

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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## INDEX TO ISSUE OF APRIL 25, 1932

Show-down On Synchronization June 1st.....	2
Columbia Pays High Rental For Washington Station.....	3
Temporary Copyright Agreement Reached.....	4
WBAL Director Is Municipal Music Pioneer.....	4
Foreign Trade Opportunities.....	5
Two Groups Of Radio Operators Plan Merger.....	5
Shuler In Radio Free Speech Court Test.....	6
Advertising Address Printed In Congressional Record.....	7
Great Masonic Broadcast In May.....	7
Would Serve As Radio Audience Representative.....	8
A.P. Again To Discuss Radio.....	10
Applications Received By Federal Radio Commission.....	10
Decisions Of The Federal Radio Commission.....	11

No. 523

## SHOW-DOWN ON SYNCHRONIZATION JUNE 1ST

The Federal Radio Commission wants to know whether or not synchronization has been a success and has called for a report on the subject not later than May 16th telling of results of the tests. The Commission at the same time extended until June 1st permission to Stations WBAL, Baltimore, and WTIC, Hartford, Conn., to continue these experiments. Their licenses were to have expired May 1st.

Climaxing nearly a year of extensive experiments in simultaneous operation, these stations on April 20th began tests with new equipment which, it is hoped, will prove to be the means of surmounting obstacles which remain in the path of perfection in synchronized broadcasting.

The Commission on June 1st will decide the fate of this new development when it determines if the tests have been successful enough to warrant further experiments with a view toward materially increasing the service area of broadcasting stations, and substantially reducing interference in reception.

It is indicated from the reports that the synchronization tests are proving satisfactory and if they are so pronounced by the engineers, the Commission may be convinced that the key to freeing the air of objectionable interference lies in simultaneous operation, and may approve its further development to the point where it may be installed between the country's major stations. If, on the other hand, they are adjudged a failure, radio engineers will have to seek elsewhere for the "cure-all" for radio ills.

Reports from the stations indicate that experiments thus far have proved successful. It is said that listeners tell of reception free from interference and report regular reception farther from the transmitters than ever before. If engineers substantiate this approval, it is likely the Commission will act to assure the future of synchronization.

During the year WBAL and WTIC have been carrying on tests most of the rough spots have been smoothed over. There yet remain, however, several difficulties to be overcome before simultaneous operation may be said to be practicable.

Three long-sought benefits to radio, both from the standpoint of the broadcaster and listener, will result if synchronization is perfected. First, the area any transmitter is able to cover regularly will be materially increased. Second, interference will be reduced so programs will come in without squeaks and growls. Third, stations will save money.

With more than 600 broadcasting stations now operating, the air is over-crowded. Engineers have long advocated cutting in half the number of stations if broadcast reception is to be ideal.



Engineers of the National Broadcasting Company have cooperated with the Baltimore and Hartford stations in development of this new method of broadcasting, and have reported favorably the prospects for future success.

In addition to these NBC stations, there are others experimenting with simultaneous operation in various forms. Stations WHO, Des Moines, and WOC, Davenport, Iowa, have been conducting tests with matched crystal operation.

Using the matched crystal method, stations operate simultaneously on the same channel, allowing their frequencies to deviate from each other as little as possible, but using no intermediate control instrument to assure synchronous wave-lengths, as is done in synchronization.

Stations WBZ, Springfield, Mass., and WBZA, Boston, also are experimenting with matched crystal operation.

Results of these tests indicate that the matched method is not so successful as controlled synchronization. Reports of successful matched crystal broadcasts, however, have come from Stations WCAH, Columbus, Ohio; WHEC-WABO, Rochester, N. Y.; WOKO, Albany, N. Y.; WHP, Harrisburg, Pa.; and WFEA, Manchester, N. H. By a decision of April 19th, the Commission issued temporary permission to these stations to continue their tests for 90 days.

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#### COLUMBIA PAYS HIGH RENTAL FOR WASHINGTON STATION

Although the terms have not been made public, and probably will not be, it has been learned from a reliable source that the Columbia Broadcasting System is to pay Station WJSV \$20,000 annually for the use of the station for the first five years. The contract is said to call for two additional five year periods. The rental terms will be increased to \$40,000 a year after the first five years.

Indicative of the plans of Columbia is the conversation this writer had with William S. Paley, President of Columbia, when the latter first set his heart on Columbia having its own station in Washington.

"It is my desire and ambition", Mr. Paley declared at that time, "that Columbia should have a station here which should be in keeping with the dignity and importance of the Capital of the United States."

