

# 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

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July 11, 1931

## RADIO STATISTICS NEEDED

Creation of a bureau within the National Association of Broadcasters to collect statistical information sorely needed by the broadcasting industry will be among the principal topics discussed at the first Regional Meeting to be held at San Francisco, July 21 and 22.

Here is what the Federal Trade Commission had to say on the subject of advertising statistics in its report to Congress, just made public:

"Manifestly, advertising constitutes an important factor in promoting the sale of manufactured products. The advertising business has grown to the proportions of a large industry and indications available are that expenditures for this purpose are increasing annually. Furthermore, the large amount expended by manufacturers, even though it represents only a small percentage of the total sales, and its intimate relation to the distributing system of the country, would seem to be of sufficient public interest to warrant further effort in securing definite and reliable statistics with regard to the different classes of advertising and the amounts expended therefor. Obviously under certain circumstances the assumption that advertising expenditure creates property rights in consumer good-will worthy of such support and defense, may be as economically untenable as that of the small merchant who opens a retail store in a neighborhood already overcrowded with dealers and assumes the mere fact that he has invested his time and money entitles him to a share of the neighborhood's trade at a profit, regardless of how ill-conceived or poorly conducted his venture may be."

Executive Committee: William S. Hedges, Chicago, Ill., Chairman; Henry A. Bellows, Minneapolis, Minn., and Frank M. Russell, Washington, D. C. Directors: William S. Hedges, Chicago, Ill.; H. K. Carpenter, Raleigh, N. C.; George F. McClelland, New York, N. Y.; Dr. Frank W. Elliott, Davenport, Ia.; A. J. McCosker, Newark, N. J.; Edgar L. Bill, Chicago, Ill.; A. B. Church, Kansas City, Mo.; J. G. Cummings, San Antonio, Tex.; Don Lee, Los Angeles, Cal.; E. P. O'Fallon, Denver, Colo.; C. R. Clements, Nashville, Tenn.; Henry A. Bellows, Minneapolis, Minn.; John J. Storey, Worcester, Mass.; E. B. Crane, Butte, Mont.; and Leo Fitzpatrick, Detroit, Mich.

July 11, 1931

## COMMISSION DEMONSTRATES CHECKER

A new method of gathering information to be used as evidence against broadcasting stations under investigation by the Commission was successfully demonstrated this week in the offices of Dr. C. B. Jolliffe, Chief Engineer of the Commission. Portable apparatus, manufactured for the special use of the Commission by RCA Photophone Inc. will record programs of any station under investigation, and if necessary at a subsequent hearing the recordings may be used as a verbatim transcription and introduced as evidence.

The equipment which costs approximately \$1,000. was accepted by the Commission after the demonstration. The apparatus consists of a portable disc equipment consisting of a recorder containing two motor driven turntables, a recording amplifier, a microphone, a radio receiver and a loudspeaker. Pre-grooved blank disc records are placed upon each of the twin turntables and when in operation, with sound being recorded as it emanates from a loudspeaker, these records operate continuously and automatically change from one to the other. Each record is pre-grooved on both sides, making it possible to record a programme of forty-eight minutes duration. Twelve minutes are consumed in recording on one side of a record. Special needles are required to successfully operate both the recording and reproducing equipment. Records can be reproduced immediately after the recording has been completed.

"We believe the operation of this device will solve many of the problems that have been confronting us for several years," said E. O. Sykes, Acting Chairman of the Federal Radio Commission, following today's demonstration. "With it we will be able to record radio broadcasts in any section of the country and have a permanent record for use in any emergency. Heretofore we have been obliged to resort to stenographic reports and oftentimes they have proven unsatisfactory. Now we shall have an absolutely perfect record which, if need be, can be introduced at hearings before the Commissioners' Examiners to support the allegations in the Commission's bill of complaint. With this new device in operation we shall be able to maintain close contact with all broadcasting activities and when it becomes generally known that we have installed the apparatus, we believe it will be the means of lessening the number of infractions against the Commission's rules and regulations. The portability of the apparatus, which can be transported in three small cases, will make it possible for it to be transported, when necessary, to remote places where it will be operated by a radio engineer who shall be competent to qualify as an expert at any necessary hearings."

