

BROADCASTERS' NEWS BULLETIN

Reporting accurately and promptly current happenings of special interest to Broadcasting
Stations in the Commercial, Regulatory, Legislative and Judicial Fields

Issued by

OFFICERS

WALTER J. DAMM, Milwaukee, Wis.
President
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Vice President
O. D. FISHER, Seattle, Wash.
Vice President
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Treasurer

THE NATIONAL ASSOCIATION OF BROADCASTERS

Incorporated

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Telephone District 9497

EXECUTIVE PERSONNEL

PHILIP G. LOUCKS
Managing Director
EUGENE V. COGLEY
Assistant to Managing Director
OLIVINE FORTIER
Secretary

May 16, 1931

THE EUROPEAN PLAN

"Since broadcasting in Europe is conducted directly by the governments, it is very different from radio in this country," Senator Dill declared in an interview printed in the New York Times just before his departure for Europe where he will study carefully the European plan of broadcasting.

"Foreign nations are afraid of private ownership of radio stations, feeling that it gives individuals a claim on ownership of the air.

"Always thinking of war, they want to control all messages.

"In this country we have dared to allow private ownership under the laws and licenses of the government. I hope that government radio stations here will never supersede private enterprise, which allows the American business man free use of his initiative.

"Government would tend to stifle and stiffen all radio broadcasting."

Senator Dill will find that the United States leads Europe in the development of broadcasting. He will find that under the American plan the public receives the kind of programs it wants; that competition keeps service on a high plane; that exacting government regulation keeps transmitting equipment abreast of development; and that American business has benefited through the use of broadcasting as an advertising medium.

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BROWN DISCUSSES BROADCASTING

The listener is not the only one who can tune off, L. Ames Brown, president of Lord & Thomas and Logan, warned in a paper read recently before the meeting of the A. A. of A. A. in Washington.

"We have made a study of the advertising content of the program continuities of 109 advertisers on the National and Columbia chains," Mr. Brown wrote. "The ten most popular programs have an average advertising content of 8 per cent. Three of the first-rank programs run about 11 per cent. Only one runs less than $6\frac{1}{2}$ per cent.

"The most popular 15-minute sketch - and the one that has probably been the most productive in sales - uses an average of 11 per cent of advertising divided between the beginning and the end of the program. In the full hour programs, the one that undoubtedly has achieved the greatest results for the advertiser, uses an average of $11\frac{1}{2}$ per cent of straight product advertising. But in the 109 programs, advertising content varies all the way from 1 per cent to 100 per cent.

"Some persons advocate tuning out the advertiser whose announcements are too long or too commercial. But the listener is not the only one who can tune out. The advertiser can also tune out, and spend his money in other media if they make radio unprofitable for him. The whole future of broadcasting in this country, just as much as the future of newspaper and magazine publishing, depends upon its profitable use as an advertising medium.

"Listener acceptance doesn't depend upon the length of the advertising content of programs, but upon the skill with which the entire program is staged from the opening to the closing announcements. Comparison of lengths of advertising copy with nationwide tests of program popularity conclusively proves that popularity of programs has no relation to the length of copy.

"I have great confidence in the air as a full-fledged dependable advertising medium, and I have a similar confidence in the advertising education of the public. All in all, I think there is very little need for wet-nursing solicitude. I think we will probably hear the controversy about long copy and short copy for many years to come, but I don't think either side is going to have very much influence on the so-called American system of broadcasting, which provides a rich variety of entertainment at the expense of the advertiser, instead of an anaemic flow of entertainment as in England at the expense of the set owner.

"Some of our friends in the publishing world seem to be unduly disturbed by the growth of radio advertising, and its possible effect on the future of printed advertising. I think their fears are not founded on a logical analysis of the situation. There is a very definite limit to the amount of time that can be profitably bought by advertisers. There are only twenty-four hours in the day - and a radio set can get only one program at a time.

"While the volume of radio advertising is now large enough to be impressive, there are a number of daily newspapers whose annual advertising revenues are in excess of the receipts of the broadcasting chains. One of the national magazines last year carried nearly twice as much advertising in its fifty-two issues as the two great chains did in 365 days."

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"MEN OF AMERICA" SERIES ANNOUNCED

The National Advisory Council on Radio in Education this week announced the first of a series of radio lectures, entitled the "Men of America" series, to be broadcast over country-wide networks. President Hoover, speaking from the Cabinet Room of the White House, will introduce the first speaker of the series, Robert A. Millikan, who will talk from Los Angeles at ten o'clock, Day-light Saving, New York time, on the evening of Friday, May 22. Dr. Millikan then will give the inaugural address of the series which will be carried over coast-to-coast hook-ups to the First Annual Assembly of the Council in session in New York at the New School for Social Research. The cooperation of both the National Broadcasting Company and the Columbia Broadcasting Systems has been assured by the officials of those organizations.

Other speakers who have been invited to participate in the series for the first year are Nicholas Murray Butler, who will speak on some phase of international relations, Charles Evans Hughes on the law, Walter Lippman on journalism and John Dewey on education.

According to Levering Tyson, director of the Council the Council plans to continue this notable series indefinitely, and will invite only four or five individuals annually to deliver the addresses. Although lecturers for only the first year have been approached, it is probable that such men as Dwight Morrow, Julius Rosenwald, Silas Strawn, Gerard Swope and Newton D. Baker will be asked to carry on the series.