Because of certain local conditions, it undoubtedly took Mr. Paley considerably longer to acquire a station than he had expected, but now that this has been done, he will unquestionably not allow any further grass to grow under his feet.

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## TEMPORARY COPYRIGHT AGREEMENT REACHED

Following their New York meeting, the following statement has been received from Phil Loucks, Secretary of the National Association of Broadcasters:

"The National Association of Broadcasters has reached an amicable agreement with the American Society of Composers, Authors, and Publishers to negotiate questions of the fees to be paid by the broadcasters for copyrighted American music. This agreement was reached following the announcement by the Society that broadcasters would have to increase their present annual payment of approximately one million by three to four million dollars a year starting June 1st next.

"The agreement involves immediate opening of negotiations between the Committees of the two organizations in the hope of reaching before September 1st a working basis satisfactory to both and the American Society in the meantime has suspended its demands until September 1st unless the two Committees shall be able to come to an accord before that date.

"The decision to negotiate ensued upon the broadcasters notifying the American Society that the broadcasting industry was wholly unable to support such total payments as has been suggested and that further it could not agree to the proposed basis of assessment.

"The strong mutual interest broadcasters, composers, authors and publishers all have in fostering American music which can only be done by insuring adequate and equitable rates to the producers of such music was heartily recognized by both sides in agreeing upon a course which has served to prevent the impasse which threatened as of June 1st."

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## WBAL DIRECTOR IS MUNICIPAL MUSIC PIONEER

"Baltimore, 'Cradle of Municipal Music'", written by Kenneth S. Clark and published by the City of Baltimore, gives a large amount of credit for this development to Frederick R. Huber, Municipal Director of Music. Mr. Huber, who is also director of WBAL, and the man who made that station famous, passes the credit along to city officials.

Baltimore started the ball rolling back in 1914 by appropriating \$8,000 for a municipal band.

"Finally, one morning in June of 1915", Mr. Clark writes, "Mayor James H. Preston received a visit at the City Hall from Frederick R. Huber, who had come to him with a suggestion that community singing concerts be held on certain summer evenings. The



mechanism: the words thrown upon a screen and the Municipal Band playing the accompaniment. Mayor Preston said 'Yes', and, although neither of them probably knew it at the time, that was the start of municipal music, as such, in Baltimore."

In the budget for last year, the Baltimore Symphony Orchestra was allowed \$33,000, the Municipal Band \$20,000, and the Colored Orchestra \$1,500.

Mr. Huber broadcast the first Baltimore Symphony Orchestra program over WBAL seven years ago, and under his direction this super powered station has been of tremendous assistance in keeping Baltimore and the surrounding territory, music conscious.

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#### FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be obtained by writing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Phonograph motors, and pick-ups	*57390	Milan, Italy	Purchase or Agency
Radio sets, microphones, pick-ups, and dynamic speakers	*57456	Zagreb, Yugoslavia	Agency
Radio Tubes	157389	Sao Paulo, Brazil	"
Phonograph mechanisms, electromoving	*57456	Zagreb, Yugoslavia	"

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#### TWO GROUPS OF RADIO OPERATORS PLAN MERGER

Two organizations of radio operators, the American Radio Telegraphists Association and the Commercial Radio Protective Association, have started negotiations in New York City, according to U. P., to merge into one group.

Immediate inspiration for the proposed merger is to combat a bill which Representative Arthur M. Free, of California, has planned to introduce in Congress which would authorize coast-wise ships to carry unlicensed radio operators.

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## SHULER IN RADIO FREE SPEECH COURT TEST

The famous Shuler case will be argued in the Court of Appeals of the District of Columbia on May 2nd. This is the first time that the "free speech" question, as provided for both in the Constitution of the United States and the Radio Act, has been up for judicial determination by the Court of Appeals. All sorts of questions involving radio law and its application by the Commission have been before the Court, including the questions of censorship, public service and others, but the issue in the Shuler case is raised squarely on the right of free speech. The case may finally go to the U. S. Supreme Court.

Reverend Shuler, pastor of Trinity Methodist Church, South, of Los Angeles, is the owner of Radio Station KGEF. After protests had been filed by various citizens of Los Angeles against the character of broadcasts by the Rev. Shuler, the Commission set the matter down for hearing in Los Angeles. The hearing lasted seventeen days. The Chief Examiner recommended the renewal of the license but after full argument before the Radio Commission, it unanimously cancelled Shuler's license and put his station off the air immediately.

