

# BROADCASTERS'

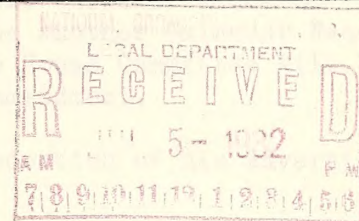


# NEWS BULLETIN

Issued by  
**THE NATIONAL ASSOCIATION OF BROADCASTERS**  
NATIONAL PRESS BUILDING ♦ ♦ ♦ WASHINGTON, D. C.  
PHILIP G. LOUCKS, Managing Director.

July 2, 1932

## ADJOURNMENT EXPECTED



Leaders in both the House and Senate are predicting that Congress will be ready to adjourn next week. The prevailing opinion seems to be that adjournment will come Wednesday. However, no agreement has been reached and anything might happen.

The tentative schedule sent out to House members last week included a Calendar Wednesday but due to the fact that Chairman Sirovich of the House Committee on Patents and Copyrights is still ill, a postponement was unanimously agreed upon. Should Congress remain in session throughout next week it may be necessary for Chairman Sirovich to designate some other member of the committee to handle the bill on the floor in the event the chairman is unable to be present.

The Davis Bill, to which the Senate added a license fee amendment, is still in the hands of the Senate Interstate Commerce Committee and should adjournment come next week there is no danger of action on this measure.

The President has approved the economy bill which authorizes him to transfer the Radio Division of the Department of Commerce to the Radio Commission. Under the measure, this must be done by Executive Order. No such order, of course, has as yet been issued.



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## BILL TO FIX ADVERTISING RATES

Congressman La Guardia (R) New York this week introduced in the House a bill to fix the advertising rates of broadcasting stations.

He announced the introduction of the bill when the NAB sought to have Calendar Wednesday postponed last week. The postponement was necessary due to the continued illness of Chairman Sirovich, (D) New York, of the House Patents and Copyrights Committee. The Sirovich copyright bill therefore remains at the head of the House calendar and will be reached on the next calendar Wednesday, which may be next week or next December. Should there be another Calendar Wednesday before adjournment it is likely that members of the House Committee will bring up the copyright bill and pass it with the Chindblom amendment.

Congressman La Guardia in announcing the introduction of his advertising bill said of the Chindblom amendment:

"I have read that amendment and I have gleaned a few ideas from it. I am introducing two bills carrying out the idea of the gentleman from Illinois to its logical conclusion."

The text of the bill (H.R. 12844) which has been referred to the Committee on Merchant Marine, Radio and Fisheries is as follows:

"That if any owner or operator of two or more radio broadcasting stations, operating under license from the Federal Radio Commission, shall refuse to allow any legitimate advertiser or sponsor of radio programs the use of such stations for the broadcasting of his advertisements or sponsored programs at a reasonable price for the privilege therefor, such advertiser may appeal to the Federal Radio Commission to fix such reasonable price or fee, and upon tender of same he shall be entitled to the use of said broadcasting station or stations for the broadcasting of his advertisements or programs. The reasonable price or fee so fixed shall be limited to an amount which will justly compensate the owner or operator of the station for the use made thereof, and shall in no event exceed the amount of a reasonable fee or price which, under similar circumstances, would have been charged by the owner or operator of the radio broadcasting station for the use thereof. In determining the amount of such just compensation or of such reasonable fee the prices currently paid for similar broadcasting privileges under similar circumstances shall be considered. Upon payment of a reasonable, as found by the Federal Radio Commission, the advertiser or sponsor of programs may, in the discretion of the commission, be entitled to continue the use of such station at the same rate of payment and for such reasonable period as the commission may deem just."

The second bill (H.R. 12845) referred to would regulate and establish reasonable license fees for patented radio equipment. This bill has been referred to the House Patents Committee.

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## NEW AAAA MEMBER

L. D. Wertheimer Company, Advertising, Inc. New York, has been elected to membership in the American Association of Advertising Agencies.

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## HERE'S ANOTHER EDUCATION BILL

Senator Metcalf (R) Rhode Island this week introduced the following bill (S. 4933) in the Senate:

"That there is hereby authorized to be appropriated annually for a period of four years, out of any money in the Treasury not otherwise appropriated, the sum of \$10,000, to be expended by the Federal Radio Commission for the purpose of cooperating with the States in the development and promotion of education by radio broadcasting and/or wired radio

"SEC. 2. That in order to secure the benefits provided for in this Act any State shall, through the governor or other appropriate authority thereof, accept the provisions of this Act and designate the State director of education or State superintendent of public instruction, or the person in a capacity corresponding to this position, as the State instrumentality to act in cooperation with the Federal Radio Commission, and the Federal Radio Commission, and the Federal Radio Commission shall recognize such local authority for the purpose of carrying out the provisions of this Act.