The function of the National Advisory Council on Radio in Education is to further the art of radio broadcasting in American education. The "Men of America" series is the first attempt the Council has made to demonstrate the type of educational broadcasting that will excite the interest of the American people.

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RADIO EDITORS MAKE SURVEY

The use of trade names in published programs, the value of spotlight advertising, the preparation of radio publicity and the comparative merits of the American and European broadcasting systems are several of the subjects covered by the survey now being made by the Newspaper Radio Editors' Association, through the organization's secretary-treasurer, Sol Taishoff of Washington. The results of the survey will be announced following the Radio Trade Show in Chicago on June 9.

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HEAR KTNT ARGUMENT

Norman Baker and his attorney jointly argued the case of Station KTNT, Muscatine, Iowa, before the Commission this week. After hearing before Chief Examiner Yost, it was recommended that the license of the Muscatine station be not renewed. Exceptions to the report were filed and argument was heard thereon this week. Briefs were filed in opposition to Baker's station by the Iowa and Illinois medical associations and state health departments.

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RADIO AND "LITTLE RED SCHOOLHOUSE"

If radio is to be of any real value to the little red schoolhouses of the nation "educational raids on the wave-length" backed by politicians must be prevented, O. H. Caldwell, former member of the Federal Radio Commission and editor of Electronics, said in a talk over WOR, Newark, this week.

"It is high time some of the real facts about radio were injected into the heads of politicians and educators who are now indulging in flights of oratory about reaching the little red school house with educational programs," he said.

"Just at present the favorite delusion of educational enthusiasts seems to be that a 500-watt station (about as much power as your breakfast toaster consumes) will cover the school rooms of the whole nation. The fact is, such a 500-watt station can be depended on to deliver a dependable program only two to 15 miles during daylight hours. Even a 5000-watt station can serve a radius of only 15 to 40 miles, and a 50,000-watt only 30 to 100 miles, under average daylight conditions.

"A bill at present before Congress would require the allocation of 15 per cent of the broadcasting wave-lengths, facilities, etc. for the sole use of educational institutions. Back of this educational raid on the wave-lengths there are, of course, the artful moves of the politicians, who like to get their hands on more radio channels.

"Such a plan of exclusive 'educational waves' would defeat the very purpose which educators and all public-spirited citizens really want to see accomplished, namely, the greater usefulness of the air for popular instruction.

"It is unsound for Congress to start assigning our slender stock of wave-lengths to special classes of broadcasters or to special interests of any kind. To set up "educational wave-lengths" will be further unwise and wasteful, for it will withdraw now useful wave-lengths from general circulation, while restricting the great educational power of the radio to the mere handfuls of listeners who would tune in on special "educational wave-lengths" carrying a menu of continuous instruction."

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AMONG OUR MEMBERS

Morgan L. Eastman of WENR has been re-elected president of the Chicago Broadcasters' Association.

Leo Fitzpatrick of WJR has been elected a member of the board of the Ad-craft Club of Detroit.

Among the visitors at NAB headquarters this week were: Harry Shaw, WMT, Waterloo, Iowa; Dr. Frank Elliott, WHO-WOC, Davenport, Iowa; H. B. Wooten, WREC, Memphis, Tenn.; Ed. S. Riggins, KMJ, Fresno, Calif.; Bill Foss, WCSH, Portland, Maine; C. R. Cummins, WRAK, Williamsport, Pa.; Stanley Hubbard, KSTP, St. Paul, Minn.; Leonard E. Wilson, KGIW.

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CHANGE TUBES ONCE A YEAR

Commissioner Harold A. Lafount, speaking to a group of radio listeners this week, urged that receiving set tubes be replaced once a year. He said:

"Many set owners pay too little attention to the hearts of receivers. The tubes do the real work, but like most mechanical devices they will wear out. An automobile, no matter how perfectly constructed, would not travel a great distance without oil. Manufacturers tell us to change the oil every five hundred miles; not because it has disappeared, but because it has lost its efficiency. Many of its virtues and characteristics have disappeared, although the fluid itself still exists. This to a great extent is true with the tubes in your radio set. People often complain that reception is not satisfactory, when perhaps they are using tubes from one to three years old. For efficiency you should replace all your radio tubes once a year.

"Unsatisfactory reception is also often produced by replacing a burned out tube. The new tube is so much more efficient than those remaining in the set it causes distortion. I may compare this with the placing of a new string in your piano, and then failing to tune the piano, or blend all of the strings.

"If you expect the reproduction of all sounds and the harmony which is transmitted, it is wise to replace all the tubes, even though they have not completely burned out. Depreciation of tubes is gradual consequently unnoticeable. If your old tubes are all replaced with new ones, you would notice a marked improvement, in fact the old receiving set would surprise you."

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YOST RECOMMENDS STATION MOVE

The recommendation originally made in Examiner's Report 18 was upheld by Examiner Yost this week, in Report 158 (Dockets 952 and 958) covering a rehearing of additional evidence in the applications of James A. Matthews and Charles Huber, Aberdeen, S. D. for authority to erect a new station on 1270 kc with 100 watts and daylight operation; and of Station KGFX, Equity Union Creameries, Inc. to move a station from Pierre to Aberdeen, reducing the power on the present station assignment of 580 kc to 100 watts with daylight operation. The Examiner held that it would be in the public interest to deny the application for the new station on 1270 kc, and recommended the granting of the request of station KGFX to move the station to Aberdeen. The testimony at the hearing indicated "all protests made against the removal of Station KGFX from Pierre to Aberdeen have been withdrawn," and that Aberdeen and the surrounding area is now without dependable daytime reception. Station WNAX, Yankton, S. D. a respondent at the hearing, introduced testimony to the effect that Pierre and Aberdeen are now served by this station. The summarized recommendation of the Examiner in granting the request of station KGFX to move provided that the applicant install modern equipment and that the transmitter be located in "a sparsely settled area" to reduce "blanketing." It was further recommended that the pending application for assignment of license from Dana McNeil to the Equity Union Creameries, Inc. be granted by the Commission without further hearing.

