., unlimited time.

NEW—Portland Maine Publishing Co., Portland, Me.—Construction permit to use 500 watts on 1340 kc., unlimited time.

WQDM—A. J. St. Antoine and E. J. Regan, St. Albans, Vt.—Construction permit to change from 100 watts, 1370 kc., specified hours, to 1 KW, 1340 kc., specified hours.

WFEA—New Hampshire Broadcasting Co., Manchester, N. H.—Modification of construction permit to change from 1430 kc., 500 watts, unlimited time, to 1340 kc., 500 watts, unlimited time.

WRDO—WRDO, Inc., Augusta, Me.—Construction permit to move station to Portland, Me.

WILL—University of Illinois, Urbana, Ill.—Modification of license to acquire facilities of WKBS.

Hearings before Examiner

KOIN—KOIN, Inc., Portland, Ore.—Construction permit to increase day power to 2½ KW.

NEW—Wyoming Broadcasting Co., Cheyenne, Wyo.—Construction permit to use 500 watts night, 1 KW day, on 780 kc.

WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Modification of license to acquire unlimited time.

September 29, 1933

NEW—John L. Hopkins, Hammond, Ind.—Construction permit to use 1 KW on 1360 kc., share with WGES.

WGES—Oak Leaves Broadcasting Station, Chicago, Ill.—Modification of license to increase hours of operation.

WSBC—WSBC, Inc., Chicago, Ill.—Construction permit to move station to Hammond, Ind.

NEW—State Investment Co., Gary, Ind.—Construction permit to use 1 KW night, 1½ KW day, unlimited time, on 560 kc. (facilities of WIND).

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Renewal of license.

KWKC—Wilson Duncan, tr. as Wilson Duncan Broadcasting Co., Kansas City, Mo.—Modification of license to acquire unlimited time.

October 2, 1933

WINS—American Radio News Corp., New York City, N. Y.—Modification of license to increase power from 500 watts to 1 KW.

WODX—Mobile Broadcasting Corp., Mobile, Ala.—Modification of license to change frequency from 1410 kc. to 1380 kc., and change hours to unlimited.

NEW—Maurice Scott, R. D. Laird, Wm. M. Kahanowits, and I. Kahanowits, d/b as Greensburg Broadcasting Corp., Greensburg, Pa.—Construction permit to use 100 watts, daytime, on 1420 kc.

October 3, 1933

WEXL—Royal Oak Broadcasting Co., Royal Oak, Mich.—Construction permit to change equipment and increase power from 50 watts to 100 watts.

October 4, 1933

Before Commission en banc

WGN—WGN, Inc., Chicago, Ill.—Construction permit to increase power from 25 KW to 50 KW.

WHAM—Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.—Construction permit to increase power from 25 KW to 50 KW.

WBZ—Westinghouse Electric & Mfg. Co., Boston, Mass.—Modification of license.

WJR—WJR, The Goodwill Station, Inc., Detroit, Mich.—Construction permit to increase power from 10 KW to 50 KW.

October 6, 1933

KMLB—Liner's Broadcasting Station, Monroe, La.—Construction permit to change from 100 watts, 1200 kc., unlimited time, to 590 kc., 250 watts, specified hours.

October 9, 1933

NEW—Thomas R. McTammany and Wm. H. Bates, Jr., Modesto, Calif.—Construction permit to use 250 watts, daytime, on 750 kc.

October 10, 1933

KRGV—KRGV, Inc., Harlingen, Tex.—Modification of license to acquire facilities of KWWG.

KWWG—Frank P. Jackson, Brownsville, Tex.—Renewal of license.

October 11, 1933

Oral argument before Commission en banc

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Special authority to increase power from 500 watts to 1 KW.

WFI—WFI Broadcasting Co., Philadelphia, Pa.—Modification of license to increase power from 500 watts to 1 KW.

WLIT—Lit Bros. Broadcasting System, Philadelphia, Pa.—Modification of license to increase power from 500 watts to 1 KW.

October 12, 1933

WDBO—Orlando Broadcasting Co., Inc., Orlando, Fla.—Modification of license to change from 250 watts, 580 kc., unlimited time, to 500 watts night, 1 KW day.

WDAE—Tampa Publishing Co., Tampa, Fla.—Construction permit to increase day power from 1 KW to 2½ KW.

WRUF—University of Florida, Gainesville, Fla.—Renewal of license.

October 16, 1933

KFAC—Los Angeles Broadcasting Co., Los Angeles, Calif.—Modification of license to increase hours to unlimited.

NEW—Fred L. Packard, S. Hepp, and Judge J. W. Schulman, d/b as Acme Broadcasting Co., Huntington Park, Calif.—Construction permit to use 500 watts on 1300 kc., sharing with KFAC.

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Construction permit to change frequency from 1430 kc. to 780 kc., and increase day power from 1 KW to 2½ KW.

The National Association of Broadcasters

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

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PREPARATIONS FOR CODE HEARING

Preparations for the hearing on the broadcasters' code are being completed under the direction of the NAB Code Committee. The hearing will be held at 10 a. m. on Wednesday, September 20, in the Caucus Room of the new House Office Building, Washington, D. C.

The committee consisting of Alfred J. McCosker, president of the NAB; Philip G. Loucks, managing director of the NAB, and John W. Guider, counsel, has been busy with plans for the preparation and presentation of the broadcasters' case. The NAB Code Committee, authorized by the Board of Directors to act for the Association, will hold meetings at Hotel Washington, beginning at 10 a. m., Monday, September 18, for the purpose of hearing last minute suggestions for modifications in the code.

Deputy Administrator Sol A. Rosenblatt will preside at the hearing.

The NRA Industrial Advisory Board this week named James W. Baldwin, former Secretary of the Federal Radio Commission, as industrial advisor for the broadcasters' code.

The NRA Labor Advisory Board this week named Edward Nockels of the Chicago Federation of Labor as labor advisor for the broadcasters' code.

The third advisor, to be named by the Consumers' Advisory Board, has not yet been appointed.

The duties of the advisors are to advise with the Deputy Administrator on changes in the code following the public hearing.

There have been but few requests for opportunity to be heard up to the time this goes to press. Representatives of the musicians' and electricians' unions have asked to be heard and the Actors' Equity also has sent in a request.

Immediately after the Wednesday hearing, a conference will be held during which evidence submitted will be considered. The code will then go to the President for approval and will become effective ten days after official approval.

NRA NEWS AND TRANSCRIPTIONS

Following recommendations from the NAB, the National Recovery Administration has created a daily news service which for the present will be available to stations which are not favored with network broadcasts of NRA activities.

In response to a circular sent by the Managing Director to all non-network stations, nearly 150 stations have already indicated a desire for the service and upon the basis of this report the service was established with approval of the NRA. The news service was started this week.

It is the plan of W. B. Dolph, director of radio activities of the NRA, and Harry R. Daniel, continuity writer, to make the service as valuable as possible both to the stations and the NRA.

Plans for the "BUY NOW" campaign now being worked out at NRA Headquarters embrace both radio and newspaper advertising campaigns. Twenty-four full-page newspaper advertisements are being sent to newspapers of the country, the space for which may be sold to advertisers. The Radio Division, upon the recommendation of the NAB, is planning a series of 24 electrical transcriptions which will be sent out to radio stations simultaneously with the newspaper ads. The NRA has no funds for the turning out of transcriptions and the stations will be asked to pay the production cost with the understanding that the series may be sponsored by as many advertisers who desire to sponsor the series.

The series will be adapted to sponsorship and will include dramatic skits performed by some of the country's most famous radio and stage stars. Stations will be queried on the subject by the NRA within the next few days. The "BUY NOW" campaign commences on October 1 and will run through November and December.

WHITE SULPHUR SPRINGS

Revision of the Constitution and By-Laws of the NAB, provided for under a resolution adopted at the St. Louis convention last November, will be one of the important subjects slated for discussion at the Eleventh Annual Convention of the NAB to be held at White Sulphur Springs, W. Va., October 8, 9, 10 and 11.

A committee consisting of William S. Hedges, chairman, Walter J. Damm and Harry Shaw, all past presidents of the NAB, has completed its work of drafting revisions to the Constitution and By-Laws and copies will be sent to all members within the next few days.

Indications are that a record crowd will attend this year's convention. The program being developed by the Convention Committee under the direction of Edwin M. Spence will have discussion of business problems as its keynote. Important committee reports are now being prepared and there will be many far-reaching recommendations laid before the meeting.

H. K. Carpenter, chairman of the Commercial Committee, has called a meeting of his committee at White Sulphur Springs for Sunday morning, October 8, at which time the Commercial Committee report will be whipped into final draft.

COMMISSION RESCINDS RULE 118

The Commission this week adopted a motion, made by Commissioner LaFount, rescinding Paragraph 118 of its Rules and Regulations, which limited the number of 50 kw. stations to four per zone.

Commissioner LaFount, in presenting his motion, said "Such limitations of power do not provide equal facilities of efficient use of frequencies." He said the Commission should consider the merits of each application for increased power on cleared channels.

FRC ON "TELEVISION"

"The Commission has recently received inquiries from individuals who are interested in the development of television. In addition, a considerable amount of newspaper publicity on television has been observed.

"In this connection, the following statement concerning television, which appears in the Commission's Sixth Annual Report to Congress for the fiscal year 1932, adequately expresses the attitude of the Commission toward television at this time:

"While no startling inventions have come to light in television during the past year, the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted. This improvement has been made possible through increased attention to technical details in the optical pick-up system, in the photo-electric cell and amplifying systems, and in the actual modulation of the radio waves emitted. This development has in a general way paralleled the progress that was made in the early stages of sound broadcasting.

"Much attention has been given to the part of the spectrum in which television emissions will best fit. Although there are at the present time four 100-kilocycle bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles. The work at these frequencies has shown signs of real promise as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television. Proposals have been received by the Commission from the industry to increase the space in this band in order to protect the future of television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that

many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained "look-in" interest. Such programs fall far short of what the public has been led to expect in the way of entertainment considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

WWL AND KWKH GET RENEWALS

The Radio Commission on September 15 reversed former Chief Examiner Ellis A. Yost in his Report No. 470, by granting a license renewal to Station WWL, New Orleans, but denying its application for full time on its frequency of 850 kilocycles.

It also reversed the Examiner by granting station KWKH, Shreveport, a license renewal and granting its application for the assignment of its license to the International Broadcasting Corporation.

The Commission retired to its files the International Broadcasting Corporation's application for a construction permit for a new station to operate on 850 kilocycles, part time, thereby upholding Examiner Yost.

In the case of the application of the National Union Indemnity Association of Shreveport, for a construction permit for a new station to operate part time on 850 kilocycles, the Commission dismissed the application. Examiner Yost had recommended that permission be granted to withdraw the application.

Station WSPA, Spartanburg, S. C., was denied a construction permit for a new station to operate on 850 kilocycles, thus sustaining Examiner Yost.

In its decision the Commission states that the present allocation of broadcasting facilities in the areas in these cases is more equitable than any new allocation that might be made on the basis of the applications in the case.

It was found also that "the showing made by applicants, for the facilities of KWKH is not sufficient to warrant deletion of said station."

The Commission states further that "while this record discloses instances of progress broadcast by station KWKH which are not meritorious and which should be condemned, the license of KWKH appears qualified legally, technically, and financially to continue the operation of the station in the public interest."

COMMISSION HITS STOCK PROMOTION

The Radio Commission on Tuesday granted the application of station W1XAL, Boston, for an experimental relay broadcasting license reversing Examiner Elmer W. Pratt in his Report No. 440. The Commission sustained the Examiner in the same report by denying the application of Station W1XS for experimental television license and denying license renewal for special experimental license to Station W1XAU.

In granting the application of W1XAL the Commission states that the applicant is financially qualified to carry on the experimental relay broadcasting and that the "tentative arrangements for experimental programs and the willingness and ability of the applicant to expend funds in the development of international programs and service, give promise of possible contributions to the development of shortwave broadcasting."

The Commission states in its opinion in connection with the denial to the other two stations that while they have the technical experience to operate the stations, that the licenses held from the Commission "* * * have been used as a basis for stock promotion out of all proportions to the actual accomplishment or prospects of accomplishment of the applicants."

SECURITIES ACT REGISTRATIONS

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

Chemical Products Manufacturing Corp., Baltimore, Md. (2-181)

Christian Moerlein Brewing Co., Inc., Cincinnati, Ohio (2-182)

Dana Point Corporation, Los Angeles, Cal. (2-178)

Eaton & Howard Management Fund "A-1," Boston, Mass. (2-189)

Eclipse Gold Mining Co., Montreal, Canada (2-180)

George M. Forman Realty Trust, Chicago, Ill. (2-190)

John Graf Brewing Company, Milwaukee, Wis. (2-196)

Guarantee Reserve Life Co., Fort Collins, Colo. (2-192)

Hamilton Manufacturing Co., Two Rivers, Wis. (2-177)

A. H. Ide & Company, Inc., Troy, N. Y. (2-193)

Industrial & Power Securities Co., Philadelphia, Pa. (2-186)

The Laclede Gas Light Company, St. Louis, Mo. (2-176)

Laclede Power & Light Company, St. Louis, Mo. (2-175)

Lockheed Aircraft Corporation, Burbank, Cal. (2-174)

Motors Securities Co., Inc., Shreveport, La. (2-188)

Mouquin Inc., Brooklyn, N. Y. (2-185)

Nicola Mines & Metals, Ltd., Vancouver, B. C. (2-184)

Norins Realty Co., Inc., Los Angeles, Cal. (2-187)

Pittsburgh Parts Corp., Pittsburgh, Pa. (2-194)

Plastic Products Engineering Corp., Newark, N. J. (2-179)

Travelers Publishing Corp., New York City (2-173)

United Gold Equities of Canada, Ltd., Charlottetown, Prince Edward Island (2-195)

World Finance Investment Trust, Boston, Mass. (2-183)

American Tung Oil Products Corp., Gulfport, Miss. (2-205)

Colorado National Gold, Inc., Colorado Springs, Colo. (2-200)

Consolidated Virginia & Andes Corp., San Francisco, Cal. (2-206)

Eaton & Howard Management Fund F, Boston, Mass. (2-203)

Edward Oil Company, Los Angeles, Cal. (2-197)

Genesee Brewing Company, Inc., Rochester, N. Y. (2-191)

H-A-P-I-A Health Institute Inc., Wilmington, Del. (2-208)

Indiana-Illinois Telephone Company, Indianapolis, Ind. (2-202)

Investment Company of America, Wilmington, Del. (2-207)

Stanley Steam Motors Corp., Chicago, Ill. (2-201)

Western Natural Resource Corp., Los Angeles, Cal. (2-198)

PROGRAM CLEARING HOUSE

(CH 5:2) "AUNT SUE AND POLLY." Fifteen minutes. Three characters; a woman, a girl thirteen or fourteen years of age, and an announcer. Aunt Sue tells stories to Polly, and Polly sings simple songs. The stories are the traditional nursery and fairy tale variety including ones such as "Red Riding Hood," and "The Three Little Bears." The program has been running five days a week for almost a year over a metropolitan station. It has been commercially sponsored. More than 12,000 letters have been received since the program has been on the air. The program is easy to produce and requires little rehearsal. The price is \$5.00 per program.

EMERGENCY COMMUNICATION

Commissioner Lafount made a motion, which was referred to the Engineering and Legal Divisions for study, providing for the allocation of one or more frequencies for communication purposes in cases of disasters such as hurricanes, floods, earthquakes and fire.

In making his motion, Mr. Lafount said such catastrophes frequently destroyed or impaired existing communication facilities and relief depends upon radio communication. At the present time, he pointed out, it is necessary in such emergencies to depend on the amateurs. While commending their "invaluable service," he declared it is unfair to the amateurs to depend entirely upon them for communication. He expressed the view that a few battery sets kept in good condition to respond to drills frequently would prove invaluable in case of a disaster.

CLAIMS NRA INCREASED ADVERTISING

John Benson, president of the American Association of Advertising Agencies, today expressed the belief that the operations of NRA were responsible for increased advertising volume throughout the country.

A survey recently completed showed that newspaper display advertising, regarded as one of the accurate business barometers, had increased 16 per cent in August of this year as compared with August, 1932.

Mr. Benson's telegram follows:

"Gratifying to learn from your survey that newspaper advertising volume has increased 16 per cent during month of August, 1933, as compared with the same month last year. Undoubtedly this is largely due to NRA activities in making of codes and in the stimulation of employment. I offer our congratulations and sincere hopes that such progress may continue."

CORRECTIONS TO LIST OF BROADCASTING STATIONS

The following corrections should be made in the list of Radio Broadcasting Stations in the United States published by NAB, August 1, 1933, to make the list correct to September 1, 1933:

Freq.	Call Letters	Studio Location	Alterations and Corrections
570	WPCH	New York, N. Y.	Strike out all particulars.
570	WMCA	New York, N. Y.	U, quota units 0.6.
580	WSAZ	Huntington, W. Va.	Spec. experimental authority, power 1 KW.
590	WOW	Omaha, Nebr.	U, quota units 1.0.
590	WCAJ	Lincoln, Nebr.	Strike out all particulars.
880	KLX	Oakland, Calif.	Licensee, Tribune Publishing Co.
1180	KEX	Portland, Ore.	Licensee, The Oregonian Publishing Co.
1200	KFWF	St. Louis, Mo.	Strike out all particulars.
1200	KIGY	Lowell, Ariz.	Call letters changed to KSUN
1200	KGHI	Little Rock, Ark.	Power 250 watts, LS.
1210	WGCM	Mississippi City, Miss.	Licensee, Grace Jones Stewart, under trade name of Great Southern Land Co. (not inc.). CP, 250 watts, LS, quota units 0.09.
1240	WACO	Waco, Texas	Frequency 1420 kc., power 100 watts, S.H.
1260	KVOA	Tucson, Ariz.	Licensee, Arizona Broadcasting Co., Inc.
1270	KVOR	Colorado Spgs., Colo.	Licensee, S. H. Patterson.
1350	WCDA	New York, N. Y.	Licensee, Standard Cahill Co.
1350	WMSG	New York, N. Y.	Licensee, Standard Cahill Co.
1420	KGIW	Trinidad, Colo.	CP-T and studio, Alamosa, Colo.
1470	KGA	Spokane, Wash.	Licensee, Louis Wasmer.
1500	WKBV	Connersville, Ind.	CP-T and studio, Richmond, Ind.
1500	WKEU	La Grange, Ga.	CP covered by license.

Members of the National Association of Broadcasters are indicated in the Call Letter List in bold-faced type. Since publication of the list, the following stations have become members:

WLIT (560 kc.);	WSBC (1210 kc.);	WIBM (1370 kc.);
WAAT (940 kc.);	KGCX (1310 kc.);	WLVA (1370 kc.);
WBBZ (1200 kc.);	WBNX (1350 kc.);	WNBR (1430 kc.);
WHBU (1210 kc.);	KFJZ (1370 kc.);	KFKA (880 kc.);
KGBX (1310 kc.);	WJMS (1420 kc.);	WDGY (1180 kc.);
KPPY (1340 kc.);	WMIL (1500 kc.);	KBTM (1200 kc.);
KSO (1370 kc.);	KFRC (610 kc.);	WCRW (1210 kc.);
KCMC (1420 kc.);	WHN (1010 kc.);	KGB (1330 kc.);
KDB (1500 kc.);	KWG (1200 kc.);	KMAC (1370 kc.);
WQAM (560 kc.);	WSOC (1210 kc.);	WLTH (1400 kc.);
KFWB (950 kc.);	KFYU (1310 kc.);	WSFA (1410 kc.);
KERN (1200 kc.);		WMBQ (1500 kc.);

HOME ECONOMICS BROADCASTS

The average American radio station presents between one and two home economics programs, it was revealed in a study made of this type of program by the American Home Economics Association in cooperation with the U. S. Office of Education. Questionnaires for the study were prepared under the direction of Dr. Cline M. Koon, Senior Specialist in Radio in Education of that office.

A total of 342 stations were shown to broadcast 563 programs of this type, while national network companies broadcast twenty home economics programs. Of the entire number of programs 63% were sponsored, 5% partly sponsored and partly sustaining, and the remainder sustaining.

Approximately 69 per cent of the programs were broadcast in the morning, 29 per cent in the afternoon and 2 per cent in the evening. Talks on the preparation of food consumed 40 per cent of the time, while the remainder was devoted to other home-making subjects. In the neighborhood of one-third of the sponsoring companies used mail response as an indication of the success of the program.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

Monday, September 18, 1933

- NEW—Eastern Oregon Broadcasting Co., La Grande, Ore.—Construction permit for new station to use 1500 kc., 100 watts (250 watts day), unlimited time.
 KOAC—Oregon State Agricultural College, Corvallis, Ore.—Renewal of license.

Wednesday, September 20, 1933

Oral Argument Before Commission en banc

- WMBD—Peoria Broadcasting Co., Peoria, Ill.—Modification of license to acquire unlimited time (facilities of WMBD).
 WTAD—Illinois Broadcasting Corp., Quincy, Ill.—Renewal of license, and construction permit to move to East St. Louis, Ill.

Thursday, September 21, 1933

- NEW—Donald E. Dean & Wendell S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn.—Construction permit for new station to use 1310 kc., 100 watts, daytime.
 WGNV—Peter Goelet, Chester Township, N. Y.—Modification of license to change hours of operation.

Friday, September 22, 1933

- KGIZ—Grant City Park Corp., Grant City, Mo.—Voluntary assignment of license to KGBX, Inc., and voluntary assignment of construction permit to move to Springfield, Mo.

APPLICATIONS GRANTED

First Zone

- WODA-WAAM—Wodaam Corp., Paterson, N. J.—Granted CP to combine stations WODA and WAAM, install new equipment at new location in swamps near Paterson Plank Road, near Carlstadt, N. J., use WAAM's present studio for both stations, and operate with 1 KW night, 2½ KW day, 6/7 time, sharing with WGCP 1/7 time.
 WBNX-WMSG-WCDA—Standard Cahill Co., Inc., New York—Granted modification of license to consolidate stations WBNX, WMSG, and WCDA, to use transmitter and transmitter location at 138 Pine Street, Cliffside, N. J., main studio same as present studio used by WMSG and WBNX at 1100 E. 177th St., New York.
 WBAL—Consolidated Gas and Electric Light and Power Company of Baltimore—Granted license covering move of transmitter and installation of new equipment; 1060 kc., 10 KW, shares with WTIC.
 WSYB—Philip Weiss, d/b as Philip Weiss Music Co., Rutland, Vt.—Granted special temporary authorization to operate from 10 a. m. to 12:30 p. m., EST, October 1, 8 and 15, 1933.
 WNBZ—Earl J. Smith and William Mace, d/b as Smith & Mace, Saranac Lake, N. Y.—Granted temporary license pending hearing and decision on application for renewal.

Second Zone

- WCAE—WCAE, Inc., Pittsburgh, Pa.—Granted modification of CP extending completion date from October 31, 1933, to February 1, 1934.
 WCAU—WCAU Broadcasting Co., Philadelphia, Pa.—Granted authority to determine operating power by direct measurement of antenna power.
 WHBC—Edward P. Graham, Canton, Ohio—Granted license cover new equipment and increase in operating power from 10 to 100 watts; 1200 kc., specified hours.
 WKOK—Charles S. Blue, Sunbury, Pa.—Granted license covering move of transmitter and studio and change in antenna; 1210 kc., 100 watts, specified hours.
 WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted special temporary authorization to operate from 10 p. m., September 18, to 1 a. m., September 19, EST, provided Station WKOK remains silent.

Third Zone

- KUOA—KUOA, Inc., Fayetteville, Ark.—Granted modification of CP extending completion date from August 29 to November 25, 1933.
 KFPM—Dave Ablowich, d/b as The New Furniture Co., Greenville, Tex.—Granted special temporary authorization to operate as follows: from 9 p. m. to 12 midnight, CST, on Sep-

tember 22, 29, 1933; October 6, 13, 20, 27 1933; Nov. 17, 1933; and from 3 p. m. to 6 p. m., CST, November 3, 10, 24 and 30, 1933.

Fourth Zone

WNAX—The House of Gurney, Inc., Yankton, S. Dak.—Granted authority to determine the licensed power by direct measurement of antenna input in compliance with Rule 137. Also granted license covering change in equipment and increase in power; 570 kc., 1 KW night, 2½ KW day, unlimited time.

WNAX—The House of Gurney, Inc., Yankton, S. Dak.—Granted modification of CP to change equipment.

Fifth Zone

None

APPLICATIONS SET FOR HEARING

KRE—1st Congregational Church of Berkeley, Calif.—Modification of license to change hours of operation from daily except Sunday, 6:30 to 9:30 a. m., 12 noon to 3 p. m., 6 to 9 p. m., to daily except Sunday, 9 a. m. to 1 p. m. and 5:30 to 10:30 p. m.; no change in Sunday hours of operation.

WNAX—The House of Gurney, Inc., Yankton, S. Dak.—Modification of license to use old transmitter as main transmitter for nighttime operation.

APPLICATIONS DENIED

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Denied authority to reduce hours of operation from unlimited to specified as follows: 10 a. m. to 2 p. m., 5 to 9 p. m., CST, from September 1 to November 1.

WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Denied authority to remain silent pending decision on application to move station from Huntsville, Ala., to Durham, N. C.

APPLICATIONS DISMISSED

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

WKBB—Sanders Bros. Radio Station, Joliet, Ill.—Modification of license, 1420 kc., 100 watts, specified hours.

WEHS—WEHS, Inc., Cicero, Ill.—Modification of license, 1310 kc., 100 watts, specified hours.

WHFC—WHFC, Inc., Cicero, Ill.—Modification of license, 1310 kc., 100 watts, specified hours.

WKBI—WKBI, Inc., Cicero, Ill.—Modification of license, 1310 kc., 100 watts, specified hours.

WCLS—WCLS, Inc., Joliet, Ill.—Modification of license, 1420 kc., 100 watts, specified hours.

MISCELLANEOUS COMMISSION ACTION

The following application, heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed:

NEW—Nicholas Kuris, Muskegon, Mich.—CP, 1200 kc., 100 watts, daytime.

KOCW—Oklahoma College for Women, Chickasha, Okla.—Granted permission to move station from Chickasha to Tulsa, following withdrawal of protest of KVOO at Tulsa.

APPLICATIONS RECEIVED

First Zone

WBZA—Westinghouse Electric and Manufacturing Co., Boston, Mass.—License to cover construction permit granted 7-11-33 to make changes in equipment.

NEW—Julio M. Conesa, Ponce, Puerto Rico—Construction permit for new station to use 1420 kc., 100 watts night, 200 watts local sunset, unlimited time, amended re equipment, change day power to 250 watts to local sunset, change hours to six hours daily.

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—Construction permit to move transmitter to Township of Somerset, Mass., and move studio locally, and change equipment.

WSAR—Doughty & Welch Electric Co., Inc., Fall River, Mass.—Special experimental authorization to use an additional 250 watts daytime on experimental basis for six months.

Second Zone

WEHC—Community Broadcasting Corp., Charlottesville, Va.—License to cover construction permit granted 2-28-33 and

modifications for move of station from Emory, Va. (correction made).

Third Zone

WEED—William Avera Wynne, Greenville, N. C.—License to cover construction permit granted 6-16-33 for new station.

WOAI—Southern Equipment Co., San Antonio, Tex.—Modification of license to change corporate name to Southern Industries, Inc.

KTRH—KTRH Broadcasting Co., Houston, Tex.—Renewal of special experimental authorization to use 1 KW experimentally for six months from 10-1-33

KBTM—W. J. Beard (Beard's Temple of Music), Paragould, Ark.—Construction permit to move transmitter and studio to Jonesboro, Ark., also install automatic frequency control.

KBTM—W. J. Beard (Beard's Temple of Music), Paragould, Ark.—Authority to install automatic frequency control at new location if construction permit to move is granted.

NEW—J. W. Woodruff and David Parmer, Anniston, Ala.—Construction permit for new station at Anniston, Ala., to use 1420 kc., 100 watts, unlimited hours. Requests facilities WAMC, Anniston, Ala.

NEW—J. W. Woodruff and David Parmer, Tuscaloosa, Ala.—Construction permit for new station at Tuscaloosa, Ala., to use 1200 kc., 100 watts, daytime. Requests facilities WBHS, Huntsville, Ala.

NEW—J. W. Woodruff and David Parmer, Selma, Ala.—Construction permit for new station at Selma, Ala., to use 1500 kc., 100 watts, daytime. Requests facilities WBHS, Huntsville, Ala.

WIS—Station WIS, Inc., Columbia, S. C.—Construction permit for new equipment; change frequency and increase power from 1010 kc., 500 watts night, 1 KW to local sunset, to 1050 kc., 5 KW, amended re equipment and to change transmitter location—exact location to be determined.

WAPI—WAPI Broadcasting Corp., Birmingham, Ala.—Modification of construction permit granted 11-17-31 and modifications for approval of transmitter location for 25 KW station near Trussville, Ala.

NEW—ARK-LA-TEX Radio Corp., Shreveport, La.—Construction permit for new station, transmitter Keithville, La., to use 850 kc., 10 KW, unlimited hours. Requests facilities KWKH, Shreveport, and WWL, New Orleans, La.

Fourth Zone

WFAM—The South Bend Tribune, South Bend, Ind.—Construction permit to make changes in equipment.

Fifth Zone

KJBS—Julius Brunton & Sons Co., San Francisco, Calif.—Construction permit to change equipment and increase power from 100 to 500 watts. Requests facilities terms of .29 quota units withdrawn from KFWI, San Francisco, Calif.

KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—Construction permit to change equipment, increase power from 500 watts to 500 watts night, 1 KW day to local sunset, facilities KFWI, San Francisco, Calif., amended re equipment.

KRSC—Radio Sales Corp., Seattle, Wash.—Modification of license to change hours from daytime to daytime and to include hours 12 midnight to 4 a. m. daily.

APPLICATIONS RETURNED

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—Modification of construction permit granted 11-17-31 for approval of equipment and transmitter location for 25 KW station. (No reply to Commission's letters.)

KVOA—Robert Marion Riculfi, Tucson, Ariz.—Construction permit to move transmitter and studio locally. (Out of order as license assigned now to Arizona Broadcasting Co., Inc.)

WAGM—Aroostook Broadcasting Corp., Presque Isle, Maine—Construction permit to move transmitter locally, make changes in equipment, reduce power from 100 watts to 50 watts. (Insufficient information on proposed transmitter location; error in hours—Rule 77; name of frequency monitor.)

KGER—Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.—Construction permit change transmitter locally, exact site to be determined. (Not necessary at this time as authority issued 8-18-33 to test for site with portable.)

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

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PROCEEDINGS SECOND ANNUAL MEETING *Commercial Section*

NATIONAL ASSOCIATION OF BROADCASTERS

June 27, 1933, Grand Rapids Michigan

TUESDAY MORNING SESSION

June 27, 1933

The Second Annual Meeting of the Commercial Section of the National Association of Broadcasters convened in Committee room D of the Civic Auditorium, Grand Rapids, Michigan, at ten o'clock, the Chairman, Mr. H. K. Carpenter, of WPTF, Raleigh, North Carolina, presiding.

CHAIRMAN CARPENTER: We are just two minutes late, let's get started.

I think for the benefit of some of you who do not understand quite fully the purpose of our meeting, I had better say that the Commercial Section is an outgrowth of the old Commercial Committee of the National Association of Broadcasters. Our Association, belongs to the Advertising Federation of America and because our connection with it is the result of our commercial activities, the Commercial Section meetings are held in connection with the annual conventions of the Advertising Federation of America.

I should say also that the action taken by this Section can only be in the form of recommendations or resolutions to the Board of Directors or to the Association as a whole at their convention in the fall. No action can be taken here which is binding upon the members of the Association. If you feel any definite action is necessary, let us have it in the form of recommendations or resolutions which we can pass on to the Board of Directors or to the Association.

We have told the men who are to speak that they are to present possibly a formal paper up to a certain point, but the main object of this meeting is to discuss all the things you want to discuss. We have outlined as far as we knew the things that you would like to discuss, but if there are some things that are not on that outline, please feel free to bring up the matter at the proper time.

I would like to warn the speakers that it is perfectly all right with me if they are asked embarrassing questions. You go ahead and ask as many questions as you want, embarrassing or otherwise.

With those preliminary remarks, I would like to get right down into the work without wasting any time. Our first subject is "Station Promotion—The Key to Successful Operation in Broadcasting," discussion led by John Patt, of WGAR, Cleveland, Ohio. (Applause)

* * * Mr. Patt presented his prepared paper (Paper No. 1), with the following interpolation, page 6:

At this point, I want to call attention to one of the pieces of station promotion that I have seen during the past year, a series of talks given by my colleague, Leo Fitzpatrick, over WJR, during the past season on Sunday nights. Mr. Fitzpatrick in that series of talks, in a layman's language, takes

up all of the various phases of the broadcasting industry and discusses them with the public and invites their questions each week. For any broadcaster or any advertising agency men or advertisers who would like a copy, we will be very glad to have one sent. (Applause)

"STATION PROMOTION—THE KEY TO SUCCESSFUL OPERATION IN BROADCASTING"

By JOHN PATT

Last Fall the committee on station promotion of the N.A.B., of which I had been made chairman, sponsored a most comprehensive report dealing with the many elements of promotion in relation to the broadcasting industry. In that report we came to the conclusion that the broadcaster who does not contribute to the growth and development of his station will meet with eventual extinction and that, conversely, it is true that promotional efforts have brought progressive stations financial success, better assignments of power and frequency, increasing listener attention and higher standards of public service.

There is perhaps little that I can add to the report submitted at that time and which was later reprinted in several trade journals. Nevertheless, the job of promotion is not one which stops at any particular point, but like evolution itself is constantly changing and developing.

Promotion literally means to move forward. It is in the degree or rapidity with which we move forward, and in the methods by which we advance the popularity and prestige of our stations, that we achieve an ascending level of individual station prominence. Then, too, as we elevate our own companies in listener attention and advertiser recognition, we contribute immeasurably to the power and general recognition of broadcasting as an industry, a profession and an art. The National Association of Broadcasters can assume an extremely important part in the elevation of the broadcasting industry as a whole, through an interchange of ideas employed successfully by individual stations and which may be profitably utilized in other sections of the country by other individual broadcasters.

Last Fall our report dealt mostly with the major divisions of station promotion, including display advertising, publicity activities and broadcast forms of promotion. Under display advertising we estimated that between two and three millions of dollars were invested annually in advertising by radio stations in direct mail, trade papers, newspapers, magazines, billboards, car cards and novelties. The greatest expenditure was found to be direct mail, since a survey showed that there was scarcely a commercial broadcaster who did not send out mailings to selected lists of local and national accounts and their agencies. Nevertheless, an ever-increasing amount of money was being devoted to advertising in our own trade papers, daily newspapers, national magazines, billboards and street car cards. Examples of activity in all of these lines throughout the country were included in that report. It is hardly necessary to note that such promotion has not only continued, but increased during the past few months. With most of these media we have had considerable experience and some success in promoting the interests of our own stations, WGAR in Cleveland and WJR in Detroit, and we hope that our promotional efforts have reflected credit on the broadcasting business as a whole. We know that WGAR, less than three years old, which is known to its listeners as the "Friendly Station," has made rapid strides in number of listeners, in audience attention and interest, in advertiser acceptance and in volume of business, largely through the partial, if not com-

plete success of our promotional activities. Naturally our merchandising and sales promotion departments which are combined into one under the direction of a former advertising agency official have played a great part in the general promotion of the station.

We do not undertake a listener survey, a dealer canvass, a campaign of bulletin boards, billboards, counter displays or window displays without making sure that such promotional material prominently displays the call letters of the station, together with any other pertinent data on station personalities, location, wavelength, etc. I shall not attempt to go into further detail about these forms of paid advertising, which any station can use if an appropriation is available, except to say in passing that our experience with direct mail and trade paper advertising has brought us recognition and inquiries from the people we were seeking to reach. In newspapers and magazines we have done very little spending because we have felt that these are generally useful only where the newspapers or magazines take an equal amount of paid space on the station for their own promotional efforts. Many stations have such working arrangements or affiliations with newspapers in their cities. Wherever this situation exists there cannot help but be beneficial results and little expenditure on either part in obtaining additional listeners for the station and additional circulation for the newspaper.

More than a year ago we made extensive use of billboards in Cleveland and they did a tremendous job in making the public of Cleveland immediately conscious of the existence of a new station.

We are now undertaking a campaign using a full run of the street cars, busses and other public transportation conveyances in Cleveland tying in with our most prominent spot advertisers.

Entirely aside from paid advertising and publicity originating from the radio stations is a field of activity in radio station promotion which is being better developed almost monthly. This is in the use of the broadcasting vehicle itself in building up a larger audience and greater interest in local and national programs. These we have briefly catalogued into classifications such as "dial setter" programs, current program reviews, taking the listeners behind the scenes, contests and give-aways, broadcasts of public events, etc. Nearly every radio station has done something spectacular along this line, and radio shows, which because of the depression were not so common this year, have also served to bring the public in closer touch with the studio activities through the personal appearance of artists in crystal studios and on stages at such exhibits. The two networks and principal stations of Chicago obtained fine publicity at the two National Conventions last year by placing big banners over their microphones on the speakers' platforms and on their broadcasting booths which stood out in bold relief against the mass of humanity gathered to select candidates and platforms.