Shuler will be represented in the Court of Appeals by Louis G. Caldwell, formerly General Counsel of the Federal Radio Commission. The Radio Commission will be represented by Duke M. Patrick, General Counsel, and the citizens opposed to Shuler's station will be represented by Thomas P. Littlepage, senior member of the firm of Littlepage, Littlepage & Spearman.

The brief in opposition to Shuler, after giving specimens of Shuler's broadcasts, covers the citations of the Supreme Court and other courts on the question of free speech and also goes into the law of radio as a Federal controlled agency.

In one of his broadcasts, Shuler is quoted as saying that the Lord sent him a "gift of practical knowledge". Mr. Littlepage replies that it is very unfair to charge the Lord with Shuler's gift as the "record does not disclose it to be one of 'practical knowledge' but rather to be a gift of a superheated, fantastic, fanatical imagination." In another place in this brief, Shuler is charged with believing himself to be the most versatile man in history, and to be better qualified than anyone else, according to his broadcasts, "to judge as to qualifications of candidates for benches, public officials, religious denominations, millionaires, hired girls, and others including Aimee Semple McPherson."

It appears from the briefs filed in this case that Shuler claimed great credit in eliminating corruption in the city and county governments in Los Angeles. In answer to this the intervenor's brief says:



"What a horrible place it must have been before he got there. It must have been a place where the 'bright plumaged birds had no song, the highly colored flowers no perfume, the beautiful ladies no virtue and the handsome men no honor'. And if his radio station was so necessary for the salvation of the city, counsel for intervener is surprised not to have read in the newspapers that the next day after the Federal Radio Commission closed this station the Lord did not lead Shuler out of there and immediately destroy the city with fire and brimstone. Counsel for intervener most respectfully submits that if the Lord should ever pick on a man to save a city of a million and a quarter from perdition and damnation, he would certainly pick a man who did not attempt to destroy the courts and other institutions because they did not agree with him, and thereby weaken the effectiveness of the very instrumentalities by which law and order and decent government are maintained."

If the Shuler case goes to the U. S. Supreme Court, it will be of interest to all broadcasters to see the question of "free speech" over the Federal controlled agency - radio - settled once and for all.

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#### ADVERTISING ADDRESS PRINTED IN CONGRESSIONAL RECORD

The address of Representative Ewin L. Davis, of Tennessee, Chairman of the House Committee, before the American Association of Advertising Agencies at Washington, April 15th, was printed in the Congressional Record of April 22nd.

Copies of this may be had from any Congressman or by addressing Representative Davis, c/o U. S. House of Representatives, Washington, D. C.

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#### GREAT MASONIC BROADCAST IN MAY

Masons everywhere through radio arrangements now being made, will doubtless have an opportunity, May 12th, to tune in on the dedication services of the \$6,000,000 National Masonic Shrine which is now being completed in Alexandria, Va., and overlooking the Nation's Capital.

The shrine was located at Alexandria in honor of the fact that it is George Washington's "home town", and the temple is a memorial to the first president and fellow Mason.

President Hoover and notables will attend. There will be a twenty-one gun salute and this likewise will be heard over the radio.

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## WOULD SERVE AS RADIO AUDIENCE REPRESENTATIVE

An announcement sent in the name of the "American Radio Audience League" and Harris Randall, of 6557 Harvard Ave., Chicago, explains its object as "For entrustment of the financially valuable broadcast channels to competent agents representing the audience, rather than to sellers of transmission", reads, in part, as follows:

"The radio question is to come before Congress about May 9th, when the Federal Radio Commission expects to submit its report of conditions in the broadcasting business, as called for by the Senate's Couzens-Dill resolution, and obtained by the Commission's questionnaires to stations and networks.

"One may feel fairly sure, in view of the sources of the information, that it will not call into question the prevailing custom of appointing sellers of transmission service to govern the nation's broadcast traffic.

"Only a few persons seem to have envisioned as yet the possibilities of a broader employment of the broadcasting art, based on realistic recognition of the public's right to govern for its own service all traffic on the ninety-six channels which its purchase of 17,000,000 home radios has rendered tremendously valuable. Unless action is taken within the next few days to place this viewpoint before Congress, it seems likely that the coming debates will be predicated, as previous ones have been, on the undisputed assumption that no one should be permitted to share in the final authority over the mass of messages that come through our home loud speakers, unless he is a producer of radio transmission, or at least has it for sale!