James W. Baldwin, secretary of the Commission, stated that this new apparatus would result in increased efficiency and economy in conducting future hearings. It has been the custom to send out for affidavits to support complaints against a particular stations. Mr. Baldwin stated this would no longer be necessary, since the use of this new recording equipment will give a complete and detailed report of a station's activity. In several cases, he said, the cost of stenographic transcriptions has exceeded the amount paid for the new apparatus.

Dr. Jolliffe in speaking of the value of such a device in gathering evidence for Commission records said any station that can be received with satisfactory quality may have its programs recorded for possible future use by the Commission on matters affecting its renewal of license in the public interest.

The demonstration was arranged and presented by Gerald K. Rudolph, Director of Publicity and Advertising of RCA Photophone; W. S. Wakem, Engineer of RCA Photophone and J. A. Terrell, RCA Victor Engineer.



July 11, 1931

## RADIO AN EDUCATIONAL MEDIUM

Radio's tremendous advance as a means of acquainting the nation with current, attention-demanding problems was shown in a report issued by Harry Butcher, Director of the Washington office of the Columbia Broadcasting System on the speakers heard over the network during the first six months of 1931. The report stated that "radio, as an educational medium, is used far more today than the average concept of its function in that field."

"Four points stand out in the Columbia Broadcasting System's Washington office activities during the period," the report said. "The numerous Presidential addresses; the Cabinet Series, arranged for the National Radio Forum by the Washington Star; the providing of prominent Washington officials, particularly members of Congress, as speakers for the Dixie Network of the system so as to bring the Capital nearer to the Old South, and the non-partisan policy adopted with respect to all networks under which prominent speakers of both political parties have had easy access to the air, have been particularly praiseworthy."

"President Hoover, between January 1 and June 30, 1931, spoke fourteen times over the Columbia Broadcasting System."

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## CANADIAN DECISION DRAWS COMMENT

Acting General Counsel of the Commission, Duke M. Patrick this week stated the opinion of the Canadian supreme court holding that radio control is vested in the Dominion parliament and not in the different provincial legislatures, coincides with the judicial view in the United States and with the theory and policy of the American Congress that radio is interstate commerce. Similar cases have been argued in this country, Mr. Patrick said, although they did not reach the Supreme Court.

The Canadian case grew out of the refusal to license a broadcasting station which was to utilize programs sponsored by the Quebec Provincial Government. The provincial government argued that broadcasting for private purposes, especially in cases of smaller stations whose average reception range does not extend beyond the borders of a province, should be subject to provincial regulation.

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## RECOMMENDS DENIAL STATION MOVE

The application of Santa Maria Radio, Santa Maria, Calif., (KSMR) for construction permit to move the station location to Bakersfield, Calif., was recommended for denial by Examiner Walker in Report 214 submitted to the Commission this week. The granting of the application "would result in an increase in interference between the applicant station and station KGFJ in Los Angeles and would decrease the good service area of KGFJ," according to the conclusion of the examiner. Station KSMR is now assigned to the frequency of 1200 kc with 100 watts power and unlimited time.

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July 11, 1931

#### TEMPORARY LICENSES ISSUED

Due to failure of seven broadcasting stations to file time sharing agreements, as required by General Order No. 105, or to file copies of regular operating schedules the Commission during the current week issued temporary licenses to these stations from August 1, after which date the regular renewal applications will be designated for hearing. The stations failing to file time sharing agreements were Stations WPG, Atlantic City, N. J.; WLWL, New York, N. Y. and W W L, New Orleans, La. Stations KMO, Tacoma, Wash.; KFVD, Culver City, Calif.; KMPC, Beverley Hills, Calif.; and KWJJ, Portland, Ore. failed to file the regular operating schedules as required by the Commission regulations.