"SEC. 3. Every applicant for a license for a radio-broadcasting frequency shall be required to file with such application an agreement to set aside not less than 5 per centum of its authorized hours of operation for the purpose of broadcasting educational programs under regulations prescribed by the designated instrumentality of the State in which such station is located, and approved by the Federal Radio Commission. Failure on the part of any station to meet the requirements of such regulations shall be punishable by revocation of license.

"SEC. 4. This Act is to be administered by the Federal Radio Commission."

The bill has been referred to the Committee on Education and Labor.

In this connection it is interesting to note that the Commission's report to the Senate shows that substantially more than five per cent of time on commercial stations is given to educational programs.

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## ELECTRIC POWER TAX

E. M. Elkin, chairman of the NAB Committee on Tax matters, this week conferred with officials of the Internal Revenue Bureau with reference to regulations on the subject of the tax on electrical energy under the Revenue Act of 1932.

Section 616 of the Act imposes a tax of three per cent upon all electrical energy for domestic or commercial consumption. The regulations of the Bureau exempt from the provisions of the act "radio companies" but Bureau officials argue that "broadcast stations" do not fall in the same category point-to-point stations and therefore are subject to the tax.

The Bureau however will withhold any regulation holding broadcasting companies liable for the tax until the NAB has had an opportunity to file a brief answering the questions raised by the Bureau.

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#### WHITE FORESEES NEW REALLOCATION

Senator White (R) Maine, former chairman of the House Merchant Marine, Radio and Fisheries Committee, foresees a possible new reallocation of radio facilities in the wake of the forthcoming Madrid Conference.

"There will be a conference at Madrid for the revision of the international radio treaty," Senator White declared in the Senate this week. "This international radio treaty makes an allocation, not to nations but to services, of the entire radio spectrum. It says what wave length and what channels may be used for ship-to-shore communication, for ship-to-point communication, for aircraft communication, for point-to-point communication continentally, for point-to-point communication internationally, and it fixes the broadcasting bands which all the nations of the world must respect."

"If that burden of reallocating all the radio channels in the country is placed upon the Radio Commission," Senator White declared, "it will be a responsibility calling not only for its present personnel with all the resources now contemplated, but it may place a burden on the Commission which would call for very enlarged personnel and additional resources."

Senator White made this comment in a speech favoring restoration in the Independent Offices Appropriation Bill an item for \$12,000 for stenographic reports of hearings. Senator Copeland and Senator Smoot also advocated retention of the item while Senator Couzens at first objected. The item was retained bringing the total annual appropriation of the Commission for the fiscal year beginning July 1, 1932 up to \$366,000.

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#### ADVERTISING GREATEST NEED

Advertising must be increased to bring back better times to the business world. This was the principal theme of the annual meetings of the National Association of Credit Men, National Retail Credit Association, the National Retail Credit Association, the American Society for Testing Materials and the National Retail Dry Goods Association. All of them agreed that they must redouble their efforts to "tell the truth to the general public and make that truth pay."

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#### WANTS SECOND-HAND TRANSMITTER

J. Vega Gonzalez S en C, Guadalajara, Jal. Mexico, desires to purchase a second-hand broadcasting station of from 500 to 1000 watts power. Members interested should write to this company referring to the Bulletin. This company asks for the lowest price, especially packed for exportation to Mexico.

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#### RADIO BILL PASSED

The Senate this week passed the House bill (H.R. 7507) to regulate radio equipment on ocean-going vessels using ports of the Canal Zone. The bill previously had been passed by the House.

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## RADIO IN EDUCATION

Radio's part in education was discussed at the annual meeting of the National Education Association held in Atlantic City this week.

The movement for a certain percentage of channels to be set aside exclusively for education was discussed by Dr. William John Cooper, U. S. Commissioner of Education, at the radio session. He said in part:

"How much time will we want for the work that we have to do? This is a field as yet in which there is no definite conclusion. The last time it was discussed I think was in October, 1930. At that time there were called together in Chicago about 60 representatives of the radio world. Most of those stations represented then were giving their time exclusively, or nearly exclusively, to education. At that time a motion was made to ask for 25 per cent of all the possible radio time for education. This motion was defeated without apparent effort. A motion to ask for 10 per cent of the time was carried and then reconsidered. A motion asking for 15 per cent of the time was, as I remember, unanimously passed. So far then the educational people who are interested in radio have asked for 15 per cent of the radio time. Undoubtedly they cannot use it at the present time. Whether they can or cannot in the immediate future remains to be seen. There is no doubt, however, that this much of the time ought to be kept from falling into hands which will not return it and for this purpose a committee is at work. It is attempting to get Congress to act in the matter.

"A bill has been before Congress during the present session but it seems that nothing will be done. Whether one may count on a bill passing at the next session remains to be seen. At the present time, therefore, we must say that so far as progress in education is concerned there has been little during the past two years and so far as the time on the air is concerned it appears that in its present state education has enough time.