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ORDER AFFECTING RENEWALS

The Commission on Friday, May 15, adopted General Order No. 114 (repealing General Order No. 89) which reads as follows:

Section 1. Unless otherwise directed by the Commission, all applications for renewal of license shall be filed so as to be received at the office of the Supervisor of Radio in charge of the district in which the station is located at least sixty days prior to the expiration date of the license sought to be renewed. Where an applicant for renewal of license fails to meet these requirements, and as a result thereof the Commission fails to take action upon any such application before the expiration date of the license sought to be renewed, the licensee shall cease operating in accordance with the terms of said license and no temporary extension thereof will be granted pending decision of the Commission on said delinquent application.

Section 2. In all cases where an application for renewal of license is regarded as essential to the proper conduct of a hearing or an investigation by the Commission and the Commission as a result thereof specifically directs that the same be filed on or before a date certain, such application shall be filed so as to be received at the office of the Supervisor of Radio in charge of the district in which the station is located within the time specified by the Commission. Upon the failure of any licensee to file an application within such time as the Commission shall prescribe by specific direction or such extension thereof as the Commission may grant upon proper showing, the Commission shall proceed with the hearing upon the premise and assumption that said delinquent licensee does not desire or intend to make application for renewal of existing license; said delinquent licensee shall be defaulted in the matter of said hearing and no renewal of license will be granted or issued to it.

Section 3. That General Order 89 be and the same is hereby repealed. This order shall be effective on the day first above written.

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IDAHO AND WYOMING FIGURES

The Census Bureau this week announced receiving set figures for Idaho and Wyoming. Out of 108,515 families in Idaho, 32,869, or 30.3 per cent have radio sets while in Wyoming out of 57,218 families, 19,482, or 34.0 per cent have sets. The number of persons per family is 4.1 in Idaho and 3.9 in Wyoming.

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ORAL ARGUMENT GRANTED

The Commission granted the request for oral argument of Station WHA, University of Wisconsin, Madison, Wis. and Station WLBL, Department of Agriculture and Markets, State of Wisconsin, Stevens Point, Wis. in support of their application to consolidate both stations and operate at Madison with 5 KW day power on 900 kc. These applications were heard by Examiner Pratt and recommended for denial in Report 139 (Docket 984). The Commission will hear the argument on June 3. The applicants have been allowed one hour in which to present their reasons for reversal of the examiner's report.

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STATION REPRESENTATION COMPANY

William S. Hedges, president of WMAQ, Inc. was elected president of the Advertising Radio Service Incorporated, a station representation company formed at Chicago, this week. John Shepard of the Yankee Network, Boston, was elected vice-president and Walter J. Damm, WTMJ, Milwaukee, secretary. The company will open offices in New York in the near future. Later additional offices will be opened in Chicago and San Francisco and other leading commercial cities.

Nine stations were represented at the organization meeting. They were WMAQ, Chicago; WNAC, Boston; WTMJ, Milwaukee; WHK, Cleveland; WHAS, Louisville; WCCO, Minneapolis; WPTF, Raleigh; WSM, Nashville; WMT, Waterloo; and WHO-WOC, Davenport. Other stations that have indicated an interest in the organization are: WBEN, Buffalo; WJR, Detroit; WOR, Newark; WBAP, Fort Worth; WFAA, Dallas; WOAI, San Antonio; WSB, Atlanta; WSMB, New Orleans; KFI, Los Angeles; KPO, San Francisco; KOMO, Seattle; KWK and KMOX, St. Louis.

Only stations in non-competitive areas will be represented by the company and each station represented will hold stock in the company. Other similar companies are expected to be formed and with stations controlling their own representation the evil of double commissions will eventually be dissipated.

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POSITIONS WANTED

The NAB has received applications for positions from several announcers and commercial men from different parts of the country. Stations interested should write to the Managing Director, National Press Building, Washington, D.C.

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TELEVISION AT RMA SHOW

Television will be an important feature of the Seventh Annual Convention and Trade Show of the Radio Manufacturers' Association to be held at Chicago, Ill. during the week of June 8th. Headquarters will be at the Stevens Hotel. It is expected that 25,000 will attend the sessions of the convention and the show.

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WHP CHANGES HANDS

During the past week the Harrisburg Telegraph purchased controlling interest in Station WHP, Harrisburg, Pa. a Columbia outlet.

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DINNER FOR LOMBARDO

Folks prominent in Washington radio circles attended the dinner at Wardman Park Hotel last Saturday given by Harry Butcher, Columbia's Washington representative, in honor of Guy Lombardo, the orchestra leader.