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#### NEW KIND OF "BLACK MARIA"

"Direction finding" motor trucks are being used in Great Britain to trace radio sets which are being operated there without payment of the annual operating license of 10 shillings (\$2.50) according to advices to the Automotive Division, Department of Commerce, from Trade Commissioner F. E. Sullivan, London. The trucks are equipped with apparatus which enables the crew to locate any radio set being operated in the area in which the truck is cruising. According to press reports in England, sudden increases in the demand for licenses have come from districts in which the trucks have begun to work.

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#### PORTABLE TO ADD VARIETY

Applications and information received by the Commission indicate that considerable expansion in broadcasting of special events is contemplated through the use of portable short wave transmitters in combination with regular broadcast transmission. National Broadcasting Company and Columbia Broadcasting System propose to add to their existing short wave facilities to cover major events, where the use of portable equipment is necessary.

Six short wave frequencies have been designated for "temporary pick-up service" by the Commission. The order of the Commission specifies that these short wave frequencies may only be used when wire facilities are not available.

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#### QUARTER MILLION AUSTRALIAN RECEIVERS

The Commonwealth of Australia has issued 329,134 licenses for radio receiving sets. The majority of these receivers are licensed in Victoria and New South Wales where 258,764 are in use. This information was made available by the Wireless Branch of Postmaster General's Department at Melbourne. At the present time there are a total of 46 broadcasting stations operating throughout the Commonwealth.

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July 11, 1931

#### MOVES TO DISMISS APPEAL

The Rines Hotel Company, Manchester, N. H., operators of station WFEA, has filed a motion to dismiss their appeal (Docket 5378) in the Court of Appeals of the District of Columbia. The appeal was filed after the Commission had granted authority to four stations to conduct matched crystal experiments on 1430 kc. The application for new station at Manchester has been granted to the Rines Hotel by the Commission.

During the current week the Commission filed statements of facts, grounds for decision and index to records in the following cases: No. 5426 Kunsy Trendle Broadcasting Corporation (WXYZ); No. 5427 KEQW, Inc., Seattle, Wash., (KEQW); No. 5425 Woodmen of the World Life Insurance Ass'n., Omaha, Nebr., (WOW); and No. 5422. W. E. Riker, Holy City, Calif., (KEQU). The Commission also filed motion to dismiss the appeals in the case of Kunsy Trendle Broadcasting Corporation and NO. 5437 Virgil V. Evans, Spartanburg, S. C. (WSPA).

Pioneer Broadcasting Co., Adamsburg, Pa., Docket No. 5417 filed a designation of the record in the case involving a new station on 620 kc. Woodmen of the World Life Insurance Association, Omaha, Nebr. (WOW) has filed a notice of intention to intervene in the Virgil V. Evans, Spartanburg appeal. A motion has been filed by station WCOD, Keystone Broadcasting Corporation, Harrisburg, Pa., to extend the time for designation of record to July 22nd.

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#### RADIO USEFUL TO MUSEUMS

In a statement issued this week, Austin H. Clark, Curator of Echinoderms at the Smithsonian Institute in Washington, declared that radio is the best possible medium for discovering valuable material for museums, particularly items of a historical nature.

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#### CROSLY PROPOSES TELEVISION

An application for construction permit to erect new television station at Cincinnati, Ohio, was filed this week at the Commission by The Crosley Radio Corporation. The applicant requests authority to use the television band from 2100 to 2200 kc with power of 1 KW.

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#### TWO APPEALS FILED

Durham Life Insurance Company, Raleigh, N. C. (WPTF) and Pacific Development Radio Co., Los Angeles, Calif., (KECA) have appealed to the Court of Appeals of the District of Columbia from decisions of the Commission. Station WPTF was refused an increase in power from 1 to 5 KW on its present Limited Time assignment of 680 kc. The Los Angeles station, KECA, was denied authority to increase day power to  $2\frac{1}{2}$  KW and use a 5 KW transmitter on a regional assignment. The appeals which are identical as to the legal points raised challenge the constitutionality of the Davis Amendment and the validity of General Orders 92 and 102

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## EXAMINER'S REPORTS

In re application of G. A. Houseman, Shreveport, La., (KTSL) for construction permit to move transmitter and studio to Laurel, Miss., and increase hours of operation. Docket 1218. Report 208. Examiner Yost recommends granting of application to move studio and transmitter and to share time with station KRMD.