"In so far as the future is concerned it appears that the educators themselves desire 15 per cent but no case has been made to show that they are or are not entitled to this much. Probably during this period of depression work in radio is still going on.

"It is doubtful, however, whether much work in radio education is in progress. If ways and means are found of using radio for the better education of people, doubtless they will go into effect as soon as the depression is passed. At least it will probably be five or 10 year before we can tell exactly what we want."

The responsibility of supervision for the use of radio in education was discussed by Dr. C. M. Koon, radio specialist of the U. S. Bureau of Education. He said in part:

"The ultimate place that radio will occupy in the American school system will be determined by the educators themselves. As leaders in educational theory and practice, the supervisors and directors of instruction must assume a large share of the responsibility of determining what is to be broadcast for schools; what methods of broadcasting are to be employed; and how the broadcast lessons are to be used in school. If supervisors will seriously apply themselves to the solution of the problems in the field -- and they are principally problems of education rather than problems of radio transmission -- broadcasting and centralized radio facilities may become an important aid in the supervision of instruction,



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## RADIO IN EDUCATION (Continued)

as well as in direct instruction. Considered educationally, radio is not a separate entity but is simply a conveyer of sound. Its value depends upon what is broadcast and how the broadcast material is used.

"Many of the radio problems being discussed are essentially problems of education rather than problems of radio. While it is important that educators possess an intelligent appreciation of the art of broadcasting, it is more important that they be thoroughly familiar with the principal purposes and best practices of education. For if radio is to be applied to education, education must first be applied to radio.

"Even though the radio has formed some unfortunate associations in the minds of many educators, it has a number of noteworthy achievements to its credit. It has already become the principal source of economical entertainment and last-minute news. Steadily, it is breaking down the barriers of isolation as it broadens the horizons and enriches the lives of countless millions of people. It has become an important social factor in nearly every country in the world.

"If educational leaders accept a broad social conception of education, they will realize with ever-increasing significance the importance of harnessing radio and putting it to work to help bear the constantly growing burdens of education.

"Numerous school officials are willing to bear witness to the educational power of radio. By means of broadcasting and centralized radio facilities it appears that supervisors are able to check the work of the teachers and the classes. Important announcements and instructions may be given, and superior work can be made generally available. But above all, radio broadcasting is peculiarly well-suited for the improvement of instruction by means of demonstration lessons.

"Supervision, being a cooperative enterprise for the improvement of instruction, can be especially helpful in the securing of suitable radio-sound equipment, in selecting broadcast programs, and in devising methods of integrating them into the curriculum of the school. If the classroom teacher will bear her share of the burden in the three-way teaching arrangement, it appears that the radio may be used in many ways to advance the educational process. It can enrich the curriculum and vitalize instruction. The throbbing present may be brought into the classroom and the dead past made to live again. It is the responsibility of supervision to determine how radio can be efficiently used. If the radio cannot assist in realizing the commonly-accepted purposes of education more effectively than they could be realized otherwise, it has very little place in the school."

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## DOC ELLIOTT A CANDIDATE

Dr. Frank W. Elliott, former president and director of the NAB, has won the Republican nomination for Congress in the Davenport, Iowa, district. Dr. Elliott formerly was manager of WHO-WOC at Des Moines. He is running as a wet.

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## AFA CODE OF ETHICS

The Advertising Federation of America at its annual meeting in New York recently adopted the following Code of Advertising Ethics:

1. We agree to conduct our business with a due recognition that truth, honesty and integrity must be the basis of every sound transaction; consider the mutual interests of supplier and consumer and, therefore, avoid anything tending toward misrepresentation, indecent or misleading advertising, deceptive methods or the promise of performance that cannot be reasonably fulfilled.

2. We desire to maintain the constructive elements in competition, those elements of initiative, intelligent and efficient effort that benefit the consumer; and remove those practices in competition that are of no benefit to the consumer and that are destructive of the whole mutuality of the interests. We, therefore, agree to develop in the competition a friendly emulation in the improvement of the service to the consumer; and eliminate unfair practices, injurious and discriminatory methods, tending to destroy both the efficiency of the business and the capacity of the consumer to purchase from business.

3. In the final analysis, business health depends upon the efficiency of the service to the consumer and, therefore, his interests are paramount, not only to himself but to our business. Therefore, we will seek in all our endeavors to provide a more efficient service through increased capacity and knowledge, so that our responsibility in this direction will be fully discharged.

4. The big problem of modern industry is to bring the product from the point of production to the point of use with the greatest efficiency and with the least waste. Advertising has an important part to play in the solution of this problem and, therefore, we agree to bend our greatest efforts in this direction by the more practical use of these principles, a more effective comprehension of the problem itself and greater progress in the promotion of better practices in our business and our contact with others.