"Present broadcasting in the U.S. is actually based on that absurd assumption, even while radio-equipped homes are so numerous that the right of determining the traffic at a single dial-point is worth, in the advertising market, hundreds of dollars per hour. Naturally, this results in many amazing situations -- as for example that of last Sunday in Chicago when the New York Philharmonic Symphony was kept off the air to make way for a broadcast of the Sox ball game, although baseball fans had their choice of three other descriptions of the same game, going on at three other points of the dial! For such occurrences, the unthinking music-lover usually blames some 'station'. The more thoughtful may well ask -- if Chicago baseball broadcasting brought in \$150,000 last summer, and if the games can be broadcast for a tenth of that amount, why should not some of the difference be collected by agents of the radio audience, licensed to control the public channels, and free to devote the proceeds to keeping other types of broadcasting on the air also at other points on the dial?"



There is enclosed a petition to the Senate and House to be signed by listeners which reads, in part:

"As private persons with active interests in educational and public service work, we have united to commend to your consideration certain conditions in radio broadcasting which seem to have escaped the attention they deserve. They are summarized in the attached report to us resulting from the investigations carried on by Mr. Harris K. Randall. The report touches also upon some possible solutions of related problems, such as excessive advertising, lack of consistency in the service at any dial-point, and the powers granted to unqualified persons to determine the content and character of radio messages. We commend especially the indicated possibilities of avoiding more rigid government control, either of transmitting plants or of program traffic. We believe that better principles of assigning broadcast licenses might make possible a relaxation rather than a tightening of restrictions applied to licensees. We feel that these suggestions represent a sounder Americanism as well as a more effective and economical way of dealing with the major radio ills.

"The Federal Radio Commission's order of January 29, 1932, 'to block trafficking in radio facilities' is on its face evidence that broadcast channels are valuable liquid assets which, according to good authority, are in the nature of public property. These assets should be diligently conserved and used for the public benefit instead of being virtually 'frozen' by restrictions on their salability.

"Also, we see no reason why the art of radio broadcasting should, unlike all other mechanical aids to human communication and enlightenment, have its entire use placed permanently under the rule of those who control and operate its mechanisms. The number of available channels is limited by nature. They should, therefore, be in the custody of responsible agencies only, whose selection must be guided solely by broad considerations of public policy.

"Finally, we call to your attention how incompatible is the present virtual 'continuing possession' of valuable channels with the spirit of the law's stringent provisions against channel ownership. This is no doubt a result of the dilemma faced by the courts in their attempt to guard simultaneously the rights of private property in privately owned transmitting equipment and the paramount public interest in channels of public communication. But the whole dilemma should disappear if we can dispel the notion that ownership of a transmitting property implies the right of governing message traffic on a public broadcast channel. It should imply, instead, simply a right to compete fairly with any other transmitting concern for contracts to supply transmission service to duly licensed broadcasters."

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## A. P. AGAIN TO DISCUSS RADIO

The question of radio will again be discussed at the meeting of the Associated Press which convenes in New York tomorrow. The Bureau of Advertising of the American Newspaper Publishers' Association at the same time will hear the report of the Chairman of its Radio Committee, Elzy Roberts, of the St. Louis Star.

Television in operation will be demonstrated daily from 2:30 to 5 P.M. to the visiting publishers and their representatives by the Columbia Broadcasting System, which has installed at convention headquarters the latest receivers. Programs will be broadcast through visual Station W2XAB, the Columbia System's experimental transmitter, opening with an address by James Wright Brown, owner of "Editor and Publisher". Thereafter many Columbia regular features will be presented.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

April 21 - WQAO-WPAP, Calvary Baptist Church, New York, N. Y., install automatic frequency control; WHN, Marcus Loew Booking Agency, New York, N. Y., install automatic frequency control; KQV, KQV Broadcasting Co., Pittsburgh, Pa., install automatic frequency control; WGAR, WGAR Broadcasting Co., Inc., Cleveland, Ohio, install automatic frequency control; WCOD, Keystone Broadcasting Corp., Harrisburg, Pa., install automatic frequency control; WBT, Station WBT, Inc., Charlotte, N. C., modification of C.P. for 25 kw, extend completion date to August 16, 1932; WSBT, The South Bend Tribune, South Bend, Ind., modification of license for change from specified hours (day only) to continuous daytime operation to 5:30 P.M.; The Southwest Broadcasting Co., Lamar, Colo., C.P. for a new station to use 1420 kc., 100 w., share with KGIW, Trinidad, Colo.; KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. for 50 KW, extend completion date to Nov. 17, 1932.