The stations of Cleveland have been most progressive in this particular field and I have had our station participate in a great many conventions, expositions, and sales meetings with attractive booths and entertainment features which would send the visitor away brimful of consciousness of our station in particular and the broadcasting industry in general. Sometimes, such as in sales meetings and industrial exhibits our activity is only incidental with the main attraction. In others, such as in the Rotary Club's Fair and Frolic this Spring and in the RKO Theatres Industrial and Business Exposition, our participation has been of a central or dominating character, one which we co-sponsored and cooperated with in a very great degree. We continue to hear about this type of thing months and even years after the event is concluded. It also serves to emphasize the fact that beyond everything else a radio station is a local enterprise serving local civic interests. Each new venture along this line is being closely watched by every enterprising station executive and employee with a view of copying or exceeding the other fellow.

We have tried, and in most cases successfully, so many types of individual promotions during certain weeks or on single evenings when we wanted a particularly large audience or when we wanted to put across a certain proposal, that time will not permit me to go into any great detail. I want to single out of the past six months promotions, two semi-commercial activities of the WGAR Broadcasting Company which have been especially worthwhile.

One has been a chartered cruise to the Century of Progress

which will leave Cleveland on the great ship Seandbee on Sunday, July 2nd, with a complete boat load of 550 persons anxious for the greatest experience of their lives—a trip on the inland waters to the Fair. This cruise, will be an inexpensive way for our listeners to see the event of the century. During the two days enroute to the Fair and during the two days and nights returning, they will be entertained royally by a galaxy of the most popular musicians and entertainers of Cleveland and one or two nationally-known network attractions. Our own station dance orchestra will provide dance music and a large number of our staff will be on hand to see that every man, woman and child has a good time. This cruise which we devised during the recent black period of the banking holiday has proven, extremely successful and will pay rich dividends in happiness in the lives of our listeners, and I need not add, will prove profitable to the station in the goodwill it brings as well as the profits from the trip itself which are already assured.

Shortly after the banking situation became acute we took advantage of the talk about various kinds of money, including script, and issued from the station a new form of currency which we termed "WGAR Magic Money." These certificates are featured on a program broadcast each day at 12:00 o'clock noon and can be used by any listener to bid on various worthwhile articles of merchandise actually auctioned off on the program. These certificates can be obtained from any one of approximately forty outlying Cleveland merchants stores to whom we have issued them in return for a contract for participation in the program and a prize to be auctioned off each week. This program has been at one and the same time an advertising and circulation stimulant. Our listener audience at that particular hour is greater than at any other time of the day because of the fact that these forty merchants have, in connection with their sales, issued more than one million dollars in magic money in the three months that this has been a feature of the station.

Some of our most outstanding sales success stories come from the results obtained from this one program by various merchants participating. An electrical refrigerator store on one side of the street sells a refrigerator costing \$25 more than practically identical merchandise in a store across the street because in the former instance the buyers are given \$225 in WGAR money.

A sale of dresses by a Euclid Avenue retailer resulted in 400 sales in one day and 450 the following week from his participation in this program. A furrier got more than a thousand dollars worth of storage business in two weeks time. Over 10,000 boys entered one store in four days to obtain a free gift with a 25c purchase. I could go on and cite at least 35 or 40 other such experiences but these will serve to be typical.

It is, of course, difficult to trace direct results in increased business toward all of these forms of promotion, whether they are paid advertising or publicity. No one can study this field without grasping its magnitude—the millions of dollars and the hours of effort devoted toward the two chief objectives of station promotion which are increasing the size of the audience and increasing the amount of business—without feeling that all of this has served not only to build the radio broadcasting industry into a gigantic enterprise, but has served to put dozens of broadcast stations on a sound and profitable basis.

INTERPOLATION

In conclusion I wish to state that broadcasters must constantly be alert to the possibilities of promotion. I feel that in many cases not enough emphasis is given to the work of station promotion. There are still some stations who are riding the crest of the wave so to speak, but they must surely guard against the undertow of such business depressions as that from which we are just emerging. We must employ these ideas to their best advantage with our utmost ability. We must make sure first of all that the ideas are fresh, new and unique, that they are workable and practicable, and that they do not take away from the ultimate dignity and character of radio as an art and as a profession. I like to look upon broadcasting as the finest public service which the arts and sciences, education, religion and industry of our present-day civilization have brought to the people of our country and the whole world.

MR. HARLOW: There are three questions I want to ask, and I think you can answer them all. Do you make a charge for this street car card?

MR. PATT: No. You mean to the advertiser?

MR. HARLOW: Yes. How do you determine to which client you will give this service to, and have you had any unfortunate reactions from clients who felt that they deserved the service and you didn't feel they were entitled to it?

MR. PATT: In this particular case, the work is not far enough under way to judge just what that reaction is going to be. However, we have enough street car cards so that every advertiser with a program may be represented in the car cards equally. In other words, we have 1500 cards going in every month.

MR. HARLOW: Don't you believe that this is going to be such an integral part of your service that you will never be able to discard it at any future period?

MR. PATT: I do.

MR. HARLOW: In other words, you have to assume the future of WGAR in selling time must include street car ads or some equivalent form of merchandising?

MR. PATT: Primarily any activity of this kind that we undertake is station promotion and not advertiser promotion. When he buys time from the station, all he buys is the time on the air. Anything of this nature is extra and is regarded by us as something which builds the station more than it does the program. In advertising a station, we are indirectly advertising every program on the station.

MR. HARLOW: Then you don't fear that should your competitor in your locality start something of a similar nature, perhaps a little more drastic, carrying out your principles of merchandising, you must at least offer as much as your competitor is offering? What is the ultimate of such a condition?

MR. PATT: I think that we haven't advanced far enough in this sort of thing to tell whether or not we can carry the thing too far; perhaps we can. But I like to look upon these as in the category of full page advertisements and smaller advertisements which we see almost daily in the newspapers. We see published letters which are sent in by their advertisers, telling them what marvelous results they got. In most cases that is not only advertising the newspaper's effectiveness but the advertiser as well. The advertiser in a good many cases would rather have that particular letter of his published than full page ads, even where you pay card rates.

MR. HARLOW: Am I correct in assuming you would recommend the thought rather than the means of this present condition?

MR. PATT: I would like to say this: I believe that the best kind of promotion that we can do is to use our own facilities to talk about ourselves, and I think Mr. Fitzpatrick, whose book I have just talked about, did that more effectively than anything else I have run across at the present time. I know that a number of stations started similar programs a few weeks after Mr. Fitzpatrick started his, and got marvelous reception.

CHAIRMAN CARPENTER: May I ask you this: Do you use the facilities of car cards as a sales argument?

MR. PATT: Not to any great extent.

CHAIRMAN CARPENTER: In other words, it is more station promotion than merchandising?

MR. PATT: That is right. Merchandising is something entirely separate, although merchandising is a part of station promotion, because in promoting anything we must combine all of the best arts of salesmanship.

CHAIRMAN CARPENTER: Are there any other questions?

MR. FOX: One thought occurs to me, in both promotion and merchandising, and that is that we must never run into the situation in which the newspapers found themselves, where we have competition of stations who in trying to outdo the competitor are going to spend more money than they have business to spend. With us, while we do a certain amount of what we call merchandising, we put the company on a very definite basis and arrange to do so much for so much business. In that way we feel we can control it. We don't make a charge for it.

MR. PATT: So far as merchandising is concerned, that comes under a different topic for discussion today; but so far as your station promotion on a competitive basis is concerned, I think that is something we ought to leave to the President and his Industrial Recovery Act.

MR. FOX: The car card is a magnificent piece of advertising for the client as well as being good salesmanship.

MR. PATT: I wanted to bring out the fact merchandising is a type of sales promotion or station promotion.

CHAIRMAN CARPENTER: Are there any other questions? If not, we will pass on to the next topic. Thank you very much, John.

The next topic is very closely connected with station promotion, in fact, as you can see, they overlap in many instances. "Merchandising," to be discussed by Harry Howlett, WHK, Cleveland. (Applause)

MERCHANDISING

By HARRY HOWLETT

It is with some degree of trepidation that I approach this much-agitated subject of merchandising. For that reason, I want to deal more with principles than methods—the principles involved in this proposition.

As a premise, then, I think it is safe to state that almost every individual member of the industry is in some form or another engaged in merchandising at the present time. In the station with complete crews that do a comprehensive job of reporting and selling, down to the station that very reluctantly consents to send out a file letter, I think, we have the extreme ends of the poles. I think the difference in the cooperation they give the advertiser is found in the differing viewpoints toward what is legitimate merchandising or supporting of a radio program.

While that condition exists, we as an industry find ourselves more or less the prey of those who have been gathered together to do business for longer years than we have, the advertising agency.

This term "merchandising" is somewhat new to us as an industry. We didn't hear much of it prior to 1929. We have heard quite a lot about it since. The function came into being, I think, for two primary reasons; first, the desire of the advertiser to make his advertising dollar work to its maximum capacity; secondly, the desire of the radio station operator to make his programs ultimately successful. He saw a steadily growing casualty list of his programs and he reasoned that many of these casualties were caused because the radio effort was not correctly supported by the advertiser. He conceived then that some support on his part to continue the valuable contract on his station was a legitimate effort. I presume that was his conception; I hope it was, in lowering the bars to merchandising.

I do not think the advertiser thought that merchandising was a legitimate function of radio, but I do certainly think that he thought if he found he could get such service, he would definitely go after it.

Following the years 1929 and 1930, the advertiser remembered the days when he had dealt with the newspapers before they were strong enough to standardize their practices and stiffen their rate schedules, when he had managed to inveigle them into the field of merchandising and seemed able to get almost anything he desired from them. Now he found here in this young industry plunged into an economic depression, an opportunity to bring out from the cupboard the old devices, schemes, and pleas, and make them work all over again. He certainly tried to do that.

Let me at this point review briefly the background upon which we have this merchandising proposition presented. Radio, not many years ago, came out of the laboratory—the result of engineers and scientists. It was given to the public first by people who hoped by some other means to receive remuneration for the gift of radio to the public. So rapid was the development of this industry that it was quickly found the strain on the purse strings was too great, and some form of revenue must be obtained. It was here that the commercial side of radio entered the picture. It was readily seen that radio was a natural carrier of advertising, presenting forms and types that had not been used before and could not be used in printed mediums. The development of radio was so

rapid that almost over night it sprang from the puny child into a full grown man.

On the commercial side, radio desperately fought to meet the mounting costs that were produced by the evolution of the engineering side. All of you gentlemen can turn your minds back not many years and remember the days when we used to lay aside, with silent prayers, valuable pieces of equipment that were not even finger-marked, that however had become obsolete because of a new development from our laboratories.

We on the commercial side, seeking to obtain revenue, found ourselves confronted with buyers of advertising who were schooled and learned in the arts of printed medium, who found that the tools of the new art differed greatly from that in which they were trained, and who found a mental resistance to taking hold of these new tools and using them. We found there a mental inertia which increased our effort to somehow balance, if possible, this ever-mounting overhead due to the rapid development of radio with the income that came at that time rather slowly. We dreamed dreams of the day when we might more closely reconcile these two factors. We thought it might be possible at sometime, even to pay a little dividend on the investment, until the halcyon days of 1927-29, when our dreams seemed to be realized.

Under the better business conditions and under the work that had been done by the commercial side of radio, we had brought into this medium some of the best advertisers, some of whom were achieving staggering successes. Some of us also were achieving staggering flops. We ourselves at that time did not understand to the fullest degree the technic of the presentation of commercial advertising. We were learning; so was the other fellow. However, the successes far outnumbered the failures.

But the period of prosperity did not last long enough in our industry for us to build reserves against the days of depression which overtook us in 1929. Then the stabilizing of rate structures, the standardizing of practices that had been accomplished under this temporary success of ours was thrown into more or less of a chaotic condition.

It is here, then, we hear the first mention of merchandising—something in addition to the ordinary, normal function of the radio station. With radio appropriations cut down and in some cases entirely withdrawn, every carrier of advertising had to fight and scramble for his share of the advertising dollar. The radio man that found himself in this condition. Those who had been introduced into the field of radio, those who had high courage and had plunged into what they thought was an uncharted sea—and I say that advisedly because that was and still is the attitude of many of our advertising agencies, again were disposed to withdraw from this medium that required so much of their time and energy, and to go back to the old line mediums with which they were thoroughly schooled and felt perfectly at home. We had that proposition to combat after 1929.

It was here, then, that merchandising came in. We as an industry, striving and seeking, fighting to make our medium the most productive, were inclined for its sake and our own to accept the advertisers' propositions of merchandising. We went into the matter with both feet, up to our knees, and I fear some of us are going over our heads and not knowing it.

The question, therefore, seems to be not shall we or shall we not engage in merchandising activities, but rather what can we predicate as a properly balanced effort and where shall we draw the line? I can't definitely answer that question as to where we shall draw the line and what is a proper amount of merchandising to do. I think each member station must decide that for themselves. But I do point out, gentlemen, a few factors, the first of which occurring to me, being that our present structure was set up about the year of our peak. Our rate structures in general were set up in 1928 to 1930 and very definitely these structures did not include extensive and expansive merchandising programs. It is very certain, therefore, that any extra effort put forth behind the normal function of broadcasting is one that we are paying for out of our own pockets and for which we are not receiving commensurate remuneration at the present time.

I imagine someone says, "Well, I don't know about that. I seem to be able to do a whole lot of work in my station without it costing me anything at all."

No. Suppose you can do merchandising with the salesmen

you now have on your staff, presuming you can send out your letters by the stenographers that are at present on your staff, in direct ratio to the time you take from your salesmen in productive selling and effort and turn it to merchandising, in just that ratio you are withdrawing from your potential income that which you need for the proper development of your station. In the final analysis if some go to the length they seem disposed to go in this proposition of merchandising, you will have withdrawn from the station's activities in the promotion and presentation of its program sufficient to have reduced the level of quality of presentation to a point where it is no longer of value to the sponsor of your station.

So you have the vicious circle. He gets the merchandising truly, but he lacks the quality of presentation that will make his program a success.

Another factor is that the requests for merchandising support are becoming more frequent and more expansive. Let me give you an illustration of an inquiry I have received within the past two weeks, an inquiry incidentally with an order for the business: "We desire that you will write to the grocery stores and drug stores in your primary coverage area," of which there are between 5,000 and 7,000, "that you will make personal calls on the heads of the drug and grocery chains; that you will place window display stickers in the stores; that you will compile a monthly report of the movement of the merchandise in your territory."

This was asked for with an order for one fifteen-minute program a week. (Laughter)

That makes you laugh. I wonder how many of you receiving that communication side by side with the signed order would laugh. I fear that some would almost say, "Yes, we will accept it." I think some have accepted such propositions, thus not only encouraging this particular individual to use this against other stations to promote even more, but encouraging five other people who have been watching his effort to try to do the same thing.

That is why I state a definite line must be drawn if we are in this thing, and we are. I think each one of us should very carefully sit down and study what he as a station operator can legitimately and properly offer to a user of his facilities in the way of supporting activities. I do not think it is necessary for us to overstep the borderline of common sense nor do I think the potential buyer expects that you will. I am quite certain the advertising agency that asks for these supports is not at all disconcerted when you tell them about one-tenth of what they have asked for will be given; they expect that. The viewpoint of the advertising agent will not warrant promoting additional activities on the part of the station which only result in raising the rate structure, which it amounts to.

The viewpoint of the advertising agency in his effort to promote for his client all and any supports he can obtain for the legitimate radio function is very well exemplified in a conversation I had just recently with an executive of one of the largest agencies in the world. He was reproaching me for the fact that radio at the present time had not sufficiently stiffened its back, stabilized itself, and did not sufficiently hold to its rate structures. I said, "You find that to be true?"

He said, "Absolutely."

I said, "Then I agree that perhaps it is true, and I think you and others of your type are distinctly responsible for that condition, for you lose no opportunity of dangling before the eyes of the radio operator the piece of business that he desires, and seeking under that to get everything in the world you possibly can outside of the radio function."

His reply was this, "When we ask you to do those things, we feel we must ask you because some of them are done by some of your stations, and in duty to our clients we must seek to have you perform those functions. If, however, you find you cannot, it doesn't make much difference to us. We want your facilities anyway and we will use them, and, as a matter of fact, we would much prefer that you keep a stiff upper lip and tell us exactly what you will do and what you will not do."

So we will be subjected, unquestionably, by the buyers of advertising space to these questionnaires, these urgings, these pleas, this cajoling to do more than is actually a matter of common sense in support of the radio effort.

Knowing I was going to talk here today and feeling that

perhaps I viewed this subject somewhat differently from the way some of you seem to view it, I made it my business to questionnaire many of the country's leading newspapers as to just how they handle this matter of merchandising. I have here a questionnaire that is used by one of the country's leading papers. That is the basis for the operation of three of the newspapers in that city. I would like, with your permission, to read this to you. It is headed, "Merchandising Cooperation."

"Will you send out letters to the wholesale and retail trade in your city? Yes.

"Is there a charge for this service? Yes.

"If so, how much or on what basis? This work is done at actual cost.

"Do you prefer to have us prepare such letter for you? Yes.

"Do you make personal calls on the trade telling them about a campaign? We do make personal calls on a reasonable number of outlets.

"Do you place window stickers? No.

"Do you place counter cards or store displays? No.

"If not, will you take orders for window displays and deliver them to retailers? No.

"After they have been distributed will you make a survey to check up on the number of stores using them? Yes.

"Do you have a display window?" (Or we might interpret that a reception room display.) "No.

"Will you place radio counter cards for our clients who are on the air? No." (This is a newspaper questionnaire.)

"Do you publish a trade paper? No.

"Are there any other forms of cooperation not mentioned above which you are in the habit of rendering? If so, will you please indicate them below? We supply routed lists of dealers, effectively and economically routed, for use by the manufacturer's salesmen. We will supply portfolios for the manufacturer's salesmen to show dealers."

(That is portfolios of press proofs of advertising and so forth. We can do the same thing with a very well written presentation of the radio program, of its presumed and hoped for effects.)

"We have also made a most comprehensive analysis of conditions as they actually exist in this market, and the information we have compiled is available to you at all times. Salesmen, sales managers and advertising managers, alike, will find this information of interest to them, as it tells in its entirety the selling potentialities of this market. There are a number of ways in which this paper can assist a manufacturer that may not be considered as major cooperation, yet nevertheless, producing the desired results. At any time that we can be of service to you, please let us know of your requirements and we will gladly render all the assistance we properly can to help your efforts in this territory to success." Which will mean another do-we-do-so-and-so? No or yes, as the case may be.

Personally, I think that very well covers the list. In personal conversation with the promotional manager of one of these newspapers, he tells me that this matter of the surveys and researches they go into is not only of value to their prospective clients for whom they are making them, but it is of ultimate value to the newspaper itself in fostering more business from directions that at that time are not placing the business in their territory. We can very well do such work as that; that, I believe, belongs in our corner just as much as it belongs in the newspaper corner.

I think this balance between the things they can properly do and the things that are improper to expect is very nicely drawn here and might be a guide if anyone desires to have this copy as a basis at least upon which to consider this subject of merchandising that most certainly should receive ultimate consideration of every man in the industry at this present time.

Now, your questions.

MR. JOHN HENRY: Is there any city or state who has an association in which there is an agreement upon merchandising practices? Is there any such city association or agreement among competitors in that city?

MR. HOWLETT: An agreement?

MR. JOHN HENRY: Between competitors in a city, for instance, in Cleveland between broadcasters that they will or will not do certain merchandising.

MR. HOWLETT: I know of no such city where such an

agreement is in effect. This does not mean there is no such city. Does anyone here know of any city where there is such an agreement in effect?

MR. JOHN HENRY: I inquire because tentative plans are under way for something like the Nebraska Broadcasters' Association. It has been suggested, and I presume that is one of the things we will discuss, and if we do discuss it, we would like to know what is being done elsewhere.

MR. HOWLETT: I would think, in answer to that, the matter of merchandising support will in the final analysis be left to the individual station. Geographical location will decide some factors involved, and the radio station's affiliations will decide other factors. I think each one will have to find their own role for themselves, using such mediums as this particular meeting for exchange of opinion as a guide both to just what we might correctly and properly do.

CHAIRMAN CARPENTER: May I ask you on that questionnaire there if there is a definite line of differentiation between what they do and what they don't do? Is there any particular basis for the question or the yes or the no? Is there any particular class of things they will do and any particular class of things they will not do?

MR. HOWLETT: Apparently not. The classification of the merchandising entitled advertising, whether it is display or not, does not seem to be on this particular questionnaire. I am sure this questionnaire is the one that is used generally and always. I am also certain in my own mind that these "yesses" and "noes" have behind them many years of bitter experience, careful consideration, before this form was made out as a guide for leading newspapers.

"Commercial Scripts," by John Henry, of KOIL, Council Bluffs, Iowa.

* * * Mr. Henry presented his prepared paper. (Applause)

COMMERCIAL SCRIPTS

By JOHN HENRY

If I were to search for ideas for the operation of a radio station, I'd not go to a library, or to the files of a newspaper. Instead, I'd set about trying to learn why station So-and-So down south or some other direction was able to make money this year. I'd write me some letters to the managers of other stations that rumor or *Broadcasting Magazine* said were able to keep the wolf out of the kilocycles the past year.

And the tenor of my queries would be: "How the heck did you do it?" I'd send my letters to all the successful managers. And they, being successful managers, would reply, giving an outline of what they did. * * * And, everyone of them would write, "We worked out some program ideas that were saleable and then went out and sold them." Then, what would I do? * * * If those managers hadn't already sent it to me, I'd ask for a description of those programs, with the idea of adapting them to my radio station. And, one big emphasis in my letter would be: "How about furnishing me a script of the program?"

New programs! New ideas! If the programs of yesterday won't sell, work out some others. Sure, I know there's a depression. That's why every business man is waiting at the front door for the radio salesman who will bring him an idea for increasing his sales.

The station of which I am manager, KOIL, of Omaha, Nebr., and Council Bluffs, Iowa, netted more money in March and April than ever in its history, and next month, July, the middle summer month of the great depression year, our local advertising business will run 50 percent more than any other July, and more than any other month in our eight years of history. Our increase has been almost entirely on new programs and new ideas, adapted to the depression, if you please, and dedicated to the proposition that getting new business is not free and easy.

I do not know how many other radio stations have been making money, but I daresay there are quite a number. Wherever they are, I'll wager they are using different programs than in the past. Probably, they have better salesmen—all of us have had to have them. But, the salesmen have to have something to sell. They couldn't sell what we were trying to sell last year. That means new programs, new ideas this year.

Those new programs and new ideas—ninety percent of them at least, would be adaptable to other stations, *were there some means of getting information about the tested and successful programs to the other stations.* Aye, there's the rub, for to get the story about the successful program to a maximum number of stations.

On our station, we have sold a department store a half hour a day, to be broadcast from its own studio. That's not new, but our idea of presenting our sustainings from the studio, to attract persons into the studio auditorium, arranged as a huge rest room, and thus into the store, is new. And our idea of hooking displays of goods advertised into the auditorium, with national advertisers footing the bill, has not been used on many stations. But, I dare say, it could be adapted by half a hundred managers.

Few grocers can afford extensive radio advertising. But, we worked out a natural, tying in a half dozen grocers each day. It's a script show, and could be passed along. The same thing is true of our "Beauty Club" script, sponsored by beauticians, ladies ready-to-wear, foot stores, and all the establishments that go to make milady even more beautiful.

Most stations are either rural or metropolitan, definitely one or the other. A local farm and home hour can be built around the chain farm-and-home periods, and gain a rural audience for a metropolitan station which will net a good many otherwise-unobtainable shekels. Such a program on our station gets both local and national accounts. We have a World-Fair amusement park—remote control—tickets for patronage idea that is earning money during the summer. * * * It's hard to get anything for banks. * * * Our five-minute script act not only has satisfied a local bank, but a number of other stations, noting a story in one of the magazines, asked for it. It did the work for them, I presume. * * * We couldn't get a big clothing store until we worked out a string and chimes music set-up, with the family "listening" to the music, and talking clothing to each other. The program sold itself on audition. Script on that could be adapted to any clothing store account. * * * And so on and so on and so on. * * * The other afternoon I counted twenty-three new kinds of programs on KOIL, put there since the first of the year. But, what I want to emphasize is this: Everyone of these programs, or ideas, which have kept us in the black ink, could be adapted to use by other stations. Had we but some reasonable way spreading the gospel.

I suggest a four-fold program exchange activity for NAB. Part of it can be put into operation at this time, perhaps. Other parts of it logically should wait.

First: The gathering of information from the stations about their successful commercial idea programs; the summarizing of this information, and its publication, probably in NAB Weekly Reports, with a note where script or complete information on the idea or program is available.

This activity, it seems to me, might well be put into operation soon, and probably could be handled by the present staff of our managing director. Other parts of my suggestions likely would have to be postponed until a full-time man were devoted to the program exchange.

Second: A script exchange which would be, in effect, a syndicate, furnishing script to members of the NAB. Cost to members would be less than that now paid to such syndicates as there are, because NAB could charge only actual cost. NAB, with its large membership, should attract the best writers, so members would have writing for their stations at a low price, the best authors in the business.

Third: A reservoir for outline of ideas. Even if our copyright law for script is changed, it would be hard under the circumstances to establish property rights in an idea. However, if a summary of that idea were written, sealed, sent to NAB headquarters, there not opened marked with sworn-to note of the date, and placed in a vault, that summary should prove very valuable to any author trying to protest a theft of his brain-child. This reservoir, in itself, should attract the best writers to the service of NAB, and NAB members.

Fourth: Research activity. Anything that would gain and furnish to station managers data on program handling that would make or save them dollars and cents. What rate for talent? What kind of theater hook-up? New time for kids' programs? What use of coupons? Existing arrangements for artists bureaus? What are some naturals for Saturday advertising? What unusual music set-ups, keeping in mind that

an orchestra is just an orchestra, but a different set-up is distinctive? Activities here are almost limitless.

As I say, the first of these might well be put into operation soon. The others should await the development of the first. But, to me, as I've seen what new programs can do during this so-called depression, the exchange of program ideas and script promises more gold than nearly anything else we could do right now.

CHAIRMAN CARPENTER: Are there any questions?

MR. HARLOW: Mr. Chairman, the only difficulty about the suggestion is that it won't work. We are, after all, in the theatrical business or semi-theatrical business with probably a smattering of literary genius here and there. It is no more possible to exchange the brain child of an enthusiastic and hard working and conscientious executive or an under executive who through his efforts has produced a production which has seemed to go over and bring results, proper results—I say it is no more possible to exchange that script with another station than it is for a successful producer of a theatrical production to be willing, after he gets through with his scripts, to suggest that some other theatrical producer might like to follow along similar lines. It just can't be done.

The rest of the suggestions, I think, are extremely valuable and any exchange along practical lines or ideas is extremely valuable.

CHAIRMAN CARPENTER: If I may be permitted to inject a word here, I disagree with you, as a result of practical experience. Possibly we are not talking about the same thing, but I am particularly interested in this phase of the work because it doesn't fall within the scope of some of the larger stations, or shall I say stations in larger centers of population? It is a very valuable help to small stations or stations in smaller centers of population.

Our experience over the past three months has been quite the same as his in Council Bluffs, and of the program ideas we have had, I should say fifteen or twenty program ideas that we gathered up from this, that and the other place, we have three of them in use. Those three are going very successfully. We haven't taken the idea as a whole and simply transplanted it. We have worked it over into something that we could use particularly, but it is the same basis idea.

So to a certain extent, I believe there is a possibility of exchange there, provided intelligence is used in adapting the idea to your particular needs. Many times it isn't a script complete; many times it is a program plan and the script can be worked out at the station.

MR. PATT: Offhand, I think most of us might agree that an exchange of ideas with some sort of a wholesale basis where it wouldn't cost us a lot of money, merely the expense of duplicating the scripts and sending them out wholesale and pell-mell throughout the country to all of our fellow broadcasters would be a fine idea. But I see, from what Mr. Harlow has said and from some experience I have had in broadcasting, some disadvantages there.

I favor your first suggestion, Mr. Henry, which is to describe in one corner of the weekly bulletin those programs which broadcasters voluntarily want to describe and offer for sale to other stations.

I don't believe that we should take from our writers or our producers their brain children, as they have been called, and offer them without charge to the rest of the broadcasting industry throughout the country. I think if we can leave it up to the individual station's option or writer's option as to whether they want to offer for sale, at whatever price they want to offer them, scripts or a detailed plan of a particular program through the NAB reports, a particular corner of which could be utilized each week for that very purpose, that is a splendid idea.

I agree with Mr. Harlow that to wholesale these ideas throughout the country and to wholesale continuities means just a lot of detail at the home office and only about one out of fifteen, rather than three out of fifteen, is going to be the usual percentage.

MR. TRAVERS: May I make one suggestion? We have had a great deal of experience with scripts. We have 220 clients a week right now. I think those of you who would like to exchange ideas ought to do it, as you did, personally. I can't conceive of the National Association of Broadcasters putting out a script and having five stations in Boston run up

to the same advertiser with a script, which happens. It was tried before. I know of one particular script that was put around, it was done on transcriptions and it was also put out to the National Association and was also put out through personal contact by the station man who wrote it. We called on the client and he had received solicitation on the same script from fifteen different sources. I think that those of you who have ideas to exchange ought to do it personally and not burden the Association with the printing of them or any of the work involved.

MANAGING DIRECTOR LOUCKS: I want to make clear just what is embodied in this thought. There is no intention at the present time to print any continuities or get them out in mimeographed form. As a matter of fact, we don't care if we don't see them in headquarters. There are today in the files of various broadcasting stations literally thousands of scripts, old and new, that have been used and have been successful, and so forth and so on, which might be adapted to present-day conditions.

A script that has been successful in Boston in 1929 might be a swell idea out in Portland, Oregon, today. It is in your file, it is not working. The only service that is proposed at this time is to create the avenue through which those of you who care to exchange scripts may do so. If you don't want to do it, there are certainly going to be no ill feelings as far as headquarters is concerned. But we just want to create here the avenue through which those of you who want to make available old scripts or new scripts or ideas or whatnot can send them to headquarters and we will simply list them and say, "Write to Mr. Harlow in Boston for this," and "Write to Mr. Henry in Council Bluffs for this," and so forth and so on, or do it direct.

MR. HETTINGER: I think, merely summing up, we are laboring under the illusion that one thing is another here: we are talking about two different things. One is an exchange, the other is a clearing house. It seems to me the exchange is everything Mr. Harlow said. It seems to me the clearing house, on the other hand, is a practical proposition. You keep the ownership in the hands of the author. The author has the right to refuse or to accept any one who wants to buy. You have the right to sell your property to whom you want, and merely by providing an avenue through which stations and authors can circularize the industry, you are getting scripts into the hands of people who can use them. In addition to that, you are accomplishing that even more important aspect, of stimulating ideas.

MR. HENRY: The outstanding virtue it has in it, as I see it, is the fact it will tell us broadcasters where the scripts are available. That is the point.

MANAGING DIRECTOR LOUCKS: I might say, while it has no bearing on this particular subject, you may be interested in one practical problem that arises with respect to the rights of the authors in such exchange of scripts. At the present time, of course, he has nothing but his common law copyright. Common law copyright isn't a very practical thing in actual business negotiations. We thought at sometime, and perhaps in the radio program foundation provision has been made there for it, we may set up a system of registration of scripts very similar to that now in use by the Authors' League of America, under which the writer, by merely filing a copy, which would be sealed and stamped as to date, would have evidence to prove the originality of his continuity in case any theft of that continuity should occur afterward.

MR. TRAVERS: Variety is doing that now.

MANAGING DIRECTOR LOUCKS: I am not satisfied with having an outside agency do it. We ought to do it ourselves.

MR. TRAVERS (Interrupting): I would rather have the Association do it. I didn't know whether or not you knew that was functioning.

MANAGING DIRECTOR LOUCKS: I might say in my budget which was approved by the Board, I included an item which would take care of the type of thing I have in mind for the present. Of course, there is not a great deal of cost involved; so really the Board has approved the general scope of the idea.

MR. HOWLETT: Mr. Chairman, before we make any resolution or present anything for vote, I think possibly I may be a little thick-headed, but I would like to have Mr. Loucks

tell us what he wants to do. I objected in the beginning of this to something that has totally changed its character now. So I am withdrawing that objection.

Now I am heartily in favor of an exchange of ideas and the general discussion. I have found during the discussion the idea is Mr. Loucks'. I think then he should give us a brief summary of what the idea is so intelligently we can say whether we are in favor of it.

MANAGING DIRECTOR LOUCKS: I don't know whether there is much more to add to the statement I made previously. I tried to outline to you what I had in mind. It is simply providing an avenue through which such information relative to scripts and ideas as we received from time to time can be distributed through the medium of our bulletin. Suppose in the files of WHK, for example, there are numerous continuities, program material of all kinds, that has been successful in the past and you believe it might help some other broadcaster in some other locality and you are willing to make it available, you simply list what you have and what you are willing to do, send it to us and we call it to the attention of other members. If you have a staff plan or if you have a continuity you want to sell to other stations, you list it just the same as you would a free idea and put a price tag on it and if station KOIN in Portland is interested in a series of 13 or 26 or 52 scripts that you have in Boston, they will get in touch with you and you make your own deal. At the present time, he has no way of knowing whether you have anything that is of value to him or not. We are simply trying to pull out of the files and publicize such material as we may have available and perhaps provide a sale for some of the material that is now musty in your old files. You can turn it into cash.

MR. HOWLETT: Conversely, it will be the privilege of the station to write you and see if you have a certain type of script they desire.

MR. HARLOW: Mr. Chairman, would this cover it, that it is the sense of this meeting that the pages of the bulletin, the N. A. B. official organ, be made available for the exchange of scripts if, and when in the judgment of the Managing Director, such is possible, and on such terms as the station or writers submitting the scripts should determine?

MANAGING DIRECTOR LOUCKS: I might say in solicitation for votes for Mr. Harlow's motion that if it proves impractical, it is going to be abandoned pretty quickly.

MR. PATT: May I hear about the copyrights you are issuing?

CHAIRMAN CARPENTER: Just a moment until we dispose of Mr. Harlow's motion.

* * * The motion was seconded by Mr. J. O. Maland, of WHO, put to a vote and carried. * * *

MR. GEDGE: Do I understand, Mr. Chairman, this is a recommendation for the Board to act on?

CHAIRMAN CARPENTER: It is really not necessary for the Board to act on it, because the Board has already authorized it.

MR. GEDGE: As long as the appropriation is made, I don't see why we can't go ahead with it.

MANAGING DIRECTOR LOUCKS: Can we defer the discussion of copyright? That will take four or five hours if we start on it.

MR. PATT: I wanted to know simply whether or not if I have a script and I send it into the bureau of copyright, that script is protected from copying.

MANAGING DIRECTOR LOUCKS: It is not. Let me say, first, that the Copyright Act of 1909 simply manufactures evidence of copyright. When you see "Copyright 1933," it simply means the publisher of that article claims copyright. I can take to the Library of Congress the Holy Bible and write on the front page, "Copyright, Philip G. Loucks, 1933," and the copyright office has to accept it and file it. We have no discretion to refuse or reject.

Only such material such as movable type, as they characterize it, will they accept and register in the Library of Congress. The man who produces an original work, simply pounding it out on the typewriter, has a copyright which is called common law copyright, which the courts have been trying to define for 300 years and haven't yet defined; but it is

a right that exists in your creation, if you can prove its originality.

That gave rise to the second thing which we must do eventually and we must manufacture the evidence so that you will be in a position to show the originality of your work and prove you are right in that production. It is always a question of date. You had the idea before somebody else, you want to prove you had the idea before somebody else and you have reduced it to some permanent form. Through a system of registration, we furnish you that proof. We don't want to know what your work is. We will seal it. All we will prove is that on such-and-such a day John Patt filed with us the envelope with the enclosed contents.

There have been attempts to revise the present copyright laws. The movement to revise and bring up to date our copyright laws will continue in the next session of Congress and continue in future sessions of Congress and all of the revisions that have received consideration of late have provided for what they call automatic copyright. That is simply writing into statute what the particular author of the bill conceives to be common law copyright.

The Authors' League of America—and I am not familiar in detail with their system—has a system of registration which operates along the same lines. It became necessary in that organization to give to the writer some protection in his work before he sent it around to various magazines or various motion picture concerns, if it happened to be a movie script, against theft of his idea, and as long as he has registered it, of course, he has that evidence that it is his work and he is in a position to prove his originality. It is simply a question of evidence, as with all copy writers more or less, it is a question of evidence. The Copyright Act of 1909 only makes evidence, that is all.

CHAIRMAN CARPENTER: Are there any other questions on this subject? We have forty-five minutes, possibly enough to complete the next subject, "Station Surveys," discussion led by Martin Campbell, of WFAA, Dallas, Texas.

* * * Mr. Campbell presented his prepared paper. (Applause)

STATION SURVEYS

MARTIN CAMPBELL

The first plank of the advertising platform of the Radio Committee of the 4 A's charts our course for us. Here it is:

"Develop an independent bureau, supported by stations, advertisers and agencies, to study radio coverage through signal strength measurements, and popularity and listening habits through field surveys."

Radio advertising, because of its newness, has been and is being called upon to give a stricter accountability of its value than have some of the older media. In self defense, and because of lack of definite methods of determining coverage, stations have had to resort to every possible method, tried and untried, to supply the demand for data.

And the comparative novelty of radio as an advertising medium has not yet entirely worn off. Once the belief in it is commonly held, the question will not be whether it pays but will resolve itself into the question as to how effective radio will be in comparison with certain other forms of advertising.

So our job is a two-fold one. First, proving that radio does pay, and second, convincing advertisers that it can do a job for them commensurate with the cost, when compared with other forms of advertising. This can be done only when we have unimpeachable proof of coverage—of listeners and of results.

Radio stations began their attempts to show service area by drawing a circle, varying in diameter from 100 to several thousand miles, around the station and calling that coverage. They have wound up with that circle tied in knots—not accurate, not reliable, and not believed.