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## BAR FOOTBALL BROADCASTS

The Eastern Intercollegiate Association decided last week to prohibit radio broadcasting of football games played on the home grounds or under jurisdiction of the association this fall. The association alleges that broadcasts have tended to reduce attendance at games.

The 12 institutions involved are Harvard, Yale, Princeton, Pennsylvania, Brown, Pittsburgh, U. S. Naval Academy, U. S. Military Academy, Columbia, Syracuse, Dartmouth and Penn State.

Notre Dame does not share the view of these colleges.

"I feel that these thousands from coast to coast, who have supported Notre Dame in other years when they could afford to do so should not be deprived of the pleasure of following the games by radio now that they have become victims of the depression," Father Mulcaire said. "I have never felt that the gate receipts would be materially increased by the patronage of those who listened to the games over the radio when tickets of admission are available."

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## OFF THE "SUCKER" LIST

Certificates of resignation from the "Sucker League" were sent to all broadcasting stations last week by S. G. Persons, WSFA, Montgomery, Ala. Mr. Persons vigorously attacks "free publicity" schemes and calls upon all stations to relegate such free material to the wastebasket.

Even worse than rate cutting is the "free publicity" racket and its effect upon broadcasting generally is being widely felt.

From time to time the Bulletin has had occasion to call attention to the growing volume of free publicity offers and to urge that NAB members disregard them. This injunction, on the whole, has been followed.

There is likewise a prevalent wave of commission, percentage and inquiry offers. All of these are decidedly harmful.

Attention of NAB members is called to the provisions in the Standards of Commercial Practice which provides that stations adhere strictly to card rates.

Until all stations adhere to their published rates and sell to all advertisers in the same class on the same basis, development of radio advertising will be retarded.

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## BROADCASTERS' MEETINGS

The Western Broadcasters' Association was scheduled to hold a two-day meeting at Seattle, Wash. July 1 and 2. It was expected that about 20 stations from the northwest would attend.

Broadcasting stations of Oklahoma, Kansas and Texas met at Shawnee, Okla. last week to form a local organization which ultimately may become a southwestern association.

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## AGENCY IS DISCOURAGED

Agencies have always urged that stations stick to their rate cards. Attention of the NAB has been called to an instance where an agency representing an account urged radio advertising and obtained rates from the station. The station's own salesman slipped around to the prospective advertiser and offered a rate nearly 25 per cent under the rate quoted to the agency. The advertiser then decided to stay off radio for another year.

Even more important is the complaint of another agency which has decided to discontinue its radio department which it had just opened. This agency said it cannot afford to go into radio or urge its clients to use radio if stations persist in cutting rates. The agency is an established one handling a number of large accounts.

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## CONDEMNNS RADIO ASTROLOGERS

Programs broadcast by astrologers are not in the public interest, Chief Examiner Yost ruled in a report to the Commission made public this week, holding that such programs permit the use of a broadcast station for the personal benefit of the individuals producing the broadcasts. It was held further in the case involving the renewal application of station KTAB, San Francisco, California, that the answering of questions in such a program constitutes point to point communication since messages of this nature are directed to private individuals. The Examiner in his conclusions (Report No. 383) ruled in favor of the granting of the renewal on the ground the present operators of the station were not in control of the station facilities at the time of the broadcasts.

Two astrologers, according to the Report, have used the station. The programs were produced by individuals known as Zoro and Kobar. Testimony was introduced at the hearing also in connection with programs broadcast under the direction of Dr. J. Douglas Thompson, a licensed chiropractor. The latter broadcasts concerned themselves solely with questions of diet, and were utilized for the sale of two books published by Dr. Thompson in connection with his theories on diets and health. The Examiner found from the record that these programs were in public interest.

The Report is replete with excerpts from the broadcasts and also contains the correspondence which passed between the station and the Commission in connection with the station's efforts to have the programs withdrawn on being advised there might be some question as to the nature of the programs.

In connection with the operation of the station, the Examiner found only one complaint was received from a listener during fourteen hundred programs produced by Dr. Thompson.

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## APPLICATIONS DEFAULTED

This week the Commission held in default the application for a new station at Baton Rouge, Louisiana filed by the Louisiana Broadcast Co. The applicant requested authority to erect a station on 1310 kc with 100 watts and unlimited time, seeking the facilities of Stations KMLB; KRMD and WTSL. This decision sustained the findings of Examiner Yost in Report No. 371, after the applicant failed to appear.

The recommendations of Examiner<sup>Yost</sup> were also upheld in the application of Charles L. Bennett, Jamaica, New York, requesting authority to erect a new station on 1210 kc with 100 watts to share time with Stations WGBB; WCOH; and WJBI (Report No. 367). The application was withdrawn from the Commission's files with prejudice.

