

BROADCASTERS' NEWS BULLETIN

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

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August 22, 1931

ADVERTISING AND INTANGIBLE ASSETS

"Intangible assets may be decreased in value only when a firm fails to advertise. The organization who advertises during depression will find its intangible assets worth more when the depression is over than before it started, even though tangible assets may be reduced 50 per cent. Thus, when business is again financially normal, this firm will be in better shape than it was before business dropped.

"Although it takes years to develop intangible assets, they may be reduced to little or no value in months. A tradename may be the proverbial "household word" today, but it may be forgotten and almost worthless in August, 1932, if it is not kept before the public through advertising.

"Some firms value intangible assets at \$1,000,000 or more. Others place an arbitrary value, such as \$1, upon them. Their estimate is influenced by amount of dividends they wish to pay, condition of balance sheet, and figuring income tax. The tendency today is toward the lower estimate.

"Regardless of the estimated value, however, the organization who advertises normally during depression will find its tangible assets worth more when business booms than they were before the drop."

(From a statement issued by the Department of Commerce August 17, 1931).

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August 22, 1931

PROPOSE WINDSOR STATION

The Canadian Government has granted a permit for the construction of a new broadcasting station at Windsor, Ontario, to operate on a frequency of 630 kc, a Canadian-shared channel, according to reports received here. It is also reported that the station will operate with 1 KW power. The station is being backed, it is understood, by a newspaper publishing company and a wheel and axle manufacturing company.

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VIZETELLY DEFENDS ANNOUNCERS

"The work done by announcers on the Eastern networks has been done in every respect as well and as clearly, and in every way as correctly, as the work done by educators or teachers who, alas, too often speak their mother tongue incorrectly," declares Dr. Frank H. Vizetelly, noted lexicographer, in an article written for the Radio News Bureau. "These men and women are guilty of mistakes which all too often are blamed upon the announcers, and the self-appointed critics of radio pronunciation take too little care in aiming their poisoned arrows."

During the first Regional Meeting of the National Association of Broadcasters, Miss Florence Hale gave an interview to San Francisco newspapers in which she charged that "radio announcers murder the king's english."

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BASEBALL GAME TELEVISED

The first public demonstration of television by a national scientist in Japan was held June 30 in the electrical laboratory attached to the Waseda University, under the direction of Dr. Tadaoki Yamaoto, says a report to the Department of Commerce. The apparatus, which was found quite satisfactory during experiments in the morning, suddenly ceased to function, supposedly due to an abundance of moisture in the air, and the public demonstration was delayed till late in the afternoon. The subject for transmission was a baseball game played on the university grounds about two blocks from the laboratory. The movements of the pitcher were quite plain although the ball could not be seen in motion. The verdict of the umpire was relayed and announced through a loud speaker synchronized with the movement. Other demonstrations are planned for the near future.

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COSTA RICA ADOPTS NEW REGULATIONS.

The Costa Rican Government has issued regulations on the installation and operation of receiving and broadcasting stations in Costa Rica. In the first place, wireless communications of any nature are a monopoly of the State, and only native born Costa Ricans may be charged with the establishment, management and exploitation of wireless services under control of the State.

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August 22, 1931

FOREIGN STATION LISTS

The Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, has just completed a digest of foreign radio broadcasting and receiving equipment and also a list of foreign broadcasting stations corrected to July 23, 1931. Copies of these lists may be secured by writing to the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

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NEW RADIO EDUCATION EXPERT

Cline M. Koon, former assistant director of the Ohio School of the Air, has been appointed by Secretary of Interior Wilbur to be specialist in education by radio in the Office of Education.

Duties of the new specialist, according to the Interior Department, will be to initiate and conduct research studies of radio as an educational agency, to organize and maintain an informational and advisory service to schools and other agencies interested in education by radio, to become familiar with college and university extension work so that the part radio may take in this field may be evaluated and to prepare material for publication on phases of education by radio.

Armstrong Perry, who has resumed his activities with the Payne Fund, formerly held the post which Koon assumes.

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PUBLISHERS OPPOSE CUMMINS PLAN

The Commission on August 21 granted to the Pennsylvania Newspaper Publishers Association permission to intervene in the application of C. R. Cummins of Williamsport, Pa. which is set for hearing on October 16.

The application of Cummins is for 25 channels to be used by 267 local or community broadcasting stations. No specific frequencies are mentioned in the application. Because of this fact, the Commission has given public notice of the hearing to all stations. Any station believing itself to be adversely affected by the granting of the application may petition the Commission for leave to intervene, the notice states. Under the rules of the Commission such petition must be filed at least 15 days prior to the date of the hearing.

The newspaper organization asserts in its petition that they will be adversely affected if the Cummins application is granted.

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ENGINEERING COMMITTEE MEETING

A meeting of the NAB engineering committee will be held at the IRE Building, New York, at 10 a.m. Thursday, August 27, it was announced this week by John V. L. Hogan, chairman of the Committee.