By a slow process of evolution we have advanced until today we can obtain a pretty fair idea of what a station is worth. Engineers, using established principles, have been able to measure the intensity of a station's signals with reasonable precision. This sets up clearly the potential coverage of a sta-

tion. Station popularity, which, in the final analysis, is only a reflection of program popularity, is less easily determined; likewise, it is more ephemeral, because of the constant changes in program structure.

But field intensity measurements and popularity and listening habits are not the only elements to be considered in determining the relative value of a station. These are the principle factors, it is true, but among the others are; frequency or wave length, mechanical and technical excellence, hours of operation, program policy and listener interest.

The frequency or wave length, along with the rated power, are fixed by the Radio Commission. Yet, it is a known engineering fact that some frequencies are better than others, even in the same locality.

The mechanical and technical excellence of a station too often is overlooked by advertisers. Why go to the expense and trouble of producing a quality program by transcription or network, and then have it sound as if it had been transmitted through a peanut roaster?

Hours of operation also should be considered when attempting to evaluate two or more stations in a given area. The radio commission recently suspended its rule requiring a station to operate at least two-thirds of its allotted time. If a station cannot do so, for financial or other reasons, then it can't. But if it can, then it is my belief that it should stay on the air continuously. Listeners are human beings and therefore creatures of habit. Also, they are lazy. They will not try to remember schedules and if they tune in to a frequency a time or two and hear nothing, then they will form the habit of tuning to a station that is on the air continuously. And that is the station that will have the listeners.

As a general proposition, I believe, it is accepted that listeners will tune to the station that they can hear best—the one that consistently reaches them with the greatest signal strength. They like the loudest station, the one that they can tune in with the least difficulty and listen to with a minimum of noise, day or night.

They are, however, more interested in programs. They do not care whether a station has 500 or 500,000 watts—I doubt if one percent even knows the power of their favorite stations. Listeners attention is obtained and held primarily by interesting programs. Whether the shows are "corny" or classic, they must be presented in an attractive manner.

But, to get acceptable methods of determining station value has taken time. Beginning, as I have said, with the circles, stations progressively improved. Many of the attempts, on looking back, now appear foolish—but out of it all, has come something tangible. There will be more improvements as time goes on.

A lot of ingenious conclusions have been drawn. Fan mail has been the source of many of these conclusions. With due respect to my friends who use mail surveys to indicate coverage, I think they are wasting a lot of time. Now, fan mail has its place in radio. A careful check, over a period of months, and then a percentage struck with reference to the number of radio receiving sets in an area—by counties if you please—certainly is better evidence of coverage than the pretty little circles. But as a rule, when a mail survey is made, it is taken over a period of a few days or a week. The plug for mail is made before or after a program of obvious popularity, when there is reason to believe the audience is greatest for that period, whether it be morning, afternoon or evening, or a combination of the three. All that such so-called surveys prove is that the listeners were tuned in at that particular time. They are not conclusive enough to be convincing, and any survey based on such a test is, I believe, valueless for any practical purposes. A survey of this type, made over a period of months or a year would be much more valuable.

An interesting test of *program* popularity was the one made recently in certain New England cities by means of a telephone survey. A number of competent operators made telephone calls continuously throughout the day and evening. By comparing the replies with the programs that were on the several stations at the time the calls were made, an effort was made to prove the relative popularity of the stations. Station popularity in this case was only a direct reflection of program popularity. Such a survey, while interesting, is ephemeral because the program structure of a station is constantly changing. New programs come on and grow in popularity. Old

programs that have had large followings, lose out to some degree or are withdrawn from the air. Incidentally, the New England survey proved one thing—that listeners are not wedded to any single station but shop around for programs they like.

Mail questionnaires—they were great stuff. That is, they were until advertisers began asking not *what* results were obtained, but *how* were they obtained. Some astonishing conclusions have been drawn from some of these surveys.

Interviews, whether in person or by telephone, although rather expensive to obtain, are enlightening. I believe there is objection to this type of survey because of the human element. Properly conducted, however, it seems to me that the chances are equal; that a person is as likely to err in one direction as in another. Improperly conducted, almost any predetermined answer can be had.

Carried on consistently over a period of time, the interview method strikes me as the best yet developed for determining program popularity.

But the single survey that has kicked up the most interest is the field intensity measurements made by competent engineers. The field intensity survey is, in my opinion, the only accurate yardstick for measuring the *potential* coverage of a station. Until you know where a station lays down an acceptable signal, day and night, winter and summer, it is next to silly to attempt to define the peculiarities of your audience, whether you use mail, telephone, personal interview or any other method. Therefore field intensity surveys are basic, and have nothing to do with a station's popularity. The survey simply shows *where* a station may be heard consistently.

Using the field intensity survey of our station, I have asked advertisers to consider the cost-per-mile of dependable coverage. Cost-per-mile, it seems to me, is entirely analogous to cost per 1,000 circulation, ABC. Obviously, an advertiser would not buy a certain newspaper or magazine with limited circulation because its rates were cheaper, in dollars and cents, than the publication with much wider circulation. Yet, there still remains a surprisingly large number of advertisers who consider rates *only* when selecting a station for their campaigns. And in this connection there is one important fact that is overlooked in all efforts to set up a cost-per-listener basis. This fact is that, intentionally or otherwise, no regard is taken for the number of stations in a given area. We are told, for instance, that in the metropolitan areas, where the percentage of radio receiving sets is greatest, that the number of sets, or listeners, divided into the cost of a single station's time, gives the cost-per-listener. Absurd! No one station could possibly have all the audience, or even a major portion of it. So there must be some consideration given to measurement of station popularity. It is quite likely that in communities where there are few broadcasting stations, the number of listeners tuned to the dominant station is even greater than in the highly saturated areas where there also are a large number of broadcasting stations. Also, there is a tendency on the part of some to point to the total population as evidence of potential worth. More bunk, for if the population does not have receiving sets, then the programs are *not* being heard. So, it is the number of radios, plus the number of persons per family, that counts, and not the total number of people.

Competent engineers have recently undertaken to set up definite standards of measurement of primary and secondary zones of influence. They are using sound engineering principles and their reports decidedly are a step in the right direction. They are not endeavoring to establish the relative popularity of stations, other than on the general proposition that the listener prefers the station that gives them the strongest signals.

The advertiser wants more than proved signal strength, however, to establish a station's value. This must be done by some other method.

For individual stations to undertake to obtain both field intensity measurements and have popularity surveys made, it would require an outlay of time and money far beyond the value of the information. A compromise governed by purely practical consideration, will have to suffice until such time as a cooperative plan of auditing broadcasting can be formulated.

The Commercial and Engineering Committee of the NAB should be designated to work with the radio committee of the 4 A's with the view to establishing such a bureau as that

recommended by the 4's. The established agencies now engaged in development work, either in the field intensity or station popularity surveys, should be given every consideration in the development of a Radio Audit Bureau.

MR. HARLOW: I am afraid the engineer had the wrong idea of the purpose back of the Yankee Network survey and I just want to briefly outline that and let you draw your own conclusions. We were not interested in making that survey to know the potential audience of our stations. It was made on four stations.

We had in mind in making that survey one purpose only,—for in the final analysis it isn't where your station reaches potentially, it is who is listening now, this moment.

In order to be perfectly fair, we only took the hours when all of the stations were on the air, that is, all the major stations were on the air. There were some minor stations which we felt any survey to be comparable, of course, could not consider if it was to be fair.

The survey was made through an independent audit, in fact the people employed didn't even know whom they were working for. I think there were three of us at the station who knew, that is all.

We made the same number of telephone calls every fifteen minutes of the day and the evening for seven days and the operators who made the calls merely asked the question, "Good morning," or "Good afternoon," as the case might be, "this is the Radio Audit Bureau," "would you be willing to tell us whether or not when your telephone rang your radio set was tuned in?"

Of course, if the set was not tuned in, it was an incomplete call. If they said, "Yes, the set is turned on now," the operator asked "Will you please tell us to what station it is tuned in?"

But such questions as those in the New England audit, we honestly believe are eminently fair and the only way to get actual truth. That is our belief.

MR. CAMPBELL: I don't think I questioned the advantage or the accuracy of the method, at least I certainly did not intentionally do so. I read your reports very carefully. I read Mr. Mann's correspondence and communication. The point I tried to make is that such a report proves program popularity. It strikes me that where somebody has a flock of listeners at one particular time and another station does not, that is not particularly a proof of listeners who are listening as such to WBC. They are listening to Amos 'n Andy or something else. Your program structure changes.

That survey now, in my opinion, is probably 30 per cent inaccurate because you undoubtedly had a 30 per cent change in program since that was made. Yet you undertake to establish that as a survey of station popularity. It strikes me as being rather far-fetched. That is the point I am making.

MR. HARLOW: That, unfortunately, I can't answer. The survey was taken both in the summer and in the winter.

MR. CAMPBELL: Both in summer and winter. Well, I didn't get that impression. I thought it was a one-week survey.

MR. HOWLETT: Mr. Chairman, I have established the fact popularity of the station waxes and wanes and in accordance with its program structure. You have agreed to that. It seems to me as an advertiser uses the station when it wanes, that is exactly its value, and when he uses it as it waxes, that is its value, too. To seek to determine a value that is constant is not in the final analysis a true value of its potential worth at that moment.

MR. CAMPBELL: It is not possible, I should say.

MR. HOWLETT: I think the surveys suggested are an excellent form.

MR. CAMPBELL: I agree with that. I mean to use that sort of a survey over a period of months or years, unless it is taken regularly—and I think a survey perhaps, even an intense survey would have to be regularly made. A survey made six months ago would be more or less valueless as to popularity.

MR. HOWLETT: Let's find a simple form to follow, shall we?

MR. CAMPBELL: My suggestion is the field intensity survey as measuring the potential coverage, not the potential

audience. The potential coverage, I think, is certainly the first step.

MR. WEBER (N. B. C., Chicago): Going one step further in view of the criticism of 100 miles and so forth, I would just like to ask one question. In your plan, I believe you wish to develop a formula for the measurement and comparison of stations. Your field intensity offers you the first factor. I would like to know what your plans are in using the other factors, what weights are to be apportioned, such as the hours of operation and other things you mentioned.

MR. CAMPBELL: I think any answer to that question would have to be given four or five years from now. There are so many factors obviously that we can't answer it. I think station personnel is a tremendously interesting fact. I have in mind one station, a small mid-western station under one management that got \$65 for a fifteen-minute program plus talent. The same station is there today, the director is gone, and today that station is selling time and talent for \$15. It is the same station in the same field.

MR. HOWLETT: Not talent.

MR. CAMPBELL: That certainly isn't due to variable factors in field incidence or anything like that. There are so many factors that any one or two or three are obviously far from a solution.

MR. WEBER: I understand you intend to adopt some formula for measurement of stations, and until such time plans that have been worked out are the best.

MR. CAMPBELL: To set up a formula. That is already determined by the engineers in microvolts per meter.

MR. WEBER: You have no positive position to your technical equipment, hours of operation and other factors; take into consideration the comparison.

MR. CAMPBELL: If I were an advertising man, I would take those facts and perhaps use my own judgment on them.

MR. WEBER: You couldn't call it a complete station survey.

MR. CAMPBELL: It would cover a potential survey only.

MR. PHILLIPS: You make the statement, Mr. Campbell, people like loud stations. As I gather now, you say they shop for programs. How do you feel they listen, more by feature than by stations or vice versa?

MR. CAMPBELL: That is a question that will have to be answered both ways. In New York, where they have a wide variety of programs and things like that, they will shop for programs, but as a general proposition, when they go to turn on the radio just for radio, they will tune in the loudest station. That is the point I make there. I think that has been brought out on several occasions.

MR. HOWLETT: I would like to inject perhaps a different thought into this. I am in perfect agreement with the formula being made for the judging of the value of a station, not necessarily comparison with another, but a formula. It should be very simple inasmuch as any true test of a station is worth most, we have found today, if it is made consistently at not too widespread periods, hence the expense involved is a very considerable item. I think we should get this settled one way or another very quickly. So long as we permit the industry to be agitated as to what is the correct formula, what is our coverage, how we measure it, just so long will we keep it a subject of agitation in the minds of the advertising agency. They are perfectly satisfied when the Audit Bureau of Circulations says we have 250,000. Beautiful! What is that 250,000? Well, that is 250,000 people who buy the newspaper. They have no assurance of how many of those people were home the night the newspaper was delivered or of those who were home that read the newspaper that night, or those who were home and read it that turned to the page the ad was on, or those who were home and read it and turned to the page, saw the ad and read it.

You can reduce that thing down to a point just as indefinite as anything we do. I am opposed to a constant disturbance within the industry by a seeking to try to make formulas and to get proper measurements that settle this thing. Let's settle this thing one way or the other quickly so we can get down to business and not be at the mercy of the advertiser and the professional researchers and survey makers, who each have a

theory that keeps the waters boiling up until we ourselves, as I notice from some of the gentlemen here, don't know where they stand. You can find out marvelous things and we have conducted such a survey as Mr. Harlow conducted some time ago with the largest, with the biggest program in town, I should say it was, with the largest number of listeners. It showed that that station carrying that program had, I think, at the time 93 per cent of the listening audience. So the telephone service showed. We continued the survey through the Research Bureau of the Telephone Company a half-hour longer, and at the end of the half-hour that station's listeners had dropped to 7.3 per cent.

MR. CAMPBELL: Exactly.

MR. HOWLETT: How are you going to measure that?

MR. PATT: I think Mr. Campbell's conclusions in his report are pretty accurate. I don't think we can say that any one kind of a survey; it is the survey. I think we have described in this little discussion three kinds of surveys—the engineering survey, which gives us our potential audience; the telephone survey, which gives us an actual audience for a particular day and not necessarily that same program the following week, and a questionnaire or interview survey, which gives us some indication, not an accurate one, either, Mr. Harlow, not entirely accurate, about station popularity in general. I think all three of those surveys have merit. I think that more or less all of us have indulged in one or more of them. I know we have tried all three of them.

MR. FETZER: I would like to hear from Dr. Jansky on the subject, I feel he could give a contribution to the conversation.

CHAIRMAN CARPENTER: Dr. Jansky.

DR. JANSKY: In our work, in its very early stages, we face the necessity of defining, if you please, the effectiveness of the station in such way as will permit us to compare the effect of one station with that of another for regulatory purposes, to show what the effect would be of changing the power of the station, of changing the frequency of the station or of changing its location from the standpoint of the number of people who could receive that station.

That work was first done from a purely regulatory standpoint. We found that there was some demand for that kind of information from the standpoint of the commercial field. We found there was a need in the broadcasting industry for something, the nearest possible equivalent to the Audit Bureau of Circulation's statistics in the newspaper field. We felt that there was a need for the development of a yardstick which would permit comparing station A with station B, in addition to showing absolute results with respect to the effectiveness of the station.

Two requirements stared us in the face. The first of those requirements was that the yardstick should be capable of interpretation in terms understandable to the station manager, the advertiser and the agent. The second requirement was that it should be capable of uniform application to all stations. We set about trying to develop that yardstick.

The preliminary work had to be done before we surveyed our first station. Having done that preliminary work, adopted the terms primary and secondary and given to them quantitative definitions, we set out to apply our standards. We submitted the results of those studies on a limited number of stations to the Radio Committees of the American Association of Advertising Agencies in Chicago, Philadelphia, New York and Boston. It has been under consideration by those committees and by the association since that date. The results of that consideration you know.

Since that time, we have gone on measuring other stations, applying exactly the same standard to station A, station B and station C, and certifying to it. We felt that we had to do that if the result was to be of value. We did not expect by so doing to accomplish any definite, conclusive results in any short period of time. We did not expect to supply the answer to a maiden's prayer and tell the advertiser and the agency all that we know they wanted to know about broadcasting. But we did hope to supply a yardstick capable of accurate application to stations which would enable the stations and the advertisers and the agencies to use as a basis for further research and development to give them more and

more and more and more information directed toward the evaluation not only of specific stations, but towards the complete evaluation of radio broadcasting as a medium.

Now types of surveys. Surveys and research work divide themselves into two things—station potentiality and reactions of listeners to programs. You will find today, tomorrow, next year or five years from now that because of the inaccuracies of treatment of any survey method that you apply, listener habit studies, you cannot get the degree of accuracy which will permit the uniform application of this yardstick to all stations.

There is a fundamental law that I am going to state in about ten words as applied to coverage as we define it. We define primary coverage of an area as that area throughout which a station can be heard consistently at least 80 or 90 per cent of the time without interference. And because there is a distinct difference between night and day time conditions, we subclassify it day and night. We define secondary coverage as a coverage which can be heard either without interference from 20 to 80 per cent of the time, or coverage which is available with some interference and yet still usable perhaps.

The law is simply this: In an area receiving primary service from several stations, listeners will choose between the programs of those stations purely on the basis of program appeal. There may be a lumped-up value of that, but people will switch from station A to station B and to station C and back again. I can show you plenty of evidence of that in areas where we know the primary conditions exist. In an area, however, which receives no primary service but only secondary service from several stations, broadcast listeners have a decided tendency to select that station which produces the best and most consistent signal. That is what Mr. Campbell is referring to when he says they pick the best.

You talk about listener habit studies. We are talking about one thing, the reaction of the listener to the program. I would be the last to say that such studies are not valuable. I think they are extremely valuable. The more we have, the better. But they must and will ultimately find their correct place in this picture which is to enable the advertiser, the agency and the station to evaluate programs, to build programs in the best way. But those studies cannot and never will furnish the basis for an adequate yardstick to permit, if you please, the selection of stations with the same overall or any popularity on the basis of potential coverage.

Potential coverage, the people that you can reach if you put on the right kind of a program, is something we can and are measuring accurately, and a knowledge of potential listeners or coverage as we define it, expressed in adequate terms, must ultimately form the basis for adequate listener habit studies if those studies are to be of any value at all. As I say, we had to face these issues before we surveyed our first station of trying to adopt standards which would be usable and then we had to apply our engineering knowledge of reception conditions to measure coverage in terms of those standards. Now perhaps we didn't define coverage right. We have considered whether we should have three grades of coverage or more, but we came down ultimately to the definition we are now using. We have some indication that they are pretty nearly correct, because we are still using exactly the same standards and the same methods as we did with our first station.

Coverage once measured for a station is fixed until there is a change in frequency or a change in power or a change in location which affects it. The same studies that we made almost two years ago on WMT still hold, and they will hold until there is some radical change made. That has been our objective and the results of what we have done are common property, they are available to those who want to use them. We only hope that in tackling this small part of the complex problem we have contributed something to an industry of which we are a part. (Applause)

MR. CHURCH: I think that every member of the Commercial Committee are interested in really seeing something done on this problem of coverage. I would like to have Dr. Jansky tell us just what has happened recently since the last meeting of the Commercial Section as regards the efforts that have been made with the four A's and others in attempting to arrive at a solution of the problem that might be accept-

able both to the advertising agencies and to broadcasters. Perhaps our Managing Director will wish to comment on that after Dr. Jansky has finished.

DR. JANSKY: I don't think I can tell much more than I have except, as you know, what the actions of the board of the four A's were and the actions of the platform that was adopted. We have been asked about the measurement of coverage on a very large scale, some 150 or 200 or 300 stations at one shot. I have said, of course, from the standpoint of economy that is the best way to measure stations and the cheapest. However, I have also expressed the opinion I don't think that is the way the coverage of stations will be made. I don't think all stations are prepared to have their coverage measured at one fell swoop. There may be some stations who will never want their coverage measured by engineering methods. Station managers come to me and say, "I want you to measure our station. I am moving my transmitter and I prefer to wait until I get it moved."

It is a perfectly legitimate reason. Why have it measured now if within six months he is going to have the station moved and improve his conditions perhaps 100, 200, 300 and perhaps in some cases, such as I know, 600 per cent?

So I have the feeling that this isn't the sort of thing that will be settled over night. We will probably be arguing six months from now or a year from now. What we have tried to do as an organization trying to cooperate with the broadcasting industry to the fullest extent was to try to the fullest extent to see what we felt would be the ultimate answer and to shape our course towards it. We are interested in whatever course works out best in that situation.

CHAIRMAN CARPENTER: It is about time for us to adjourn and eat a little. Before adjournment, I would like to appoint a Resolutions Committee, and any of you who think there should be certain resolutions passed, please see that committee and have them work it out and we will vote on them here this afternoon and you can say yes or no.

That Committee is—

Harry Howlett
Roy Harlow
Martin Campbell

It is twenty minutes of one; we will meet here at two o'clock.

* * * The meeting adjourned at twelve-forty o'clock * * *

TUESDAY AFTERNOON SESSION

June 27, 1933

The meeting convened at two-fifteen o'clock, Chairman Carpenter presiding.

CHAIRMAN CARPENTER: We have a number of resolutions to be presented as soon as we hear the rest of these discussions, and the resolutions themselves may provoke sufficient discussion to keep us here for some time. We want to get along as rapidly as possible this afternoon without slighting anything unduly.

The first man this afternoon is to discuss "Standardization Units of Sale and Rate Practice"—Arthur B. Church, of KMBC, Kansas City. (Applause)

* * * Mr. Church presented his prepared paper.

STANDARDIZING UNITS OF SALE AND RATE PRACTICES

By ARTHUR B. CHURCH

One of the problems in the business of broadcasting today is relatively simple to solve. Perhaps that is why it has thus far received little concerted attention. All will agree, I believe, that there is a need for standardizing units of sale and rate practices in radio. I hope this discussion will result in the adoption by the N.A.B. Commercial Committee of definite recommendations to be presented at the annual convention in October.

Rate cards are already quite well standardized as to form

and general classifications. They are not standardized, however, as to time classifications, program length, frequency discounts, amount of commercial copy in programs, length of spot announcements, and number of words per minute. Practices on these things and associated matters can and should be standardized.

A study of Radio Advertising Rates and Data indicates that all stations sell program time in units of one-quarter hour and one-half hour. Most stations quote on one-hour and a constantly increasing number on five minutes. An appreciable number quotes on ten minutes.

Broadcasters should try to answer these questions: "Are programs shorter than fifteen minutes in the public interest? Should their sale be encouraged by including units of sale less than a quarter-hour in the program classification?" My own present opinion is that five-minute, so-called, programs are parasitic and should be discouraged.

At this point I would like to interject that I am not attempting to present a finished formula. I do hope, however, that in the floor discussion following my introduction to the problem, we may evolve specific recommendations for the consideration of the Commercial Committee.

A constantly increasing number of stations now have three or even more classifications of time, while a few years ago these were limited to day and evening. Standardizing time classifications is difficult because of the differences in sectional habits. Dinner time in New York, for example, is considerably later than dinner time in Lincoln, Nebraska.

Some middle-west stations which formerly had night-time classifications of six to twelve, now classify six to ten-thirty as Class A time and later time as Class B, or Class B and Class C. Other stations classify very early morning and late night as Class D time at one-third Class A rates. This seems not illogical, comparing probable potential circulation. In fact, for most sections of the country, I favor the practice of four classifications of program time, as complicated as this may at first appear. The advantages appear to outweigh the disadvantages.

Lack of standardization in frequency discounts constitutes one of the most annoying situations in radio today. This is substantiated in a recent letter from one of the two principal spot broadcasting organizations which reads in part:

"From our standpoint, the standardization that we feel would prove of most benefit to the industry would be one that would apply to frequency discounts. It would simplify matters immeasurably if all stations would accept and publish the customary scale of discounts, namely, 5% for 13 times, 10% for 26 times, 15% for 52 times, 20% for 100 times, and 25% for 300 times."

This scale of discounts is in use by several stations, and is rather similar to the frequency discount schedules adopted by the networks. Perhaps this is a satisfactory scale, or perhaps it can be improved by further contact with the 4As Radio Committee and the network and spot broadcasting organizations.

Since the advent of the quarter-hour serial features, many stations have established special discounts for three to six quarter hours weekly. Several years ago KMBC began publication in its rate cards special rates for weekly strips of quarter-hours daily, except Sundays. The recent tendency to shorten the serial strip to five programs weekly has led agencies to request a rate of five-sixths the six times weekly rate. It appears that the multiple weekly programs are here to stay, in which case a standardized frequency discount procedure of some kind should apply.

A relatively new classification of program time is "Run of Schedule" which, as the name implies, is time subject to change without notice, and carries a substantial discount. There seems to be a definite field for "Run of Schedule," or "station run" as it is sometimes termed, and it should be given consideration in a standardized set-up.

There is at present lack of agreement in the classification of addresses, lectures, political talks. Some stations sell time for such material at program rates, while others quote at special rates which are usually higher than program rates. It would seem desirable to standardize the classification for addresses.

Most stations accept electrical transcription programs at regular program rates without restrictions as to time of day. Some, however, place restrictions as to time and make a sur-

charge. In the interests of spot broadcasting it seems that, as rapidly as possible, stations should be discouraged in penalizing transcription programs. It should be the aim of stations to simplify procedure in the sale of spot broadcasting, not to complicate procedure by the placing of time restrictions, making transcription surcharge, music royalties, handling charges, etc.

One of the most difficult questions in connection with programs is "How much commercial copy?"

A well-known advertising official recently expressed his views to me as follows:

"The amount of commercial copy which can be used in a broadcast without making the listener feel that it is "too darned much advertising" appears to depend in a large measure upon the character of the work and the adroitness with which it is worked into the script. For example, while I believe that a minute and a half of advertising copy is not out of order in a half hour program, it would be out of order if the minute and a half were given in one fell swoop. But if this minute and a half is split into three "takes"—one placed at the start of the program, one during a break in the middle and one at the end. I have found that radio audiences will not object.

"The big danger with all commercial copy is getting the public so fed up that it makes no impression upon them at all. This is a copywriter's job, and we are learning to use more adroitness in getting it over."

I have received from agency executives and spot broadcasting officials a number of very interesting letters on this subject, all of which boil down to the expression,—"It isn't the number of words, but what is said and how it is said, that counts."

Station managers however, are frequently confronted with the problem of excessive commercial copy, both in continuity prepared for studio productions and in electrical transcriptions.

Control of copy in spot announcements is less difficult, but here again there is need for standardization. The valued opinions of agency executives as to the maximum number of words one-minute announcements should contain showed a variation of from 100 words to 180 words. The mechanics of handling announcements must not be overlooked. Just as quarter-hour program periods actually are about 14½ minutes one-minute announcements must be slightly less than that time. From the station standpoint 120 words would seem to be the ideal maximum for one minute rather than 150 words which is now allowed by many stations.

My suggestion for the standardized time length of announcements follows:

¼ min.—	maximum	30	words
½ "	"	60	"
1 "	"	120	"

The so-called "chain break" quarter-minute announcements (the use of which between commercial programs I do not condone, but the sale of which many station managers consider economically necessary with present unsatisfactory network set-ups) should not be longer than 30 words—even though a standard of 75 words for ½ min. and 150 words for 1 min. is adopted.

In this standardizing process perhaps attention should be given to recorded announcements and to announcements calling for musical background or sound effects or the use of more than one voice, also consideration should be given word count definition.

Many station rate cards include classification special features for complete sponsorship—including time announcements, weather reports, etc.—also on special features for participation sponsorship, such as home economics programs, rural hour, children's features, etc. Most advertising agencies appear to favor rate card quotations on special features—particularly on time signals and weather reports and urge standardized length of copy.

In this introduction to the problem of standardizing units of sale and rates and associated practices, I have not attempted to offer a complete solution, but rather to formulate the questions which, after consideration by the radio section represented at this meeting, should be answered in definite outline by the commercial section of the N.A.B. and presented to the annual convention with recommendations to adopt with

such amendments as may be voted by the body. I believe it would not be too hasty to aim to put such new practices into general effect by the simultaneous issue of new rate cards January 1, 1934.

CHAIRMAN CARPENTER: Are there any questions?

MR. PHILLIPS: It is not a question that I have. There is one classification which probably you overlooked and that is the special summer rate. It seems to be increasing in popularity and I think we should make some concerted effort to discourage the practice of that.

MR. CHURCH: Several years ago, we, like some other stations, experimented with a special summer discount. I came to the conclusion that it was psychologically all wrong, that it was something that attention should not be drawn to, and I intentionally left it out of this discussion. There is no question but that the percentage of receiving sets in operation in the summer is constantly increasing. I think I have read recently that it is estimated on fairly good authority about 90 per cent, fully 90 per cent of receiving sets are in operation in summer. Of course, it is quite different than five or six years ago.

MR. PHILLIPS: I think it is something we should say as little as possible about, and at the same time in order to discourage the quotation of the rates, I am afraid we are going to have to talk a little. I wonder if something could be done in that regard.

MR. CAMPBELL: In answer to that, it came up in New York last week. It happened several of us were in a sitting on a schedule for some beverage advertising. He raised the question since he was an advertiser using it only in the summer or largely confined to the summer, he should have a special rate. My answer for WFAA—which is probably the southernmost station represented here, and where there is supposed to be considerable static and that sort of thing—was "Our rates are based on summertime coverage, and any winter coverage or any other coverage is a plus coverage and not taken into account in the rates."

I am not at all willing to admit that our station or any station, as far as that is concerned, is worth less in the summer than in the winter. If the station is worth less in the summer, then it is worth less in the winter and the rates overall should be brought down.

We satisfied this particular advertiser. There were several of us present and we convinced him as far as our station was concerned, there was no justification for a special summer rate. We do make one concession, and that is voluntary on our own part. We have only two rates—day and night. We break at seven o'clock during the period of daylight saving time in the metropolitan centers and at six o'clock at other times during the year. It is our own plan and was not suggested by anyone else.

MR. CHURCH: I think that most stations are raising their rates on their primary coverage. If we stick by our standardized definition of primary coverage, that takes care of it so far as the special hub rates are concerned.

MR. HETTINGER: We made a study of that question, of the summer audience in the City of Philadelphia in 1931. We went at it very carefully, with about 3000 cases spread very carefully throughout the town. We checked up on about how many people went away at different times, how many went away over any weekend, what proportion of the set owners were away during different weeks in the summer. What we found was that at no time during the summer was there more than a 20 per cent drop in audience, and that only during the last weekend in July and the last weekend in August. We found that the average for the summer was about what Mr. Church said, a 10 per cent drop at the most.

If there is one thing that has to be corrected, it is this myth about the declining summer audience, which has come into our minds probably because we take vacations and can get away. Figure out the number of people who cannot, not only in the depression, but in normal times.

Then let's figure one other thing. I am thinking of when you are selling your own station in your own town. With receiving sets improved as they are today, it takes a fairly bad evening to cut out the local station. It may cut out the secondary coverage of some outside station. It gives you a

greater monopoly over the air than you have in the winter. As a matter of fact, if you take station popularity, at least the measure we used, you could see that in summer and winter. You could see certain stations carrying the same programs from the outside as were carried by certain local stations in the town go down by a certain per cent and a local station carrying the same program went up by the same identical percentage. So that you had a very definite picture there.

DR. JANSKY: I would like to emphasize what Mr. Hettinger has said. There is no change in primary coverage of stations in winter and summer. There is not as much change in the secondary coverage area from winter to summer as most people believe. There is a decided change in the number of people at remote distances who get stations in summer and winter. If you look back into history, I think you will find that is why this great myth has arisen with respect to summer conditions and winter conditions. It hinges solely on the listener 1000 miles or thereabouts away. It is fortunate the primary coverage areas of the station are the same summer and winter.

CHAIRMAN CARPENTER: I think possibly this may bring it to a head if I read the resolution which Arthur prepared a short time ago.

RESOLVED, That it be the expression of this meeting that the problem of standardizing units of sale and associated practices deserves a study of a committee of three to be appointed by the Commercial Committee chairman, with instructions to report at the annual N. A. B. Convention in October with specific recommendations.

CHAIRMAN CARPENTER: You move the adoption of this resolution, Arthur?

MR. CHURCH: I move its adoption.

* * * The motion was seconded, put to a vote and carried. * * *

MR. PATT: Mr. Chairman, Arthur mentioned something about four program time classifications. I would like to know what you mean by those.

MR. CHURCH: Martin mentioned a few moments ago his station maintained two time classifications, day and night. I assume by that the day classification was to seven P. M. and the night classification from seven P. M. to twelve midnight or eleven P. M.

MR. CAMPBELL: We quit at ten-thirty. The rate is not changed on the rate card. It is just in case an advertiser will come in between six and seven, and that is particularly day time advertising. We do not want to be on the air in the mid-afternoon. We take care of that by increasing the daylight time one hour and making the night rate from seven. It is not given on the rate card.

MR. CHURCH: I have been criticized for complicating classifications of time by setting up a classification of four periods of the day, classes A, B, C and D. I think that that much classification is wanted in the case of many stations, possibly not all stations. There cannot be a complete standardization of time classifications due to local conditions. We can, however, adopt classifications as to A, B and C, or A, B, C and D in standardized set-up, with recommendations that time be followed as closely as possible for those classifications. It seems to me that local conditions will prevent complete standardization.

MR. PATT: Taking a time and \$100, how would you classify B, C and D, as half, third and quarter rate or something?

MR. CHURCH: In our case, we define class A time six to ten-thirty P. M.; class B time, five to six, and, incidentally, we made our five to six time valuable by spending a lot of money on that hour and building up the artists, and now we have no difficulty selling it. At the present moment, we have three quarter-hour scripts sold between five and six P. M. We are getting practically night rates for that time.

I think our rate for class B runs about two-thirds night.

Class C is nine A. M. to five P. M. There again local conditions make our time before nine A. M. less valuable, which is our own fault, than it should be, and we put it on class D classification, class D being one-third of the night rate.

CHAIRMAN CARPENTER: Is there any other discussion on this point before we move to the next one?

This committee will get under way as quickly as possible and have something ready for the convention this fall.

"Standardization of Commercial Forms," Roy Harlow, of the Yaukee Network.

STANDARDIZATION OF COMMERCIAL FORMS

ROY L. HARLOW

Mr. Chairman, I think that my report is largely water that has gone over the dam. Perhaps the one advantage may be its brevity. The group may possibly be interested in exactly how the committee attempted to arrive at some definite conclusions on the standard forms. At the time that I was assigned the job, the N. A. B. were aware that the four A's had a Radio Committee, who were trying to develop some type of a standard form which would be acceptable to all agencies and to the broadcasting stations. So obviously my first contact was with Fred Gamble in New York. Fred and I both agreed that we would each prepare what we considered a standard form of contract and then at some subsequent time we would get together and compare notes and see if we could arrive at a mutual conclusion.

I immediately wrote letters to all of the commercial stations in the United States and Canada and Mexico and Cuba. Some of those stations, I admit, were largely excuses to find out what was happening.

I must say I was astounded at the answers I got. I found contracts which were all the way from the size, as near as I can recall, 2 x 5 inches, which contained no terms and conditions whatsoever, to almost a complete broadside with terms and conditions on both sides. It would have taken at least two or three hours to read the thing. I don't know how much longer it would have taken to analyze it and find out what it was all about. It was quite conclusive that each station had built its contract based on contingencies which had arisen week to week, and month to month, which had been turned over to a very capable attorney who feeling that he must earn his salary had put into whereases and whereifs sufficient clauses so that that particular contingency would be taken care of in the future.

I just want, as a little sidelight, to point out one thing which was a bit amusing. I found that the stations were quite at a loss as to how to protect themselves against unforeseen contingencies and their responsibilities therefor. In compiling these different clauses on that one thing alone, I found that the stations in this country had satisfactorily protected themselves from any responsibility for acts of God, failure of transmission, impairment of transmission, delay in service, failure to provide copy, failure to be on time, conditions not within its control, unfavorable weather conditions, government regulations, mechanical difficulties, storms, strikes, fires, lightning, insurrection, city, state or governmental requirements, civil or military censorship, distress signals, damage to property of client, injury to persons, failure of power, floods, riots, acts of public enemy, act of the public foe, embargoes, accidents of performance, accidents to employees, loss of valuables or property of user, and many more minor ones. (Laughter)

Well, now, none of those were put in without serious consideration on the part of the station who included those clauses in their contract, and I found on further examination that the writers of those clauses were pretty insistent that they be included because of some contingency which had occurred.

Well, now, what occurs on that one clause could be followed through on about every other operation of the station, the program, the set-up of its equipment and everything else.

We attempted first, from my angle, and I regret that it took three months to accomplish it, to take each clause and to incorporate some phrase as near as possible which would include all of the requirements desired by the broadcasting stations, and when the work was completed, Fred Gamble very courteously came to Boston and spent a day with me. He had set up a contract which was obviously the opinion of the advertising agencies as being correct in all details. Together

we fought the battle. We both had to give in on a good many points.

Subsequently a meeting was held by the Commercial Committee in New York with the Radio Committee of the four A's and a form of contract was finally adopted by the four A's, based on these meetings and the work which we had accomplished. That report was turned in last year, I believe, at the N. A. B. meeting. It is now in the hands of the Managing Director and the Board of Directors.

The only stumbling block we found really when we came down to a completion of the work was leaving with the station absolute control over its program and the right, of course, which it had to maintain of cancelling a program in order to take another one in the public interest, at the same time giving the advertising agency a reasonable assurance that his property rights and his client's rights were going to be protected, and what was to occur should such a contingency arise, and then the matter, of course, of certain of the stations which had chain affiliations demanding a four-week cancellation and the advertising agencies on their part demanding a two-week cancellation. There were several recommendations, of course, which that subject evolved, but I believe in one fashion or another most of you have seen what has been proposed as the final draft, and I don't need to talk any more about it. I merely make this as a very brief suggestion that there must be other forms in use by radio stations which have outgrown their usefulness and which in the interests of better business and better understanding might be improved by further study. That is entirely up to your own committee. (Applause)

CHAIRMAN CARPENTER: Are there any comments? Do any of you feel there is sufficient work there that we should set a committee to work to report in October on standardization of other forms in broadcasting stations? What is your feeling in that matter? Are there other forms that should be suggested to the Standardization Committee?