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MORE DAY POWER RECOMMENDED

Examiner Hyde has recommended the granting of the application of station KGKL, San Angelo, Texas, Report 156 (Docket 1086) requesting authority to increase day power from 100 to 250 watts on the present frequency of 1370 kc, although both Texas and the Third Zone are over quota. He ruled that where a decided need has been shown for additional day power in a poorly served area, and the granting of such an application would tend to a more efficient use of facilities in the community, these factors are of greater importance than the question of the state and zone being overquota. Texas is 40% over quota and the Third Zone has 12.09 units in excess of that assigned to it. The Examiner further found "on account of climatic conditions, radio broadcast service in this part of the country (Texas) is hampered more by static conditions than in the more northerly states." In the recommendation it was stated that the "use of increased daylight power will make it possible to improve and extend service without affecting the reception of any other station and without setting up a barrier against the use of the frequency involved at locations in adjacent states not already barred by the stations' present use of the frequency."

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RADIO SLANDER BILL APPROVED

Governor Rolph has signed the "radio slander" bill which was recently passed by the California Assembly. The bill is admittedly aimed at the activities of Rev. "Bob" Shuler, Los Angeles broadcaster, which are now receiving the scrutiny of the Commission.

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TELEVISION SUIT DISMISSED

The Supreme Court of the District of Columbia this week dismissed the suit brought by the Radio Service Corporation of America against C. Francis Jenkins, Washington inventor, asking for an accounting for profits realized through the sale of his television patents. The court found that Jenkins was within his legal rights in disposing of his patents.

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RECOMMEND POWER INCREASE DENIAL

Examiner Walker in Report 157, recommending denial of the application of St. John's Catholic Church (WHBC) Canton, Ohio, for an increase in power from 10 to 100 watts, held that even if the granting of additional power would increase the service of the station in the community in which it is located, the power increase should not be granted if interference would result to other stations on the same frequency.

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APPLICATIONS GRANTED

The following applications were granted by the Commission during the current week:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF GRANT</u>
W K B I	WKBI, Inc. Chicago, Illinois	Granted renewal of license; 1420 kc, 100 watts, shares with WHFC-WEHS.
W B Z A	Westinghouse Elec. & Mfg. Co. Boston, Mass.	Granted permission to operate old transmitter of WBZ at Springfield, Mass. under call letters WBZA with 1 KW power synchronized with WBZ at Boston, until new transmitter can be constructed with WBZA as authority by C. P.
W N A D	University of Oklahoma Norman, Oklahoma	Granted permission to remain off the air from April 30 to Oct. 1, 1931.
NEW	W. Va. Brdco Corp. Portable, in West Virginia	Granted C. P. 1160 kc, 500, to test for new location for WWVA.
NEW	Alamo Brdco Co. Inc. Portable in Bexar Co. Texas	Granted C. P. 1420 kc, 100 w. 1 a.m. to 6 a.m. to test for new location for KTAP.
NEW	Peery Bldg. Co. Portable in Utah	Granted C. P. 1400 kc, 100 w. 12 midnight to 6 a.m. and any other hours now used by KLO, to test for new location KLO.
W F D W	Raymond C. Hammett Talladaga, Ala.	Granted C. P. to move transmitter and studio from Talladaga to Anniston, Ala.; install new equipment and use portable to test for location.
W W N C	Citizens Brdco Co. Inc. Asheville, N. C.	Granted C. P. to move transmitter and studio locally in Asheville, and install new equipment.
W H K	Radio Air Service Corp. Cleveland, Ohio	Granted C. P. to move auxiliary transmitter to Pleasant Valley Road, Seven Hills Village, Ohio.
W B I G	North Carolina Brdco Co. Inc. Greensboro, N. C.	Granted mod. of C. P. to extend completion date to 7/1/31, make changes in equipment; increasing maximum rated power of equipment to 1 KW, but does not increase licensed power.
W B Z A	Westinghouse E. and M. Co. Boston, Mass.	Granted mod. of C. P. extending completion date to August 5, 1931.

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APPLICATIONS GRANTED (Continued)

W A A T	Bremer Brdgc Corp. Jersey City, N. J.	Granted authority to install automatic frequency control.
W O B U	WOBU, Inc. Charleston, West Virginia	Granted authority for direct measurement of antenna input.
W B S R	Peoples Pulpit Association Brooklyn, N. Y.	Granted authority for direct measurement of antenna input.
W O D X	Mobile Brdgc Corp. Mobile, Alabama	Granted mod. of lic. to change time from dividing with WSFA to simultaneous operation with WSFA until LS, divide with WSFA at night.
W S F A	Montgomery Brdgc Co. Inc. Montgomery, Alabama	Granted mod. of lic. to change time from sharing with WODX to full day operation, share at night with WODX.
W A A E	Bay State Brdgc Corp. Boston, Mass.	Granted mod. of lic. to change time from sharing with WSSH to unlimited (WSSH discontinuing).
W I C C	Bridgeport Brdgc Sta. Inc. Bridgeport, Conn.	Granted mod. of lic. to increase power to 250 W. night, 500 W. LS.
W B B M - W J B T	Atlass Co. Inc. Chicago, Illinois	Granted mod. of lic. to change name to WBBM Broadcasting Corp.
W M M N	Holt Rowe Brdgc Co. Fairmont, W. Va.	Granted renewal of license 890 kc, 500 W. day, 250 W. night, unlimited.
W T A R	WTAR Radio Corp. Norfolk, Virginia	Granted authority to reduce power to 100 W. for 30 days and extend program test for 10 days additional, from May 11th.
W D B J	Richardson-Wayland Elec. Corp. Roanoke, Virginia	Granted consent to voluntary assignment of license to Times-World Corp.