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## LICENSE APPLICATIONS GRANTED

During the current week the Commission granted license applications covering previously authorized construction permits from the following stations: WHOM, Jersey City, New Jersey; WNBH, New Bedford, Massachusetts; WEBM-WJBT, Chicago, Illinois; WGCP, Newark, New Jersey.

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#### KGMP LICENSE REVOKED

The Commission upheld its first revocation order of a station license this week when it acted on the license of Station KGMP, Elk City, Oklahoma, operated by Homer F. Bryant. The original Commission order was affirmed and the action of Chief Examiner Yost was reversed in part (Report No. 359). In the same decision the Commission granted the construction permit application of E. M. Woody, Elk City, Oklahoma, authorizing the erection of a new station at that place, using the assignment formerly licensed to KGMP on 1210 kc.

The license of the station was further involved by the attempt on the part of Bryant to assign his interest in Station KGMP to D. R. Wallace. The application for assignment of the license from Bryant to Wallace was denied. This part of the decision sustained the findings of Examiner Yost, since he found in favor of the granting of the renewal of the station to Bryant, and recommended the assignment of the station license to E. M. Woody. The decision of the Commission arrives at the same conclusion in a different manner.

The application of D. R. Wallace was denied by the Commission on the ground this applicant had operated the station illegally and in an unauthorized manner; and it was further held Bryant does not possess sufficient funds to insure proper continued operation of the station. From the evidence in the case, the Commission decided the applicant E. M. Woody has made a sufficient showing to indicate he is properly qualified to conduct the proposed station in a manner satisfactory to the public.

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#### KVOA UNLIMITED DENIED

The unlimited time application of Station KVOA, Tucson, Arizona, was denied this week. This decision reversed the recommendation of Chief Examiner Yost (Report No. 364). The applicant is now licensed to operate on 1260 kc with power of 500 W., and one half time. Authority was sought to increase the operating schedule to unlimited.

The Examiner had recommended the operating power of the station be reduced from 500 to 250 watts to permit the full time operation of the station without increasing the quota of the State more than 0.3 unit. The Zone is over quota and Arizona is 0.43 unit under quota. This would have permitted the granting of the application without violation of the Commission regulations.

The decision of the Commission was based on the fact that the applicant had failed to make any showing as to the uses to be made of the additional hours. No arrangements were undertaken, according to the Commission findings, to indicate there was sufficient talent available to insure the broadcast of programs that would be acceptable to the listening public. The conclusion further held that the need for additional service in the city of Tucson had not been shown.

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#### APPLICATIONS SET FOR HEARING

At its sessions during the current week the Commission designated the following applications:

WJAG	The Norfolk Daily News Norfolk, Nebraska	Renewal of license set for hearing because station's facilities have been applied for.
NEW	The Tennessee State Press Co. (Publishers of Knoxville Times) Knoxville, Tennessee	Requests C. P. for new station, 560 kc, 1 KW night, 2 KW LS, unlimited. (facilities of WNOX.)
NEW	Maurice L. Barrett East St. Louis, Illinois	Requests C. P. for new station, 1500 kc, 100 watts, unlimited time. (facilities of WKBS.)
KGNO	Dodge City Brdcstg. Co. Inc. Dodge City, Kansas	Requests C. P. to change frequency from 1210 to 1340 kc; increase power from 100 W. to 250 W. and make changes in equipment.
NEW	Visual Radio Corp. Atlantic City, New Jersey	Requests C. F. for visual broadcasting service.
NEW	J. E. Taylor Aberdeen, So. Dakota	C. P. new station 920 kc; 500 watts; day-time. (Facilities of KS00.)
WHEF	Attala Milling & Produce Co. Kosciusko, Mississippi	Mod. C. P. move station to Jackson, Mississippi.

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#### ARGENTINE SET SALE INCREASES

The sale of radio receiving sets in Argentina is on the increase according to a statement of the Department of Commerce this week. The demand is said to be stimulated by the opening of the opera season in that country. Four and five tube circuits are found to be most popular.

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#### ASKS CLARIFICATION OF ORDER

The Commission this week filed a petition with the District of Columbia Court of Appeals asking that Court to modify or amend its mandate as issued in January 1931 when the Court instructed the Commission to make a further allocation of the 40 short wave channels released by the insolvency of Universal Wireless Communications Company. The instructions of the Court specified that these frequencies should either be granted to RCA Communications, Inc., or the Mackay Radio and Telegraph Co. The Commission has told the Court due to economic conditions and general lowering of business volume, further hearings should be held in order to properly reallocate these frequencies in line with the statutory standard of public interest convenience and necessity.