MR. HOWLETT: We could all profit by that undoubtedly.

CHAIRMAN CARPENTER: We will appoint such a committee.

Are there any other comments?

"Sales Problems Common to Both Small and Large Stations," Leslie Fox, of WSM, Nashville, Tenn. (Applause)

"SALES PROBLEMS COMMON TO BOTH SMALL AND LARGE STATIONS"

By LESLIE FOX

MR. FOX: I am going to take advantage and profit by the example of Arthur Church. I am not going to give you what I have written here in the form I had planned on account of the very shortness of time.

I presume that in asking me to lead the discussion today on the subject, "Sales problems common to both small and large stations" no doubt Mr. Carpenter had in mind that having been connected with both a small and a large station, I would see many things which were common to both types.

I have prepared a list of subjects which I think we should discuss. Prefacing discussion of the various subjects, I will with your permission, make enough comment to start a discussion and I hope that everyone will get heartily into the game in order that we may, all of us, express our minds. We are all friends, all here for a common purpose and let us call a spade a spade at all times.

First, we have the subject of rates. The first thought I have regarding rates is that we must know before we sell time what our time is worth.

The only way we can arrive at any information along this line is by setting up an accounting system which will definitely establish actual operating costs.

It is just as essential in radio that we know what every hour costs us as it is necessary for the manufacturer to know what his product is costing before he makes a price at which he will sell it to the trade.

In arriving at our rate it is perfectly fair that it should be based first on operating cost and second on the market served.

We cannot operate on a basis of a commercial hour sold,

guessing at what our actual operating cost is for that hour plus talent, continuity and other things which enter into it. We must know our total operating cost and the hours sold must carry the load of the ones which are not sold.

On this system we are not doing anything more than any other manufacturer would do. He would figure his rent, lights, interest on investment, insurance and everything else into the cost of his product and from that cost would be derived the sales price.

I think it is necessary that we have an accounting system which will show us all of these things at a glance. I hope some day to have an accounting system which will permit me to know at any day exactly what it cost to operate the entire station yesterday, last week, last month and for the year. I would like to have a system and hope to have one which will give me the actual operating cost of any hour which I wish to sell.

I think one of the toughest customers we have in radio today is the chiseller. Next to him is the local advertiser who feels that on account of the fact that his market is small and that his concern is comparatively small that he should be entitled to a rate lower than the large manufacturer or distributor who is operating in a large territory.

Under this heading—you will note that I have divided the subject into two sub-headings. First, local rates. Should there be two rate cards?

Personally, I am definitely for a single rate which is the same to everybody under all circumstances. If we had a medium which, like newspapers, could be expanded or shrunk to meet the situation, then there might be some justification for a local rate, but we do not have it. We are either carrying a great deal of sustaining program which costs us real money or we are on the other extreme—sold out. If we are carrying the load with a great sustaining program, it is a temptation to do almost anything to get some business, however, if our price is right and based on what it is costing us to operate, that is the lowest price we can afford to take under all circumstances and unquestionably that price should be the same to everyone. If every station, large and small, had only one rate and stuck to it, radio business should be 100% better. I personally know of accounts which have not used radio because different quotations had been made them by different people and they were so disgusted by the whole affair that they used other mediums which did have a standard of operation.

Under the second sub-heading is the question—Is there ever justification for rate cutting either national or local? Here again I want to go on record as expressing my opinion that there is not.

We, all of us, like to think that we are good horse traders. The majority of us are not. The result of this in radio is that there are a number of concerns who are buying their own time direct and are going out into the field and chiseling, chiseling, chiseling until they get at a price which is often-times a direct loss to the station.

I had a man in my office recently for two days trying to buy time on our station for less than our rate. He told me (I will not say that this is true) that of 108 stations which were being used by this company, 106 had sold time at less than their card rate and that our station and one other were the only ones which had not.

I lost the account because I would not cut rates and I want to say to you now that I will lose the next one hundred accounts before I will cut rates. If our rate is too high we will reduce it, but we will make the same offer to all prospective clients and they will not have to chisel to get it.

I think one of the greatest problems that every station has is to sell its daylight time. There are certain hours during the day which, of course, are recognized as better than others and those hours as a rule are pretty well sold, however, there are others which are more or less dead timber as far as sales are concerned. It seems almost impossible to sell them.

Concerning this, you will note that I have made three sub-headings. The first of them is a survey of listening habits in order that we may intelligently tell a prospective client what he may expect during that hour. It has been suggested and, I think rightfully so, that the rate at various times during the day should vary according to the listening habits of the audience.

It seems to me that there is a great deal of money uselessly spent in radio during evening hours which might well be saved if we could sell our clients on the idea of playing to a certain definite audience. Surveys have established that during daylight hours we have an audience which is predominantly women. There are a great many products which are of no interest whatever to the men folks of the audience, therefore, I think we could well afford to use what information we have available, or which might be had, to sell a client on the idea of playing to the type of audience he wants to reach. For instance, I can see no good reason for talking millinery to a night audience because only the ladies are interested and oftentimes the men are bored and if we had our client on a daytime hour in which it was directed to the ladies only, we would not only do a better job, but would open up a period at night which could be sold to another client.

There is a world of undeveloped business which could and should use daylight hours. For that reason I think it is very important that all of our efforts in our daylight programs should be directed toward building and holding the largest possible audience. In this way we have something very definite to offer the client who is a prospective user of daylight time and unless we do have the audience we certainly have no right to expect him to use our station in preference to one which does maintain a good daytime program. It is true that the maintenance of a high class daytime program would very likely run the operating cost up, however, I think it would be productive of enough additional business to make the cost justified.

When we take up the sale of time on a contingent basis we are undoubtedly taking hold of something hot. There has been a great deal of discussion regarding it in the trade journals. I notice that some of the stations are for it and some are against it. I do know that even the 50,000 watt stations are being importuned at all times to accept business on a contingent basis and I want to say right now that as far as I am concerned I did not accept it under any circumstances at Wichita nor will I accept it at Nashville. I imagine that radio is the only advertising medium in the world which is asked to gamble its facilities against the prospect of a return. My answer to the advertiser who wishes me to accept his account on a commission basis is that if it is good enough to make money for us on a commission basis, he is silly to want to place it on the station that way because our regular card rate would be a bargain. If it does not produce we would not want it on the station. I think the sooner that radio is 100% for the maintenance of only a card rate basis of doing business, just that much sooner will the wildcatters be chased out and legitimate concerns brought in. I do not mean by this that all of those who wish time on a commission basis are wildcatters, but a great many of them are and it is hard to distinguish between them.

I had a number of offers recently from concerns which wished to place an account on our station with the understanding that if we take the account they would give it to us exclusively and would give us a percent of the sales of the product in the given territory for a given period of time. Of course, this is just a new angle to the contingent business, but I always treat it just like any of the rest of them. First, we do not accept such business and second, if we did, how would we ever be able to check on how much of the product is sold in the territory. As I see it, we would be absolutely at the mercy of the advertiser at all times. Possibly some of you gentlemen have had the same experience and I would like to know how you handled it.

What types of accounts are not acceptable? Securities? Proprietary Medicines? Promotional Schemes? I think we can well afford to group these into one and discuss them as a whole. My thought in the sale of this type of business is that each sale should be considered on its own merits. There are proprietary medicines which will meet with the standard of ethics of most broadcasting stations and there are some promotional schemes which are purely legitimate. I think the danger in this type of business lies in a lack of careful selection of what to take and what not to take.

I think one of the most important things which all radio stations have to face today is that of representation. During the past few years since radio went commercial we have been establishing precedents—getting organized to do real things

and as a result certain definite plans of operation have been forming themselves. I think the time has come when radio should go on record as to how it wishes to deal with agencies and advertisers.

During this period radio stations have been more or less at the mercy of almost anyone who wished to take advantage of the situation. Someone writes us a letter or comes in to see us to tell us that they control certain accounts and if we will pay them the second 15% we can have the business.

In most instances, I think, the claim is without grounds. The person does not control it, does nothing toward selling it and if we did not deal with him we would get the business anyway provided the advertiser wanted it to come into our territory.

Understand, I do not mean by this the better class of so-called brokers or representatives. I think there is no question but that concerns like Scott Howe Bowen have done some most excellent pioneering in the sale of radio time and deserve a world of credit for having done, in many instances, a good job.

It seems to me that radio is a coming medium and that a very definite method of handling representation should be established, one which would meet with the approval of the agencies and one which would reflect credit on broadcasting stations and broadcasting.

Newspapers and magazines, having been established for many years, have worked the thing out in a manner which seems to be very satisfactory. It may be that a method of representation for radio will require something different. I am inclined to think, however, that radio sales can be handled in very much the same way, but the big idea which I would like to have discussed at this time is, "Are we ready to make definite steps toward stabilizing representation?"

I stated a few moments ago that in my opinion the matter of representation might be handled very much in the manner of newspapers representatives, that is with exclusive representatives.

During the past few years we have seen a host of so-called brokers come and go. Only a very small number of them have been able to survive and those few have, I believe, survived largely because no better plan of operation offered itself. I said a few moments ago that something should be done about it for the good of radio. I remember at the Cleveland Convention we had a talk by Mr. John Benson, President of A. A. A. in which Mr. Benson definitely went to bat for an exclusive representation idea.

As a result of that talk there was formed a group of stations, which on a cooperative basis, employed a representative to sell time for them. This was not a success. Its failure was not due to the representative because he was a most excellent man. This failure, however, was due, I think, to the fact that the stations themselves could not find a common basis for cooperation. This was a noble experiment, which in failing, set back the representation idea as outlined by Mr. Benson to a certain degree.

I do believe that Mr. Benson's idea is perfectly right and that when radio can have several organizations, each representing a group of stations on an exclusive basis, then and then only, will radio sales be handled as they should.

Personally, I never was or ever would be satisfied, either on a large station or a small station, in sitting back and waiting for some broker to throw an order in my lap. I want a man representing me who is going out and sell my station against the other fellow's station and the more the competition the greater the victory.

It is obviously impossible for one broker to represent a half dozen stations in Chicago, because in ninety-nine cases out of a hundred the advertiser will only want to buy one of them and the broker cannot do the other five justice. I think this very fact has brought a great deal of doubt to the minds of advertising agents and advertisers, and I believe, that the sooner we correct this situation and encourage the organization of representatives who will sell a selected group of stations on an exclusive basis that the sale of radio will go forward in a big way.

Then we have the representative who represents the station on an exclusive basis, but does so for a certain fee per month and continues to accept business through brokers. I think this adds too much of a load on the station, for in addition

to paying the second 15% the station must also pay the fee asked by the representative. This type of representative does not cooperate fully with the broker because if he can he will get the order direct, if not, however, he will take it through the broker. If he succeeds in getting it direct, then he has done a service for the station, if he does not and the order is routed through the broker, he has only half done his job. This type of representative should be either for the broker 100% or he should be against him 100%. The latest development in representation is one which I at least am watching with especial interest, that is, a representative organization functioning on virtually the same basis as the newspaper or magazine representative. I have watched the reaction in the agencies very closely and in nearly every instance I find that this organization is being welcomed as offering something new and different.

I think that the time is at hand when broadcasting stations will be forced to take a stand one way or another on representation. I think we need something very badly in order to stabilize the sale of radio time. I know that it takes more or less nerve for a broadcasting station to step out against the established order and declare himself in favor of something new, but if the new idea is better and better for the business, I think we should do it.

There is still another type of representation, which I did not mention while ago and that is the recording company, which makes as a part of its recording agreement, a ruling that the placing of the transcriptions on the station shall be controlled by itself.

With this type of organization undoubtedly the time purchasing consideration is offered as an excuse for making a lower price on the records than would otherwise be possible. Is there any reason in the world why a radio station should be asked to help pay the advertiser's recording bill. That is exactly what it amounts to and I am of the opinion that this meeting should go on record as being decidedly against any such operation. It in no way compares with buying time on the network because the network organization is set up and is exclusive. Naturally when an advertiser buys the network he expects to get certain stations, but in the case of the recording broker who endeavors to control the placing of the time, I think we should have no patience. In most instances, particularly on business coming from the larger agencies, the list is all made up and handed to the broker and all he has to do is to issue orders and collect his second 15%, which in all probability reduces the talent bill of the advertiser.

Here is something which in my opinion all of us must watch. If we are going to pay a representative a fee of any kind, be it a straight so much per month or a commission, I think we have a perfect right to expect that that representative is going to earn his commission and if we catch him returning part of that commission to the agency, I think he should be eliminated.

I do not know of any definite instance where this has been done but I have heard and I know that you gentlemen have all heard of many instances where it has been done.

The cutting back of commissions to agencies is only another way of cutting rates, only that in all probability, the advertiser never hears of the cut back and the agency man sticks it in his pocket. In my opinion this is graft—pure and simple—and I think we should dispense with any representative who will stoop so low as to take the advantage of his competitor or will do the station, which he claims to represent, such an injustice.

During the sales discussion up to this point we have, I think, dealt with problems which affect both large and small stations. I do not think it is at all out of line to discuss somewhat the problems which confront large and small stations as regards the sale of time, but which do not lie along the same path.

Two stations, one large and one small, in the City of Cleveland will probably have somewhat the same sales problems, but two stations in the city the size of Des Moines, I think, have some very different problems confronting them and it is this, which I think we might profitably spend a few moments on right now. In Des Moines we have a station of 50,000 watts, WHO and another station of 100 watts, KSO. In Nashville we have one of 50,000 watts operated on a

cleared channel and one of 5,000 watts operating on a regional channel. This does, it seems to me, present two very different sales problems. The local retail advertiser with a very limited trade territory, in all probability, cannot afford to buy the superpower cleared channel station at its card rate. If he could afford to buy it he would have so much waste coverage that he would probably feel that the rate was far too high. On the other hand, the national advertiser who has distribution over a large area can use all the coverage he can get and needs far more coverage than the small station can deliver.

Why would it not be the ideal situation for the small station to concentrate on local business and the large station leave it alone? In return for this, why shouldn't the small station stay away from the national field—go after local business tooth and toenail.

In Nashville we make no attempt whatever to sell local retail accounts. There are twelve or fifteen concerns with distribution over the South and in two instances with national distribution and we are concentrating our entire sales efforts on those concerns as far as Nashville is concerned.

I stated earlier this afternoon that we have only one rate and that rate applies to everyone. Certainly the concern with distribution in the South or over the nation is no more entitled to a lower rate than if he was located in New York instead of Nashville. That is the basis on which we operate.

There is so great a difference in our rate and the rate of the other station that we could not go after retail business with any degree of success because in most instances the other station can do a mighty good job for the retail advertiser and, we believe the business belongs to him.

By the same token we can do a much better job for a national advertiser and quite naturally we are looking forward to receiving the bulk of the national business for our own station.

In this sense we do not feel that we are in competition with the small station and I do not believe that there should be any place along the line at which WHO and KSO should be competitors.

Now if you take Cleveland as an example. The purchase of any Cleveland station, be it John Patt's or TAM or WHK, is undoubtedly made for the primary market and it is perfectly legitimate for any of the stations to go after the business because any one of them can take care of it, no doubt.

There is no opportunity for the large station to have a rate which will compare with the smaller station in the smaller cities because the 50,000 watt station must maintain at all times a high class program using real live talent and paying good money for it. The difference in the cost of tubes is enormous. In fact, everything that goes into the operation of the 50 Kw. job means a higher rate. So there is no way in which two stations can meet on a price basis. This is all right, however, because as I said before the difference in coverage more than offsets the difference in rate.

MR. FOX: I am going to bring this to a close with one specification. I think it would be very ungentlemaunly on my part and very unkind on Mr. Carpenter's part if we didn't ask for a word from a very good personal friend of mine who is with us today, and possibly he has something he wants to say. I am going to ask Norman Craig, of Scott Howe Bowen, to speak to us. (Applause)

MR. NORMAN CRAIG: We have had lately some new ideas on this question of representation. It seems to us that it is fundamental and absolutely necessary for the stations themselves to determine as strictly as they can just what kind or type, if you please, of representation they want.

Our experience in the sale of spot broadcasting is simple. In starting four or five years ago, we found that the way radio advertising was being sold—and at that time, in New York at least, it was practically all network—was by the development of program ideas, plans, methods to make use of the time being bought. The networks have a big spread between the amount of money they take in from advertisers and the amount of money that they pay the station, which is ample to finance the necessary operations in connection with developing plans and ideas, and so on.

We are told that Columbia and N. B. C. average 27 auditions given to different prospects to make one sale. That costs them a lot in time and money.

We don't know, speaking for ourselves, any other way to promote and develop, increase the sale of spot broadcasting other than to do it in just that same way. In other words, it is necessary to provide—it is suggested a national advertiser can get more per dollar than he has to out of spot broadcasting than on network, but in addition to telling him that, you have got to tell him how to use it, make the suggestion, and in nearly every case bring a program to him. Doing that costs money.

There was a report in *Broadcasting* a couple or three weeks ago, June 1, I guess, of ten agencies in the country placing the largest volume of network advertising. With the exception of two or three on that list, they were very prominent large agencies and they placed the first four months of this year something over \$5,000,000 worth of network time. If you gentlemen saw that list and checked back on it as to how much spot business you got from those agencies, you found that with two exceptions, it was practically nothing. Somebody must promote spot broadcasting, make more spot broadcasting, make more accounts in order to have its proper development, not the type of representation that consists of going to an agency and an advertiser, saying, "We understand you are going to have a spot campaign. Now be sure and buy of our station. It is a good station. The other station is rotten," or "the other two or three are rotten," whatever it may be. That doesn't create anything new.

It is like a bunch of dogs quarreling and fighting over a bone that now exists and is laying there before them. It doesn't create any new bones. If you want new bones created, if you want more spot campaigns, it is a matter of cultivation. The average account we sell takes anywhere from four to six months of cultivation work, building up work before it comes down to a question of placing any station time.

If it were the will of the station owners and operators that the representation of stations be identical with the representation of newspapers by several groups of representatives, each representing exclusively a few stations, the compensation that these representatives will receive, even though it includes all of the business placed, whether placed by their own creative efforts or otherwise, doesn't give them enough income to warrant their doing this upbuilding work, creative work, if you please, that makes for new spot broadcasting accounts.

In that event, if you adopted such an idea of exclusive representation of a number of groups, none of them could afford to do this constructive work. If no one does it, if it is left entirely to the advertising agencies, your spot broadcasting is going to go hang.

There isn't any interest being shown on the part of the larger four-A agencies in spot broadcasting. I could tell you of one in particular, I could make it two very large agencies in New York that resent very much having a representative go directly to their clients and talk spot broadcasting. And yet one of those agencies is doing a fairly good volume of spot broadcasting today, simply because some representative went to some of their accounts and sold them the idea against the opposition of that particular agency.

If it costs an agency considerably more money to handle a spot account than it does a network account, I don't think that is the only governing factor. It is very simple and easy for them to deal with one representative, if you please, and place their schedules on from ten to one hundred stations, or seventy-five, get one bill for it, check it and pay it, rather than to deal with a lot of indifferent individuals, get a lot of bills in, pay a lot of different checks, check them up and watch them, and all that sort of thing.

There is the element of their copy, and in a spot campaign the flexibility enables an advertiser, if he has a line of products, to talk commercially about one particular product in Dallas, another one in St. Paul, another one in Kansas City, but that takes a lot of work and time on the part of the advertising agency in making up separate copy, particularly if it is a daily script, or five times a week. It means quite a job. Yet it is being done and being done successfully and it is to the advertiser's interest.

I started to say a while ago that our effort is to try to prove to the spot broadcasters that they can get more money per hour out of the spot effort than out of a network campaign, and if you can't prove that, there is not going to be any spot broadcasting developed. As a matter of fact, both

of the networks are extremely active today in soliciting those accounts that are now on the air spot and trying to bring them over to network, and in the case of new prospects, keeping them away from spot. They are the big competition that spot broadcasting has to meet today.

Up to a few months ago, I will say about last summer this time, through a gradual increase in individual station rates, the spread between the cost of using a network schedule and a spot schedule, if it included basic territory, where the differential of rates is greater than elsewhere, had gotten up to about 25 per cent. In other words, we had to sell a man that he had to pay spot stations 25 per cent more than he paid the network for those same stations, and that isn't an easy argument or hasn't been an easy argument in depression times. Nevertheless, we have made progress.

Since February we have developed—we didn't start then but it might have started in the latter part of last year—five new spot broadcasting plans, some of them, two or three of them on tests of two or three stations. But if those tests are successful, it will lead to a considerable volume of business. Yet if we hadn't done creative work for those clients, building up work, we wouldn't have gotten them on spot broadcasting. Their agencies wouldn't have done it, with one or two exceptions where the agency does cooperate. We find this, the moderate sized agency that can't afford to operate a special radio department consisting of anywhere from ten to twenty people, as some of the very large ones do, the moderate sized agency and the small agency welcome the kind of service we and one or two others offer. We act in effect as their radio department, counsel with them and help them and go over their plans with them and slowly but surely we get somewhere.

The thing it seems to us is important for you to decide at the present time is whether you want to do a constructive job of building spot broadcasting for the benefit of the whole field of all stations, or do you want to scramble for the going business and let the effort to build up flop. That is about the net of it. (Applause)

MR. FOX: Mr. Craig has given me a very good suggestion which I think I would like to discuss, and that is the advisability of forming within the National Association of Broadcasters an organization similar to one which newspapers have. I forget what it is called, but the object of the group is to promote the sale of newspaper advertising in the case of newspapers. Why wouldn't it be a fine thing for the National Association of Broadcasters to have a division, the object of which would be to promote radio advertising or advertising by radio?

CHAIRMAN CARPENTER: Mr. Fox, see if this would be getting at that very problem, see what you think of this. Here is a resolution by Mr. Travers.

RESOLVED, That a committee of five be appointed by the Chairman of the Commercial Section to study station relations with advertising agencies and special representatives and report with definite recommendations to the annual convention of the Association in October.

We have no particular group working on that specific problem.

MR. FOX: I think it is something which should be done. I don't think the sales job of selling the idea of advertising by radio lies with any group outside of the N. A. B., nor do I think that this organization as an organization can promote the sale of anything except advertising by radio. What is meant is this: We have a number of stations who are owned by the networks, the networks themselves are members of the N. A. B., but I think if we do promote the sale of advertising by radio, we have done something.

Now as to spot or network, that is purely a sales problem that my representative has, and when it comes down to the final getting of the order for my station, it certainly is a job that my representative has.

CHAIRMAN CARPENTER: On this particular resolution by Mr. Travers, is there a second?

The resolution was seconded by Mr. Martin Campbell.

MR. HARLOW: The only suggestion I have is five is a little bit unwieldy number. I think you can accomplish the same purpose with three much quicker.

CHAIRMAN CARPENTER: Is three satisfactory?

MR. TRAVERS: Yes, that is satisfactory.

CHAIRMAN CARPENTER: Is it satisfactory to the second?

MR. CAMPBELL: Yes.

CHAIRMAN CARPENTER: We will change it to three. Are there any other comments?

MR. PATT: Mr. Chairman, I don't want to get myself out on the limb nor throw this meeting into any turmoil or anything of that sort. I merely want to express dispassionately a feeling that has cropped up in one or two of the reports we have heard read today. I think Arthur Church referred to it as the rather unsatisfactory relationship between stations and networks.

It seems to me that the National Association of Broadcasters constantly have two elements, one which is fostered by the national coast-to-coast networks and the other, spot broadcasting. In most cases, in a great many cases, our stations have an interest in the development of both. Those of us who depend upon spot broadcasting for our income have a real interest in development of network broadcasting because we realize that we offer fine network programs which Columbia and the National Broadcasting Company have given us, and we wouldn't find it possible to sell our facilities to as many clients or for as much money without them. I don't know what the answer is, but I do know that there is a great tendency on the part of advertising agencies to express extreme dissatisfaction over the relationship as it exists between either of the networks and any one or all of the affiliated stations, that dissatisfaction arising in one case from the placing by that agency of a network account where a local account blocks the way or in another case of the agency wanting clear time from 7:30 to 7:45 across the board or some other equally desirable hour and finding that the network has been able to sell its time at eight o'clock on Monday night and at 7:45 on Tuesday night and 7:30 on Wednesday and 9:15 on Thursday and 10:00 to 11:00 on Friday, thus making it practically impossible for a good spot advertiser to find the desirable time that he wants.

Mr. Craig briefly alluded to the problems his organization is up against and similar organizations, and have been for a number of years, in the fact that they have a 25 per cent penalty which they must assess on the same national advertiser for the use of individual station facilities as opposed to network broadcasts. I don't know how the networks can be brought into line, you might say, in making their rates jibe with the local station rates. Perhaps that isn't possible, but I would like to see a committee appointed which would very seriously go into this matter, and that committee to consist of a representative of each of the two networks and two stations affiliated with the two networks and perhaps one or two organizations in the business of selling spot broadcasting.

I know I have heard in a good many circles outside of the borders at all conventions about this, and the thing has been coming up for three or four years. But every year we talk about it in secret sessions and never get anywhere with it. Something must be done and the sooner we do it, just that much quicker are we simplifying the business of broadcasting and getting more business, not only for spot broadcasting but for the networks, too.

I am going to suggest that such a committee be appointed.

CHAIRMAN CARPENTER: I believe that particular thing must be considered by this committee under this resolution here. I don't see how they can get away from it. It is all bound up together.

MR. PATT: Then I suggest the two networks have a voice in the committee, that is, representatives of the two networks and the committee be made a committee of five.

MR. TRAVERS: Mr. Chairman, I think that you are probably a little out on that limb, John, as you suggested. I look upon the networks as being something with which we are all associated with definite contracts. We carry out those contracts when we deliver our facilities to their national account. There is plenty of untouched radio business. Both networks have sales organizations and promotion divisions that can spend more money than perhaps our volume or our net as individual stations.

The idea behind this committee is for us to try to blend the advertising agency, the station representative and the individual station, and at no time, if you have ever been in an advertising agency making a solicitation and you were competing with a network representative, do they ever worry about you as an individual. I think we had better leave them on Fifth Avenue and Madison Avenue. I think it is the best way to handle the thing.

CHAIRMAN CARPENTER: Are you ready for the question as it stands now?

MR. PATT: Mr. Chairman, I would like to hear one or two other people express their views on that subject. I would like to hear what Mr. Church has to say and what Mr. Harry Howlett has to say.

CHAIRMAN CARPENTER: Arthur, do you care to say anything?

MR. CHURCH: Sooner or later we are going to have to meet this network problem. I am pertinently reminded of that fact when I look at my estimate of the income for the month of July and when I review my income for the past months and when I think about things that are going to happen next winter. How am I going to hold my beautiful spot accounts when the stations start selling time again?

On the other hand, I think that the resolution proposed by Mr. Travers is perhaps slightly separate from this problem that John brings up. It seems to me that we should vote on the resolution, we should pass it and that the problem of network broadcasting is something we should get into as a separate matter. It is not immediately involved with the question of station representation on an exclusive or semi-exclusive or brokerage basis.

MR. HOWLETT: I am heartily in favor of what Mr. Church has stated. (Laughter)

CHAIRMAN CARPENTER: Thank you. Go on, Harry, what else have you to say?

MR. HOWLETT: I am also in favor of what John Patt has stated. It is true that we know that sooner or later there must be a different arrangement between chain affiliates and the chain itself. It has been discussed for many moons in corners and corridors, as John states, as to what might be the possible solution. Arthur states that he is in a quandary already as to what will happen to his beautiful local business when the chain begins to sell its fall schedule. We are in the same quandary. Personally, I would like to see a committee at work on it and personally I would enjoy reading their deliberations. Outside of that, I don't have anything to say.

CHAIRMAN CARPENTER: Are you ready for the question on this resolution as it stands?

* * * The motion was put to a vote and carried * * *

MR. FOX: Getting back to this proposition of John Patt's now, looking at it from the standpoint of the National Association of Broadcasters, while I hold no brief whatever for the networks, as long as they are members of the National Association, certainly we can't go ahead with something that is going to put them in any sort of a difficulty. We should give them representation by all means.

CHAIRMAN CARPENTER: The position of the National Association of Broadcasters has been up to this point that any relationships between individual stations and networks is a matter that they will have to work out; that the Association, on account of the way it is constructed and the fact that the national chains are members just as much as we are, finds this is something it cannot get into.

MR. PATT: Mr. Carpenter, I want to make it emphatic that I haven't a thing against the networks. They have made two stations that we operate very desirable from an advertising medium standpoint, and we are perhaps a little more fortunate as to position than some of the stations, in that we have always had no written contract and we have always had the right of rejection of any program, commercial or sustaining. Nevertheless, in the rate discrepancy and the fact that all eighteen hours of the day are available for network commercial programs, and in many cases to the exclusion of anything that is on locally or from a spot campaign, I think there is plenty of food for a committee to work out some form of recommendation or make a study of some kind and submit

it to the organization as a whole, and I am firmly of the opinion that networks are entitled to ample representation in deliberations of that committee, just as much so as the individual stations.

MR. TRAVERS: Mr. Chairman, I am down John's alley on that idea, but how about this: Some of us own more than one station, we will say. It is up to us to go into New York and make a favorable contract with the networks. I don't think that that has anything to do with the National Association. If Mr. X goes into the New York office and makes a contract whereby we don't have to worry about the delivery time of the network and the individual himself can present a proposition to the networks that is attractive enough to them to allow that kind of a contract, I think if we go into a committee and break this thing open, it is going to spoil it for the individual owner of the station who makes a favorable contract.

CHAIRMAN CARPENTER: I would like to hear Phil's reaction on that.

MANAGING DIRECTOR LOUCKS: To this particular problem? As you all know, the National Association of Broadcasters is composed of members who have network affiliations and members who have no network affiliations. It is composed of members who are on the Columbia Broadcasting System and on the National Broadcasting Company's system. It is composed of members who are on the National Broadcasting Company's system who are satisfied and those who are not satisfied, and the same thing is true with respect to Columbia.

I have no particular brief for the networks, but I have always regarded it as an issue between the ownership of the network and the stations affiliated with that particular network.

I have always felt the way to approach this problem would be for the affiliated stations of the Columbia Broadcasting System to take it up with the Columbia Broadcasting Company and for the affiliates of the National Broadcasting Company to take it up with the National Broadcasting Company. After all, what has the general membership of this Association to do with a contractual relationship between a national broadcasting company and its affiliate stations? That has been my position all along.

CHAIRMAN CARPENTER: Arthur says he has a few more words—with accent on the few.

MR. CHURCH: I agree with Phil. We must also remember that at the present time the only common meeting ground we as broadcasters have is at these meetings of the National Association of Broadcasters. It occurred to me as Phil was speaking that it might be well to incorporate in our program at the annual convention a time for sessions to be attended by the various network members in their various classifications.

MANAGING DIRECTOR LOUCKS: I think that is worthy of consideration.

MR. PATT: Do I understand from that, one afternoon session, and perhaps longer, may be given over to separate meetings, side by side in different meeting places, to the National Broadcasting Company and its affiliated stations?

MANAGING DIRECTOR LOUCKS: Yes.

MR. PATT: I make a motion a committee be appointed to arrange the details of the meetings.

CHAIRMAN CARPENTER: The motion is a committee be appointed to arrange details between the affiliates and their associates at our convention in October.

* * * The motion was seconded by Mr. Howlett * * *

MR. PHILLIPS: I am wondering if we aren't considering something that is brought about to a great extent by this little boom we are in right now. If this competitive situation is apt to exist, assuming conditions do right themselves, with the network selling, it does bring a very distasteful situation sometimes, but I believe we are going to eliminate a lot of it if conditions correct themselves and it is going to eliminate a lot of unjust competition.

CHAIRMAN CARPENTER: The things these boys are talking about have been hashed over for the last couple of years and go much deeper than that, much deeper. There is a

group of stations in the South that are working on that right now. They had a very simple, loose organization, entirely outside of the National Association of Broadcasters, had a common interest in being connected with one chain, and they are getting together on their own hook, trying to work it out.

* * * The motion was put to a vote and carried * * *

CHAIRMAN CARPENTER: The next topic for discussion, and the last, is "Importance of Business Statistics," by Herman S. Hettinger, University of Pennsylvania.

MR. HETTINGER: First of all, I do want to say this: Let us all understand what we mean by statistics, because I want to treat them in a broad light. I would rather call it the importance of business facts. As far as the general question of business facts is concerned, we are up against this very definitely. We have seen it in the discussion all day. Somewhere within the industry there must be a clearing house for these facts and for these problems; there must be some sort of, if you want to use the term, a permanent secretariat to take care of bringing all this together, helping the dozen-odd committees that were appointed today and tying the whole thing up.

There are in addition to the general question of a clearing house of commercial and trade data and promotional data, some rather definite problems of business statistics and business facts which have to be approached immediately, over and above the things that have been discussed so far. So what I want to do for the next few minutes is to take that one particular segment of the whole problem, remembering it is only part of the problem, and to discuss it. I want to start by briefly asking two questions and outlining the situation as we can figure it out today in advertising.

IMPORTANCE OF BUSINESS STATISTICS

By HERMAN S. HETTINGER

What can the N.A.B. do to improve the economic position of its member stations and of the industry as a whole? This, in turn, involves two major questions: (1) What can the N.A.B. do to assist stations in more effectively selling radio broadcasting as an advertising medium? (2) What can the N.A.B. do to improve the business operating efficiency of its membership?

The best way to begin a discussion of the problem at hand is to review the economic situation facing the radio broadcasting industry at the present time. Here several factors stand forth clearly:

1. Radio broadcasting has emerged from its first period of rapid growth, and has taken its place as an established advertising medium.

The rate of growth of broadcast advertising, as reflected by expenditures for time over national networks—this is the only index which we have—has been decreasing annually. The 1930 growth over the previous year was 43%, the 1931 increase 34%, the 1932 rise in volume 9.3%. The first quarter of 1933 is 32.6% behind that of the previous year in volume of network business. The "novelty" days of radio broadcast advertising are definitely over.

2. Though it has become an established medium, radio broadcast advertising still has to achieve any measure of stability.

Radio broadcast advertising grew during a severe depression. Consequently industries, which, in less disturbed times could have profited from broadcast advertising, were prohibited from attempting the new medium. With the resumption of business these industries must be sought out and sold the value of broadcast advertising. Moreover, a number of industries have just recently discovered radio broadcasting. An example is found in the gasoline and oil industry, which increased its national network expenditures 100% over the first quarter of last year, and which is just awakening to the fact that broadcasting as a whole, and summer broadcasting with it, is a so-called "natural" when it comes to meeting their distributive problem. There are other industries which remain to be convinced that radio meets their needs to the extent to which it really does.

3. Because radio broadcasting is no longer merely a

novelty, but an established advertising medium, it will meet, and already is meeting more severe competition from other advertising media than at any previous period.

The radio-newspaper controversy in recent months is a symptom of this competition. The prominence given in newspapers to news of companies discontinuing broadcasts, and similar features, also are examples to point.

4. It is highly improbable that the huge advertising expenditures of 1927-1929 will soon be repeated. This will further intensify the competition between advertising media. In this competition radio is the newest and least experienced of the major advertising media—for all its phenomenal growth.

In 1932, national advertising volume had declined 37.4% from 1929, according to money expenditure estimates published by the A.N.P.A. Newspaper revenue from national advertisers declined 38%, magazines 44%, outdoor advertising 56% and car cards 59%. Radio increased 105% during the period, as far as national network expenditures were concerned. The annual national advertising volume in 1932 was estimated at \$345,000,000 as compared to \$553,000,000 in 1929.

There are numerous reasons for believing that advertising volume will come back slowly. The advertising volume of 1929 contained waste which the budgets of 1933 and 1934 cannot allow. The demand for lower distributive costs, the tendency to concentrate upon the most profitable markets in terms of these costs rather than to achieve widespread distribution, increased efficiency in the use and placement of advertising, and the tendency toward the curtailment of excessively competitive effort under the Industrial Recovery Bill, all will tend to act as a brake upon increases in advertising appropriations. It must also be remembered that consumer markets cannot expand greatly until the re-employment of workers and increased wages on the part of those who have faced severe cuts during the past several years rehabilitate mass purchasing power. This process will necessarily take some time. In the meantime, restricted markets will mean restricted advertising. Restricted advertising will mean, in turn, a fiercer battle between media for the advertiser's dollar.

The severity and nature of this competition can be gauged by a brief analysis of the position of the various media during the first quarter of the current year. Recently my attention was called to an AP story stating that during April newspaper advertising lineage had increased 25%, while radio broadcasting volume was 39% below April 1932. Later I noticed the same comment in the June 1933 Survey of Current Business, published by the Bureau of Foreign and Domestic Commerce. Both statements were correct in substance but misleading in connotation.

The actual situation is better for radio, in some elements, and worse in others. During the first quarter of 1933, newspaper lineage, as reflected in 52 cities, was 39% less than for the same period of 1932; magazine expenditures 29% lower than the previous year, and radio 32.6% lower than in 1932. The newspaper report had taken the figures most favorable to their media, and least so to radio.

But here is a legitimate cause of concern for national networks at least. During April, newspaper lineage in 52 cities increased 19% over March, while magazine expenditures rose 7%—as against an 18% decline in network revenue as compared with the previous month. The normal seasonal decline is 10% from March to April in radio.

In the principal industries which have supported broadcasting, this same severe competition is in evidence. Foods, drugs, toilet articles, and cigarettes in 1932 comprised approximately two-thirds of total national network revenue. During the first quarter 1933, network food expenditures declined 27% over the previous year, drugs and toilet goods the same, and cigarettes and tobacco 58%. Magazine expenditures of the food industry declined 5% during the same period as compared with 1932, drugs 18% and cigarettes 18%. No newspaper figures are available.