In re application of Robert M. Dean, Shreveport, La., (KRMD) for renewal of license on 1310 kc with 50 watts sharing time with station KTSL. Docket 1219. Report 208. Examiner Yost recommends granting of application.

In re application of Indiana's Community Broadcasting Corporation, Hartford City, Ind., for construction permit to erect new station on 600 kc with power of 500 watts and unlimited time. Docket 1203. Report 209. Examiner Walker recommends denial of application.

In re application of Wichita Falls Broadcasting Co., Wichita Falls, Texas (KGKO) for construction permit to make changes in equipment and increase power to 500 watts. Docket 1053 Report 210. Examiner Pratt recommends denial of application.

In re application of American Radio Telephone Co., Seattle, Wash., (KXA) for modification of license to increase power to 1 KW. Docket 1072. Report 210. Examiner Pratt recommends denial as in the case of default.

In re application of KMTR Radio Corporation, Los Angeles, Calif., (KMTR) for construction permit to install new transmitter and increase power to 1 KW. Docket 1088. Report 210. Examiner Pratt recommends denial of increase in power.

In re application of Owosso Broadcasting Co., Inc., Owosso, Mich., for construction permit to erect new station on 950 kc with power of 1 KW and unlimited time. Docket 1201. Report 211. Examiner Yost recommends denial of application as in case of default.

In re application of Winters and Hugh H. Jones, Jr., Baltimore, Md., for construction permit to erect new station on 880 kc with 250 watts and daylight operation. Docket 1144. Report 212. Examiner Hyde recommends denial of application.

In re application of Ohio Broadcasting Corporation, Canton, Ohio, for construction permit to erect new station on 1200 kc with power of 1000 watts and unlimited time, except to share time with WNBO on Sundays. Docket 1169. Report 213. Examiner Walker recommends denial of application.

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## TEMPORARY LICENSES PENDING DECISIONS

The Commission issued temporary renewal licenses to stations WGN, WENR, and WLS, Chicago, Ill., pending decisions on hearings involving the assignments of these stations. Station WCFL, Chicago, has applied for the facilities of station WGN. The frequency now assigned to WENR and WLS has been requested by station WTMJ, Milwaukee.

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July 11, 1931

## RENEWAL APPLICATIONS GRANTED

During the current week the Commission granted the following applications for renewal of license for the regular license period: KDKA, Pittsburgh, Penna.; KEX, Portland, Oregon; KFBI, Milford, Kans.; KFEQ, St. Joseph, Mo.; KFI, Los Angeles, Calif.; KGMD, Stockton, Calif.; KGO, San Francisco, Calif.; KJR, Seattle, Wash.; KTHS, Hot Springs, Ark.; KMMJ, Clay Center, Nebr.; KNX, Hollywood, Calif.; KOA, Denver, Colo.; KPO, San Francisco, Calif.; KRLD, Dallas, Texas; KSL, Salt Lake City, Utah; KVOO, Tulsa, Okla.; KYW, Chicago, Ill.; WAAW, Omaha, Nebr.; WABC, New York City; WAPI, Birmingham, Ala.; WBAL, Baltimore, Md.; WBT, Charlotte, N. C.; WBZ, Boston, Mass.; WBZA, Boston, Mass.; WCAU, Philadelphia, Penna.; WCAZ, Carthage, Ill.; WCFL, Chicago, Ill.; WDZ, Tuscola, Ill.; WEAF, New York City; WEW, St. Louis, Mo.; WFAA, Dallas, Texas; WGBS, New York City; WGY, Schenectady, N. Y.; WHB, Kansas City, Mo.; WHDH, Boston, Mass.; WHO-WOC, Des Moines, Iowa; WJR, Detroit, Mich.; WJZ, New York City; WMAQ, Chicago, Ill.; WMBI, Chicago, Ill.; WOAI, San Antonio, Texas.; WPCB, New York City; WPTF, Raleigh, N. C.; WRUF, Gainesville, Fla.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSM, Nashville, Tenn.; WTAM, Cleveland, Ohio; WTIC, Hartford, Conn.; WOWO, Fort Wayne, Ind.; WRAX, Philadelphia, Penna.; WHAM, Rochester, N. Y.; WJAG, Norfolk, Nebraska.