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APPLICATIONS GRANTED

During the current week the Commission granted the following applications subject to the provisions of Rules 44 & 45 providing that proper protests may be filed within twenty days from the date of the action:

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF APPLICATION</u>
<u>FIRST ZONE</u>		
WMCA	Knickerbocker Brdcastg. Co. Inc. New York, N. Y.	Granted Mod. of C. P. extending completion date from July 11 to October 11, 1932, covering removal of transmitter from Hoboken, New Jersey to College Point Causeway, Flushing, New York.
WEAI	Cornell University Ithaca, New York	Granted authority use monitor built at Cornell University for purpose complying with Rule 145.
WCAO	The Monumental Radio Co. Baltimore, Maryland	Granted authority suspend operation auxiliary transmitter pending action on application to install new automatic frequency control.
WNJ	Radio Investment Co. Inc. Newark, New Jersey	Granted authority to remain silent July 4th.
<u>SECOND ZONE</u>		
W3XE	Philadelphia Storage Battery Co. Philadelphia, Pennsylvania	Granted experimental visual broadcasting license, 2750-2850, 48500-50300, 60000-80000, 43000-46000 kc; 1500 watts.
W8XK	Westinghouse Elec. & Mfg. Co. Pittsburgh, Pennsylvania	Granted experimental relay broadcasting license 6140-9570-11870-15210-17780-21540 kc; 40 KW.
WMBC	Michigan Broadcasting Co. Detroit, Michigan	Granted extension program test period 15 days from July 1st, pending action on application for license covering C. P.
<u>THIRD ZONE</u>		
KWVC	Brownsville Herald Publ. Co. Brownsville, Texas	Granted consent to Vol. Assign. of license to Frank F. Jackson.
WBHS	The Hutchens Co. Huntsville, Alabama	Granted Mod. of License to increase power from 50 to 100 watts.
KWEA	Hello World Brdcastg. Co. Shreveport, Louisiana	Granted authority to discontinue operation for a period not beyond October 1, 1932.



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APPLICATIONS GRANTED (continued)

THIRD ZONE (continued)

KTHS	The Hot Springs Chamber of Commerce, Hot Springs, Ark.	Granted authority operate during daytime on 970 kc; 10 KW; for duration of Democratic National Convention.
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FOURTH ZONE

KFBI	The Farmers & Bankers Life Insurance Co., Milford, Kansas.	Granted Mod. of Lic. to move main studio from Milford to Abilene, Kansas.
WHB	WHB Broadcasting Co. Kansas City, Missouri	Granted authority extend completion date for installation automatic frequency control for two months.
WKBH	WKBH, Inc. La Crosse, Wisconsin	Granted authority operate unlimited time during time that KSO is not in operation.
WCAT	So. Dakota School of Mines Rapid City, So. Dakota	Granted authority suspend operation from June 23 to September 12th.
KFYR	Meyer Erdestg. Co. Bismarck, No. Dakota	Granted authority operate from 12:30 p.m. to 2 p.m. provided station KFDY remains silent on July 4th.

FIFTH ZONE

KVI	Fuget Sound Broadcasting Co. Tacoma, Washington	Renewal and Mod. of Lic, 570 kc; 500 watts; unlimited time, issued in accordance with order of the Commission dated April 1, 1932; renewal effective from June 25.
KXA	American Radio Tel. Co. Seattle, Washington	Renewal of license, 760 kc, 250 watts, 500 W LS, limited time, effective from June 25, issued in accordance with order referred to above.

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APPLICATIONS RETURNED

During the current week the Commission returned the following applications for the reason they did not comply with Commission regulations:

1-MLB-1013	United States Broadcasting Corp. Brooklyn, N. Y.	WCGU	Increase day power to 1 KW (Rule 6 c and d.)
3-PB-2618	Rev. J. L. Neville Tulsa, Oklahoma	NEW	C. P. for a new station on 1500 kc. (Rules 121 & 6.)

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MISCELLANEOUS COMMISSION ACTION

During the current week the Commission took the following action of a miscellaneous nature:

WNBW	Home Cut Glass & China Co. Carbondale, Pennsylvania	Granted authority to discontinue operation to October 1, pending consideration and decision of hearings on applications.
KWSC	State College of Washington Pullman, Washington	Granted authority to reduce hours of operation during period from June 20 to Sept. 15, as follows: Daily except Sunday, 6:30 to 8:30 a.m., 9:05 a.m. to 12 noon; 3:30 to 5:30 p.m. Daily except Thursday and Sunday 6:30 to 8:30 p.m.
WRBQ	J. Pat Scully Greenville, Mississippi	Granted authority to discontinue operation after June 26, in order to make changes in equipment.
WDEV	Harry C. Whitehill Waterbury, Vermont	Granted permission to change specified hours of operation on Sundays during June, July and August. (Action taken 6/25)
WJAG	Norfolk Daily News Norfolk, Nebraska	Granted authority to operate unlimited time July 17, in order to broadcast a program in celebration of 10th anniversary of the station.
KELW	Magnolia Park, Ltd. Burbank, California	Granted permission to take depositions of matters pertaining to applications of KTM and KELW for Mod. and renewal of lic. (Action taken 6/24.)
KTM	Pickwick Brdcstg. Corp. Ltd. Los Angeles, California	Granted permission to take depositions in hearing on renewal of license and associated applications. (Action taken 6/24)
WTMJ	The Journal Co. Milwaukee, Wisconsin	Granted petition to intervene in the application of KTAH for Mod. of Lic. to be heard September 12, 1932.
NEW	So. Carolina Brdcstg. Co. Columbia, S. Carolina	Granted motion to withdraw without prejudice from hearing docket, application for new station to operate on 1310 kc, 100 watts, unlimited time. (Facilities of WROL, Knoxville, Tennessee.)
WWNC	Citizens Brdcstg. Co. Asheville, N. Carolina	Granted regular renewal of license, and application heretofore set for hearing withdrawn from docket. Satisfactory equipment has now been installed.