There is no doubt that radio broadcast advertising is heading for the most severe fight for business in its history. For this fight it must be prepared—with every weapon at its disposal. It must organize its forces as efficiently as possible, so that it may hold the ground already gained, and add new territory. Radio is being challenged to prove its economic

vitality. In meeting this challenge the National Association of Broadcasters can be of inestimable assistance.

How can the N.A.B. help its member stations in promoting the interests of broadcasting as an advertising medium? Let's answer this with another question: On what basis will the new competition between advertising media take place? The answer is: On the basis of facts—facts regarding circulation; facts regarding the trends in the use of the medium and by whom it is being used; facts as to the success which companies have achieved by using the medium and as to the best way in which it can be employed; facts which will enable the medium itself to check its own progress and which will assist individual units of the medium to match their progress with that of the trade as a whole. The Blue Sky is going out of advertising. I have talked with many agencies and advertisers in recent months, and one thing above all has impressed me—the increasing interest which they are showing in facts—facts of all kinds regarding media, markets and advertising procedure.

The first thing which the N.A.B. can do, therefore, is to assist the industry in the collection and dissemination of the important facts regarding broadcast advertising. At the present time broadcasting is the least equipped to furnish the facts which either advertisers or the industry itself requires if it is to shape its policies intelligently.

There is not even a reliable figure available as to the total volume of broadcast advertising which takes place in this country! The most basic figure in the whole industry is missing—without which it is impossible to measure its success or failure or counteract misleading statements made by competing media. For instance, a statement by the A.N.P.A. indicates that in 1932 radio, as represented by national networks accounted for 11% of national advertising appropriations. This made no allowance for the \$10-15,000,000 of national spot business (exclusive of local advertising) which must have taken place during the year, and which would have brought radio's share of the national advertising dollar to about 15%. The latter is better as a success story!

Radio broadcast advertising needs the following facts regarding trends within its industry:

1. As to the total volume of all broadcast advertising
2. As to the volume of national network, regional network, national spot and local business
3. As to the volume of national spot and local advertising respectively, comprised of electrical transcriptions, live talent, and spot announcements, and in the case of local programs—of records
4. As to the volume of broadcast advertising done by various industrial groups and as to the trend in this field.

These are the more fundamental trade statistics which should be available and which are not. Such figures would be of marked assistance in aiding the industry to forecast trends in volume and in the industries using radio advertising. They would be of value in promoting the industry, both in pointing out the degree to which it was being used—therefore inviting others to use it—and in counteracting unfavorable propaganda. They would be of assistance to individual stations in selling clients, in matching their performance with the general average and in similar ways. They would be most valuable in long term planning for the industry.

Such figures would merely constitute the beginning of a broadcasting statistical service. In both the newspaper and magazine field it is possible to secure detailed information which will enable one to determine the most minute trends as to how these media are being used, by whom, and even in the case of newspapers, to trace the progress of private brands in their territorial expansion. Radio must build facts equally comprehensive in scope; for even the newspapers and magazines will have to extend their statistical data in this new era of distribution.

The National Association of Broadcasters is the logical agency for the collection and dissemination of these facts. A plan already has been devised, complete in every detail, by which the necessary facts can be secured concerning the volume, nature of sponsor, manner of use and similar factors regarding broadcast advertising. The plan is the result of several months of careful research during which advertisers, statistical services, marketing experts, government officials and

broadcasters were consulted. Similar activities of other trade associations were studied in detail, with a view of finding the best way to organize the broadcasting service. The plan is now ready for operation and requires only the active cooperation of broadcasting stations to make it a reality. Time does not permit the presentation of its details in the course of this paper.

A second thing which the National Association of Broadcasters can do to promote broadcast advertising is to act as a clearing house for all information regarding the medium and its use. There is a great need for the collection and dissemination of the various facts which have already been discovered concerning broadcast advertising and which have not received general circulation among the industry. A good deal of sound research and good promotional material at present is going to waste for this reason. Data regarding listener habits, successful types of programs for particular classes of sponsors or uses, special merchandising plans and similar features are cases to point.

Eventually the N.A.B. commercial section should become the central research agency of the industry. This would not necessarily supplant the work being done by networks and stations. It would merely re-divide the field, with the N.A.B. doing the non-competitive, institutional research; an activity which it could perform more efficiently and cheaply than could any other body. This is not recommended for present action since the expense involved is too great to contemplate at this time.

The department which should be set up to collect the trade statistics, however, can immediately fulfill several important functions in addition to its primary one:

1. It can perform the function of a research clearing house suggested previously in this talk.
2. It can begin the work of fundamental research.
3. It can act as an information and consultation bureau for stations faced with commercial and advertising problems (of a non-competitive nature).
4. It can prepare an annual yearbook on broadcasting, similar to that issued by many trade associations, and which in broadcasting would be similar to that issued by foreign governments. This would have an important role in the public relations activity of the industry.

Activities of this type would be logical outgrowths of the function of collecting trade information and would be of marked assistance to the industry as a whole.

In the course of my talk I have referred primarily to advertising and promotional problems and the ways to meet them. I have done so because I am an expert in distribution primarily. There is one other great basic problem which I wish to mention in closing—the problem of standard accounting. This is equal in importance to the collection of adequate trade information and the conducting of fundamental research. In a way it is even more important. Radio is new. Management and engineering standards are just being evolved. Costs are still nebulous. Actual knowledge of profits is vague.

One of the most fundamental pre-requisites of sound management, of sound rates and of intelligent policy, is accurate knowledge of costs on the part of individual stations, and the existence of a knowledge of general costs of the industry with which individual efficiency can be compared. I cannot recommend too strongly that your association give further study of this problem of standard accounting on the basis of the excellent work already done by your former president Mr. Damm. No more important step toward industrial stability the death of rate-cutting, and the beginning of sound business practice can be taken than this.

MR. HETTINGER: In conclusion I have one word, and that is this: If you are going to get together trade statistics, it is going to mean a little bit of work for everybody but if everybody doesn't do the work, you are going to fall down flat from the start. Unless you have a representative group of stations giving you basic information that you can put together, you are not going to get anywhere and you are not going to have anything. So the thing very definitely depends upon station cooperation. Also don't forget that we are in the "new deal" and that probably if we don't set up this machinery, we may be asked to do so. If we anticipate it, if we get it worked out, we will be helping ourselves in a way that we need most seriously, and, we may be forestalling

future trouble. The latter is merely a guess on my part. (Applause)

CHAIRMAN CARPENTER: I think probably to bring this to a close. I have three resolutions I should like to read.

Please understand before I read these resolutions that these are merely resolutions which will be passed on and must be acted upon by the Association as a whole at the meeting in the fall. Some of them recommend appointment of committees and some of them are complete in themselves.

Here is the first presented by Martin Campbell:

Whereas, There is an insistent demand on the part of advertisers and advertising agencies for uniform station data; and,

Whereas, Many methods of measuring station coverage and program prestige have been advanced with resultant confusion; be it, therefore,

RESOLVED, That the Commercial Section of the National Association of Broadcasters is of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements, and recommends that steps be taken to set up a radio audit bureau to standardize practices of measurement.

Mr. Campbell is introducing that. Is there a second to that?

* * * The motion was seconded by Mr. Fetzer * * *

CHAIRMAN CARPENTER: What does it mean, Martin?

MR. CAMPBELL: The resolution simply means that a starting point toward setting up standard methods of measurement of stations be made. It is necessary, I think, because every station, as I said this morning, in answer to the requests of agencies has tried in every way to get information; at least 90 per cent of that finds its way into the wastebasket as useless. We have to start somewhere.

The four A's have asked for a bureau, not only covering primary coverage and secondary coverage, station potentiality, but a number of other things, program popularity and things of that sort. Obviously at this time it would be entirely out of the question to go to that extent. In fact, I am not at all sure we would ever want to go that far. But we do have to make a start. It seems to me generally agreed that the field intensity survey is a starting point and that resolution suggests that a move be made.

In that connection I might add I am not at all interested in any individual plans or anything of the sort. Dr. Jansky, as you know, has been doing an excellent job. There are others who are undertaking the same thing. I should certainly want engineers, perhaps from our own stations or others, to investigate those methods and see if they are the right sort. That resolution, therefore, is only the start toward getting a satisfactory system set up.

CHAIRMAN CARPENTER: I might say in this latter part, "steps be taken to set up a radio audit bureau to standardize practices of measurement," any steps taken would be the appointment of a committee, the same as in these other problems, to make a much more detailed report at the convention in October.

MANAGING DIRECTOR LOUCKS: As I gather from the text of your motion, Martin, you have taken substantially what the four A's have adopted, eliminating the second part of one of their paragraphs, that part relating to all kinds of research, and so on.

MR. CAMPBELL: That is correct.

MANAGING DIRECTOR LOUCKS: In other words, your resolution would enable some committee from the N. A. B. to sit down and meet with them and talk about it.

MR. CAMPBELL: Yes.

* * * The motion to adopt the resolution was put to a vote and carried * * *

CHAIRMAN CARPENTER: I wonder if you will have much discussion about this one:

Whereas, The practice of accepting business on the per inquiry or commission basis has been widespread among stations with a resultant increase in such offers; and,

Whereas, Such practice is inimical to the best interests of broadcasting and unfair to legitimate advertisers paying card rates; be it, therefore,

RESOLVED, That the Commercial Section of the National Association of Broadcasters again recommends to stations that the practice be discontinued and business accepted only at card rates.

Is there a second to that?

* * * The motion was seconded variously * * *

CHAIRMAN CARPENTER: Now we are ready for discussion.

MR. CAMPBELL: That didn't exactly come under my talk today but it was suggested I bring it up. I could have written all sorts of things, put teeth in it, but I am sorry to have to say that I don't believe it will mean a thing. I doubt if a number of the stations will pay any attention to it at this time particularly. Of course, as far as we are concerned at WFAA, that has been our practice right along. I don't think enough stations, particularly those where the business is sufficient to warrant or justify the station, have the guts to go through with it.

MR. HARLOW: I think there aren't any teeth in it. I don't think it amounts to anything.

MR. PATT: I think there should be some teeth in there.

CHAIRMAN CARPENTER: All right, offer an amendment.

MR. GILLIN: What happened a few years ago when it was found newspapers were cutting their rates? What happened to the individual newspapers?

CHAIRMAN CARPENTER: Will somebody answer that question? I can't.

MR. STRAUSS: They are still cutting their rates.

MR. GILLIN: The only reason I say that is because if we can't go ahead and put teeth in the resolution, what good is it going to do? In other words, if there is no way we can stop it, what is the use of the resolution?

MANAGING DIRECTOR LOUCKS: I will suggest some teeth for this resolution in the form of about three words—"against public interest." Whereas, such practices are against "the public interest, convenience and necessity."

CHAIRMAN CARPENTER: Here is the way it reads now:

"Whereas, The practice of accepting business on the per inquiry or commission basis has been widespread among stations and is against public interest, convenience and necessity; and,

"Whereas, Such practice is inimical to the best interests," and so on.

Is that change all right with the seconder? All right, do you feel that puts some teeth in it?

MANAGING DIRECTOR LOUCKS: That declares it to be in violation of your operating license.

* * * The motion was put to a vote and carried * * *

CHAIRMAN CARPENTER: One more by Harry Howlett: "In view of the evident lack of standards upon which radio stations might properly base their merchandising operations, the accompanying suggestions are presented as a practical basis upon which action can safely be taken."

Then he merely attaches this questionnaire which he read this morning. (See page 109.) The passage of that would merely indicate that is a measuring stick to go by as far as merchandising is concerned. It enumerates the different things and will give stations faced with this problem of what are other people doing, a measuring stick to shoot at.

* * * The motion was seconded by Mr. Campbell * * *

CHAIRMAN CARPENTER: Is there any discussion?

MR. FOX: Mr. Chairman, I am not inclined to agree entirely with Mr. Howlett on this thing. I think this is more or less of a local situation. In Nashville, the newspapers do put in window displays, they do get out letters, they do do certain forms of merchandising which we as competitors of theirs are oftentimes forced to do. I don't believe that a situation which prevails in Cleveland could be said to prevail somewhere else.

CHAIRMAN CARPENTER: I think you are perfectly right, but you probably misunderstand the intent of this. The intent is to give information to certain stations that do not have information on what we should do. It does not bind anybody to go exactly according to that.

MR. FOX: When it comes to telling me what I may or may not do, that is my business.

CHAIRMAN CARPENTER: Exactly and that does not tell you that. That gives you a consensus of opinion as to what seems to be the general practice. In my particular station, I may change that; you may, but it gives some stations who have no other means of getting information along this line information as to just what stations in general are doing and how far they are going. This is a pretty good average. Some may go farther and some less. If we pass this resolution, it means there is a pretty good average to be used as a measuring stick by various stations if they care to. It does not bind any member station to do just this and do all of this and not do some of the things that they are doing. With that understanding, are you ready for a vote on this?

* * * The motion was put to a vote and carried * * *

CHAIRMAN CARPENTER: Phil, wind it up.

MANAGING DIRECTOR LOUCKS: I think I ought to mention three things. I am going to do it briefly and then you may shoot questions, if you desire, until I decide I have to pack and catch the train.

As you know, in the last session of Congress there was passed an Act, and the Federal Trade Commission is now in process of promulgating rules and regulations to carry out that Act. That Act, as you know, relates to the advertising of issues of stock and whatnot, with certain exemptions, and governs the advertising of stock issues by both radio and newspapers. Just as soon as the regulations are available, each member of the N. A. B. will receive a copy. I hope that it will be printed in suitable form, certainly in a handbook, along with the Act, which was sent out last week.

There is another matter, and I am going to touch on this because it is something that will have to receive detailed consideration before our annual meeting. That is the proposal to revise the Food and Drugs Act. There have been several conferences on the preliminary conferences with Mr. Tugwell, Assistant Secretary of Agriculture, on the subject. A bill has been drafted, has received the approval of the Department of Justice and has been introduced in both the Senate and the House. That bill is of the greatest importance to broadcasting because it will affect almost two-thirds of the products now being regularly advertised over our stations. The purpose of the bill, I think, we are all in accord with.

The procedure that can be set up for its administration we might differ with.

As the bill is now written, radio stations and newspapers as advertising media are not primarily responsible criminally for false and misleading advertising, provided we furnish the name and address of the advertiser to the governmental body administering the Act. However, there are other portions of that bill which make it very important that our rights and liabilities under the measure be more definitely stated. It is a rather technical thing and would require several hours to explain it.

We are assured that hearings will be held when the regular session of Congress convenes in January.

The only other thing I am going to talk about, and I am going to talk about it very, very briefly, although it is a subject that we are all going to know a lot more about as time goes on, is the Industrial Recovery Act. I have been to several conferences, both with officials of the Johnson administration and with officials of the Federal Radio Commission.

The members of General Johnson's staff want to help business. They are sincere in wanting to help. They are approaching the whole thing in a constructive and business-like way. All of you should follow very carefully every step that is taken under this Act especially as it relates to our own industry.

As I say, I am not in a position to even say at this time what will be recommended or whether any recommendation will be made. But it requires a great deal of thought and a great deal of study and we are apt to find ourselves without much precedent to guide us to a solution.

I don't care to say anything more about it, unless there are some specific questions.

CHAIRMAN CARPENTER: Are there any further questions? The time is getting late.

I would like to thank all those men who took part in this program today, both the men who prepared papers and the men who led in discussion. My personal opinion is, to me it has been very valuable. I hope it has been to you.

We have six or seven committees to be appointed and they will be appointed in the very near future to get together and work and report at the annual convention in the fall. I hope you can all be there.

The meeting is adjourned.

* * * The meeting adjourned at four forty-five o'clock * * *

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PHILIP G. LOUCKS, Managing Director

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PROCEEDINGS SECOND ANNUAL MEETING *Engineering Section*

NATIONAL ASSOCIATION OF BROADCASTERS

June 26, 1933, Chicago, Illinois

The Second Annual Meeting of the National Association of Broadcasters was held in the West Room of the Hotel Sherman on Monday, June 26th, at 10:15 A. M.

CHAIRMAN J. A. CHAMBERS: "The Second Annual Meeting of the National Association of Broadcasters is now in session. Mr. Loucks, Managing Director of the N. A. B. has a few comments to make."

MR. LOUCKS: "I will not make a speech, but I think I should point out and make clear to you exactly the powers of the Engineering Section of the N. A. B. This is the second annual meeting of the Engineering Section; the first meeting was held last year. Sections are not provided for in our constitution and we consider them officially as open committee meetings. Therefore, such action as you may take and such resolutions as you may adopt will be properly referred to either the Board of Directors or the general membership. The section has no power to bind the Association. Binding resolutions can be adopted only by the Board and the membership. I simply want to point out that any resolutions adopted will be directed either to the Board or the membership as a whole. That is all I have to say."

CHAIRMAN: "We will go right into the published program. We are fortunate in having with us Mr. Nelson of the Bell Laboratories. Mr. Nelson has been at several meetings at which we have discussed the need for Standards in Broadcast Practice."

STANDARDS IN BROADCAST PRACTICE

By E. L. NELSON

MR. NELSON: "Gentlemen, I have discussed this subject on numerous occasions and I have no doubt that many of you know just what I am going to say. This matter is one that can hardly be over emphasized at the present stage of broadcasting. It is a highly complex undertaking which involves one function which is performed by one agency and another by an entirely different agency. Technical requirements are essential to the successful progress of that undertaking. The problem of broadcasting is such a complex undertaking that the need for these systems requirements should follow logically. The method by which they should be brought about is by building up an organization through commercial agencies and arriving at that sort of a technical organization that we need. I think that one of the difficulties arises from the fact that transmitting people, for example, are interested primarily in putting programs on the air and receiving people in picking up programs on the air. In other words, we have looked at our own particular function without regard to the overall job we have

today. The program sponsors do not pay you to put anything on the air except what they are really interested in doing as advertisers. Your job from a technical standpoint is to build equipment and system which will enable you to operate machines scattered all over the country. We are going to have to do a good job.

"Since this is a cooperative undertaking I feel it is very fortunate that we have already started along the right lines in organizing ourselves in this important work. Most of you, I presume, know that the committee, the Engineering Section of the N. A. B. and the Broadcast Committee of the I. R. E. have already met and agreed upon a program in this field and have held several meetings. I think the fact that we are making progress is a very happy circumstance and promises early progress in this important field. Probably the most important thing that has been holding this matter up and causing slow progress to be made, in my opinion, is the fact that a good many people who have been closely in touch with the situation, who have seen the commercial aspects of it, haven't been sold on the approval of the thing. They have taken the position that systems requirements will do no good. I do not quite subscribe to that viewpoint. I think that its purposes hold a little more by the receiver people than the transmitter people. In saying that I may be making a rather loose statement but have in mind the further discussion of this and we can clear the viewpoints on the subject.

"Another aspect in the matter which may be brought up by the transmitter people is their opinion that that is why we have a Federal Radio Commission. I do not believe it is entirely the job of the F. R. C. I believe if we are to make progress this is a job for us to do. Whatever is done along these lines, the expenditure of sums of money and selling the public on changes, is evident. If money is going to be spent you ought to have definite ideas on how it is going to be spent.

"Referring to practical suggestions with the idea of simply indicating to you some of the possibilities in this direction. I want to inform you first of all of the tremendous success of the regulation recently imposed by the Commission requiring fifty cycles and the degree to which that has improved beat note interference. The history of that perhaps you do not know. I think it is quite fair to say that the idea was brought to the attention of the industry by a report prepared by the I. R. E. Broadcast Committee in response to some inquiries which were made by Dr. Dellinger when he was acting as Chief Engineer of the Commission. It was the recommendation of the committee, after a rather detailed study of the matter that there would be no improvement by increasing the regulation of the requirement below fifty cycles. At that time we advanced the suggestion with considerable temerity because there was considerable doubt commercially of the equipment that was to make it practical to impose fifty cycles. The report was published and I was considerably concerned because a number of people who had a right to an opinion in the matter came to me and told me it was ridiculous to impose a fifty cycle requirement. I do not want to claim all the credit for the I. R. E. but at the time I did not think the Commission would ever have the ability to impose the fifty cycle requirement, but it was done after many hearings and from then on you all know the history. That is an example of what can be done after a study in the proper direction. We will have to approach several other things in the same manner.

"I am very much concerned about the matter of band widths. It is a fact that at the present time you cannot sell broadcasting equipment to most broadcasters unless you

guarantee a ten kilocycle band width. The ten kilocycle interval between stations was set up originally when we were talking about 5 k. c. side bands. Nevertheless, there are many stations where the studio is located in close proximity to the broadcasting stations, which are actually putting out large range—to 10 k. c. That applies largely to the local stations but at the same time it will apply in the near future to some of these clear channels. I do not believe that we are ever on sound ground on the subject of band widths as long as the average radio receiver is not capable of reproducing bands much above 3.0 or 3.5 k. c. There have been some receiving people who say that they have tried wide band receivers and that the public does not want them because it is not commercial. I believe that purely from competitive standards we are going to be forced to meet this situation. We are going to have to do it.

"You can see a similar variation going ahead of you in the sound picture field. At the outset there was more wonderment at sound pictures than anything else but they have rapidly expanded to the front. The wide range systems are being brought about in the sound picture field just as rapidly. People are going to ask why they can't get the same quality in their homes. This is another example for you and I still feel that there may be competitive limits which will force us in this direction. You are familiar with some of the experiments which have been made in connection with the wired radio systems and particularly through the power lines. These people have one big advantage in that they do not have to resort to advertising lines during the program. It will be perfectly logical for them to get wide band transmission with the best of quality. If they do that, you will immediately find yourselves faced with the necessity of following their course, but the reaction on radio would be extremely far reaching. It seems to me that the 10 k. c. intervals between stations is one of the most stable influences in broadcasting today. This has brought out in our review of the broadcast field. I do not believe at the present time that research objectives constitute a foundation on which to build. One idea which might deserve consideration is to split the bauds from 7500 or from 7000 to 3000 cycles. When you are in the immediate vicinity of a high power station you can tune the receiver noise level down. The local side bands overlap any of this interference and you can now approach 7000 cycle reproduction. When you are at some distance from the transmitter, however, there is a point where you have to consider adjacent channel stations of somewhat equal intensity and the job would be to close down this band pass to 3000 cycles which is all you are getting now and is a reasonably accepted standard. You get then freedom from noise and it is working in practice.

"These are just some of the ideas of practical steps that can be taken. One of the problems of this job is to outline the program and nobody can outline the program at the present time. It is difficult to sell some of these people, to give them the picture, because it is not possible to outline the whole program from the beginning. This matter calls for a research undertaking but I think the immediate thing is that we appreciate the necessity of some academic attack on the common objectives of the industry. We pledge ourselves to it and while I do not believe that there will be a revolution, nevertheless, I believe that as time goes by and we look back on what we have accomplished and where we have proceeded from, we will regard this movement as one of the most constructive steps that has been taken by the industry. I hope I have said enough to prompt some of you to get on your feet and comment on this thing."

CHAIRMAN: "I think the Engineering Committee fully understands the purposes even if some of the rest of the people here did not grasp that from the way you spoke. I doubt I would ask any questions here."

MR. NELSON: "I have been hoping that somebody would discuss the matter on a half dozen or so angles. Since there has not been a disagreement, there may be something in it after all."

MR. HORN: "A fair standard for transmitter and receiver would help out an improvement in the industry."

CHAIRMAN: "Is there any further discussion?"

CHAIRMAN: "I would like to suggest, realizing that it

has a great many problems, both technical and political, the idea of transmitting the carrier and one side band."

MR. NELSON: "That is a suggestion which has been advanced again and again. There are complications which all of you should realize. A lengthy mathematical derivation of this subject would be in order but I want to give you an angle on some of the complications here. In the first place the carrier, two side band, system is the natural way to do this job. The ordinary carrier is modulated so that the distortionless detection is possible. Just as soon as you subtract one of these components you have taken away something from that wave and you no longer have a distortionless system. Unless you do something you will find you are introducing a lot of distortion. In telephone plants where many of this kind are in use, the way it is overcome is to employ a very large carrier in the demodulating tubes because this single side band and the second order terms produce much distortion. Distortion components are in that way rendered negligible. There is a problem you are going to face; for to employ carriers of large power, we are going to have to have a special kind of receiving equipment not now available. While it is technically possible, I hesitate to adopt it at the present time for some of the reasons mentioned above. One of the merits of this is the fact that we can use existing receivers if you have 3,000 cycle reception."

CHAIRMAN: "If we are going to get out, we will have to limit these discussions. Your Engineering Committee, as Mr. Nelson told you has already had several meetings with R.M.A. concerning transmitter manufacturing and are rapidly working toward a set of acceptable standards. We have canvassed all of the members of the N.A.B. and expect to get answers from them to determine exactly what the broadcast studios want and how they feel about various standards. At our next meeting we hope to discuss a complete analysis on the existing set-up and the possibility of establishing definite standards in regards to certain specific phases of it. To get on with the program, there has been a great deal of discussion recently on antennas. Mr. Harmon of Westinghouse Electric and Manufacturing Company has a discussion on that subject."

BROADCASTING ANTENNA DEVELOPMENTS

By R. N. HARMON

MR. HARMON: "I am going to present a very brief discussion of the various types of antennas which might be used for various types of problems as they may come up before the stations. I will then answer a number of definite questions which may propose a more desirable way of meeting antenna problems in general."

(Mr. Harmon illustrated various antennas and discussed them.)

CHAIRMAN: "Mr. C. B. Aiken of the Bell Telephone Laboratories is with us. He will discuss synchronization."

SYNCHRONIZATION DEVELOPMENTS

By C. B. AIKEN

MR. AIKEN: "Synchronization is about eight years old now. About that long ago we made our first efforts to synchronize on the same wave. This was done almost concurrently in England and Germany and other countries shortly afterward. The English experiments were particularly interesting because of the experiments of P. P. Eckersley. Captain Eckersley's first experiments were made on two stations, thirty miles apart in England. We know what synchronization is and have a pretty clear conception of synchronized transmission. We know that it is very closely related to transmission and it becomes recognized that distortion in the mid-air between the two synchronized stations, fifty miles apart, is unavoidable and that there is nothing that can be done to eliminate such distorted reception. The matter is one of field strength. We predict whether or not there should be distortion in mid-air. If there is any slip in synchronization, of course conditions are much worse than they are when everything is as carefully controlled. You have probably heard the type of distur-

tion you get in between synchronized stations. At times the reproduction is very distorted so that it is quite impossible to listen to a program without real discomfort. At other times it will improve and be good. A good deal of work has been done in studying what constitutes permissible value, and the ratio is four to one. Four times the strength on the other side gives quite good reception. Careful tests made by skilled observers can get no distortion on such conditions but it is very probable that three to one is satisfactory in most cases. If the carrier frequencies of two stations differ slightly you get added effects, requiring a ratio of something like ten to one.

"To synchronize stations in one region there cannot be any appreciable frequency difference in transmitting the same program. There is another great advantage to be obtained by the use of a linear detector, since that type of a receiver gives an independent carrier ratio on a detector—that is, unless you have automatic gain control. Automatic gain control affects this factor, sometimes.

"In the early days of synchronization, it was very difficult to keep within a small fraction of a cycle and maintain control of carrier frequencies over entirely indefinite periods. Two such systems are available and make it possible to hold in synchronism two stations which are a few miles apart. You may not, of course, have too much time delay between programs for the requirements are very rigid. A plan for synchronization is available and the problem is more one that is up to the industry to vote for commercial application than it is to the engineering division to further improve the technical aspects of the equipment, for they are well ahead of the game.

"There has recently been discovered a synchronizing system whereby it is possible to limit the distortion between stations ten miles apart. That, I think is the present picture of the possibility of synchronization."

MR. HARMON: "As some of you know, the Westinghouse station has been operated since 1926 under certain circumstances. The wire line systems used have a carrier frequency band of 27 k.c. We have very little difficulty in synchronization of these two stations and they are still being operated today."

MR. NELSON: "With regards to Mr. Aiken's statements, I feel they may be lost in the large amount of very interesting discussions of the very interesting difficulties being encountered in synchronization. There have been a large number of organizations devoted to this particular problem and I hope it can be safely said that from a technical standpoint that what you need today is a synchronized job which can be made available and perfected to an extent for practical operation. The matter now becomes a problem of the industry to appreciate new instruments which would make it possible for them to improve the amount of service they are giving the country at large. There are two factors necessary for progress in this line. One problem that has to be worked out nontechnically is that of assuring cooperation between the various stations involved on a given channel, for example, because that is the soundest way to proceed. Certainly we cannot say that the time has arrived to give up the clear channels for such purposes and the value of application where such stations must exist lies on the regional channels. Under the new deal, there ought to be no difficulty in securing synchronization along this line. The outlook for synchronization is very bright; the treatment is up to you."

MR. LOYET: "I would like to say a little bit on the synchronization plan. I would like to point out that we offered to do that when first synchronization was introduced and suggested with both diagrams and paper talk that you could discriminate against one station and another by means of ground loop or antenna and I don't believe we ever received a letter from a single listener that they had improved a station. If he can get results, he isn't going to put up a complicated lay-out to receive one station. He will be satisfied with the rest of the stations he can get regardless of signals. So anybody offering use of the idea of changing receiver design in order to pick up stations is going to be laboring under difficulties."

CHAIRMAN: "Any further discussion?"

MR. FOSS: "May I ask Dr. Jolliffe regarding this synchronization plan—if he has any comments to make as far as the Commission is concerned?"

DR. JOLLIFFE: "I was hoping I was going to get out of this discussion. I wish to point out expressly what Mr. Nelson says. We are interested in bringing about a study of the systems of broadcasting. There are many individual cases which from an economy standpoint or listener's standpoint might give better attention to the question without hurting too many people. These few people involve considerable public interest.

"Consequently in applying this in allocation, we must watch New York and immediate service areas of stations of clear channel class. However, in the local channel class, there is the possibility of considerable improvement in the locations that were originally made and there are some bad spots. Many bad spots could be improved by improving the frequency control. A large amount of improvement was noted with respect to reducing the frequency control from 500 to 50 cycles. We now have further increases in the service area of some of these stations which must come about from their own efforts in further frequency control. If they can get frequency control they have improved their service area or added listeners to their improved service. In other words, in the regional or local class, synchronized experiments expand a station. On the clear channel synchronization, there is apt to be more than one station on, which will decrease the quality of that channel whether it be to a small number of people or to a large number of people. Synchronization comes about in the class of channel you are working on."

CHAIRMAN: "I think we will have to call a halt in the discussion of that. The next business is that of the North American Conference and Mr. J. W. Baldwin of the N.A.B. is going to tell us something about that."

NORTH AMERICAN CONFERENCE

By JAMES W. BALDWIN

MR. BALDWIN: "Gentlemen, there could not be a more opportune time than this to talk to a group of engineers who are seriously interested in the art of broadcasting. The duties of the station executives, embracing as they do, matters concerning commercial accounts, program construction and public policy should never be minimized but the fact remains that radio engineers must provide the vehicle without which all other labor goes for naught.

"Never in the history of American broadcasting have you gentlemen of the Engineering fraternity had so great a responsibility for the future of American broadcasting as now. This fact has been forcefully emphasized at the meetings, which have been held in Washington, since late in February, preparatory to the Central and North American Radio Conference, which will convene in Mexico City on July 10th.

"By reason of a strict injunction of secrecy imposed upon the participants by the Department of State, we have been unable to inform the membership concerning matters of greatest importance to every broadcaster in the United States. Our protests against the injunction of secrecy were unavailing.

"At the outset we filed a statement of our position, declaring in substance, for a widening of the broadcast band so as to include 10 carrier frequencies below 550 k.c. and opposing the use of any frequencies above 1500 kc as compensation for frequencies in the band 550 k.c.—1500 k.c. that may be given to other countries. Our statement was supported by all the technical data that could be made ready in the time allowed.

"One of our most serious handicaps has been the lack of sufficient technical data to mould public policies. We know that the whole weight of scientific research favors the use of low frequencies for broadcasting. But it is nevertheless incumbent upon us to build a record of quantitative data that will be overwhelming in the minds of those whose responsibility it is to shape government policies.

"Let me say to you at this point that the N.A.B. has at its headquarters a radio engineer of whom the membership can justly be proud. I know that I reflect the opinion of many when I say that J. C. McNary will travel far in the

field of radio engineering. He has been of inestimable value in the preparation of technical data for the prosecution of our aims and purposes before the United States delegates. And of even greater importance—he has before him a program for the collection of further data upon which must depend in large measure the future of our broadcasting structure. You will find Mr. McNary an able and willing leader, but the burden is too great for any one man. He needs the complete cooperation of every one of you.

“Upon the success or failure of this line of attack depends whether broadcasting shall use frequencies, the propagation characteristics of which can justify the necessary investment of capital or whether broadcast stations shall become mere community phonograph stations. This must be so for broadcasters today are working in a band that is crowded. And within a few days duly appointed representatives of the United States will listen to the demands of Mexico, Cuba, Honduras, Nicaragua, Guatemala, Costa Rica, and Salvador for a place in that band. Neither of these countries have a single exclusive frequency under any treaty or other agreement. We are not informed as to what their demands will be. We do know their demands will be backed by the pride of their nation—a factor which certainly does not introduce a minus sign in the equation.

“The all important question is—How may their demands be complied with? Will the number of American broadcast stations be reduced so as to allow other countries a part of the frequencies in the existing band? Or will the broadcast band be enlarged to provide for the demands of other countries? If the broadcast band is enlarged, will it be extended above 1500 k.c. or below 550 k.c.?

“If the band is extended below 550 k.c. it will be done over the protest of the government and private mobile interests. These interests, including the Navy and Army, Aeronautical Radio, Inc., U. S. Shipping Board, U. S. Ship Owners' Association, Inc., Coast Guard and Marine radio operating companies, have been able to climax their activities against American broadcasters, with a joint appeal to the Secretary of State, which, I am informed, bears the signatures of the Secretary of the Navy, the Secretary of War, the Secretary of the Treasury, the Secretary of Commerce, the Secretary of Agriculture, the Postmaster General, and the Chairman of the U. S. Shipping Board. All of which may mean that broadcasters are just waifs in the storm.

“These same interests have not opposed an extension of the broadcast band above 1500 k.c. to include 1640 k.c.

“We have doggedly fought for the use of low frequencies for broadcasting. We have urged the responsible government officials to recognize the trends in Europe toward the use of low frequencies for broadcasting, and to make provision for the establishment of prior rights, in the United States, in the same low bands. We have endeavored to point out the lack of coordination of related government radio activities whose demands for channels are so great. We have challenged the use by shipping interests and government departments of equipment which, by reason of its antiquity and poor quality, requires a space in which to work that cannot be justified by the present state of the art.

“We confidently believe we have built a record that cannot forever be ignored and upon which the industry can continue to build with an eye to the world convention in Cairo in 1937. The lack of adequate preparation spelled failure at Madrid in 1932. The decisions made at Madrid have been millstones in the preparation for the Conference at Mexico City. There is no reason to make the same mistake twice. I have every confidence that you can and will give your best toward building a record based on research that cannot fail to shape future policies of the government which affect broadcasting.”

CHAIRMAN: “Gentlemen, this subject of the North American Conference is now open for discussion. Everyone should realize its importance; as Mr. Baldwin has pointed out its purposes have been more or less of a secret nature. His collection of data has been without some of your knowledge. If you have any comments to make at this time or any questions to ask, Mr. Baldwin will be glad to take care of them.”

MR. FOSS: “I recognize the fact that we all have had the problem of being able to widen the band and I also recognize the fact, and I guess you all do, that we would like to

widen the band from 550 down, due to the fine propagation characteristic. I am wondering if the National Association wants the comments of this meeting to go on record. Personally, I feel as though we should make some kind of a statement recommending that the Association do all in its power to widen the band and expand the number of channels even from 1500 up if necessary. I may be wrong and suppose the Association does not want an expression at this meeting at all. I would like to hear from someone else on the subject. I feel that if we widen the band, or if we have a part in it, we are going at least to accomplish something which in 1937 at Cairo can perhaps be readjusted with the proper investigation Mr. Baldwin called for. I am not in favor of 1500 k.c. up, but I think it would be better than nothing.”

MR. BALDWIN: “The Association is on record as opposing frequencies above 1500 k.c. in lieu of frequencies in the band 550-1500 k.c. We have agreed that from an interference point of view there is no objection to extending the band to 1640 k.c. I think it would be an error for the National Association of Broadcasters to agree to an expansion of the broadcast band over 1640 k.c. because I think by doing that it would establish a precedent. You know it is impossible to use frequencies above 1500 k.c. in lieu of what we have and do it successfully. I think it would be a very dangerous precedent.”

MR. FOSS: “I do not question that, but thought we would rather have 1500 k.c. than nothing. The one thing I am thinking of is the very strong drive that is going to be made for 1650 k.c. by the other interests and we must recognize this fact. It is important to answer the question for the reason that no one to my knowledge has any idea what the North American countries want in the way of frequencies. If these facts were known, it would be possible to answer the question. If, for example, it were not for the noise level, we would be willing to use 1500 k.c. up, but, so far as American broadcasters using them for what they now use and which is to be given to the Republic of Mexico, then that is a much more serious question.”

MR. BALDWIN: “I think perhaps you misunderstood me. I did not mean that we could not give up 1500 to 1650 and take from 1500 to 1000. I meant that the general band be widened at this conference, if possible. I think perhaps interests in our own country might protect us from giving these frequencies. I am taking exceptions, making statements—perhaps offering too much discussion on the subject.”