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August 22, 1931

SET FOR HEARING

During the current week the Commission designated for hearing the following applications:

NEW	W. G. Jasper Texarkana, Arkansas	Requests C.P. 1420 kc, 50 watts, share with KTAP.
W W V A	W. Va. Brdcstg Corp. Wheeling, W. Va.	Requests mod. of lic. to change frequency from 1160 to 1180 kc, and change time from sharing with WOWO to sharing with KEX.
K G M P	Homer F. Bryant, d/b as Bryant Radio & Elec. Co. Elk City, Oklahoma	Requests voluntary assignment of license to D. R. Wallace.
NEW	Frank Megargee, d/b as Schuykill Broadcasting Co. Hazelton, Pennsylvania	Requests C.P. 590 kc, 500 watts unlimited time, and use of portable to determine location.
W M T	Waterloo Broadcasting Co. Waterloo, Iowa	Requests Mod. of lic. to change power from 250 watts and additional 250 watts experimental to 500 watts without experimental clause.

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SEEK TELEVISION PERMIT

The American Television Laboratories, Hollywood, Calif. this week filed an application with the Commission for permission to erect a new television station to operate on 50000-51000 and 75000-76000 kc bands with 750 watts power.

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STATION MAN WANTED

A mid-west regional station has an opening for a young man who has had considerable experience in all branches of broadcasting. Complete radio history and salary expected must be given. 82031A

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COMMERCIAL MAN WANTED

Popular eastern clear channel station has position for a man qualified to develop commercial side of station. Applicant must have had experience or potentialities which would enable him to handle other phases of the station's activities. 82031B.

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August 22, 1931

APPLICATIONS GRANTED

During the current week the following broadcasting applications were granted by the Federal Radio Commission:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF GRANT</u>
W S P A	Virgil V. Evans, d/b as The Voice of South Carolina Spartanburg, S. C.	Granted license 1420 kc, 100, 250 watts LS unlimited.
W C S C	Fred Jordan and Lewis Burk Charleston, S. C.	Granted voluntary assignment of license to Lewis Burk.
W N A O	Aeronautical Radio Inc. 4 Mi. W. of Plainfield, N.J.	Granted C. P. to change location to Metro- politan Airport, Newark, N. J.
W1XG	ShortWave & Television Corp. Portable	Granted license
W N A J	Aeronautical Radio Inc. W. of Angola, Indiana	Granted C.P. to change location to Trans- continental Airport, Toledo, Ohio
W N A K	Aeronautical Radio Inc. North Litchfield, Ohio	Granted C.P. to change location to Municipal Airport, Cleveland, Ohio
W A B C - W B O Q	Atlantic Broadcasting Corp. New York, N. Y.	Granted extension of test period to September 7th.
W F A E	Rines Hotel Co. Manchester, N. H.	Granted Mod. of C. P. covering approval of transmitter location 5.8 mi. south of Man- chester on Daniel Webster Highway
W S A R	Doughty & Welch Elec. Co. Inc. Fall River, Mass.	Granted Mod. of C.P. to make changes in equipment and extend completion date to September 24, 1931.
W J M S	Marius Johnson, d/b as Johnson Music Store Ironwood, Michigan	Granted Mod. of C.P. to change location of studio locally and extend completion date to November 3, 1931.
W M B R	F. J. Reynolds Tampa, Florida	Granted license, 1370 kc, 100 watts, un- limited time covering changes in equipment
W A A F	Drovers Journal Publishing Co. Chicago, Illinois	Granted license, 920 kc, 500 watts, un- limited time covering changes in equipment.
W D A E	Tampa Publishing Co. Tampa, Florida	Granted license 1220 kc, 1 KW, unlimited time, covering changes in equipment.
W S M B	Saenger Theatres Inc. New Orleans, Louisiana	Granted authority to determine license power by direct measurement of antenna input.

August 22, 1931

APPLICATIONS GRANTED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF GRANT</u>
K V O S	KVOS, Inc. Bellingham, Washington	Granted license 1200 kc, 100 watts, unlimited time, covering installation of new equipment.
W B I G	N. C. Broadcasting Co. Inc. Greensboro, N. C.	Granted license 1440 kc, 500 watts, unlimited time, covering installation of new equipment and relocation of transmitter.
W A A W	Omaha Grain Exchange Omaha, Nebraska	Granted license 660 kc, 500 watts, daytime, covering installation of new equipment and relocation of transmitter.
W M M W	Holt Rowe Brdctg Co. Fairmont, West Virginia	Granted license 880 kc, 250 watts, 500 watts, LS, unlimited time, covering installation of new equipment.