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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>
KSOO	Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak.	Granted modification of license to increase operating power from 2 KW to 2½ KW.
WSVS	Seneca Vocational High School, Buffalo, N. Y.	Granted permission to suspend operation of WSVS until September 15, 1931
WEW	St. Louis University, St. Louis, Missouri	Granted permission to suspend broadcasting all programs, except Government reports, during months of July and August.
KPJM	A. P. Miller, Prescott, Arizona	Granted mod. of C.P. - to move transmitter and studio from Gurley at Marina Sts., Prescott, Ariz. to Prescott Hotel Bldg., 138 North Cortez St. Prescott, Arizona.
WRBJ	Woodruff Furniture Co., Inc., Hattiesburg, Miss.	Granted voluntary assignment of license to W. E., F.E., & P.L. Barclift and J. H. Harbour, doing business as Hattiesburg Broadcasting Company.

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APPLICATIONS GRANTED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF GRANT</u>
WGN- WLIB	The Tribune Company Chicago, Illinois	Granted construction permit to construct an auxiliary transmitter at same location as regular transmitter (Villa Road, about 4 miles east of Elgin, Ill.) Power of Aux. 1 KW.

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APPLICATIONS RECONSIDERED AND GRANTED

KVOS	KVOS Inc., Bellingham, Washington.	The Commission reconsidered its action of June 30, 1931 and granted construction permit to install new RCA type 100 watts, direct crystal control transmitter and change transmitter location from State & Holly Street to 300 West Champion Street, Bellingham, Washington.
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APPLICATION DENIED

KTSM	Bledsoe & Blackwell, San Antonio, Texas.	Denied authority to change frequency from 1310 kc. to 1200 kc. for one hour only between 10:00 and 11:00 a.m., Mountain Time, July 26, 1931, in order to broadcast NBC Watchtower Lecture by Judge Rutherford.
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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: WCAP, Asbury Park, N. J.; WSAZ, Huntington, West Va.; WLIT, Philadelphia, Penna.; WWSW, Pittsburgh, Penna.; WOS, Jefferson City, Mo.; KFGQ, Boone, Iowa; KXA, Seattle, Washington.

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PERMIT APPLICATIONS 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: WDAE, Tampa, Fla.; KFSG, Los Angeles, Calif.; WKAR, Lansing, Mich.



July 11, 1931

## APPLICATIONS SET FOR HEARING

The following applications were designated for hearing by the Commission during the current week.

NEW	John Wilbur Jones, Newburgh, New York	Construction Permit 1390 kc., 100 watts, unlt'd. time. Requests facilities of WCCH, WLCI and/or WGBB.
NEW	Weber Jewelry & Music Co., Inc., St. Cloud, Minn.	Construction Permit 1500 kc., 50 watts, to share time with KGFK.
NEW	Berkshire Broadcasting Service, Pittsfield, Mass.	Construction Permit 1310 kc., 100 watts, unlt'd. time.
KGEX	KGEX Inc., St. Joseph, Mo.	Modification of license. Requests authority to increase operat- ing power from 100 watts to 100 watts night and 250 watts LS. For increase in day power applicant requests the facilities of KFEQ.
WGL	Fred C. Zieg, (Allen-Wayne Co.) Fort Wayne, Ind.	Modification of license. Requests authority to increase operat- ing power from 100 watts to 100 watts night and 250 watts LS. Requests facil- ities of KTNT in terms of units.
NEW	A. V. Arrington, Hamburg, Arkansas	Construction Permit 1120 kc., 50 watts, Daytime.
WSAZ	WSAZ Incorporated, Huntington, West Va.	Modification of license to increase power from 250 watts to 250 watts-night, 500 watts-LS
NEW	F. Koren, Wm. L. Dean and Robert J. Dean d/b as Capitol City Broadcasting Co., Pierre, South Dakota	Construction Permit 580 kc., 100 watts 12 hours daily.