MR. JANSKY: “I think some one who has had the opportunity like I have to see the magnitude of the problem which is confronting the Association in connection with the North American Conference, ought to get up here and say something about the splendid work that Mr. Baldwin and Mr. McNary have been doing on this subject. I am frank to state that there is not a single broadcaster who realizes the problem he is up against but that the headquarters at Washington are doing their very best to save the American broadcasting industry from what may be a striking blow. I appreciate what this industry is up against from the standpoint of coming out at this North American Conference with a whole scalp. I am not going to comment upon the relative value of frequencies above or below; if the broadcast industry does not know by this time, that is too bad, but there are secret forces at work to prevent any widening of the broadcast band at this time. I do think that it is important that the industry appreciate that Mr. McNary and Mr. Baldwin are doing the very best they can without the support they ought to have from the broadcast industry in what is to be an extremely difficult situation.”

CHAIRMAN: “We had better go to the next subject. We have been discussing some value of frequencies and Dr. Dellinger has some facts to give us.”

PROPAGATION CHARACTERISTICS

By DR. J. H. DELLINGER

DR. DELLINGER: “Chairman and gentlemen, I will say a few words about the status of this subject. The subject is one of basic physical data. I think that the development of standards in your field is unavoidable because of the tremen-

dous complicated problem that you have. In order to determine what constitutes acceptable signal intensity, or what constitutes tolerable interference, and what are the frequencies that should be allowed in broadcasting, and what frequencies should be used in a practical combination of distance and other rules of these problems, involve in one passing day a great variety of other problems, psychological problems and practical problems. These factors are all very complicated in the particular one which I wish to discuss.

"It appeared, from the preparatory work for this North American Conference that it would be desirable to get as clear a statement as might be possible of that one side of the problem—the physical facts,—and that was done by a small committee that was appointed in connection with the preparation for the North American Conference. That committee has turned out a report which sets forth an issue which I think will be of use to you. It turns out to be more clear and distinct than we hoped at the start.

"There has not been any place to which you could turn to find out definitely the specific relative values of the various frequencies of the broadcast band and the frequencies adjacent thereto. It has become possible to take known facts and give you a definite answer to those questions. A little work of this kind was done at the Madrid Conference and it was thought that it would be helpful if some definite statement be compiled to give the actual field intensities at the frequencies concerned in broadcasting. The results of that work are contained in a paper published in the July issue of the Proceedings of the I. R. E. This report of the American Committee which I am talking about will also be published later in the Proceedings.

"This American Committee has developed the subject considerably further. What we did was first to check available data and plot curves giving the field intensities at distances from zero to 6,000 kilometers and frequencies from 150 k.c. to 1700 k.c., those being the limits of the range in which you are presumably interested. This work also includes figures giving the variation with frequency for interference with reception of signals caused by static and other noise such as electrical interference, receiving set noise, etc. The data included in this report are based on all the facts we could get our hands on. Data has been obtained both in this country and in other countries and covers all of the theoretical work that has been done. A number of things stand out and I will just mention a few of the high spots. In the first place you have to untangle the difference as between day propagation and night propagation. Up to a certain distance in the daytime, the transmission is only ground wave transmission and for night, ground wave transmission conditions are pretty uniform and we put down definite curves giving the intensities at the various frequencies. It is those ground wave curves which give you values which vary with the different frequencies. Ground conductivity varies from sea water to the worst ground conditions we have. It turns out from the data we have collected that the distance of transmission at night is independent of ground conductivity and independent of frequency and that is distinctly brought out in the data that we compiled, and seems to be quite well substantiated.

"The day and night distances vary from about 40 kilometers for the lower conductivity and the higher frequencies to about 400 kilometers for the higher conductances and the lower frequencies. At greater distances than those, the sky wave predominates and the ground wave is negligible at the receiver so that it fades both day and night. We have some data showing that and it seems to be a reliable conclusion. To this fading distance both day and night, the received intensity approaches ground values. The report giving this compilation, we also have plotted the field intensity curves on a larger scale for the short distances. For distances up to about one hundred and fifty miles the curves show the received intensities for the various frequencies. These curves will be of use to you in collecting service areas data and that sort of thing. As I said they are pretty reliable and you can apply them to any particular example and you will find that they check. I might summarize that in this part of the data we assimilated some rather complicated sets of phenomena and the few points I have mentioned, together with the curves enable you to check phenomena and write down something which will apply and give you some actual facts for propaga-

tion in different cases. When you come to consider the limitations imposed by noise and the very seriousness of noise, the problem is even more complicated. By checking such facts as we have, as I said, we have worked out curves giving the distance at which you get a useable signal for various values of noise level, which corresponds to various localities for various assumed regions signal intensity to noise, for different powers.

"Mr. Chairman, to go into any further detail of the matter of data available on this acceptable signal for different regions of signal intensity to noise, etc., would take ten or fifteen minutes. I am not sure whether it would be desirable to do that. Perhaps it might be well to terminate my presentation here and I would be glad to carry on further if it is interesting to you."

CHAIRMAN: "You said the curves are available?"

DR. DELLINGER: "The report of this committee was sent out by the Federal Radio Commission and I presume that they have some copies for anyone who is especially interested. The document has been sent in to the Proceedings. Just what particular issue it will appear in, I do not know."

DR. JOLLIFFE: "As far as copies are concerned, we have a very limited number."

CHAIRMAN: "I think that answers a lot of questions on frequency valuation and points out a lot of things quite clearly. We are all interested in being able to secure the information. Before we go into this next discussion, which I am sure will break up the meeting, I want to get a picture of the entire group."

CHAIRMAN: "Gentlemen, this next subject is of great interest to a number of people. It has been put on the program because it has been discussed quite a bit and promptly everyone began writing about it. The subject is power increases for local and regional stations and may go on for several hours. It is now eight minutes of one. A motion to adjourn now for luncheon is made; possibly you would like to go right into the discussion of it."

Upon motion, it was decided to continue the meeting.

CHAIRMAN: "Mr. Bridges WEBC will open the discussion."

POWER INCREASES FOR LOCAL AND REGIONAL STATIONS

By W. C. BRIDGES

MR. BRIDGES: "I am here as an advocate of higher power on regional channel frequencies, because of a conviction that only through a substantial increase in power will we be able to continue meeting the demands put upon us by our present audiences.

"Unquestionably, regional stations have suffered a loss of many listeners since the general advance by cleared channel stations to 50 kilowatts. If nothing is done, I am convinced that we shall soon find ourselves in more difficult circumstances. Under the American plan of broadcasting, we are largely dependent on advertising revenue to meet the cost of operation. This being true, when a station finds itself with income reduced, due to lack of advertising, eventually it will have to cut costs. This will be rapidly reflected in the quality of service. As the quality of service falls, listeners tend to look elsewhere for what they have come to expect, and the advertisers remaining will soon be found spending less money with the stations thus affected.

"I am not suggesting that cleared channel stations be limited as to power, or otherwise regulated beyond what is true of the present. However, with standards of performance changed, since the Federal Radio Commission set 1 kilowatt as the upper night-time limit on regional frequencies, our position as a group has been placed at a disadvantage due to the fact that cleared channel stations have been able to multiply their original figure of 5 kilowatts.

"Broadcasting is now an established medium for advertising. It is no longer an experiment, and, therefore, has its place in modern business. But old claims for coverage will have difficulty in standing up under field strength surveys, not to mention listener-preference investigations. These surveys

are being made and more will follow and be employed by advertising agencies in behalf of their clients.

"The large national advertiser already has his suspicions as to claims for coverage, and is after the truth. He knows that the listener will, with few exceptions, tune to the stations affording programs most free of interference. A few years ago, atmospheric and man-made electrical disturbance was tolerated to a degree hard to comprehend today. All of which indicates that with new standards of performance, something will have to be done, and done soon, if we would maintain our present rate cards.

"WLW is called the nation's station by its announcers. We have also heard cleared channels spoken of as national channels, giving the impression that such stations not only carry programs of a more broad or national interest than others, but also actually serve the entire nation, or a large part of it.

"The designation "regional station" I understand as indicating one covering the interests of a given trade area or community possessing common problems and capable of reaching listeners in an adequate manner. A local station may be presumed to cover a limited area as, for instance, a small city,—the intent being to take care of matters of peculiar interest to listeners residing therein.

"When the Federal Radio Commission gave consideration to regional coverage, it doubtless concluded that 1 kilowatt was sufficient and that one-tenth of a kilowatt would be satisfactory where local coverage only was desired, while cleared channel stations were given 5 kilowatts. However, it appears that 5 kilowatts was found to be insufficient, and although a quota charge of 5 units was made against each full-time station of that power, this charge was not changed when such stations increased power to 10, 25, or 50 kilowatts. It would seem, therefore, that no quota difficulty should arise for stations of other classifications, if there is economic, social, and engineering justification for a general increase in power. I believe economic and engineering evidence is available to substantiate the contention of many that the Commission should modify its orders, so as to increase power on regional and local frequencies.

"Given a sufficient increase, these stations will be able to regain much lost ground, for the reason that their programs have or should have many items of local and sectional interest not carried by cleared channel stations. By thus bringing back original scope and cementing their audiences, the revenue will return to pay for improved output, for advertisers will find that after all five or six, 50 or 500 kilowatt stations won't do the job any more than will a Chicago paper take the place of one published in Duluth.

"The North American Conference on Radio to be held in Mexico City may result in some change in the present allocation or frequencies in the United States. But it would seem that power increases or other improvements in public interest should not be delayed on that account.

"I firmly believe that the American plan as opposed to the British, Canadian or any other is superior and best suited to our temperament. However, the relative standing of local and regional stations must be maintained with that of the cleared channel station if we would continue broadcasting in private and not governmental hands—otherwise a strong bar will be let down to those advocating public ownership and operation.

"That we may continue the American plan with greater profit to the public and to the industry, I ask for regional and local stations with the privilege of improving service through a more just and scientific allocation of power.

"With your permission, I now present C. B. Persons, WEBC's engineer who will continue along more strictly engineering lines."

POWER INCREASES FOR LOCAL AND REGIONAL STATIONS

By C. B. PERSONS

MR. PERSONS: "I am employed by Station WEBC, which operates on a frequency of 1290 kilocycles, a channel shared by six other stations. WEBC's power output is 1 kilowatt at night and 2½ kilowatts daytime. WEBC is located

at what is known as the Head-of-the-Great Lakes—the western most part of Lake Superior. WEBC has studios in both Duluth, Minnesota and Superior, Wisconsin—these cities being separated by the St. Louis River. The transmitter is located two miles from the business district of Superior and six miles from the business district of Duluth. The total population of Duluth and Superior is approximately 150,000.

"While many of the statements I will make apply specifically to Station WEBC, I believe that these statements will apply in a degree to all regional stations. I am not acquainted with the problems of local or cleared channel stations, or stations on frequencies lower than 1000 k.c. It is my intention to discuss two general facts. First, the fact that the present power allocations to regional stations are inadequate. Second, that higher power levels for regional stations will not create an undesirable situation.

"The present power levels allowed regional stations are either wholly inadequate or else the term "regional station" has been misapplied. My interpretation of the expression "regional station" is a station giving serviceable signal to all listeners in the city in which it is located, and in the trade area of that city. A local station then would be a station giving a serviceable signal to all listeners within the city in which it is located. The Federal Radio Commission has designated some forty channels, as "cleared channels." Because cleared channel operation provides possibilities not found in other services for long distance transmission, I would say that the particular field of usefulness of a cleared channel station would be to give national coverage, or to give a serviceable signal to all listeners within the country in which it is located.

"With the possible exception of a few local stations in small cities, I can think of no instances where these definitions are borne out in practice. Yet, I cannot believe that the Federal Radio Commission has intended other meanings for the words "cleared channel," "regional" and "local." To expect a regional station to only give local coverage and a national station to give regional coverage, with occasional national coverage, is not in keeping with the apparent intended meaning of those words.

"Suppose we proceed on the basis that the term regional station means a station that gives a serviceable signal to all listeners within the trade area of the city in which the station is located. I would define the term "trade area" as the area surrounding a city, from which the merchants of that city draw their trade. It is the area from which people travel to a particular city to buy and sell, and these people are bound to that city by social and political ties. When a merchant in a city places advertising, he does so with the view of reaching all people who are likely to come to his establishment. This means that he must reach, in addition to inhabitants of the city in which he is located, the inhabitants of the surrounding trade area. When the average city merchant, wholesaler or manufacturer chooses radio advertising, he attempts to choose a radio station that effectively covers the territory from which he draws his trade. This type station is logically the regional station. He assumes that the regional station reaches all inhabitants of his trade area. He is told by station solicitors that the station covers that territory, and he is charged for his advertising on the basis of trade area coverage.

"But do regional stations lay down a serviceable signal over their trade area? In our case, I have grave doubts. This is a point over which there is constant conflict between the Commercial Department and my department. The solicitors, in good faith, represent the station as giving a trade area coverage, and when they get a kick back from the advertiser, it is passed along to me with resulting arguments. If we were giving good trade area service, there would be no kick backs from advertisers, or complaints from listeners.

"Now the question immediately arises in one's mind: Is WEBC's transmitter operating so inefficiently as to lay down a field strength below that recognized as average for stations of our power? I can quickly dispose of that possibility. Because of what appears to be a very favorable location, our transmitter lays down a field strength of 200 millivolts per meter, at a distance of one mile, with an antenna input power of 1 kilowatt. The generally accepted standard for antenna input powers of 1 kilowatt at a distance of one mile is 125 millivolts per meter. We find ourselves doing a somewhat

better job than the average. Still, appearances are that we are not giving trade area coverage.

"The remaining possibility is that the signal reaching the listener is not adequate for the kind of service we are supposed to give. When an advertiser engages the services of our station, he expects the station to bring his message to his customers or potential customers clearly and understandably at the time he contracts for. The advertiser cannot be expected to anticipate times when portions of his customers or listeners will be unable to receive his message, because of local interference, and contract for time accordingly. The advertiser selects the time when he believes he will have the attention of the type of audience most interested in his product. It is the job of the station to bring the advertiser's message to all listeners in the trade area of that station well enough to override local interference, so that these listeners may listen to the advertiser's message if they so desire. And this must be possible at any hour of the day or night.

"Extensive observations convince us that when using an antenna input power of 1 kilowatt, the true service range or where our signals can be received absolutely, is about 1½ miles, or a field intensity of greater than 100 millivolts per meter. We find that we give fairly good service up to a point where the field strength drops to 25 millivolts per meter, which is about 5 miles. At points where the field strength is less than 25 millivolts, the listener may listen to us and he may not, depending on the extent of static and induction noises. The advertiser may reach customers outside of the 5 mile circle, and he may not. Remember, I am speaking of good noise free service. That is the kind listeners expect, and that is the kind of service radio advertisers are beginning to expect and the only kind they are going to continue to pay for.

"We give good service up to 5 miles, with an antenna input power of 1 kilowatt. Some of the heavily populated suburbs of the cities in which we are located are 10 miles from our plant. The trade area of these cities has a radius of about 75 miles. For us to expect to increase our power output so that listeners on the outer edge of our trade area circle receive a 25 millivolt per meter signal, is a little beyond our present hopes. However, such service appears to be the ultimate, and any step toward that end is a step in the right direction.

"It is our feeling that if, as the next step, we could move the 25 millivolt line out so that it at least includes the cities in which we are located, we could be temporarily relieved of the pressure being brought to bear on us by listeners and advertising clients. This would mean a five-fold increase in power. Our present power is 1 kilowatt night, 2½ kilowatts day. A five-fold increase would make 5 kilowatts night, and 12½ kilowatts during the day.

"Now I want to point out why increased power to regionals will not create an undesirable situation. I am told that when a station increases its power, the blanket area of that station expands and the station becomes a nuisance to a greater number of listeners. As many regional stations are now located near the centers of population, this may seem, at first thought, to be an obstacle in the path of high power. I have been told that the blanket area of a station is the area around the station where the field intensity is greater than 100 millivolts per meter. I am also told that blanketing means that a station's signal arrives at the receiver with such intensity that the set cannot tune that station out within plus or minus 50 kilocycles of that station's frequency. Personal experience shows me that when using a modern receiver, a 100 millivolt signal does not cause blanketing. Neither would a five-fold power increase in any transmitter or 2¼ times 100 millivolts cause blanketing.

"Laboratory curves show that the average 1931-32 superheterodyne receiver has selectivity such that the ratio of response of wanted to unwanted signals is in the order of 50,000 to 100,000, where the difference in frequency is 50 kilocycles. This is not the ultimate. Better selectivity will be available when it is needed.

"I realize that there are a number of obsolete tuned radio frequency single circuit and crystal receivers in use, and of course they are not as selective as a superheterodyne receiver. If there were a general movement toward higher power, the owners of these sets might protest. In answer to that argument, I want to read a quotation from an article in March,

1933 issue of "Electronics" written by Mr. C. W. Horn, Chief Engineer of the National Broadcasting Company: 'To refuse or make impossible improved service to a large number of listeners, because there are still a number of obsolete receivers in use, controverts all ideas of progress. For there to be no progress until these obsolete receivers fall to pieces or die of old age is utterly unreasonable. Just as manufacturers will not build improved receivers unless there is demand for them, just so will there be no improvement in general reception conditions until a situation is created whereby these few obsolete receiving sets must be replaced. A broadcasting station is intended to serve the public, which I interpret to mean the great majority and not a selected few. For this reason, I feel that the Federal Radio Commission could very well change its requirements, and classify areas having 1000 or more millivolts per meter as blanket areas, instead of a figure 100 millivolts as at present. Radio manufacturers will give added attention to more complete shielding and selectivity of receiving sets, so that in time even 1000 millivolts can be exceeded.'

"The quality of receivers has improved to a point where the old 100 millivolt blanket area no longer holds. Therefore, regional stations should be able to increase their power, and remain in the same location without fear of blanketing. Another cry against higher power for regionals is the assertion that heterodyned interference between regionals on the same channel would be worse. This fact was a real menace a few years ago. However, today we find transmitters maintaining their frequency closer than 50 cycles, thus eliminating the penetrating beat note audible on some parts of the dial. And we also find that the percentage of modulation is increased from 30 or 40% to 80 to 100%.

"The total effect of these two improvements is to eliminate the nuisance type of interference and replace it with simple cross-talk. Cross-talk from channel sharing stations has never concerned us overly much. Such cross-talk that does interfere with our programs, only shows up a few hours during some evenings, and comes almost entirely from one station. Where cross talk causes difficulty, I suggest the use of reflecting system to concentrate the energy where it is most needed. It happens in our case that approximately 80% of our audience lies northwest of our plant. With increased power available and if it were so stipulated, we would install a reflector in such a way that the field intensity east, south and west of our transmitter remains substantially the same as it is at present, while a gain in signal intensity would be realized northwest of our plant, a place where it is most needed. Other stations on our channel are east, south, and west of our plant. In other words, the signal would be reflected away from the other stations on our channel.

"It has been argued that because of the presence of the fading ring, where sky wave and ground wave meet with such intensity as to cause severe fading, increases in power, being unable to correct this, would be useless. Stations on frequencies higher than 1000 k.c. are likely to find this fading ring well within their trade area. Recent investigations have revealed that this effect can be reduced through proper antenna design at the transmitter. In addition, automatic volume control on receiving sets has helped to still further reduce the unpleasantness of fading.

"Another angle to the interference problem is this: cleared channel stations have increased their power. If regionals and locals increased their power, we would find all signals arrive at the listeners receiving set at a higher level than say three years ago. What would be the effect? Just this. The listener would decrease the sensitivity of his set. The signal in the speaker would be the same, but static and induction noises would be decreased. If that process could be carried far enough, the listener could decrease the sensitivity of his set so far that static and other noises would completely disappear.

"Now to sum up: regional stations are supposed to lay down a serviceable signal over the trade area of the city in which they are located. As things are at present, most or all regional stations give only fair local coverage and fail altogether to give trade area coverage. A five-fold increase in the power of all regional stations would go part way toward improving this situation. The expense of this change should be well within the means of all regional stations. A general increase in station power outputs will not create an undesir-

able condition. The coming of good superheterodyne sets has eliminated the fear of blanketing. Improvement in frequency stability and in the percentage of modulation of transmitters has eliminated the heterodyning from shared channels. Directional radiating systems could be used to reduce cross-talk by shared channel stations. And finally, as cleared channel stations have increased their power from 10 to 100 times, all other classes of stations should increase more or less proportionately to put them back on an equal footing.

"It is our opinion that all regional stations should be allowed to increase their power output to 5 kilowatts night, and 12½ kilowatts daytime. I also have another suggestion, which will be food for thought. Because of high levels of static during portions of the year, why should not regional stations be allowed to use a power of 12½ kilowatts both night and day during the spring and summer. Let the listeners have interference-free reception from as many stations as possible, so they may select programs on their merit alone. Such practice could only work good for American broadcasting.

"The movement for higher power for local and regional stations is yet young. Correspondence with numerous station owners and station managers has shown us that there is a general feeling that regional stations should be granted power increases. It is apparent that individual action will accomplish but little. The Federal Radio Commission is not going to consider raising regional power levels unless they are first convinced that the regional stations want power increases. Action through the N.A.B. is one way of accomplishing this. Our intention this afternoon has been to present briefly a few facts on the general situation, cite a few of our experiences as a regional station, and to attempt to arouse interest in the problems of regional stations."

MR. FOSS: "This particular discussion rather puts me in a bad position and I have got to be careful. A couple of years ago I applied for and got a 5 k.w. transmitter for a station which I built in Portland, Maine, to operate on 1 k.w. At present we have 7 millivolts for the city. I would like to have 25 millivolts across the city. To get 25 to 75 millivolts it looks like 25 to 75 k.w., which is more than Joe Chambers is getting experimentally.

I don't believe that we, as a group, realize how damn near we are to losing what we have. I was hoping someone would give an expression that if we keep what we have in this country we are going to be lucky. I recommend that we do everything in order to keep what we have. I think 2 millivolts is a pretty good signal to have floating around and I am quite happy to use 500 microvolts when I can get it in.

MR. BALDWIN: "In connection with the Davis Amendment, I think all of you, as engineers, know that the apparent meaning of Section 9 as amended is one which speaks of equality of transmission and reception facilities.

"I believe that there isn't one single thing that is more important for the N.A.B. to do than to undertake a real honest effort to have the Davis Amendment repealed at the next session of Congress. If there is any agreement with other countries that results in the listing of a single frequency as an exclusive channel for other countries you can put it down that there is going to be a general reaction of a number of stations in the United States. There is going to be a reaction in the face of the Davis Amendment. You gentlemen might not agree with the method of computing equality as set up by the Federal Radio Commission and you might object.

"As some one has pointed out, a 500 watt station cannot be increased to a 1,000 watt station without interfering with quota charges, as compared with no increase in the charge to quota for a clear channel station of 5,000 watts increasing to 25,000 or 50,000 watts.

"Do not forget that unless we consider these problems seriously, and offer something to the Federal Radio Commission, they never will be changed."

MR. BRIDGES: "I would like to offer a resolution: Whereas, It is the sense of the Engineering Section of the National Association of Broadcasters that power increases for local and regional stations merits study and investigation,

"Be It Resolved, That the Engineering Committee is hereby instructed to investigate and report its findings to the annual convention.

"I would like to ask Mr. Baldwin if he thinks the resolution will accomplish something for us."

MR. BALDWIN: "I think it depends on how much you put into it. You are not going to get out of anything any more than you put into it."

CHAIRMAN: "I will ask that the resolution be read again."

A motion was made and seconded that the resolution be adopted. It was put to a vote, all in favor remaining seated and all opposed rising. The motion was carried.

CHAIRMAN: "A committee will be appointed to study and investigate the power increases for local and regional stations."

MR. HOFFMAN: "Mr. Baldwin has brought out some good points and I would like to offer this resolution.

"Whereas, It is the sense of the Engineering Section of the N.A.B. that the Davis Amendment to the Radio Act of 1927 is unsound from an engineering point of view and is contrary to the laws and nature, be it resolved that we impress upon Congress the necessity for the repeal of this amendment and that, pending the repeal of the Davis Amendment, the Federal Radio Commission be impressed with the necessity for changing its present method of charging so as to allow increases in daytime power without increasing the charge."

CHAIRMAN: "That is rather a broad resolution and I think that should be open to some discussion.

"The resolution would impose an obligation upon us and I think it should be carefully studied before we attempt to correct the commission in its ways with a far-reaching resolution. I think that we should study the matter very carefully before attempting to set us any new standards."

MR. GROVE: "I should like to ask if any one of the members present could express himself on the horizontal increase of power, either daytime or nighttime, and whether it is technically possible from the standpoint of interference. I have been told that horizontal increase of power would cause no additional interference. I do not know and would like someone else to express himself."

CHAIRMAN: "The resolution just passed imposes on the committee the obligation of determining those facts very definitely."

MR. FOSS: "We cannot make recommendations to the Commission unless they are backed up with definite facts. I do not think that any group of the N.A.B. today has enough facts to go on record for the whole association as recommending that the system be changed. Probably we all object to it. I do, and everyone else does. We cannot put ourselves in a position to say something is wrong unless we can offer something that is better and make suggestions."

DR. JOLLIFFE: "I do not care what kind of resolutions the Engineering Section of the N.A.B. passes. I do think that the resolutions which the Engineering Section or any engineering section pass should be based on sound principles. There is one way of getting sound principles and that is studying facts which underly these principles. There has never been presented to the Commission any organized study of transmission data in connection with any case presented to it. Up to the last few months the only organization that has made or attempted to make a study of the engineering principles is the engineering division of the Federal Radio Commission under my direction. If an organization such as this believes those facts are wrong, we are willing to take it under discussion. However, I want to point out that the quota system under which we work was given a lot of consideration. It is not perfect. We know where it is weak probably better than the rest of you, but until we have something better, I insist it is as good as anybody has proposed and we will continue to enforce it. However, if the Engineering Section of the N.A.B. will make an engineering study and present it to the F.R.C. I want to assure you that as long as I am in charge at the F.R.C. it will be given very careful consideration. However, any resolution which may be adopted on the spur of the moment without engineering facts and based on individual cases, I can assure you will be given very little consideration. These, gentlemen, are the facts as they stand to you. The Engineering Division of the Com-

mission wants all the data we can get. We must change our engineering principles or rather our empirical data from time to time as we get more facts. But I want to impress again that we must be shown on the basis of adequate data, adequately analyzed and adequately presented. I just want to use an illustration. During the past few months there has been considerable talk against the selectivity curves used by the Commission in connection with the empirical standards. The selectivity which we took from good data has been obtained for a period of a year. It was subjected to an attack at a meeting of this group and some others at a meeting in New York a few weeks ago and it was presented originally at that meeting to show that this selectivity curve is related to receivers which are several years old. We had the data prepared in a form which we can analyze and I am sorry I do not have it with me here. We drew on what selectivity curves were submitted and those which we use in our empirical standards. Our curves lie between the tuned and the superheterodyne receivers from 1931 to 1933 and I submit that there is where it should lie. That is simply given as illustration of attacks of statements which are made without adequate data. If the men, and they were good engineers, had analyzed the curves and compared them they would have found that out, but it isn't until you get down to an analysis that you get definite facts. Referring to the statement I made that we want all the data any of you have and if our empirical standards are wrong, we will change them,—we will be the first to change them, but we ask that in presenting to the Commission any data or any request for change that it be based on a sound study such as was proposed in the first resolution and that the study consist of adequate data, adequately analyzed and properly presented."

CHAIRMAN: "You have heard some of the facts concerning the Federal Radio Commission. Dr. Jolliffe pointed out that the Commission would be glad to accept a review of facts that we, as a body, can present. I can assure you that represented in this room are the engineers who can present more facts than any other group in the country.

"Is there any further discussion? The subject is still open for discussion."

MR. GILLIN: "Following Dr. Jolliffe's remarks, if the Davis Amendment is unsound, your remarks and the need for facts being brought to the attention of the F.R.C., I think it would be only fitting and proper that the resolution that has already been passed should be a portion of the general resolution to the end that the Engineering Section would get the data, and, if necessary, show that the Davis Amendment is wrong, and also to present an amendment to supplant the Davis Amendment. Because, after all, you are going to have to get something just as good or better as Dr. Jolliffe said or you cannot take the Davis Amendment out."

MR. COHAN: "I would like to take about two minutes to leave a thing or two with the membership of the N.A.B. I think that perhaps there are one or two facts generally overlooked in the functions of the Engineering Division of the N.A.B. This is not a group that gathers every day or every week; it is not a body group of the Association; it is not a group that has a lot of funds available for making intensive surveys or employing people to make them. Mr. McNary, who is now devoting his time to matters for the Association, cannot take under consideration every problem that is brought out and carry it through in a very complete engineering state. I think that if the Engineering Division of the N.A.B. is to get anywhere there should be proposed a better method of operation. The thing I have in mind is that all the stations which are members of the N.A.B. should elect or appoint, or automatically have appointed the chief engineers of every station to assist in whatever engineering work is of importance to the association, the Federal Radio Commission, and the listeners, and, as a method of functioning, allow the chief engineers of all the stations in each zone to select one of their number for direct contact with the Engineering Division of the N.A.B. and in that way there would be five men representing the entire gathering and each man would be the choice of the engineers in his zone. Anyone in any one of the zones having a matter for the engineering operations of the station could submit that to the man in charge of his zone and in turn would clear it through the

division and the headquarters in Washington could refer it to the other four members. Then these five members as a group could decide both the importance of the subject and the extent to which the engineering division of the Association should go in following it through.

"I think that would assist materially in doing just what Dr. Jolliffe has suggested and that is to give him all the engineering information or data we feel is of importance for his consideration and investigation, and not just on the spur of the moment. I would like some discussion as to how the Association feels with regard to such a group of engineers. We all come to the meetings and somebody resolves that we do this, and that the Engineering Division do that, and then the members of that group find that they cannot all get together in one city until four months hence and a year rolls around pretty rapidly. If the members of the Association would take some of this responsibility and cooperate, we would probably get something accomplished."

CHAIRMAN: "We seem to have started out for some discussion."

DR. JOLLIFFE: "I want to say that if this Engineering Section of the N.A.B. is going to make a study, I wish to offer all the data which we have accumulated as being available to the committee for such use as it may desire."

CHAIRMAN: "We certainly appreciate that, Dr. Jolliffe. I think most of us recognize that the Commission you have is certainly most complete as it stands. Mr. Cohan's remarks were quite correct in that for relatively small matters it is almost impossible to get everybody together."

MR. HOFFMAN: "I think that perhaps the best thing would be to withdraw the resolution."

CHAIRMAN: "Would you care to make a modified resolution?"

MR. HOFFMAN: "I assume someone else could make a suitable one."

MR. FOSS: "It does not seem to me that our Committee, as a committee of engineers, should try to suggest to anybody an amendment to take the place of the Davis Amendment. It is a case of not having anything better and I for one, as a member of the committee, would hesitate to voice my views thoroughly on the subject."

CHAIRMAN: "The Engineering Committee could do some work with regard to a revision in so far as we could collect technical and engineering data. I believe that perhaps we could collect enough to point out its many weak spots and we could get a change as a local matter. I think it is within the scope of this section."

MR. FOSS: "Is there a Legislative Committee? I do not know how it would apply. If this information could be referred to them we could revise the resolution that has been passed."

MR. COHAN: "I would like to offer a resolution that the stations in each zone carry out my suggestion and elect one of their number to act in a cooperative manner with the present Engineering Committee of the N.A.B. and that these five men in this group of individuals be a fact-finding committee and that the Engineering Committee take such matters which are referred to it and work them out in cooperation with the Broadcast Committee of the Institute of Radio Engineers."

MR. FOSS: "I second the motion."

CHAIRMAN: "The resolution has been made and seconded. We will put it to a vote. All in favor, raise hands. All opposed? Motion carried."

MR. CAMPBELL: "I have been very much interested in hearing ways and means of spending money. I am interested in saving some money in tube costs. We have at Dallas made some rather extensive studies in costs of tubes and other equipment and have found that tubes have been the only depression proof part of our transmitters. Some way or other should be devised to cut the cost of operation down and I think the Engineering Committee should look into that with a view to obtaining a reduction in transmitter tube costs. Receiving tubes are down to about twenty-five cents a dozen. While the transmitter tubes are about \$1650 each."

CHAIRMAN: "Although this is a little out of line with

the immediate thing before the committee, that is something that I propose be taken up and discussed by the engineers of the N.A.B. They will take some action to accomplish any such results. We did a lot of discussion about that a little while ago. Are we clear on that now?"

"Is that committee proposed by Mr. Cohan to supplant the present Engineering Committee?"

MR. COHAN: "The thought I had was that this would be a committee in the field. It would take the Engineering group of this Association and give each station better representation in the Association in order to carry out the last resolution. I would propose that the National Association of Broadcasters send a ballot to the chief engineers at all the stations who are members of the Association enclosing a list of the chief engineers in that zone and ask the men to vote on whom they want from that zone to represent them in that zone. These five men would bring the matters submitted to them by the chief engineers to the present Engineering Committee and the present Engineering Committee would then review and make whatever comments each might have and submit them to the other men in the four zones. In that way we can eliminate matters that are not terribly important but we can so revise them that we just get the root of the subject and eliminate any possibility off in other directions. The present Engineering Committee could augment the new committee and assist in field work which the present committee is not able to handle. It is possible that certain things would be desirable. If, for example, you were in the fourth zone and have a par-

ticular problem in that zone, the members of the Engineering Committee might be from the first zone and might be more familiar with the problem than the Engineering Committee and, therefore, would be the person you would rest heavily on, on the particular conditions in that zone. The field zone men would not replace the present committee but rather to augment it."

MR. COHAN: "This is not meant to pass the buck, but I move that Mr. McNary, Mr. Chambers and Mr. Loucks, all of whom happen to be in Chicago at the moment, tentatively decide on a number from each zone and submit that list to the other members and see if there are any objections?"

"A motion has been made and seconded and it is required that it be put to a vote. The subject has been discussed. All in favor—all opposed. Motion carried.

"Are there any further subjects to come before this meeting?"

MR. CAMPBELL: "I wish to emphasize what I said a while ago that we feel tube organizations to say the least, would bear investigation. It seems to me that the Engineering Committee should properly undertake such an investigation. This is offered as a suggestion as I think the matter of tube costs deserves serious consideration."

CHAIRMAN: "Gentlemen, this has been by far the biggest turnout I have seen at any meeting. I think that we have gotten more action started. It is moved that we adjourn."

Motion seconded and carried. 2:35 P. M.

The National Association of Broadcasters

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

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NRA TRANSCRIPTION PROGRAMS

A series of 24 five-minute dramatic interludes, electrically transcribed, describing the activities and hopes of the NRA will be made available to broadcasting stations for commercial sponsorship in connection with the "BUY NOW" campaign, now being whipped into shape.

The NAB has agreed with the NRA to call attention of broadcasters to the availability of these programs and you should therefore consider this as official notice of the series.

The NRA will make available to newspapers a series of 24 ads which also may be sponsored locally.

Agreement upon the details of the transcription series was reached following conferences between Charles Michelson, director of publicity, and W. B. Dolph, radio chief, both of the NRA, and which were attended by the Managing Director of the NAB.

The programs are to be released two a week for 12 weeks. They are dramatic, attention arresting program interludes that drive home the importance of the "BUY NOW" campaign and are to be recorded from scripts which have been approved by the NRA. They are to be recorded at 78 r.p.m. and will cover nearly every type of business found in the average community.

The NRA does not have funds to pay for the recording cost, but Mr. G. T. Herzog of Washington, D. C., has volunteered to produce the series at a cost of \$2.50 per record, the production to be done under the supervision of NRA officials.

Stations desiring to make use of these recordings should communicate at once with Mr. G. T. Herzog, 704 National Press Building, Washington, D. C. The cost is \$60.00, plus 5 per cent tax, for the entire series. You may, if you wish, pay for half the series at the time of subscribing and the balance on November 1, 1933, or, have them sent C. O. D., in which case an additional 25 cents per program mailing cost should be added. If you desire to make use of these recordings it is important that you place your order IMMEDIATELY.

NAB CODE HEARING WEDNESDAY

The public hearing on the Code of Fair Competition submitted to the NRA by the National Association of Broadcasters will be held at the Raleigh Hotel at 10 a. m., Wednesday, September 27, with Deputy Administrator Sol A. Rosenblatt presiding.

The NAB Code Committee will hold a meeting on Tuesday, September 26, to consider matters pertaining to the presentation of the broadcasters' case at the hearing. During the week the subcommittee of the Code Committee, consisting of President McCosker, Managing Director Loucks and John W. Guider, counsel, held a series of meetings considering details in connection with the presentation at the public hearing. The NAB Code Committee held a meeting last Monday and considered suggestions offered by members and non-members alike and agreed upon certain changes of a minor nature which will be offered as modifications at the hearing. Principal study is being given to the administrative sections with a view to harmonizing them with the policies of the NRA.

It is likely that conferences between representatives of the industry and labor will be held at the conclusion of the public hearing during which all suggestions offered will be considered.

While there has been little objection to the code from within the industry it is expected that representatives of the American Federation of Musicians, Actors Equity, International Brotherhood of Electrical Workers, and perhaps one or more groups representing phonograph manufacturers and producers will be on hand to testify at the hearing.

At this time it is impossible to state when the code will be finally approved.

BROADCASTERS' GROUPS APPROVE CODE

The Managing Director was notified this week that the broadcasters organizations of Chicago and Los Angeles have approved the Code of Fair Competition as submitted to the NRA by the NAB.

COPYRIGHT EVIDENCE AGAINST ASCAP

In compliance with requests from Oswald F. Schuette, NAB Copyright Director, member broadcasting stations throughout the United States have submitted to him a considerable volume of important evidence of the oppressive copyright methods of the American Society of Composers, Authors and Publishers. Much of this has been obtained from the correspondence files of these stations. Other evidence has been secured from other victims of the ASCAP tactics, such as restaurants, hotels, theatres, and other music users.