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RENEWAL OF LICENSES

During the current week the following stations were granted renewal of their licenses by the Federal Radio Commission: WQAM, Miami, Fla.; WWNC, Asheville, N.C.; KGFX, Pierre, S. Dak.; WGST, Atlanta, Ga.; KFUD, Clayton, Mo.; WLBL, Stevens Pt, Wis.; WGBF, Evansville, Ind.; WQAM, Scranton, Pa.; WJAX, Jacksonville, Fla.; WSAZ, Huntington, W. Va.

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APPLICATION RECONSIDERED

The Commission on Friday reconsidered and granted the application of Station WCOG, Mississippi Broadcasting Company, Meridian, Miss. for renewal of its license. The application had been ordered set for hearing but had been withdrawn from the hearing docket and granted.

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DENY TELEVISION PETITION

The petition of the Greater St. Louis Broadcasting Company for postponement of its television hearing from October 8 to December 8 was denied by the Commission.

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DEPOSITION AUTHORITY GRANTED

Station KLRA, Arkansas Broadcasting Company, Little Rock, Ark. was granted permission by the Commission on Friday to take depositions in connection with its hearing on the question of time division with Station KUOA, University of Arkansas. The hearing is set for October 8.

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August 22, 1931

APPLICATIONS RECEIVED

During the current week the following broadcasting applications were received by the Federal Radio Commission:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
KMLB	J. C. Liner Monroe, Louisiana	1200	1420	Mod. of lic. to change frequency from 1200 kc to 1420 kc; hours of operation from daytime to unlimited; withdrawing increase facilities from KWEA.
WSMB	Saenger Theatres Inc. New Orleans, Louisiana	1320	----	Voluntary assignment of license to WSMB, Incorporated.
WTEL	Foulkrod Radio Engineering Philadelphia, Pennsylvania	1310	----	License to cover C. P. granted 6/26/31 for local transmitter move.
WGBS	General Brdcg System, Inc. Hotel Lincoln New York, N. Y.	1180	----	Mod. of C.P. granted 4/17/31, as to equipment and to extend commencement and completion dates.
WTJS	Sun Publishing Co. Inc. Jackson, Tennessee	1310	----	License to cover C.P. granted 7/24/31 to move station from Union City, Tenn. to Jackson.
WRBQ	J. Pat Scully Greenville, Mississippi	1210	----	Mod. of C.P. granted 6/26/31 to extend commencement and completion dates.
WCOC	Mississippi Brdcg Co. Meridian, Mississippi	880	----	License to cover C.P. granted 4/24/31 for change in equipment
WPAW	Shertenberg & Robinson Co. Pawtucket, Rhode Island	1210	----	License to cover C.P. granted for change in equipment only.
WTBO	Associated Brdcg Corp. Cumberland, Maryland	1420	----	Install automatic frequency control.
NEW	Clayton B. Johnson Sandusky, Ohio	----	1500	C.P. resubmitted amended to request 1500 kc instead of 1490 kc; also amended as to equipment.
WJTL	Oglethorpe University Oglethorpe University, Ga.	1370	----	C.P. to move transmitter from Oglethorpe University to 660 Peachtree St. Atlanta, Ga.
KTSA	Lone Star Broadcast Co. San Antonio, Texas	1290	----	License to cover C.P. granted for change in equipment and local transmitter move.

August 22, 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>
KOIL	Mona Motor Oil Co. Council Bluffs, Iowa	1260	----	Direct measurement of antenna input.
KGW	Oregonian Publishing Co. Portland, Oregon	620	----	License to cover C.P. granted to move transmitter to Faloma.
WJBI	Monmouth Broadcasting Co. Red Bank, New Jersey	1210	----	Mod. of C.P. to extend commencement and completion dates of C.P. granted.
WMAK	Niagara Falls Brdco Corp. Niagara Falls, New York	1040 LT	----	C.P. application amended to request to move station transmitter to Packard & Military Rd, Niagara Falls; also amended to request 1 KW power. (WMAK now located at Buffalo, N.Y. Transmitter at Grand Island, N.Y. and is owned by Buffalo Broadcasting Corp.
WAIU	American Insurance Union Columbus, Ohio	640 LT	----	Voluntary assignment of license to Associated Radio-casting Corp.
KSO	Iowa Broadcasting Co. Clarinda, Iowa	1380	----	License to cover C.P. granted for change in equipment.
KFUP	Fitzsimmons General Hospital U. S. Army Colfax & Peoria Streets Denver, Colorado	1310	----	Mod. of C.P. granted to extend completion date to 11/15/31.

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BAKER APPEALS CASE

The decision of the Supreme Court of the District of Columbia denying the application of Station KTNT, owned and operated by Norman Baker at Muscatine, Iowa, for a temporary injunction has been appealed by Baker to the Court of Appeals of the District of Columbia. To this latter court Baker has carried an appeal from the Commission's denial of Station KTNT's license. Both cases will probably come before the court next winter.

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ANTENNA TOWERS FOR SALE

Standard 103-foot Milliken ground towers are for sale by eastern station. Full description of the towers may be secured by writing NAB headquarters, National Press Building, Washington, D. C.

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