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MISCELLANEOUS COMMISSION ACTION (continued)

WJBY	Gadsden Brdcstg. Co. Inc. Gadsden, Alabama	Granted protest of applicants against the Commission's authorization of May 24, 1932, granting C. P. for new station at Troy, Ala., to operate on 1210 kc, 100 watts, daytime, by the Troy Broadcasting Company, Station WHET. Application of WHET designated for hearing to be heard upon issues contained in WJBY's protest.
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WERE	Erie Broadcasting Corp. Erie, Pennsylvania	Granted protest of applicants against the authorization allowing WLBW to move station from Oil City to Erie, Pennsylvania, and directed WLBW's application be designated for hearing upon the issues contained in WERE's protest.
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WRDO	W R D O, Inc. Augusta, Maine	The Commission reconsidered its action of June 3, 1932, granting renewal of license for this station with transmitter location at Augusta House, 70 Chapel Street, Augusta, Maine, and directed a renewal be issued showing transmitter location at 341 Water Street, Augusta, Maine.

LICENSE APPLICATIONS RECEIVED

During the current week the Commission received application for license covering previously authorized construction permits from the following stations: WMBO, Auburn, New York; WWVA, Wheeling, West Virginia; KPCB, Seattle, Washington; WREN, Lawrence, Kansas.

PERMIT APPLICATIONS RECEIVED

During the current week the Commission received applications for permits asking authority to make changes in equipment including installation of automatic frequency control devices from the following stations: WTAQ, Eau Claire, Wisconsin; WCGU, Brooklyn, New York.

APPLICATION DENIED

During the current week the Commission denied the following application for the reason the applicant failed to enter an appearance within the time specified

<u>DOCKET NO.</u>	<u>FILE</u>	<u>NAME OF APPLICANT</u>	<u>CALL</u>	<u>NATURE OF APPLICATION</u>
1596	3-PB-2511	Thomas Edward Williams Abilene, Texas	NEW	C. F. 1420 kc; 100 watts; unlimited time. (Facilities of KFYO)

July 2, 1932.

# HEARING COLENDAR

The following hearings are scheduled for the week commencing July 5, 1932. All hearings commence at 10 a.m.

WEDNESDAY, JULY 6, 1932

## BROADCASTING

Docket #1683	WPRO- WPAW	Cherry & Webb Brdcstg. Co. Providence, Rhode Island	C. P.	630 kc	250 W.	Unlimited time
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Present assignment: 1210 kc, 100 W.  
Unlimited time

THURSDAY, JULY 7, 1932

## BROADCASTING

Docket #1649	KSO	Iowa Broadcasting Co. Clarinda, Iowa	C. P.	1370 kc	100 W. 250 W.	Unlimited time. LS (Requests authority to move station to Des Moines.)
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Present Assignment: 1380 kc, 500 W.  
Simultaneous day operation with WKBH  
sharing at night.

Docket #1684	WOC	Central Broadcasting Co. Davenport, Iowa	C. P.	1000 kc,	500 W.	Synchronize unlimited time with WHO
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Present Assignment: 1000 kc, 5 KW  
Synchronizes with WHO on Experimental basis.

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## PERMIT APPLICATIONS GRANTED

During the current week the Commission granted applications for construction permits authorizing changes in equipment including installation of automatic frequency control devices to the following stations: KFLX, Galveston, Texas; KGO, San Francisco, California; WBAP, Fort Worth, Texas; WCAO, Baltimore, Maryland; WTEL, Philadelphia, Pa.; KBPS, Portland, Oregon; WAAB, Boston, Massachusetts; WNAC-WBIS, Boston, Massachusetts; WMBI, Chicago, Illinois; WSAJ, Grove City, Pa.

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## RENEWALS GRANTED

During the current week the Commission issued renewal license for the regular period to Station WESG, Glen Falls, N. Y. Temporary licenses were issued to Stations WIBM, Jackson, Mich., and WJBK, Detroit, pending Commission action on the regular application.