This testimony has been collected by Mr. Schuette at the request of the anti-trust and anti-racketeering divisions of the Department of Justice and of the Federal Trade Commission, all of whom are investigating charges against ASCAP. Investigators of the Department of Justice and of the Commission have also visited many stations, although unfortunately it has not been able to send such investigators to all stations.

Stations which have not yet complied with Mr. Schuette's request for such information are urged to search their files at once for correspondence that may reveal the oppressive tactics of ASCAP, as well as to make inquiries in their own communities concerning ASCAP aggression against other enterprises from whom it demands licenses.

CONVENTION PLANS SHAPING UP

Edwin M. Spence, chairman of the NAB Convention Committee, and the Managing Director, will confer over the week end on convention plans. It is hoped that the official program will be completed and ready for announcement early next week.

TO ALL COMMITTEE CHAIRMEN

Chairmen of all NAB Committees will be expected to make reports at the White Sulphur Springs meeting. Each committee report will be listed on the official Convention program. In the event any committee desires to hold a meeting in advance of the opening of the Convention, the chairman should notify his committee members and the Managing Director who will make a meeting room assignment.

IDENTIFICATION CERTIFICATES MAILED

On Friday, September 22nd, every member of the NAB was mailed an identification certificate which will enable him to obtain, when presented to the ticket agent, a round trip railroad ticket to White Sulphur Springs to attend the NAB Convention next month for the price of a one-way ticket plus one-third. If any member has not received his identification certificate, or needs another for some member of his organization, he should write to the Managing Director at once. Full instructions accompanied each certificate, and your ticket agent can no doubt answer any questions which may arise.

NON-MEMBERS INVITED TO CONVENTION

Acting under instructions received from the Board of Directors, the Managing Director has written to all non-member stations inviting them to attend the sessions of the NAB at its annual convention at White Sulphur Springs, October 8, 9, 10 and 11. In view of the desire of the National Recovery Administration to have the National Association of Broadcasters arrange its membership requirements so that all stations can become members, this invitation is particularly significant.

NAME YOUR DELEGATES AND ALTERNATES

There has been mailed to every member a notice, together with a return postcard, addressed to the Managing Director at White Sulphur Springs, pertaining to official representation at the convention in October. It is very important that these post cards be filled out and mailed promptly so that the credentials committee will know whom to recognize from each station.

OF INTEREST TO NEW MEMBERS

The Membership Committee, headed by Sidney H. Bliss, General Manager of WCLO, Janesville, Wisconsin, reports that fifty new members have been obtained since the membership drive was started several weeks ago. For the benefit of these members we desire to announce that they can obtain back numbers of the NAB Reports simply by writing to the Managing Director. Moreover, he has left on hand about a dozen of the black leather five-ring NAB Reports binders, which will be sold to the first applicants, at \$2.00 each—actual cost.

The handbook to hold the Constitution and By-Laws, the Rules and Regulations of the Federal Radio Commission, the NAB list of all stations by frequency, the Securities Act and Regulations, and other matters which may from time to time be issued in similar form, can be obtained from Remington Rand. These handbooks are described as follows: Size 9 x 6, Style Kaset, Binding B. L. G. Leather, 4¼ Small Bar, Auto Back, Capacity 3", No. 251A1943.

LAFOUNT WANTS MORE LOCAL STATIONS

Commissioner Lafount at the Commission meeting on September 22 presented a resolution to provide more local stations in the country. The resolution was referred to the Legal and Engineering Divisions for a report.

"This would make possible", said Mr. Lafount in discussing the resolution, "the establishing of a few 100-watt stations in communities not now enjoying good radio reception, and would eliminate about thirty existing local stations from quota charge; the object being to more nearly provide equality of radio reception." The resolution is as follows:

"Whereas Section 9 of the Radio Act of 1927 as amended declares—'That the people of all the zones established by Section 2 of the Act are entitled to equality of radio broadcasting service, both of transmission and of reception' and

"Whereas the method prescribed in the same section of the amended Act and intended to produce such equality will in practical application result in equality of transmission but not of reception,

"Therefore I move, that radio broadcasting stations classified at this time by the Commission as 'Local Stations', and emitting 100 watts power or less, be not chargeable to quota, under the Commission's present system of quota charges, providing, however,

"That said station be located at least one hundred miles air line from any station emitting 5,000 or more watts day or night, at least seventy-five miles air line from any station emitting 250 or more watts and less than 5,000 watts day or night, and fifty miles from any station classified by the Commission as local."

APPROVE GADSDEN, ALA., MOVE

The Radio Commission on Friday upheld Former Chief Examiner Ellis A. Yost in his Report No. 485 in which he recommended the granting of the application of Station WJBY, Gadsden, Ala., to reconstruct and operate at a new location in Gadsden. The Commission found in this case that there is a need for the service of a local station in the Gadsden area and that "the applicant's showing as to financial and technical ability is such as to afford reasonable assurance that it is in a position to reconstruct and operate Station WJBY in such manner as to serve the public interest."

WDRC GETS POWER INCREASE

Station WDRC, Hartford, Conn., was granted an increase of power by the Radio Commission from 500 to 1,000 watts sustaining former Chief Examiner Ellis A. Yost in his Report No. 490.

In its decision the Commission found that the quality of the station's service would be improved by the additional power, that no interference would be caused by the increased power, and that "the applicant is prepared and qualified financially, technically and otherwise to make efficient use of the additional power requested."

WGNY GIVEN POWER BOOST

Peter Golet, owner of Station WGNY, Chester, N. Y., has been granted a power increase of from 50 to 100 watts by the Radio Commission, sustaining Examiner George H. Hill in his recommendation in Report No. 495.

In this case the Commission found that the applicant is rendering a meritorious service, that he is qualified financially and technically to make efficient use of the increased power and that "no substantial amount of interference would be likely to result from the use of the additional power requested."

SECURITIES ACT REGISTRATIONS

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

Bald Mountain Mining Company, Clinton, Iowa (2-217).
Domestic Finance Company, Kansas City, Mo. (2-214).
General By-Products, Inc., Mason City, Iowa (2-219).
Hunter Baltimore Rye, Inc., Baltimore, Md. (2-218).
Industrial Finance and Thrift Corp., New Orleans, La. (2-215).
International Placer Mining Company, Inc., Bellingham, Wash. (2-211).
Mitchell-Hearst Gold Syndicate, Ltd., Toronto, Canada (2-209).
Pointer Brewing Company, Clinton, Iowa (2-213).
Rock River Distillery, Inc., Dixon, Ill. (2-216).
Strange Printing Company, Inc., Wilmington, Del. (2-210).
Wuoga Gas & Oil Corporation, Williamsport, Pa. (2-212).

WPRO GIVEN EXPERIMENTAL LICENSE

Station WPRO, Providence, R. I., asked for special experimental authorization. Recommendation is made in Report No. 506 (G. H. Hill, e.) that the application be granted.

This station operates regularly on 1210 kilocycles with 100 watts power unlimited time and authority is requested to operate experimentally on 630 kilocycles, 250 watts power, unlimited time.

The Examiner found that the station is financially and technically able to continue the operation of the station and to conduct the proposed experiments requested. The Examiner states also that "the proposed operation of Station WPRO would not cause objectionable interference within the service area of any other station."

COURT TO HEAR RADIO CASES

Arguments are scheduled to be heard by the Court of Appeals of the District of Columbia on October 2 in docket No. 5846 of WREC, Inc., vs. the Federal Radio Commission and in cases Nos. 5896 and 5917 of WJJD, Inc., against the Radio Commission,

STAY ORDER IN TELEVISION CASE

The Shortwave and Television Corporation has filed an appeal in the Court of Appeals of the District of Columbia in connection with a decision of the Federal Radio Commission rendered on September 12. The court granted a stay order on September 22.

The appellants complain against the decision of the Commission which denied a license for its experimental television station WIXG and also denied license renewal for its station WIXAU used for transmitting sound in connection with television.

The appeal states that "the finding by the Commission that the operation of the stations has been used as a basis for stock promotion activities out of all proportion to the actual accomplishments or prospects of accomplishment of this applicant is contrary to the facts in the record, capricious and arbitrary in the light of the record."

PROGRAM CLEARING HOUSE

(D 4:3) "YOUNG MILLIONS." Four characters, two men and two women. The program series deals with the adventures of the family of a millionaire lumber man. The principal characters are his daughter and his ward. The daughter is in love with a struggling young writer. She, in turn, is led to believe that the ward is attempting to win him from her. Complications ensue, gangsters kidnap the heiress and melodrama runs its course.

MORE PROGRAMS NEEDED

To date the NAB Program Clearing House has published the summaries of slightly more than fifty programs. The response to these program notes has been highly encouraging, between sixty and seventy inquiries having been received regarding the programs offered. It has been especially interesting to note that inquiries have been received long after the publication of the program notes, showing that station executives are maintaining a file of programs offered and are referring to it when the need arises.

During the past several weeks the number of programs sent to the Clearing House has declined considerably. If the Clearing House is to maintain its momentum and continue its service it is necessary that it be supplied with the necessary program material from stations. Member stations are therefore urged to send to the Program Clearing House any material which they consider might be of value to other broadcasters, and which they are willing to offer to non-competing stations, either for a price or otherwise.

NRA NEWS BROADCASTS SPONSORED

The official NRA daily news service which is now being sent to all non-network stations is rapidly gaining in popularity. Several stations have found advertisers who desire to sponsor this daily feature and have asked permission to do so. The Managing Director has taken up this matter with Mr. W. B. Dolph, director of NRA radio activities, and has been assured that the NRA has no objection to the news service being sponsored.

RADIO AND LIQUOR ADVERTISING

Joseph T. Davis, chairman of the Missouri Council for Liquor Control, is against liquor radio advertising, according to newspaper reports. "I think no liquor advertising should be permitted in moving picture theaters, where young people spend many of their evenings," he said. "For the same reason that it would reach too many young people, I think such advertising should not be permitted over the radio and on billboards and other outdoor advertising."

BRITISH RADIO MONOPOLY ATTACKED

The New York Times, in a London dispatch, points out that Sir Austen Chamberlain, David Lloyd George and Winston Churchill have made a joint complaint against the British Broadcasting Corporation for their non-inclusion in a series of political talks and accused the broadcasting monopoly of discrimination in political radio programs.

RADIO EMPLOYMENT UP IN AUGUST

The employment index number for August in the radio industry was 108.2 compared with 94.1 for July and 63.1 for August of last year taking 1926 at 100 according to the Bureau of Labor Statistics, Department of Labor. Pay roll index number for August was 73.9 compared with 55.7 for July and 44.9 for August of last year.

AFA ON JOB IN WASHINGTON

The Advertising Federation of America, in which the NAB holds membership, recently assigned Mr. Alfred T. Falk, director of the Federation's Bureau of Research and Education, to Washington for the purpose of cooperating with the NRA in handling many problems affecting advertising in Codes submitted by industries. During the week he was a caller at NAB headquarters.

THREE WMT EMPLOYEES KILLED

Howard Harrington, Vern King and Harry Kiester, members of the sales staff of Station WMT, Waterloo, Iowa, were killed in an automobile accident near Denver, Iowa, last Sunday while they were returning from a musical concert which was broadcast by the station.

CREDIT CONDITIONS IMPROVE

Retail credit conditions for the first six months of 1933 were somewhat improved over those of the corresponding period of last year, it is indicated by the early returns in the Department of Commerce seventh semi-annual retail credit survey.

Reports have been received from merchants in seven lines of trade in 25 cities throughout the country. Data has been gathered concerning promptness of payment by consumers, volume of bad debts, volume of returned goods and similar factors.

USED TRANSMITTER WANTED

The Allahabad Agricultural Institute, Allahabad, India, has expressed a desire to secure a radio transmitter of 1 KW to 5 KW power. The current available is 230-400 volts, 50 cycles, and the probable operating frequency is 750 to 1000 kc. It is stated in the inquiry that "the funds available are meagre and it would be a great help if we could get such a set either as a gift or at a reduced price."

Correspondence relative to this inquiry should be addressed to Mr. Marshall T. Jones, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

SECURITIES ACT STOP ORDER

The Federal Trade Commission has issued a stop order against Clyde H. Creighton, Dallas, Texas, oil and gas promoter, who had sought to register under the Securities Act an offering of an interest in an oil and gas lease in the Zwolle Pool of Sabina Parish, Louisiana, the interest to be divided into 1,000 oil and gas assignments. Creighton's registration statement, according to the Commission's order, will not become effective until he has supplied information now lacking, among which was his failure to disclose in his registration statement proper a provision in his security contract which would bind his purchasers of his oil and gas assignments promptly to pay their proportionate shares of certain expenses that Creighton was authorized to incur.

TWO-MINUTE BROADCASTS

An interesting debate as to the relative advantages of programs of various lengths carried on between an advertising agency and important broadcasting station is found in the September issue of *Advertising and Selling*. The debate arises out of the growing tendency toward two- and five-minute spot broadcasts and raises important questions as to future program trends.

It is argued by the agency that the results obtained from the short spot announcements, where well handled, are much more per dollar expended than where time is bought and a program sponsored. It is further claimed that the swiftly changing scene of fifteen-minute programs requires more shifting of attention on the part of the listener than he can negotiate without undue effort. It is the agency's opinion therefore that too many spot announcements and fifteen-minute programs constitute a danger, and that more longer programs would be of benefit to advertiser and broadcaster alike.

The station raises the point that on no spot program, except possibly time or weather reports, can the sponsor ingratiate himself in the mind of the listener as he can through the providing of entertainment. This makes the regular program more advantageous as an advertising device than the spot announcement. The fifteen-minute program objection is answered by the statement that the audience is shifting as constantly as the programs and that this change is desired. On the other hand, says the station, the longer program is more to be desired. Whatever the accuracy of these viewpoints, they provide interesting food for thought.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

Monday, September 25, 1933

Hearing before Commission en banc

(Continued from Sept. 8)

WLWL—Missionary Society of St. Paul the Apostle, New York, N. Y.—Modification of license; 1100 kc., 5 KW, unlimited time. Present assignment, 1100 kc., 5 KW, specified hours.
WPG—WPG Broadcasting Corp., Atlantic City, N. J.—Renewal of license; 1100 kc., 5 KW, specified hours.

Hearing before Examiner

NEW—Willard G. Demuth, Uhrichsville, Ohio—CP, 1370 kc., 100 watts, daytime.

Tuesday, September 26, 1933

WLCI—Luthern Association of Ithaca, Ithaca, N. Y.—Renewal of license; 1210 kc., 50 watts, 10:45 a. m. to 12:15 p. m. Sundays only.

Wednesday, September 27, 1933

Oral Argument before Commission en banc

WILL—University of Illinois, Urbana, Ill.—Modification of license; 890 kc., 250 watts, 1 KW LS, share with KUSD, KFNF (facilities of WKBS). Present assignment, 890 kc., 250 watts, 500 watts LS; shares with KUSD, KFNF.

Hearing before Examiner

NEW—Wyoming Broadcasting Co., Cheyenne, Wyo.—CP, 780 kc., 500 watts, 1 KW LS, unlimited time.

Friday, September 29, 1933

KWKC—Wilson Duncan, tr. as Wilson Duncan Broadcasting Co., Kansas City, Mo.—Modification of license; 1370 kc., 100 watts, unlimited time. Present assignment, 1370 kc., 100 watts, specified hours.

APPLICATIONS GRANTED

WBZA—Westinghouse Electric and Manufacturing Co., Springfield, Mass.—Granted license covering changes in equipment; 990 kc., 1 KW, unlimited time, when synchronized with WBZ.

KGFX—Dana McNeill, Pierre, S. Dak.—Granted license, 630 kc., 200 watts, specified hours (9:30 a. m. to local sunset).

WOAI—Southern Equipment Company, San Antonio, Tex.—Granted modification of license to change corporate name only to Southern Industries, Inc.

KLCN—Charles Lee Lintzenich, Blytheville, Ark.—Granted Modification of CP extending completion date to November 1, 1933.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted authority to operate Tuesday, October 10, to 11 p. m., and Wednesday, October 11, to 2 a. m., October 12, EST, simultaneously with KPO, San Francisco.

KRMD—Radio Station KRMD, Inc., Shreveport, La.—Granted authority to operate the following hours in addition to licensed specified hours, in order to broadcast football games: September 30, 1 to 5 p. m.; October 7, 1 to 5 p. m.; October 14, 21, 28, same hours; November 4, 11, 18, 25, 30, same hours—1 to 5 p. m.

WSUI—State University of Iowa, Iowa City, Iowa—Granted special temporary authorization to operate from 10 p. m. to 12 midnight, CST, October 20 and 21, 1933.

- WICC—The Bridgeport Broadcasting Station, Inc., Bridgeport, Conn.—Granted special temporary authorization to operate from 7 to 8 p. m., EST, October 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 1933, provided station WCAC remains silent.
- WEHC—Community Broadcasting Corp., Charlottesville, Va.—Granted license covering move of station from Emory to Charlottesville; 1350 kc., 500 watts, daytime hours.
- WMBH—W. M. Robertson, Joplin, Mo.—Granted authority to cancel request to broadcast World Series games, because of inability to obtain programs except at excessive price.
- WPTF—WPTF Radio Company, Raleigh, N. C.—Granted authority to operate September 22 until 2 a. m., EST, simultaneously with KPO.
- WHP—WHP, Inc., Harrisburg, Pa.—Granted special temporary authorization to operate from 2 to 2:30 p. m., EST, October 10, 11, 12 and 13, provided WBAK remains silent.
- WBAK—Pennsylvania State Police, Commonwealth of Pennsylvania, Harrisburg, Pa.—Granted special temporary authorization to operate from 4:30 to 5 p. m., EST, October 10, 11, 12 and 13, provided station WHP remains silent.
- WNAD—University of Oklahoma, Norman, Okla.—Granted special temporary authorization to operate from 2:30 to 5:30 p. m., CST, September 30, provided station KGGF remains silent; also granted temporary authorization to operate from 2:30 to 5:30 p. m., CST, October 21, November 4, and November 30, 1933, provided station KGGF remains silent.
- KFJB—Marshall Electric Co., Inc., Marshalltown, Iowa.—Granted special temporary authorization to operate from 3 to 6 p. m. and 9 p. m. to 12 midnight, CST, on September 23 and 29; October 7, 13, 20 and 27; November 4 and 11.

SET FOR HEARING

- KRMD—Radio Station KRMD, Inc., Shreveport, La.—Modification of license to change hours of operation from daily except Sunday, 7 a. m. to 1 p. m.; 5 to 8 p. m.; Sunday, 9 a. m. to 6 p. m., CST, to daily except Sunday, 8:30 a. m. to 1 p. m.; 5:30 to 10 p. m.; Sunday, 9 a. m. to 6 p. m.
- NEW—Church of Christ (T. C. White, business manager and operator), Stamford, Tex.—CP for new station, 1200 kc., 100 watts, daytime hours; requests application be considered under Rule 6 g.
- KIEM—Harold H. Hanseth, Eureka, Calif.—Special temporary experimental authority to increase daytime hours of operation to daytime plus the night hours from local sunset to 10 p. m., EST, until December 1, 1933, pending action on application for authority to increase time to unlimited.
- WHOL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—Special authority to operate until 7 p. m. during September and October.

ORAL ARGUMENTS

- In the case of WQDM, St. Albans, Vt.; WFEA, Manchester, N. H.; WRDC, Augusta, Maine; Casto Bay Broadcasting Co., Portland, Maine; and The Portland Maine Publishing Co., scheduled for oral argument on September 27, the oral argument was continued to November 8, 1933.

APPLICATIONS DISMISSED

- The following applications, heretofore set for hearing, were dismissed at request of applicants:
- WRDL—Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.—CP, 1290 kc., 250 watts, daytime (facilities of WNBZ).
- KRMD—Radio Station KRMD, Inc., Shreveport, La.—Modification of license, 1310 kc., 100 watts, change in specified hours.

APPLICATIONS RECEIVED

First Zone

None.

Second Zone

- WKBN—WKBN Broadcasting Corp., Youngstown, Ohio.—Modification of license to increase power from 500 watts to 1 KW.
- WWVA—West Virginia Broadcasting Corp., Wheeling, W. Va.—Construction permit to move auxiliary transmitter to present location of main transmitter.
- WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Construction permit to make changes in last radio stage.

Third Zone

- WPFB—W. E., F. E., and P. L. Barclift, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss.—Construction permit to move

transmitter and studio to 518-520 24th Ave., Tuscaloosa, Ala., amended re proposed transmitter location, 1½ miles west southwest of Tuscaloosa, Ala.

- WSMB—WSMB, Inc., New Orleans, La.—Construction permit to move transmitter from New Orleans to U. S. Naval Station, Algiers, La.
- NEW—Ark-La-Tex Radio Corp., Shreveport, La.—Construction permit for new station to be located at 219 Milam St., Shreveport, La., to use 1210 kc., 100 watts, unlimited time. Requests facilities KWEA, Shreveport, La.
- NEW—Ark-La-Tex Radio Corp., Tuscaloosa, Ala.—Construction permit for new station to be located at 603 Greensboro Ave., Tuscaloosa, Ala., to use 1310 kc., 100 watts, unlimited time. Requests facilities WAML, Laurel, Miss.
- NEW—Earl Marvin Nail, Lubbock, Tex.—Construction permit for new station to use 1310 kc., 100 watts, share KFYO (facilities KFYO, Lubbock, Tex.).
- WKFI—J. Pat Scully, Greenville, Miss.—Construction permit to move transmitter and studio from Greenville to Greenwood, Miss., resubmitted properly executed.

Fourth Zone

- WNAX—The House of Gurney, Inc., Yankton, S. Dak.—Modification of construction permit to make changes in equipment.
- NEW—Central Broadcasting Co., Devenport, Iowa.—Construction permit for new station to use 1310 kc., 100 watts, unlimited hours, facilities WIAS, Ottumwa, Iowa, amended to request change of hours to unlimited day, specified hours night (8 p. m. to 10 p. m. Monday, Wednesday, Friday and Saturday, and 8 p. m. to midnight Tuesday, Thursday and Sunday).
- WHB—WHB Broadcasting Co., Kansas City, Mo.—Extension of special experimental authorization to use 1120 kc., 500 watts, from 12 midnight to 6 a. m. from 9-28-33 to 2-1-34.
- KFDY—South Dakota State College, Brookings, S. Dak.—Modification of license to change frequency from 550 kc. to 780 kc. to permit KFYO unlimited time on 550 kc.
- KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Modification of license to change hours from specified to unlimited.
- WLBC—Donald A. Burton, Muncie, Ind.—Construction permit to make changes in equipment and increase power from 50 watts to 500 watts night, 100 watts to local sunset.

Fifth Zone

- KWFFV—Hilo Broadcasting Co., Ltd., Hilo, Hawaii.—Modification of construction permit granted 6-30-33 to extend date of commencement to 12-1-33 and date of completion to 2-1-34.
- NEW—G. M. Duntley, San Francisco, Calif.—Construction permit for new station to use 930 kc., 500 watts, share with KROW, Oakland, Calif. Requests facilities KFVI, San Francisco, Calif. Resubmitted with corrections made.
- NEW—Fred W. Christian, Jr., and Raleigh W. Whiston, "Christian and Whiston," Norco, Calif.—Construction permit for new station to be located at Lake Norconian Club, Norco, Calif., to use 1280 kc., 500 watts, unlimited time. Requests be considered under Rule 6 g.

APPLICATIONS RETURNED

- WEBR—Howell Broadcasting Co., Inc., Buffalo, N. Y.—Construction permit for authority to change frequency and increase power from 1310 kc., 100 watts night, 250 watts to local sunset, to 630 kc., 500 watts, and make changes in equipment (Rule 6 c and d).
- WBHS—Radio Station WBHS, Inc., Huntsville, Ala.—Construction permit to move station to Durham, N. C., change frequency from 1200 kc. to 1500 kc. Facilities to be withdrawn from Alabama to North Carolina (Rule 6 a, c and d).
- WKFI—J. Pat Scully, Greenville, Miss.—Construction permit to move station from Greenville to Greenwood, Miss. (Notarial Seal omitted.)
- NEW—J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—Construction permits for one new station to be located in Dallas, Tex., to use 1200 kc., 100 watts, daytime. (2994) requests facilities withdrawn from KGKL, San Angelo, Tex.; (2995) requests facilities withdrawn from KFYO, Lubbock, Tex. (Rule 5 alternate facilities requested.)
- NEW—Metro Broadcasting Co., A. Tornek and R. Lillie, East Los Angeles, Calif.—Construction permit for new station to use 820 kc., 100 watts night, 250 watts to local sunset, hours limited time. (Rule 77, 109D (e), and insufficient information on proposed transmitter location.)

The National Association of Broadcasters

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

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 SEPT. 30, 1933

JULY BROADCAST ADVERTISING VOLUME

First Report of the NAB Statistical Service

A total of \$3,918,441.00 was spent by American business for radio broadcast advertising during July of the current year. This is the first time in the history of the broadcasting business that comprehensive information regarding total broadcast advertising volume has been available, thus filling a long recognized need in the radio field. Information on which July figures are based was collected from national networks and from a carefully selected sample of individual stations, representing every class of broadcasting station and every section of the country.

Response to the NAB inquiries as to volume of business has been splendid on the part of stations which have been asked to cooperate. It is to be regretted that the July report was delayed in preparation by virtue of the great amount of statistical work made necessary by the preparation and submittal of the Code of Fair Competition for the Broadcasting Industry. However, the August report will be available shortly after the close of September. Since the data presented is as of the last day of the month covered by the report, this means that information made available by the service will be no more than thirty days old. It also is planned to extend the number of stations furnishing information during the coming months.

The relative amount of money spent for broadcast advertising over national networks, regional networks and individual stations is found in Table I.

TABLE I

RADIO BROADCAST ADVERTISING VOLUME

(July 1933)

<i>Class of Business</i>	<i>Gross Receipts for Month</i>
National network companies.....	\$1,809,473.00
Regional networks	16,069.00
Individual stations	2,092,899.00
Total	\$3,918,441.00

The receipts in the preceding tables, as in this and all following reports, are for the sale of time only, and represent gross sums prior to the subtraction of any discounts.

A comparison of the volume of broadcast advertising with advertising in other major media is found in Table II.

TABLE II

ADVERTISING VOLUME MAJOR MEDIA

(July 1933)

<i>Advertising Medium</i>	<i>Gross Receipts for Month</i>
Radio broadcasting	\$3,918,441.00
National magazines(1)	6,096,540.00
National farm papers.....	236,505.00
Newspapers(2)	32,450,000.00
Total	\$42,701,486.00

(1) National magazine figures are on the basis of 108 periodicals, the summaries being prepared by Publishers' Information Bureau, Inc., from which national network and farm paper summaries also are secured. The magazine figure represents August monthlies, due to the method used by the Bureau.

(2) Newspaper money expenditures are based upon estimates made by the service.

The volume of non-network broadcast advertising placed over stations of different classes of power and situated in different sections of the country are found in Tables III and IV. Several comments are necessary regarding these tables. In the case of both the power and geographical classifications, the varying number of stations in each class must be borne in mind. In the case of the table showing the receipts of stations of different classes of power, it should be noted that extremely wide variations exist in gross revenues of stations of any given class. These variations are so great as to indicate that there is no general correlation between a station's power and its revenues. The real value of the table is to show the general economic position of certain broad classes of stations as a whole.

TABLE III

NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

(July 1933)

<i>Power of Station</i>	<i>Gross Receipts for Month</i>
Over 5,000 watts.....	\$960,795.00
2,500—5,000 watts	288,980.00
250—1,000 watts	668,535.00
100 watts and under	174,589.00
Total	\$2,092,899.00

TABLE IV

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

(July 1933)

<i>Geographical District</i>	<i>Gross Receipts for Month</i>
New England—Middle Atlantic Area.....	\$589,655.00
South Atlantic—South Central Area.....	272,031.00
North Central Area	712,529.00
Pacific and Mountain Area.....	518,684.00
Total	\$2,092,899.00

The relative volume of individual station business accruing from national spot accounts and from local sponsors of broadcast advertising is found in Table V. In this table, national spot business is defined as that which is secured from non-local sponsors, the same basis being employed as in the case of national and local newspaper business.

TABLE V

COMPARISON NATIONAL SPOT AND LOCAL BROADCAST ADVERTISING

(July 1933)

<i>Class of Business</i>	<i>Gross Receipts for Month</i>
National spot	\$735,543.00
Local	1,357,356.00
Total	\$2,092,899.00

The relative volume of electrical transcription, live talent, record, and spot announcement business placed during July over individual stations throughout the country is found in Table VI.

TABLE VI
NON-NETWORK BROADCAST ADVERTISING BY
TYPE OF RENDITION
(July 1933)

Type of Rendition	Gross Receipts for Month		
	National Spot	Local	Total
Electrical transcriptions	\$240,341.00	\$82,555.00	\$322,896.00
Live talent programs	232,780.00	700,800.00	933,580.00
Records	3,742.00	77,581.00	81,323.00
Spot announcements	258,680.00	496,420.00	755,100.00
Total	\$735,543.00	\$1,357,356.00	\$2,092,899.00

A form of business recently to attain some prominence in the local broadcast advertising field is the so-called participation. By participation is meant a program sponsored jointly by two or more sponsors who pay for it at the regular time rate rather than at the rate for spot announcements, and whose respective pieces of advertising continuity are inserted into the program. The volume of this business is found in Table VII.

TABLE VII
PARTICIPATIONS OVER INDIVIDUAL STATIONS
(July 1933)

Type of Rendition	Gross Receipts for Month
Electrical transcriptions	\$110.00
Live Talent	60,610.00
Records	20,220.00
Total	\$80,940.00

The volume of national and regional network and individual station advertising placed by various major industrial and business groups is found in Table VIII.

A few comments should be made as to what is contained within the various classifications and as to the nature of companies actually found in the different industrial groups. Automobile advertising is obvious as to its nature. Gasoline, oil and accessory advertising on networks centers almost exclusively in the two

TABLE VIII
RADIO BROADCAST ADVERTISING VOLUME BY TYPE OF SPONSORING BUSINESS
(July 1933)

Type of Sponsoring Business	Gross Receipts			Total
	National Network	Regional Network	Individual Station	
1-2. Automobiles and accessories:				
(1) Automobiles	\$96,016.00	—	\$94,294.00	\$190,310.00
(2) Accessories, gasoline and oils	245,407.00	\$4,250.00	207,990.00	457,647.00
3. Clothing and apparel	8,910.00	1,125.00	143,860.00	153,895.00
4-5. Drugs and toilet goods:				
(4) Drugs and pharmaceuticals	154,030.00	1,590.00	194,415.00	350,035.00
(5) Toilet goods	305,899.00	—	133,400.00	439,299.00
6-8. Food products:				
(6) Foodstuffs	327,344.00	5,790.00	332,540.00	665,674.00
(7) Beverages	225,816.00	—	75,758.00	301,574.00
(8) Confections	3,488.00	—	29,899.00	33,387.00
9-10. Household goods:				
(9) Household equipment and furniture	23,305.00	—	111,580.00	134,885.00
(10) Soap and kitchen supplies	63,794.00	2,140.00	48,523.00	114,457.00
11. Insurance and financial	79,110.00	—	60,633.00	139,743.00
12. Radios	46,717.00	—	13,245.00	59,962.00
13. Retail establishments	—	—	187,750.00	187,750.00
14. Tobacco products	162,355.00	—	6,377.00	168,732.00
15. Miscellaneous	67,282.00	1,174.00	452,635.00	521,091.00
Total advertising volume	\$1,809,473.00	\$16,069.30	\$2,092,899.00	\$3,918,441.00

TABLE IX
NON-NETWORK BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS

Type of Sponsoring Business	Gross Receipts July, 1933		
	National Spot	Local	Total
1-2. Automobiles and accessories:			
(1) Automobiles	\$47,671.00	\$46,623.00	\$94,294.00
(2) Accessories, gasoline and oil	95,721.00	112,269.00	207,990.00
3. Clothing and apparel	20,350.00	123,510.00	143,860.00
4-5. Drugs and toilet goods:			
(4) Drugs and pharmaceuticals	104,490.00	89,925.00	194,415.00
(5) Toilet goods	114,901.00	18,499.00	133,400.00
6-8. Food products:			
(6) Foodstuffs	119,380.00	213,160.00	332,540.00
(7) Beverages	18,436.00	57,322.00	75,758.00
(8) Confectionery	26,195.00	3,704.00	29,899.00
9-10. Household goods:			
(9) Household equipment and furniture	18,518.00	93,062.00	111,580.00
(10) Soap and kitchen supplies	33,606.00	14,917.00	48,523.00
11. Insurance and financial	10,431.00	50,202.00	60,633.00
12. Radios	642.00	12,603.00	13,245.00
13. Retail establishments	12,450.00	175,300.00	187,750.00
14. Tobacco products	517.00	5,860.00	6,377.00
15. Miscellaneous	112,235.00	340,400.00	452,635.00
Total advertising volume	\$735,543.00	\$1,357,356.00	\$2,092,899.00

former classes of goods. Clothing and apparel not only includes clothing proper, but furs, haberdashery, and similar products. Drugs and pharmaceuticals include all drug products, and proprietary remedies or health products other than articles which are definitely foodstuffs. Beverages include coffee and tea, soft drinks and beer. Confections include the item of chewing gum which is so classified in the national classifications used by other media. Household equipment includes electrical equipment such as wash machines, cleaners and similar articles as well as articles of furniture. Soaps and kitchen supplies are comprised almost entirely of soaps and cleaners. Insurance and financial advertising includes that of banks, loan companies and similar organizations as well as of insurance companies. Retail establishments include only those retail concerns, such as department stores and general stores not concentrating upon any one class of product. All other retail shops have been grouped under the class of commodity which they handle principally. This will be discussed at more length in the interpretation of the national spot and local advertising volume of different products. Tobacco products include all smoking materials.

The composition of the national network classifications require no particular comment. Of greater interest, however, is an analysis of the relative amounts spent on national spot and local broadcast advertising by different industrial groups. This is found in Table IX.

The accessory business of national spot accounts is composed primarily of gasoline and oil advertising, while that of local accounts centers on garages, service and repair shops. Local clothing and apparel business is comprised of clothing stores, fur shops to a considerable degree, women's dress shops, lingerie shops and similar establishments. National spot drug advertising is almost entirely proprietary medicines or health drinks, while local business is concentrated principally in sponsorship of announcements or participations by drugs stores. Local foodstuffs advertising is mainly that of grocery distributors, meat markets and similar retailers. National spot beverage advertising is mainly with regard to coffee and soft drinks, local advertising with respect to beer. Chewing gum is the principal item in national spot confectionery business. Furniture stores are the principal local advertisers in the local household equipment field. Soaps are the leading advertisers in both the national spot and local fields with regard to their classification of product. Savings banks and loan companies loom most important in local financial advertising, and insurance and credit companies in the national spot field.

One item of particular interest has been the *concentration of accounts* in certain fields found on many local stations. It is surprising the number of stations which do not seem to be culling thoroughly the potential market for radio broadcast advertising in their localities. One station, for instance, may have a large number of beauty parlor accounts, and another be particularly successful

with grocers. The former may have overlooked the grocery market and the latter the beauty parlor market. This general trend with regard to all types of advertisers, was one of the most noticeable features of the reports received from stations. It points to the conclusion that it would be profitable for many stations to review their business in an effort to determine whether they were actually covering their potential market for radio broadcast advertising.

Analysis of general trends over a period of time is possible only with respect to network advertising, since the July figures are the first ones to be collected for individual station advertising. The monthly revenues derived from various types of industry by national networks during the current year are found in Table X. A comparison also is made in the table between the monthly totals for 1933 and those of the two previous years.

The general trend with regard to network radio broadcast advertising and advertising over other media is as follows: For July 1933 network advertising was 25% behind that of the same month of the previous year. National magazine advertising in July of this year lagged 11% behind 1932. Encouragement was to be found in the farm paper field where a gain of 6% over last year was experienced. This trend should be duplicated to some extent in broadcasting stations serving the rural field. At least it points to an opportunity for trade promotion. For the first seven months of 1933 national network advertising is behind 1932 by 33%, magazines by 26%, national farm papers by 31% and newspapers by 17%. In the broadcasting field encouragement is to be found in the fact that in June network advertising lagged approximately 31% behind 1932, and 39% in May. July therefore shows a decidedly improved position. National network volume is approximately 15% below the first seven months of 1931.

The decline in national network business seems to be due to general business conditions rather than any competitive situation. The heaviest declines in revenue have been almost without exception in the industries which have felt the depression most severely, or in fields such as tobacco where a fierce price war unfavorably affected advertising expenditures. Encouragement is to be found in a 15% increase in gasoline and oil advertising over networks as compared with 1932.

The usual review of business conditions has been omitted in this month's report in view of the summary of trade development printed in last week's NAB Reports which covers this period. Broadcasters will note with interest the preliminary report of the Federal Reserve Board for August which shows a 16% increase in department store sales as compared with the same month last year. Increases were as follows: Boston, 16%; New York, 9%; Philadelphia, 17%; Cleveland, 42%; Richmond, 22%; Atlanta, 25%; Chicago, 21%; St. Louis, 23%; Minneapolis, 12%; Kansas City, 21%; Dallas, 29%; and San Francisco, 2%.