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LICENSE APPLICATIONS GRANTED

During the current week the Commission granted applications for license covering previously authorized construction permits to the following stations: KICK, Red Oak, Iowa; WSEC, Brooklyn, N. Y.; WHAD, Marquette, Wisc.; KFEL, Denver, Colo; WLEC, Muncie, Ind.; KWJJ, Portland, Oregon; KRLD, Dallas, Texas; KFLV, Rockford, Ill.; KGCA, Decorah, Iowa; WHED, Mt. Orab, Ohio; WAAB, Boston, Mass.; KGH, Tyler, Texas; KELC, Decorah, Iowa.

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COMMISSION SUSTAINS EXAMINERS

The Commission, at a busy session on Friday, sustained its examiners in 21 out of the 22 cases decided. The decisions disposed of 19 reports which had previously been submitted for action. In one case, that of Station WGST, Atlanta, Georgia, for additional hours of operation, Chairman Saltzman and Commissioner Starbuck filed dissenting opinions. Opinions were rendered in each of the cases decided Friday and copies will be supplied to interested parties by the Commission as soon as they can be made available.

A summary of the Commission's action is as follows:

Ex. Rep. No. 14 & Sup.	WGST	Ga. School of Tech. Atlanta, Georgia	Granted C. P. for increase in hours of operation to full time; <u>denied</u> as to increase in power. (Examiner Yost).
Ex. Rep. No. 74	NEW	W.T.M.M. W.C. V.F. Hutchens d/b as The Hutchens Co. Huntsville, Ala.	Granted C. P. for operation on 1200 kc 50 watts, under time sharing basis with WFBC with 6/7 time, sustaining Examiner Yost.
Ex. Rep. No. 84	KLPM	John B. Cooley Minot, N. Dakota	<u>Denied</u> C. P. for change in frequency to 1240 kc, increase in power to 500 W. sustaining Examiner Yost.
Ex. Rep. No. 88	WMAZ	Macon Junior Chamber of Commerce Macon, Georgia	Granted mod. of lic. for operation on 1180 kc, 500 watts, sustaining Examiner Yost.
Ex. Rep. No. 91	NEW	Pioneer Broadcasting Co. Adamsburg, Pa.	<u>Denied</u> C. P. for new station on 620 kc, 100 watts, daytime, sustaining Examiner Yost.
Ex. Rep. No. 98	WJTY	Gadsden Brdcsg Co. Inc. Gadsden, Alabama	<u>Denied</u> C. P. to change frequency to 950 kc. Granted increase in power to 100 watts. Examiner Yost sustained.
Ex. Rep. No. 103	KROW	Educational Brdcg Corp. Oakland, Calif.	<u>Denied</u> C. P. and mod. of lic. to change frequency from 930 to 740 kc, and power from 1 KW day, 500 W. night to 2 KW day, 1 KW night, sustaining Examiner Yost.
Ex. Rep. No. 104	NEW	John R. Anderson Cardwell, Missouri	<u>Denied</u> C. P. for new station 1420 kc, 25 W. daytime operation, sustaining Examiner Yost.
Ex. Rep. No. 106	WNJ	Radio Investment Co. Inc. Newark, N. J.	Granted renewal of license; <u>denied</u> mod. of lic. and C. P. to change hours of operation to unlimited and increase power to 500 W. sustaining Examiner Yost.

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COMMISSION SUSTAINS EXAMINERS (Continued)

Ex. Rep. No. 107	KFKZ	Northwest Missouri State Teachers Col- lege, Kirksville, Mo.	<u>Denied</u> C. F. 1200 kc, 100 W. unlimited hours. Sustaining Examiner Yost.
Ex. Rep. No. 109	NEW	Earl J. Smith Watertown, N. Y.	<u>Denied</u> C. F. for new station 1240 kc, 50 watts, daytime hours, sustaining Ex- aminer Pratt.
Ex. Rep. No. 110	NEW	J. E. Richards Greenville, S. C.	<u>Denied</u> C. F. for Richards 1200 kc, 100 watts, unlimited, <u>Denied</u> C. F. for Hamilton, 1240 kc, 500 W. unlimited;
	NEW	W. T. Hamilton Greenville, S. C.	<u>denied</u> C. F. 1180 kc, 1 KW, limited time for Greenville News-Fiedmont Co. Ex- aminer Yost sustained in first two cases, reversed in latter case.
	NEW	Greenville News-Fied- mont Co. Greenville, S. C.	
Ex. Rep. No. 111	WIOD WMBF	Isle of Dreams Broad- casting Co. Miami Beach, Fla.	<u>Denied</u> mod. of lic. to change frequency to 940 kc, power to 1 KW, sustaining Examiner Pratt.
Ex. Rep. No. 116	NEW	Marius Johnson Ironwood, Michigan	Granted C. F. for new station 1420 kc, 100 watts, daytime only, sustaining Ex- aminer Yost.
Ex. Rep. No. 120	WQBC	Delta Broadcasting Vicksburg, Miss.	<u>Denied</u> C. F. and mod. of lic. for increase in power and change in hours of operation, sustaining Examiner Pratt.
Ex. Rep. No. 121	NEW	Vernon Wright, jr. Mauston, Wisconsin	<u>Denied</u> C. F. for new station, 1500 kc, 100 watts, unlimited hours, sustaining Examiner Pratt.
Ex. Rep. No. 122	NEW	Howell L. Westbrook Pine Bluff, Ark.	<u>Denied</u> C. F. for new station 1310 kc, 100 watts, unlimited hours, sustaining Examiner Pratt.
Ex. Rep. No. 126	WCOD	Norman R. Hoffman Harrisburg, Pa.	<u>Denied</u> C. F. for increase in power, sustaining Examiner Yost.
Ex. Rep. No. 127	KTAR	KTAR Broadcasting Co. Phoenix, Arizona	Dismissed application for mod. of lic. to increase power, sustaining Examiner Hyde.
Ex. Rep. No. 140	WTFI	Toccoa Falls Inst. Toccoa, Georgia	Dismissed application for C. F. to in- crease power, sustaining Examiner Yost.