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July 2, 1932

APPLICATIONS RECEIVED

During the current week the Commission received the following applications:

<u>FILE</u>	<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>NATURE OF APPLICATION</u>
<u>FIRST ZONE</u>			
1-PB-2632	NEW	F. N. Blake Realty Co., Dracut, Massachusetts	C. P. erect new station on 680 kc; 250 watts; daytime.

The frequency requested is a cleared channel assigned to the Fifth Zone and is now used by Station K P O, San Francisco, California, with a construction permit for 50 KW. The distance from the proposed location to San Francisco is approximately 2680 miles. The closest station to Dracut on the requested assignment is Station WPTF, Raleigh, N. Carolina, approximately 640 miles distant operating as a Limited Time station with power of 1 KW. Massachusetts is under quota; the First Zone is under quota. The granting of this application would increase the quota 0.2 unit.

1-MPE-355	WHEB	Granite State Brdcastg. Co. Portsmouth, New Hampshire	Mod. C. P. for new station on 740 kc; requests extension completion date to 6/8/32.
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SECOND ZONE

2-MLB-1023	WEAO	Ohio State University Columbus, Ohio	Mod Lic. to use old main trans- mitter as auxiliary.
2-PB-2364	WHBC	Edward P. Graham Canton, Ohio	C. P. install new equipment and increase operating power from 10 to 100 watts.

The applicant is now licensed to operate on 1200 kc sharing time with Station WNBO, Washington, Pennsylvania, assigned power of 100 watts. The granting of this application would not involve the quota.

2-ALB-438	WLIT	Lit Brothers Philadelphia, Pennsylvania	Vol. assgn. lic. to Lit Brothers Broadcasting System, Inc.
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THIRD ZONE

3-MPE-354	WSB	Atlanta Journal Co. Atlanta, Georgia	Mod. C. P. for 50 KW. . Requests approval of proposed equipment and proposed transmitter location near Atlanta, Georgia
3-PB-2486	NEW	J. H. French Decatur, Alabama	C. P. for new station resubmitted requesting 1420 kc; 16 watts; daytime.

The closest station to the proposed location on the requested frequency is Station WFDW, Anniston, Alabama, approximately 95 miles distant, operating with power of 100 watts. The requested power is much less than that usually assigned to the requested class of service. The Third Zone is over quota; Alabama is under quota. The granting of the application would increase the quota 0.1 unit.

July 2, 1932

APPLICATIONS RECEIVED (continued)

THIRD ZONE (continued)

3-MLB-1025	KGRS	Gish Radio Service Amarillo, Texas	Mod. Lic. change from 1410 to 1340 kc also change from specified hours
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The applicant is now licensed to share time with Station WDAG, Amarillo, Texas, with power of 1 KW. The closest stations to Amarillo, Texas, on the requested frequency are WCOA, Pensacola, Florida, approximately 915 miles distant, operating unlimited time with power of 500 watts; and Station WSPD, Toledo, Ohio, also with unlimited time and 1 KW power. The distance from Amarillo is approximately 1090 miles. The mileage tables of the Commission Engineering Division recommend a separation of 1050 miles in cases where stations are licensed to operate with power of 500 and 1000 watts on the same frequency. The Third Zone is over quota; Texas is over quota. The granting of this application would be expected to increase the quota.

3-ALB-437	KFDM	Magnolia Petroleum Co. Beaumont, Texas	Vol. assgn. lic. to Sabine Broadcasting Co.
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3-MLB-1026	WSMB	WSME, Inc. New Orleans, Louisiana	Mod. Lic. increase power from 500 W. to 500 W. and 1 KW LS (Facilities of KWEA)
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The applicant is licensed to operate unlimited time on 1320 kc with 500 watts. The closest station to New Orleans on the requested frequency is Station WADC, Akron, Ohio, approximately 930 miles distant, with power of 1 KW. The Third Zone is over quota; Louisiana is over quota. The facilities requested are now assigned to Station KWEA, Shreveport, Louisiana, operating with power of 100 watts on 1210 kc.

FOURTH ZONE

4-PB-2604	KWCR	Cedar Rapids Brdcstg. Co. Cedar Rapids, Iowa.	C. P. make changes in equipment; and increase power from 100 watts to 100 and 250 watts LS.
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The applicant is now licensed to operate unlimited time on 1420 kc. The Fourth Zone is over quota; Iowa is over quota. The granting of the application would increase the quota 0.1 unit.

4-WPB-353	WHA	University of Wisconsin Madison, Wisconsin	Mod. C. P. make changes in equipment and increase power from 750 to 1000 watts.
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The applicant is now licensed to operate as a daytime station on 940 kc. The station is now charged 0.5 unit under the Wisconsin quota. The granting of this application would not involve the quota.

FIFTH ZONE

5-PB-2633	KGBU	Alaska Radio & Service Co. Ketchikan, Alaska	C. P. to rebuild station and also to change operating hours.
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