TABLE X
NATIONAL NETWORK BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS
(July 1933)

Type of Sponsoring Business	January	February	March	April	May	June	July	Jan.-July Cumulative
1-2. Automobiles and accessories:								
(1) Automobiles	\$117,476	\$123,096	\$170,005	\$111,164	\$108,934	\$ 89,716	\$ 96,016	\$799,677
(2) Auto accessories	377,800	326,638	326,865	284,024	316,395	261,283	245,407	2,141,522
3. Clothing	30,193	36,885	46,593	51,627	52,900	21,993	8,910	251,116
4-5. Drugs and toilet goods:								
(4) Drugs	231,562	212,558	260,452	209,116	205,545	195,004	154,030	1,521,600
(5) Toilet goods	456,967	431,244	442,052	405,180	367,634	339,589	305,899	2,776,823
6-8. Food products:								
(6) Foodstuffs	475,332	451,087	606,784	484,529	448,245	371,253	327,344	3,172,315
(7) Beverages	275,404	234,280	249,961	273,217	262,588	250,961	225,816	1,820,349
(8) Confections	101,067	89,707	107,599	92,937	19,023	7,266	3,488	421,087
9-10. Household goods:								
(9) Household equipment and furniture	32,103	50,182	77,401	43,079	43,765	16,383	23,305	286,218
(10) Soaps and kitchen supplies ..	110,472	95,900	116,601	76,626	80,221	71,158	63,794	538,573
11. Insurance and financial	84,606	75,529	85,871	82,370	85,870	92,721	79,110	586,077
12. Radios	39,160	35,600	57,275	35,600	44,491	44,261	46,717	303,104
13. Retail establishments								
14. Tobacco products	355,549	334,230	364,249	239,278	206,870	241,288	162,355	1,909,289
15. Miscellaneous	97,039	100,244	92,422	74,223	51,223	62,319	67,282	537,223
Total advertising volume (1933)	\$2,784,730	\$2,597,180	\$3,004,130	\$2,462,970	\$2,293,704	\$2,065,195	\$1,809,473	\$17,064,973
Total advertising volume (1932)	\$3,984,289	\$3,891,023	\$4,300,833	\$4,004,484	\$3,632,442	\$2,997,296	\$2,416,616	\$25,226,988
Total advertising volume (1931)	\$2,637,000	\$2,591,000	\$3,141,000	\$3,164,000	\$3,036,000	\$2,835,000	\$2,764,000	\$20,168,000

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

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NAB CODE HEARING

Hearings on the code of fair practice for the radio broadcasting industry opened before the NRA with Deputy Administrator Sol A. Rosenblatt presiding. The Deputy Administrator prefaced the hearing of witnesses by announcing that he refused to accept the so-called merit clause of the code which provides for the selection, retention and advancement of employes on the basis of individual merit.

Alfred J. McCosker, president of the National Association of Broadcasters, was the first speaker and stated that his Association includes less than half of the total number of licensed stations. He claimed, however, that this membership does over 81 percent of the industry's total volume of commercial business.

McCosker stated that at the White Sulphur Springs convention of the Association early in October, revision of its by-laws would be made to permit smaller stations to join the Association at a nominal cost. This he expected would bring into the only trade association in the industry most of the present non-member stations.

Of the 586 American broadcasting stations 397 operate simultaneously at night, McCosker said. More than 50 percent of these stations do a total business of \$3,000 a month or less, he said.

John W. Guider, special code counsel for the Association, also expressed the view that broadcasting is a small industry from the economic viewpoint. The general depression, he said, found broadcasting still in its formative state. Since 1927 annual expenditure by advertisers has increased from \$3,832,150 to \$39,106,776. In 1931, expenditures for radio advertising time over both networks and individual stations, totalled more than \$70,000,000, Guider estimated, but added that the only available statistics indicate that the industry as a whole has not as yet operated at a profit.

The complexity of the industry's problems were indicated by the great number of small local stations, where the addition of only one transmitter operator may mean a fifty percent increase in the station's technical staff. The local broadcaster also suffers from a lack of financial reserves and his problem is further complicated by decreased revenues.

Compliance with the proposed code, Guider said, would increase by 765 the 11,000 employes now on a full-time basis in the industry. This does not include radio talent, he added. Guider estimated that total payrolls under the proposed code will be more than double those of 1929 and estimated the total increase at \$1,328,000 a year.

Mrs. Annette R. Bushman, vice president of Allied Productions, Inc., stated that her organization was a new one in the program-production field and pointed out that there were no provisions in the code covering radio talent. She proposed that the code should take cognizance of this condition by an amendment providing minimum rates of pay for actors and musicians.

J. N. Weber, president of the American Federation of Musicians, presented a brief in behalf of musicians and supporting an agreement reached with the NAB committee under which musicians are exempted from the code. He was assured by Deputy Administrator Rosenblatt that this agreement would be taken care of in the code.

Hoyt S. Haddock, president of the American Radio Telegraphists Association, urged that maximum hours in the code should be 36 a week with not more than 8 hours' continuous work in any 24. He also recommended double time for overtime.

Deputy Rosenblatt elicited from Haddock the information that his association comprised 76 paid-up members and that a majority were marine operators. About 18 percent, Haddock said, were in the broadcasting business.

E. H. Rietzke, of the Capitol Radio Engineering Institute, stated that salaries in the proposed code are too low.

T. R. McLean, International Brotherhood of Electrical Workers, stated that the proposed code represents only the business side of the industry. He contended that it is in fact a public utility and is so regarded and regulated in other countries.

McLean recommended the same rates of pay for the smaller stations, with \$40 a week pay for 40 hours work. He claimed that some stations had a workweek of 84 hours. This practice keeps an employe tied to his station for as long as 16 hours a day, he said. McLean asked that the code authority include representatives of both government and labor.

Frank Gillmore, president of the Actors' Equity Association, said that of the 1,869 actors in the radio industry, 1,078 were members of Equity. Gillmore listed as one of the major abuses of the industry the practice of requiring rehearsals and auditions without pay.

Gillmore urged the elimination of free auditions, contending that "this has become a very startling abuse." Sometimes six or more free auditions are given to prospective purchasers of a program, he said. Gillmore also recommended abolition of free appearances on the radio describing these as simply a means of self-exploitation.

Ben F. Goldstein, representing the Chicago Federation of Labor, owner and operator of station WCFL, stated that the code as proposed would prevent increase of employment in the industry and would concentrate monopolistic control under the big networks and their affiliates. WCFL paid its employes \$1.25 an hour, considerably above the average for the industry, Goldstein said.

H. A. Huebner, counsel for the American Record Corporation and Brunswick Record Corporation, asked that it be made an unfair practice to broadcast records without the written consent of the manufacturers of such records. He said that records are being used throughout the United States without adequate compensation to the manufacturer, who sells these records at only a few cents profit and finds they are broadcast indiscriminately. Their constant repetition on broadcasts greatly reduces the sales value of the discs, Huebner said. He attributed the decline in the sales of records to 29 percent of the average a few years ago largely to their being broadcast constantly. On many small stations, records constitute 100 per cent of the programs, he claimed.

Deputy Administrator Rosenblatt asked Huebner, if he had attempted "in any way up to the present time to seek to regulate that so-called evil."

"We have sir," Huebner replied. "We have placed on our records a notice 'not licensed for broadcasting.'"

"I have made a further effort," he said. "About a year ago I called upon Mr. Loucks, who is present here, and approached him on behalf of the same corporations that I now represent. I told

Hear About Broadcasters' Code at White Sulphur Springs, Oct., 8, 9, 10, 11

him I wanted to discuss the situation and see whether this thing could not be ironed out in some way between the record manufacturers and the National Association of Broadcasters. Mr. Loucks, in his very engaging way, received me courteously, treated me nicely, but defied me to do anything about it."

"That is as far as it went, is it?" asked Deputy Administrator Rosenblatt.

"Yes sir," Hubner replied.

Albert E. Haase, consultant for the Association of National Advertisers, representing the majority of all large advertisers, stated that in radio the principal interest of the advertiser was in the show and in the actors. The advertisers, he pointed out, wanted to see that the money paid by them actually reached the actors and did not want pyramided commissions. Numerous advertisers have complained, Mr. Haase said, that they had to pay "commissions on commissions." The advertisers' success in radio depended entirely upon the quality of the performance, Haase said. The result of the pyramided commissions practice was that the actor did not get the amount he or she was supposed to receive. Such practices, he contended, led to unhappiness among the radio performers and tended to vitiate the quality of the show.

Haase said that actors should not be paid any uniform rate. Pay should be proportionate to skill and radio personality.

Emily Holt, attorney for Actors Equity Association, submitted a proposed actors' code. It would establish minimum rates of pay for the actor for several types of broadcasts and defines a performance as 3½ hours in duration, including rehearsal time.

The actors' code also aims at another alleged abuse in the industry by providing that "the administrative, operating and studio staff of a station shall not participate as artists in a program employing professional artists." Minimum wage for extras is set at \$5 per performance.

The artists' code further provides that auditions given for a prospective buyer of a program must be paid for by that prospective buyer at the rate of one-half the rate for an actual broadcast.

Alice M. Edwards, executive secretary of the American Home Economics Association, recommended the inclusion in the code of a provision under which no network would knowingly broadcast false, misleading or ambiguous statements of articles which by such misrepresentation, might impair the public health.

Immediately following the public hearing, Deputy Rosenblatt called all interested parties into conference to consider the various proposals offered at the hearing. These conferences continued Wednesday night, Thursday and Friday and are still in progress at the time this issue of NAB REPORTS goes to press. No definite conclusions have as yet been reached.

Judge Eugene O. Sykes, chairman of the Federal Radio Commission, attended the hearing as special advisor to the deputy administrator. Others who were on the bench with the deputy administrator were James W. Baldwin, industrial advisor; John Shepard III, Boston, Mass, special advisor; G. A. Renard, consumer advisor; Edward Nockels, labor advisor; L. M. C. Smith, legal advisor; and Donald K. Wallace, research and planning advisor.

The NAB Code Committee, consisting of Alfred J. McCosker, president of the NAB and chairman of the Committee; Philip G. Loucks, NAB Managing Director; Frank M. Russell, Ralph Colin, I. Z. Buckwalter, John Elmer, G. A. Richards, John W. Guider, John Shepard III, were present at the hearings. Quin Ryan, the tenth member of the Committee, was unable to attend.

A meeting of the NAB Code Committee was held on Tuesday, the day before the hearing, and agreed upon matters concerning the presentation of the testimony.

Meetings of the NAB Code Committee will be resumed in Washington next Tuesday at which time it is hoped reports on the conferences will be ready for consideration.

THE CODE AND THE CONVENTION

With prospects that the broadcasters' code will be ready for approval late next week, indications are that a record crowd will attend the annual NAB convention to be held at White Sulphur Springs, W. Va., October 8, 9, 10 and 11. Work on the code is being expedited in order that it will be ready for announcement before the time of the meeting in order that all broadcasters may

have an opportunity to get first hand information about it during the convention.

Every station received a copy of the official NAB program in the mail during the week. Read this program carefully and you will see that a major portion of the time will be devoted to business sessions in which free discussion is anticipated.

Stations desiring to have exhibits or displays of promotional material should make arrangements direct with the hotel.

The hotel rate for the convention is \$10 a day on the American plan although accommodations may be had on the European plan, the rooms costing around \$5.

The registration fee will be \$5 and this fee will include the banquet.

NRA TRANSCRIPTIONS FOR SPONSORSHIP

Release dates for the 24 electrically transcribed NRA program interludes have been announced from the office of W. B. Dolph, radio director of the NRA. Since this campaign is to start the week of October 8 it is absolutely necessary that orders be placed IMMEDIATELY by stations who desire to take advantage of this series.

Herewith is the schedule of release dates, together with the subjects treated, which will indicate the local clients to whom the programs may be sold. Some stations are selling the transcription as just a five-minute program, while others are suggesting fifteen- and thirty-minute programs in which the NRA transcription is spotted. No restrictions have been made as to the price for which these transcriptions can be sold. Each transcription is a forceful and dramatic stimulus to "BUY NOW," built directly around the specific commodity which is the subject of the particular episode.

SCHEDULE AND SUBJECTS

Week of Oct. 8—Interlude No. 1. Subject: "Furniture." Interlude No. 2. Subject: "Musical Instruments."

Week of Oct. 15—Interlude No. 3. Subject: "Ladies Ready to Wear." Interlude No. 4. Subject: "General."

Week of Oct. 22—Interlude No. 5. Subject: "Mens Suits and Overcoats." Interlude No. 6. Subject: "Women's and Children's Shoes."

Week of Oct. 29—Interlude No. 7. Subject: "Labor Saving Devices." Interlude No. 8. Subject: "Home Improvements."

Week of Nov. 5—Interlude No. 9. Subject: "Foodstuffs." Interlude No. 10. Subject: "White Goods."

Week of Nov. 12—Interlude No. 11. Subject: "Refrigeration." Interlude No. 12. Subject: "Yard Goods."

Week of Nov. 19—Interlude No. 13. Subject: "Drugs and Drug Store Products." Interlude No. 14. Subject: "Real Estate."

Week of Nov. 26—Interlude No. 15. Subject: "Cosmetics and Toiletries." Interlude No. 16. Subject: "Men's Hats."

Week of Dec. 3—Interlude No. 17. Subject: "Automobiles." Interlude No. 18. Subject: "Home Heating."

Week of Dec. 10—Interlude No. 19. Subject: "Men's Wear." Interlude No. 20. Subject: "Kitchen Replacements."

Week of Dec. 17—Interlude No. 21. Subject: "Culture and Amusement." Interlude No. 22. Subject: "Children's Wear."

Week of Dec. 24—Interlude No. 23. Subject: "Women's Stockings and Lingerie." Interlude No. 24. Subject: "Tableware."

The NRA does not have funds to pay for the recording cost, but Mr. G. T. Herzog of Washington, D. C., has volunteered to produce the series at a cost of \$2.50 per record, the production to be done under the supervision of NRA officials.

Stations desiring to make use of these recordings should communicate at once with Mr. G. T. Herzog, 704 National Press Building, Washington, D. C. The cost is \$60.00, plus 5 per cent tax, for the entire series. You may, if you wish, pay for half the series at the time of subscribing and the balance on November 1, 1933, or, have them sent C. O. D., in which case an additional 25 cents per program mailing cost should be added. If you desire to make use of these recordings it is important that you place your order IMMEDIATELY.

SECURITIES ACT REGISTRATIONS

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

- Accumulative Royalties Corp., Tulsa, Okla. (2-221)
- Central Idaho Mining & Milling Company, Seattle, Wash. (2-225)
- Cram's, Inc., Portland, Ore. (2-224)
- Eagle Bird Mine, Inc., New York City. (2-227)
- Faith Oil Corporation, Wichita Falls, Kans. (2-226)
- Gulf Coast Water Company, Bay City, Texas. (2-229)
- Kelly Gold and Silver Mines, Inc., Wilmington, Del. (2-228)
- Mines & Metals Corporation, Tucson, Ariz. (2-220)
- Morgan Industries, Inc., Dover, Del. (2-223)
- New University Realty Company, Inc., New Orleans, La. (2-222)

RECOMMENDS KGIR FREQUENCY CHANGE

Station KGIR, Butte, Mont., applied to the Radio Commission to change its frequency from 1360 to 1340 kilocycles. In Report No. 509 recommendation is made that the application be granted (Ralph L. Walker, e.). The station did not ask for any time or power change. It operates unlimited time.

The Examiner found that interference now exists within the one millivolt contour of Station KGIR. "In the event KFPY vacates the 1340 kilocycle assignment," the Examiner says. "this interference can be eliminated by the assignment of KGIR to that frequency, to the benefit of the public and without detriment to any other station."

DANBURY, CONN., CASE DEFAULTED

Donald E. Bean and Wendell S. Clark, operating as the Connecticut Broadcasting Company, applied to the Radio Commission for a construction permit for a new station to be erected at Danbury, Conn. They requested a frequency of 1310 kilocycles, daytime operation. In Report No. 509 (George H. Hill, e.) it is recommended that the application be denied.

When the case was called for hearing no one appeared on behalf of the applicants and no evidence was submitted in support of the application.

APPEAL FILED IN KWKH CASE

An appeal was filed this week with the Court of Appeals of the District of Columbia by the Ark-La-Tex Radio Corporation of Shreveport, La., also asking for a stay order in connection with a decision of the Radio Commission of September 15 in which it allowed the assignment of the license of Station KWKH, Shreveport, to the International Radio Corporation.

The appeal states that the appellants had on file with the Radio Commission at the time the decision was handed down, without hearing, an application for the use of the facilities of KWKH.

APPLICANTS FAIL TO APPEAR

Station WLCI, Ithaca, N. Y., asked for a license renewal on its frequency of 1210 kilocycles. In Report No. 510 it is recommended that the application be denied (George H. Hill, e.).

When the case was called for hearing no appearance was made on behalf of the application.

TWO NEW BRIEFS FILED

During the current week the Radio Commission has filed two new briefs in the Court of Appeals of the District of Columbia.

One is in Docket No. 5846, the appeal of Station WREC against the Commission, with the Waterloo Broadcasting Company as intervener, and the other in Docket Nos. 5896 and 5917 of Station WJJD against the Commission.

KFPY RECOMMENDED FOR FREQUENCY CHANGE

Stations KFPY, Spokane, Wash., and KSEI, Pocatello, Idaho, both applied to the Radio Commission to change their frequencies to 890 kilocycles. Recommendation is made in Report No. 507 (Ralph L. Walker, e.) that the application of KFPY be granted but that of KSEI be denied.

KSEI now operates on a frequency of 900 kilocycles while KFPY operates on 1340 kilocycles. Both stations operate unlimited time.

The Examiner found in this case that "objectionable interference will not result from the operation of either KSEI or KFPY on 890 kilocycles. Upon consideration of the facts shown, and the areas and population served and proposed to be served by each, it appears that as between KSEI and KFPY, public interest will be better served by the operation of the latter station on 890 kilocycles."

QUOTA UNITS — SEPT. 23, 1933

State	FIRST ZONE		± Quota due	
	Due	Assign.	± Units	± %
N. Y.	35.07	37.95	+ 2.88	+ 8
Mass.	11.84	10.56	- 1.28	- 11
N. J.	11.26	11.73	+ 0.47	+ 4
Md.	4.55	4.20	- 0.35	- 8
Conn.	4.48	4.00	- 0.48	- 11
P. R.	4.30	0.50	- 3.80	- 88
Me.	2.22	2.21	- 0.01	- 0
R. I.	1.91	1.40	- 0.51	- 27
D. C.	1.35	1.30	- 0.05	- 4
N. H.	1.29	0.83	- 0.46	- 36
Vt.	1.00	0.62	- 0.38	- 38
Del.	0.67	0.62	- 0.05	- 7
V. I.	0.06	- 0.06	-100
Total	80.00	75.92	- 4.08	- 5

SECOND ZONE

Pa.	27.63	20.12	- 7.51	- 27
Ohio	19.07	19.29	+ 0.22	+ 1
Mich.	13.89	10.63	- 3.26	- 23
Ky.	7.50	8.50	+ 1.00	+ 13
Va.	6.95	9.50	+ 2.55	+ 37
W. Va.	4.96	5.61	+ 0.65	+ 13
Total	80.00	73.65	- 6.35	- 8

THIRD ZONE

Texas	16.22	23.12	+ 6.90	+ 43
N. Car.	8.82	9.75	+ 0.93	+ 11
Ga.	8.10	8.15	+ 0.05	+ 1
Ala.	7.37	6.42	- 0.95	- 13
Tenn.	7.29	12.80	+ 5.51	+ 76
Okla.	6.67	8.44	+ 1.77	+ 27
La.	5.85	8.39	+ 2.54	+ 43
Miss.	5.60	3.58	- 2.02	- 36
Ark.	5.16	5.30	+ 0.14	+ 3
S. Car.	4.83	2.00	- 2.83	- 59
Fla.	4.09	8.45	+ 4.36	+107
Total	80.00	96.40	+16.40	+ 20

FOURTH ZONE

State	Due	Total Assign.	± Quota due	
			± Units	± %
Ill.	22.52	33.31	+10.79	+ 48
Mo.	10.71	12.00	+ 1.29	+ 12
Ind.	9.56	7.87	1.69	- 18
Wisc.	8.67	7.99	- 0.68	- 8
Minn.	7.57	9.03	+ 1.46	+ 19
Iowa	7.30	11.60	+ 4.30	+ 59
Kans.	5.55	6.05	+ 0.50	+ 9
Nebr.	4.06	7.36	+ 3.30	+ 81
S. Dak.	2.05	2.97	+ 0.92	+ 45
N. Dak.	2.01	2.99	+ 0.98	+ 49
Total	80.00	101.17	+21.17	+ 26

FIFTH ZONE

Calif.	36.86	38.06	+ 1.20	+ 3
Wash.	10.15	15.59	+ 5.44	+ 54
Colo.	6.72	9.24	+ 2.52	+ 38
Ore.	6.19	9.22	+ 3.03	+ 49
Mont.	3.49	3.85	+ 0.36	+ 10
Utah	3.30	6.60	+ 3.30	+100
Idaho	2.89	3.00	+ 0.11	+ 4
Ariz.	2.83	2.66	- 0.17	- 6
N. Mex.	2.75	4.03	+ 1.28	+ 47
Hawaii	2.39	1.94	- 0.45	- 19
Wyo.	1.46	0.60	- 0.86	- 59
Nev.	0.59	0.70	+ 0.11	+ 19
Alaska	0.38	0.68	+ 0.30	+ 79
Total	80.00	96.17	+16.17	+ 20

WIRED RADIO TEST CASE

The Federal Radio Commission, in conjunction with the Department of Justice, this week was successful in prosecuting the case of the U. S. v. Norman Cohen, who was indicted for operating a radio station without a station license at Bridgeport, Conn.

The Defendant contended that he was operating his station by wired radio and therefore no license was required from the Federal Radio Commission. He further contended that the signals from his transmitting equipment were emitted through the power lines in the city of Bridgeport; from there were received at receiving stations that were connected with these power lines, and, therefore, the system was not a radio station as defined in the Radio Act.

The Government contended that this transmitting equipment acted as a radio station and emitted signals through the air as any other station, which signals were picked up by receiving sets connected with ordinary antennas. To prove this point, the Commission presented evidence showing that the station was heard in the state of Connecticut by regular receiving sets with antennas attached, and when the antennas were disconnected no signals were received from the station. In addition to this, the Government showed by agents of the Federal Radio Commission, that the signals were received in the state of New York upon an isolated receiving set not connected with power wires used by the transmitting station, thereby proving that no connection was necessary with the wire lines as contended by the defendant.

The Commission contended and proved by experts that the system used by Cohen was not really a Wired Radio system but an ordinary radio station.

The jury rendered the verdict of guilty on two counts, the first being the operation of the station without an operator's license, and the second the operation of the station without a station license. Judge Fincks, who heard the case, fined the defendant \$25 after a plea of leniency by his counsel.

This case is the first one coming up in which the question of wired radio has been involved, and has a very important bearing upon further operation of stations of this kind.

HANLEY SEES BUSINESS UPTURN

After conferences with licensees of radio broadcasting stations in Illinois and Wisconsin, held recently in Chicago, Commissioner James H. Hanley, of the Fourth Radio Zone, is convinced that there is a healthy up-turn in business. He found the station licensees most optimistic over the trade outlook. He added:

"They are most militant in their demands for more time and more power, so as to increase their service areas. They are convinced that we are on the verge of a big trade revival and they are anxious to be prepared to take care of expected increased demands for radio facilities on the part of manufacturers and distributors of the necessities and luxuries of life."

While sympathetic to their pleas, Commissioner Hanley pointed out that unless and until radio engineers provided more radio channels for use in the United States, it is physically impossible to grant their requests.

Commissioner Hanley received many complaints while in the Middlewest regarding the broadcasts from Dr. John R. Brinkley's station now located in Mexico.

"The people resent having reception from their favorite stations in the United States spoiled by interference from a station ruled off the air by the Radio Commission. I told the protestants that while I was not a member of the Commission when Brinkley, Rev. Bob Shuler, and Norman Baker were taken off the air, I am in thorough sympathy with that action, which was upheld by the Court of Appeals of the District of Columbia. I am also glad that W. K. Henderson is going off the air as many of his broadcasts were intemperate and created unhealthy agitation.

"Progress is being made through diplomatic channels in clearing up the intolerable interference to our stations caused by stations established in Mexico by discredited broadcasters from this country. The American delegation, headed by Judge E. O. Sykes, chairman of the Commission, laid the foundation for an amicable adjustment. As a respected and reputable nation, Mexico, when she learns all the facts, will no longer offer succor and a refuge to such outlaws."

A NEW "HIGH" IN RADIO TOWERS

A wooden radio tower, the highest ever attempted, 624 feet high, is at present under construction for government account at Koblenz, Germany, according to information received by Axel H. Oxholm, Chief of the Lumber and Paper Division of the Department of Commerce. The German Government after diligent investigation decided to use American Southern pine in this structure and in this manner a new outlet for American lumber is found in Europe.

RADIO EMPLOYMENT UP AGAIN

Reports to the Bureau of Labor Statistics, Department of Labor, from 42 radio manufacturers gave their July employment at 22,730. This was an increase of 2.1 per cent over June and of 50.6 per cent over July of last year.

Average weekly payrolls in July in these same plants was \$335,461 a decrease of 14.9 per cent compared with June but an increase of 16.5 per cent compared with July of last year.

MORE BOOTLEG SETS

The Czechoslovakian Posts and Telegraphs has issued a statement that an indemnity will be paid to all persons who should discover and denounce a clandestine receiving set to the Administration. This is in an effort both to wipe out bootleg sets and to combat the gathering of groups of radicals with secret receiving sets whereby they are enabled to listen to programs emanating from Russia.

LOTTERIES INCREASE ITALIAN LISTENERS

A marked increase in the number of listeners has been reported by the Italian broadcasting authorities and has been attributed by them to the use of lotteries. All listeners subscribing to the broadcasting service of the country are given tickets, from which winning numbers for 15 prizes are drawn. Italian broadcasting is maintained by a private monopoly conducted under government supervision.

TRADE COMMISSION DESIST ORDER

The Federal Trade Commission has ordered Maisel Trading Post, Inc., Albuquerque, N. M., to cease and desist from selling its silver jewelry, partly made by machinery, as "Indian" or "Indian Made." Among the products so sold were bracelets, rings and concha belts. According to the order, the company, in case it chooses to use the words "Indian" or "Indian Made" in its advertising, with or without addition of the word "Jewelry" or of the words "bracelet", "ring", or "concha belts", is to designate either that the jewelry has been rolled or pressed or partly ornamented by machine or, as the case may be, that there has been used in its production a combination of rolling, pressing, or partial ornamentation by machine.

FEDERAL RADIO COMMISSION ACTION HEARING CALENDAR

Monday, October 2, 1933

NEW—Maurice Scott, R. D. Laird, Wm. M. Kahanowitz, and J. Kahanowitz, d/b as Greensburg Broadcasting Co., Greensburg, Pa.—CP, 1420 kc., 100 watts, daytime.

Wednesday, October 4, 1933

Hearing before Commission en banc

WGN—WGN, Inc., Chicago, Ill.—CP, 720 kc., 50 KW, unlimited time. Present assignment, 720 kc., 25 KW, unlimited time.

WHAM—Stromberg-Carlson Telephone & Manufacturing Co., Rochester, N. Y.—CP, 1150 kc., 50 KW, unlimited time. Present assignment, 1150 kc., 25 KW, unlimited time.

WBZ—Westinghouse Electric & Manufacturing Co., Boston, Mass.—Modification of license; 990 kc., 50 KW, unlimited time (synchronized with WBZA). Present assignment, 990 kc., 25 KW, unlimited time (synchronized with WBZA).

Hearing before Examiner

NEW—Willard G. Demuth, Uhrichsville, Ohio—CP, 1370 kc., 100 watts, daytime.

Thursday, October 5, 1933

WGN—Peter Goelet, Chester Township, N. Y.—Modification of license; 1210 kc., 50 watts, share equally with WJBI, WFAS, and WGBB. Present assignment, 1210 kc., 50 watts, specified hours.

Friday, October 6, 1933

Rehearing

KMLB—Liner's Broadcasting Station, Monroe, La.—CP, 590 kc., 250 watts, specified hours. Present assignment, 1200 kc., 100 watts, unlimited time.

APPLICATIONS GRANTED

First Zone

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Granted modification of CP to make changes in equipment, extend commencement date to 30 days after today, and completion date to February 1, 1934.

WNBZ—Earl J. Smith and Wm. Mace, d/d as Smith & Mace, Saranac Lake, N. Y.—Granted renewal of license, 1290 kc., 50 watts, daytime. (Application of WHDL applying for facilities of WNBZ has been dismissed.)

Second Zone

WRVA—Larus & Bros. Co., Inc., Richmond, Va.—Granted modification of license to determine power of station by direct measurement of antenna power.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted authority to operate from 2 to 3 a. m. October 14, 1933, with 1 KW power, in order to broadcast program in cooperation with the York Radio Club of York, Pa.

WBEO—The Lake Superior Broadcasting Co., Marquette, Mich.—Granted special temporary authorization to broadcast World Series baseball games.

Third Zone

KRLD—KRLD Radio Corp., Dallas, Tex.—Granted authority to use time assigned to but not used by KTHS from 12:30 to 6 p. m., CST, September 30; October 7, 14, 21, and 28; November 4, 11, 18, 24, 25; and December 2 and 9.

KTHS—Hot Springs Chamber of Commerce, Hot Springs National Park, Ark.—Granted authority to operate on 970 kc. from 12:30 p. m., CST, until 6 p. m., CST, September 30, October 7, 14, 21, and 28; November 4, 11, 18, 24, 25; and December 2 and 9, 1933, in order to broadcast athletic events.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted modification of CP to extend commencement date to August 19 and completion date to November 9, 1933.

KTRH—KTRH Broadcasting Co., Houston, Tex.—Granted renewal of special experimental authorization to increase power from 500 watts to 1 KW until April 1, 1934.

WEED—Wm. Avera Wynne, Greenville, N. C.—Granted license to cover CP; 1420 kc., 100 watts, daytime to local sunset.

WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—Granted renewal of license for auxiliary transmitter to March 1, 1934.

Fourth Zone

WKBH—WKBH, Inc., LaCrosse, Wis.—Granted two weeks' extension of special authority to operate with 500 watts power pending repair of generator.

WHB—WHB Broadcasting Co., Kansas City, Mo.—Granted extension of special experimental authorization to operate from 12 midnight to 6 a. m. on 1120 kc., with 500 watts power, to February 1, 1934. (Normally licensed on 860 kc., 500 watts, daytime only.)

WMBH—W. M. Robertson, Joplin, Mo.—Granted special temporary authorization to operate from 3 to 6 p. m., CST, on October 6 and November 11, 17, and 30, 1933.

WFAM—The South Bend Tribune, South Bend, Ind.—Granted CP to make changes in last radio stage.

Fifth Zone

KROW—Educational Broadcasting Corp., Oakland, Calif.—Granted extension of authority to use the time of KFWI, provided that station continues to remain silent, until April 1, 1934.

KFQD—Anchorage Radio Club, Inc., Anchorage, Alaska—Granted temporary extension of license to November 1, 1933, pending receipt and/or action on application for renewal.

KWFFV—Hilo Broadcasting Co., Ltd., Hilo, Hawaii—Granted modification of CP to extend commencement date to December 1 and completion date to February 1, 1934.

KGER—Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.—Granted extension of special authority to make tests using portable transmitter on 1360 kc. to December 1.

KVOA—Arizona Broadcasting Co., Inc., Tucson, Ariz.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on any pending applications affecting the facilities of KVOA, and designated KVOA's application for hearing.

SET FOR HEARING

- NEW—The State Journal Company, Lansing, Mich.—CP for new station, **1210 kc.**, 100 watts night, 250 watts day, unlimited time.
- WIS—Station WIS, Inc., Columbia, S. C.—CP to move transmitter, install new equipment, change frequency from **1010 kc.** to **1050 kc.**, and increase power from 500 watts night 1 KW day to 5 KW.
- WMAQ—National Broadcasting Co., Inc., Chicago, Ill.—Application for renewal of license.

APPLICATIONS DISMISSED

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

- WINS—American Radio News Corp., New York—Modification of license, **1180 kc.**, 1 KW, limited time.
- KSO—Iowa Broadcasting Co., Des Moines, Iowa—CP, **1120 kc.**, 500 watts LS, 250 watts unlimited time (facilities of WIAS).
- WDEL—WDEL, Inc., Wilmington, Del.—Modification of license, **1120 kc.**, 500 watts, unlimited time.
- WJR—WJR, The Goodwill Station, Inc., Detroit, Mich.—**750 kc.**, 50 KW, unlimited time.

The following application, heretofore set for hearing, was denied, because applicant failed to enter appearance within time allowed:

- KRGV—KRGV, Inc., Harlingen, Tex.—Modification of license, **1260 kc.**, 500 watts, unlimited time (facilities of KWWG).

MISCELLANEOUS

- WCAD—St. Lawrence University, Canton, N. Y.—Granted special temporary authorization to operate from 1:30 to 3 p. m. and 4 to 5:15 p. m., EST, on October 21 and 28, 1933, and from 1:30 to 3 p. m. and 4 to 4:30 p. m., EST, November 11.
- KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of authority to use time assigned to but not used by stations WILL and KUSD during month of October.

ACTION ON EXAMINER'S REPORT

- NEW—Donald E. Bean and Wendell S. Clark, d/b as The Connecticut Broadcasting Co., Danbury, Conn.—Denied as in case of default application for new station to operate on **1310 kc.**, 100 watts, daytime hours, sustaining Examiner George H. Hill.

APPLICATIONS RECEIVED

First Zone

- WHEC—WHEC, Inc., Rochester, N. Y.—Extension of special temporary experimental authorization to operate simultaneously with WHP, WCAH, WOKO, and WFEA on **1430 kc.**

Second Zone

- WHAS—The Courier-Journal Co. and The Louisville Times Co., Louisville, Ky.—Construction permit to make changes in equipment and increase power from 25 KW to 50 KW.
- WDBJ—Times-World Corporation, Roanoke, Va.—Modification of license to increase power from 250 watts night, 500 watts to local sunset to 500 watts.
- WHP—WHP, Inc., Harrisburg, Pa.—Extension of special temporary experimental authorization to operate simultaneously with WHEC, WCAH, WOKO, and WFEA to 5-1-34.

Third Zone

- WMBR—F. J. Reynolds, Tampa, Fla.—Consent to voluntary assignment of license to F. J. Reynolds, Inc.

- WMBR—F. J. Reynolds, Inc., Tampa, Fla.—Construction permit to make changes in equipment and move transmitter and studio from Tampa, Fla., to Jacksonville, Fla.

- NEW—J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—Construction permit for new station to use **1200 kc.**, 100 watts, daytime (facilities KGKL, San Angelo, Tex.). Filed with 3-P-B-2995 requesting be considered under Rule 49.

- NEW—J. H. Squires and A. E. Cullum, Jr., Dallas, Tex.—Construction permit for new station to use **1200 kc.**, 100 watts, daytime (facilities KFYO, Lubbock, Tex.). Resubmitted with above and request to consider same under Rule 49.

- WMC—Memphis Commercial Appeal, Inc., Memphis, Tenn.—Consent to voluntary assignment of license to WMC, Inc.

- WJBW—Charles C. Carlson, New Orleans, La.—License to cover construction permit granted 9-1-33 to move transmitter and studio locally.

- WAMC—Raymond C. Hammett, Anniston, Ala.—Modification of construction permit granted 5-23-33 to rebuild station destroyed by fire to extend dates of commencement and completion to 11-15-33 and 2-15-34, respectively.

Fourth Zone

None.

Fifth Zone

- KNX—Western Broadcast Co., Los Angeles, Calif.—Modification of station license to increase power from 25 KW to 50 KW.

- NEW—Metro Broadcasting Co., A. Tornek and R. Lillie, East Los Angeles, Calif.—Construction permit for new station to use **820 kc.**, 250 watts, limited time with WHAS, Louisville, Ky. Facilities formerly assigned KGEF now assigned KFAC, Los Angeles, Calif.

- NEW—The Wyoming Broadcasting Co., R. E. Carroll, Owner, Sheridan, Wyo.—Construction permit for new station to use **1370 kc.**, 100 watts, unlimited time.

- NEW—C. G. Phillips and Frank Hill, d/b Boise Broadcast Station, Weiser, Idaho—Construction permit for new station to use **1200 kc.**, 100 watts, unlimited time (facilities KFXD, Nampa, Idaho).

APPLICATIONS RETURNED

- WJEM—Britt A. Rogers, Jr., Tupelo, Miss.—Modification of construction permit to extend dates of commencement and completion. (Oath not signed.)

- NEW—Pecan Valley Broadcasting Co., Brownwood, Tex.—Construction permit for new station to use **1420 kc.**, 100 watts, unlimited time. (Oath, transmitter location, and frequency monitor.)

- NEW—Virgil V. Evnes, Augusta, Ga.—Construction permit for new station to use **1500 kc.**, 100 watts, unlimited hours. (All sections not completed; frequency monitor.)

- NEW—White Wing Publishing House, Cleveland, Tenn.—Construction permit for new station to use frequency near **1500 kc.**, 100 watts, limited time. (Not signed; Rules 5, 6 and 77—insufficient information on equipment and transmitter location.)

- KQV—KQV Broadcasting Co., Pittsburgh, Pa.—Authority to determine power by direct antenna measurement (request of applicant).

- KNX—Western Broadcast Co., Los Angeles, Calif.—Special experimental authorization to operate with 50 KW experimentally. (Request of applicant as it is superseded by 5-ML-B-1236 requesting this increase *not* on experimental basis.)

- NEW—Magic Isle Broadcast Co., Avalon, Calif.—Construction permit for new station to use **1220 kc.**, 500 watts, unlimited time. (Rule 6a, c and d—insufficient information on proposed transmitter location.)

CALL SIGNALS ASSIGNED DURING WEEK OF SEPT. 18

- WMIL, Brooklyn, N. Y., changed to WCNW.
WMED, Florence, Ala., changed to WNRA.