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APPLICATIONS DENIED

W. O. Ansley, jr.
Abilene, Texas

NATURE OF ACTION

Denied petition asking Commission to vacate order for rehearing on application for construction permit to be held June 10.

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APPLICATIONS DEFAULTED

The following applications, which heretofore had been designated for hearing by the Commission, were denied on May 8, because applicants failed to file appearances within the time limit fixed by General Order 93.

<u>FRC FILE NO.</u>	<u>NAME OF APPLICANT</u>	<u>CALL</u>	<u>NATURE OF APPLICATION</u>
5-MPB-762	Western Brdcast Co. Hollywood, Calif.	KNX	Mod. of C. P. 1050 kc, 50 KW, LP
1-MLB-758	Gen. Brdgc System Inc. New York, N. Y.	WGBS	Mod. of lic. 930 kc, 250 w.
5-PB-1816	City of Fort Morgan Fort Morgan, Colo.	KGEW	C. P. 680 kc, 500 w. 1 KW LS.
5-PB-1857	Jack E. Stranger Coeur d'Alene, Idaho	NEW	C. P. 1070 kc, 100 w.

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APPLICATIONS DISMISSED

The following applications were dismissed at the request of the applicants:

<u>FRC FILE NO.</u>	<u>NAME OF APPLICANT</u>	<u>CALL</u>	<u>NATURE OF APPLICATION</u>
1-PB-1793	New England Brdgc Sta. New Haven, Conn.	NEW	C. P. 1270 kc, 250 w. 500 w. LS.
4-PB-1785	Marshall Elec. Co. Inc.	KFJB	C. P. 880 kc, 500 w.

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DENIAL OF STATION RECOMMENDED

Examiner Hyde has recommended the denial of the application for construction permit of R. S. McEwan, Clovis, N. Mex. in Report 161 (Docket 1078) requesting authority to erect new station on 1000 kc with power of 100 watts and daylight operation. The Examiner stated the community was not capable of originating sufficient material locally to provide proper broadcast service. It was further suggested that it would be an uneconomical use of facilities to authorize 100 watts operation on a cleared channel,

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HEARING CALENDAR

The following hearings are scheduled for the week commencing Monday, May 18, 1931. All hearings commence at 10 a. m.

MONDAY, May 18, 1931

WHEY St. Norbert College C. P. 950 kc 500 W.
W. De Pere, Wisconsin Unlimited time 1 KW LS
Present Assignment: 1200 kc 100 W
Unlimited time

WCLO WCLO Radio Corp. C. P. 1200 kc 100 W.
Janesville, Wisconsin Unlimited time 250 W LS
Present Assignment: 1200 kc 100 W
Unlimited time

WSUI State University of Iowa Mod. Lic. 880 kc 500 W.
Iowa City, Iowa Unlimited time
Present Assignment: 880 kc 500 W
3/7 time

This cause was heard December 10, 1930 and is placed on the calendar for the taking of additional testimony.

KSO Berry Seed Company Vol. Assign. lic. 1380 kc 500 W.
Clarinda, Iowa Shares time with WKSH
Requests assignment of license to
Joseph Callaway & Harry Dahl

KSO Joseph Callaway & Harry Dahl C. P. 1380 kc 500 W
To share time with WKSH
Present Assignment: 1380 kc 500 W.
Shares time with
WKSH
Requests authority to move transmitter
and studio to Des Moines, Iowa.

NEW Ozark Radio Corporation C. P. 1420 kc 100 W.
Carterville, Missouri Hours not used by WMBH
Mod. of lic. 1604, 2398, 100 W.
3256, 4795, 6425, 8650, 12850,
17300 kc.
Requests that hours not be re- (4 a.m. to 5 a.m.; 1:30 p.m. to 2:30 p.m.
stricted or set, so inter- (is time covered by present license.)
ference may be avoided with WMBH.

May 16, 1931

HEARING CALENDAR (Continued)

TUESDAY, May 19, 1931

NEW	Meade Johnston Tuscaloosa, Alabama	C. F.	1370 kc	100 W. Daytime hours
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This cause was heard on October 10, 1930, and the Commission remanded the report to the Examiner for the taking of further testimony.

NEW	G. L. Johnson Texarkana, Arkansas	C. F.	1500 kc	100 W. To share time with KGKB
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THURSDAY, May 21, 1931

NEW	Plattsburgh Broadcasting Co. Plattsburgh, N. Y.	C. F.	1310 kc	100 W. Daytime hours
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WAAT	Bremer Broadcasting Corp.	Mod. Lic.	930 kc	250 W. Unlimited time 500 W. LS
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Present Assignment: 940 kc 300 W.
Daytime to 5:00 p.m. E.S.T.