## POLISH LISTENERS INCREASE

The total number of subscribers now registered in Poland is approximately 230,000 as compared with 202,561 in 1930, according to a report made public by the Department of Commerce. The new 120 KW transmitter near Warsaw has made reception possible over the whole of Poland.

## BROADCASTING ENGINEER AVAILABLE

Young radio engineer, with college degree and six years experience with large broadcasting stations as chief engineer is looking for a position that is permanent and holds chances for advancement. Applicant has also had some experience in announcing and station management. NAB 71131A

July 11, 1931

# APPLICATIONS RECEIVED

During the current week the following applications were received at the Commission:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
WDWF WLSI	Dutee Wilcox Flint and Lincoln Studios Inc., Providence, R. I.	1210	----	Voluntary assignment of cons. permit and license to Cherry & Webb Broadcasting Co.
WRDO	Albert S. Woodman Augusta, Maine	1370	----	Mod. of C.P. to extend commencement date to 7-15-30 and completion date to 11-15-31.
WBEO	Lake Superior Broadcasting Marquette, Mich.	1310	----	Direct measurement of <b>antenna input.</b>
WEAI	Cornell University Ithaca, New York	1270	----	Mod. of lic. amended to request daytime only
KTAP	Alamo Broadcasting Co. San Antonio, Texas	1420	----	C.P. to move transmitt- er to 811 E. Myrtle St.
KFEQ	Scroggin & Co Bank St. Joseph, Mo.	680	-----	Mod. of lic. to increase hours of operation to 6 a.m. to Pacific Coast sunset.
WMAK	Niagara Falls Brdcstg. Corp., Buffalo, N. Y.	1040	----	C.P. to move transmitter to 1st St., Niagara Falls and studio to Falls and 1st St., Niagara Falls. Make changes in equipmen Change power to 500 watt
WMAK	Buffalo Brdcst. Corp., Buffalo, New York	1040	----	Voluntary assignment of license to Niagara Falls Broadcasting Corp.
NEW	North Mississippi Brdcst. Co., Texarkana, Ark.	1200	----	C.P. erect new station to 100 watts, Daytime. Facilities withdrawn from WDX.
WDX	North Mississippi Brdcstg. Co., Tupelo, Miss.	1500	1310	C.P. move transmitter and studio to Imperial Hotel Greenville, S. Car.; change frequency and hours of o- eration to Daytime.



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# APPLICATIONS RECEIVED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
NEW	John E. V. Jasper Sherman, Texas	----	1500	C.P. application, amended as to equipment.
WKBH	WKBH Incorporated LaCrosse, Wisc.	1380	----	Mod. of lic. amended to re- quest Simultaneous operation with KSO until 6:00 p.m., dividing time thereafter
KFXV	Mary M. Costigan, Flagstaff, Ariz.	1420	----	Voluntary assignment of cons. permit and lic. to Albert H. Schermann.
WBSO	Babson's Statistical Organization, Incp., Needham, Mass.	920	----	Voluntary assignment of lic. to Broadcasting Service Organ- ization, Incp.
WQBC	Delta Broadcasting Co., Inc., Vicksburg, Miss.	1360	----	License to cover C.P. resub- mitted to cover mod. cons. permit granted for an increase in power to 500 watts.

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## LICENSE APPLICATIONS RECEIVED

During the current week the Commission received applications for license covering previously authorized construction permits from the following stations: WBRE, Wilkes-Barre, Penna.; KXL, Portland, Oregon; KWG, Stockton, Calif.:

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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: WAWZ, Zarephath, N. J.; KSEI, Pocatello, Idaho; WAAM, Newark, N. J.

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