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CONSTRUCTION PERMITS GRANTED

During the current week the Commission granted applications for construction permits to the following stations, authorizing the installation of new transmitters, or changes in present equipment: WEDC, Chicago, Ill.; KCRJ, Jerome, Arizona; WENX, New York, N. Y.; KFXV, Flagstaff, Arizona; KPFC, Pasadena, Calif.; WHIS, Bluefield, West Virginia; KFSG, Los Angeles, Calif.; WAIU, Columbus, Ohio; KQV, Pittsburgh, Pa.; WPAW, Pawtucket, R. I.; WHAZ, Troy, N.Y.; KLX, Oakland, Calif.; KGME, Honolulu, T.H.; WSPA, Spartanburg, S. C.; KQW, San Jose, Calif.

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RECOMMENDS DENIAL OF PENNSYLVANIA APPLICATION

Denial of the application filed by Milton Guyton, Uniontown, Pa. for construction permit to erect new 250 watt daylight station on 620 kc was recommended by Examiner Walker in Report 162 (Docket 1133). According to this report the applicant failed to show sufficient financial ability to maintain the station; to establish that interference would not result; to indicate that any substantial service would be rendered; and, to point the availability of sufficient program talent to render programs of public interest.

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May 16, 1931

APPLICATIONS SET FOR HEARING

The following applications were ordered set for hearing by the Commission at its sessions during the current week:

NEW	Troy Broadcasting Co. Troy, Alabama	Requests C. P. for new station, 1500 kc 50 watts, daytime hours.
NEW	A. L. Beghtel and Deitrich . Dirks York, Nebraska	Requests C. P. for new station 930 kc, 500 w. night, 1 KW LS. share with KMA.
NEW	D. R. Wallace Location near Tulsa, Okla.	Requests C. P. for new station 1210 kc, 100 w. time not used by KGMP.
NEW	Harry C. Whitehill Waterbury, Vermont	Requests C. P. 1420 kc, 50 w. daytime hours.
NEW	Tom A. Terry St. Louis, Missouri	Requests C. P. 1420 kc, 100 w. unlimited time.
NEW	Hattie Mizelle Dothan, Alabama	Requests C. P. 1370 kc, 100 w. unlimited time.
WNBX	First Cong. Church Corp. Springfield, Vermont	Requests C. P. to install new equipment and increase power to 100 watts.
KFJI	KFJI Broadcasters, Inc. Astoria, Oregon	Requests C. P. to move transmitter and studio from Astoria to Klamath Falls, Ore.
WLBG	Robert Allen Gamble Petersburg, Virginia	Requests consent to voluntary assignment of license to WLBG, Inc.
WTAQ	Gillette Rubber Co. Eau Claire, Wisconsin	Requests mod. of lic. to change time from sharing with KSCJ to unlimited.
WGBF	Evansville on the Air, Inc. Evansville, Indiana	Requests mod. of lic. to change time from sharing with WOS and KFRU to simultaneous daytime operation with WOS and KFRU, shar- ing with WOS and KFRU night.
KFPY	Symons Broadcasting Co. Spokane, Washington	Requests mod. of lic. to change frequency from 1340 kc to 1220 kc.
KLRA	Arkansas Broadcasting Co. Little Rock, Arkansas	Requests mod. of lic. to change frequency from 1390 to 1430 kc; increase power from 1 KW to 1 KW day and 500 w. night; increase hours of operation from sharing with KQOA to unlimited. (Synchronize with WHEC, WOKO, WHP and WCAH).
NEW	Monumental Radio Inc. Baltimore, Maryland	Requests C. P. frequencies 2000-2100, 2100- 2200, 2750-2850, 2850-2950, 500 watts.

May 16, 1931

APPLICATIONS SET FOR HEARING (Continued)

W9XAA	Chicago Federation of Labor Chicago, Illinois	Requests C. P. experimental service
NEW	The Kunsky-Trendle Bldg Corp. Detroit, Mich.	Requests C. P. for visual broadcasting service.
NEW	Greater St. Louis Bldg Corp. Kirkwood, Missouri	Requests C. P. for picture transmission service.

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TEXAS WOULD TAX ASCAP FEES

The Texas assembly will shortly consider a bill under which all licensee fees collected in Texas by the American Society of Composers, Authors and Publishers would be taxed 25 per cent. The Society is fighting the measure. If the bill becomes law the Society has indicated it will increase its fees to stations in that state or refuse to issue licenses.

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BROADCASTING UNIONS ASKS DATA

Broadcasting stations in the United States are receiving questionnaires from the International Broadcasting Union seeking information for general use by the broadcasting industry throughout the world. The union numbers among its membership nearly all of the European broadcasting stations and both National and Columbia networks hold associate membership in this country. The purpose of the Union is to study broadcasting problems from the international viewpoint.

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DAYLIGHT STATION RECOMMENDED

The granting of the application of the Berks Broadcasting Co. Reading, Pa. for a construction permit to erect a new station on 830 kc with 1 KW and daylight operation was recommended by Examiner Yest in Report 159 (Docket 1141). Stating that the city of Reading and surrounding area were not now provided with dependable radio broadcasting reception, the Examiner ruled that the granting of this application would result in improved and enlarged reception in this vicinity. Attention has been called to the fact that the establishment of the proposed station would probably result in preventing the people within the good service area of the proposed station from receiving programs broadcast by station WAEC, operating on 860 kc, 100 miles distant. If such programs are desired, they may be received from WCAU at Philadelphia, the report explained.

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May 16, 1931

APPLICATIONS RECEIVED

The following applications were received by the Commission during the current week:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
K M A C	W. W. McAllister San Antonio, Texas	1370	630	C.P. to move transmitter locally; change frequency; increase power to 250 W. 500 W. LS; change hours to unlimited; install new transmitter.
W N O X	Sterchi Bros. Knoxville, Tenn.	560	---	Voluntary assignment of license to WNOX, Inc.
K M A	May Seed & Nursery Co. Shenandoah, Iowa	930	710	Mod. of lic. change frequency; change power to daytime.
W D B J	Richardson-Wayland Elec. Corp. Roanoke, Virginia	930	---	Vol. assignment of license to Times-World Corporation.
NEW	A. E. Hodges & W. R. Winkler Boone, N. C.	---	1200	C. P. amended to request to share with WFBC.
NEW	Sun Publishing Company Jackson, Tennessee	---	600	C. P. request new station; 500 W. unlimited.
NEW	Chas. Smuck Springfield, Missouri	---	1500	C. P. amended to request to share with KGIZ.
NEW	S. N. Baruch, trustee for Fresno Broadcasting Co. Fresno, Calif.	---	1350	C. P. erect new station 500 W. unlimited.
NEW	John W. Lieuallen Moscow, Idaho	---	1420	C. P. amended to request 1420 kc, instead of 1070 kc.
NEW	Fred H. Goss Boston, Mass.	---	1500	C. P. erect new station; 100 W. night and 250 W. day; unlimited time.
W C O H	Westchester Broadcasting Corp. Yonkers, New York	1210	1050	Mod. of lic. change frequency; change hours to unlimited.
W J B K	James F. Hopkins, Inc. Highland Park, Mich.	1370	----	Mod. of lic. change studio location to Hotel Fort Shelby, Detroit, Michigan.

May 16, 1931

APPLICATIONS RECEIVED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
W G A R	The WGAR Broadcasting Co. Cleveland, Ohio	1450	----	Mod. of C. P. amended to request approval transmitter location at "Howard & Dennison Ave. Village of Cuyahoga Heights, Ohio, Township #7, North, Range #12 West."
NEW	Americus Broadcast Co. Americus, Georgia	----	1370	C. P. amended to request facilities of WMBR in terms of units.
W J D X	Lamar Life Insurance Co. Jackson, Mississippi	1270	600	Mod. of lic. to change frequency to 1 KW day, 500 W. night.
NEW	The American Legion Post No. 106 Albany, Missouri	----	1200	C. P. amended to request 100 watts instead of 250 watts.
NEW	David Stein & Benjamin Perlstein Niagara Falls, N. Y.	----	1370	C. P. erect new station 50 watts; share with WSVS.
W J Z	National Broadcasting Co. New York, N. Y.	760	----	Mod. of C. P. to extend completion date to 8/8/31.
NEW	Clarence M. Doyle Philadelphia, Pa.	----	930	C. P. amended to request 50 watts.
W K Z O	WKZO, Incorporated Berrien Springs, Mich.	590	----	Mod. of C. P. requesting approval of transmitter location in Kalamazoo Co. Mich.; studio at New Burdick Hotel.
K F P Y	Symons Broadcasting Co. Spokane, Wash.	1340	1220	Mod. of lic. change frequency experimentally while KWSC is not operating during the summer.
NEW	Stewart A. Heigold Yuma, Arizona	----	1420	C. P. amended to request share with KGGC instead of unlimited hours (Facilities of KFQU).
K R E G	Pacific-Western Brdcg Fed. Ltd Santa Ana, Calif.	1500	----	Voluntary assignment of license to J. S. Edwards.

May 16, 1931

APPLICATIONS RECEIVED (Concluded)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
W M B Q	Paul J. Gollhofer Brooklyn, N. Y.	1500	----	Mod. of C. P. install new transmitter; extend commencement date.
K D K A	Westinghouse Electric & Manufacturing Co. Pittsburgh, Pa.	980	----	Mod. of lic. to use auxi- liary at Barclay Ave. East Pittsburgh.
W R E C- W O A N	WREC, Incorporated Memphis, Tenn.	600	----	Direct measurement of antenna input.
K C R C	Enid Publishing Co. Enid, Oklahoma	1370	----	C. P. move transmitter and studio locally; install new equipment.
W I A S	Iowa Broadcasting Co. Ottumwa, Iowa	1420	880	C. P. amended request install new transmitter; move studio to Des Moines Register & Tribune; change power from 100 W. to 500 W.; hours of oper- ation to 4/7 time.
W K B I	WKBI, Incorporated Chicago, Illinois	1420	----	Mod. of lic. permit use of transmitter of Station WHFC and to move studio.
K F W I	Radio Entertainments, Inc. San Francisco, Calif.	930	----	C. P. amended omit re- quest to increase power.

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LICENSE APPLICATIONS RECEIVED

During the current week the Commission received applications for license following construction permits which had previously been issued by Commission action from the following stations: WTAG, Worcester, Mass.; KMJ, Fresno, Calif.; WJAG, Norfolk, Nebraska; WFDV, Rome, Georgia.

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PERMIT APPLICATIONS RECEIVED

During the current week the Commission received applications from the following stations requesting authority to install new transmitters or make changes in present equipment: KELW, Burbank, Calif.; WHBQ, Memphis, Tenn.

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