April 22 - WKAQ, Radio Corporation of Porto Rico, San Juan, P.R., C.P. to install new transmitter and change from 890 kc., 250 w. to 950 kc., 1 KW; WCAU, Universal Broadcasting Co., Philadelphia, Pa. modification of C.P. extend completion date of C.P. for 50 KW to August 17, 1932; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., C.P. to move transmitter locally and make changes in equipment; WTOC, Savannah Broadcasting Co., Inc., Savannah, Ga., license to cover C.P. granted Feb. 5, 1932.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted (April 21, 1932).

WJBU, Bucknell University, Lewisburg, Pa., authority to install automatic frequency control; WHBU, Anderson Broadcasting Corp., Anderson, Ind., license covering changes in equipment, and removal of studio and transmitter locally, 1210 kc., 100 w., unlimited time; WLW, The Crosley Radio Corp., Cincinnati, Ohio; KPCB, Queen City Broadcasting Co., Inc., Seattle, Wash., KTM, Pickwick Broadcasting Corp., Los Angeles, Calif., authority to install automatic frequency control; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y., C.P. to make changes in auxiliary transmitter; WMBH, Edwin D. Aber, Joplin, Mo., C.P. to make changes in equipment and move transmitter locally in Joplin; WHAS, The Courier-Journal and The Louisville Times Co., Louisville, Ky., modification of C.P. approving 25 KW equipment.

Also, WHEF, Attala Milling & Produce Co., Kosciusko, Miss., modification of C.P. to change type of equipment authorized by C.P. and increase daytime power from 100 to 250 w.; WBAX, John H. Stenger Jr., Wilkes-Barre, Pa., authority to operate from 7:30 P.M. to 12 midnight April 25th, provided Station WJBU remains silent; KFJB, Marshall Electric Co., Inc., Marshalltown, Iowa, authority to operate from 3 P.M. to 8 P.M. and from 9 to 10 p.m., C.S.T., May 18th; KOB, New Mexico College of Agriculture, N. Mex., permission to discontinue broadcasting programs on April 24 in order to move transmitter from State College to Albuquerque and resume broadcasting August 1st or sooner; KGDA, Mitchell Broadcasting Corp., Mitchell S. Dak., authority to discontinue operating for period of 20 days, in order to reconstruct transmitter; KFAC, Los Angeles Broadcasting Co., Los Angeles, Calif., license covering local move of transmitter and studio and installation of new equipment, 1300 kc., 1 KW, half-time.

Also, Warner Bros. Pictures, Inc., Portable, 4 C.P.s 1526 kc A1 emission for temporary motion picture work; power 250 w., for 2 transmitters 10 w. for 2; WAE, WAD, R.C.A. Communications, Inc., Rocky Point, N. Y., modification of C.P. extending completion date to November 11, 1932; WJZ, Same Co., San Juan, P. R., license, point-to-point telegraph, transmitter type RCA ET3666, Serial No. 9424, 350 w; WRDK, Press Wireless, Inc., Hicksville, N. Y., license fixed public press point-to-point telegraph; frequencies 4725, 4935, 4985, 5335 kc., 10 kw., A1 emission, points of communication Chicago, San Francisco and Los Angeles; Transcontinental & Western Air, Inc., plane license 3105, 2906, 3072.5, 3082.5, 3088, \*5510 \*5540, 5672.5, 5692.5 kc., 50 w., A3 emission, (\*Not available after March 1, 1932); W2XAP, Jenkins Television Corp., Portable, initial location Jersey City, N. J., renewal of experimental visual broadcasting license, 2000-2100 kc., 250 w., A3 emission.

## Renewal of Licenses

The following stations were granted regular renewal of licenses: WBBS, Brooklyn, N. Y.; WBER, Brooklyn, N. Y.; WBCM, Bay City, Mich.; WCGU, Brooklyn, N. Y.; WQBC, Vicksburg, Miss.; WSAR, Fall River, Mass.; WTAQ, Eau Claire, Wis.; KLO, Ogden, Utah; KOH, Reno, Nevada and KOY, Phoenix, Arizona.

The following stations were granted temporary licenses subject to such action as the Commission may take on the licensees' pending applications for renewals:

WAWZ, Zarephath, N. J.; WCDA, New York City; WFAB, New York City; WNBK, WGBC, Memphis, Tenn., and KGRS, Amarillo, Texas.

WOR, Bamberger Broadcasting Service, Inc. Newark, N. J., granted modification of renewal license for auxiliary transmitter, 710 kc., 500 w., unlimited time; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J.; WNJ, Radio Investment Co., Inc., Newark, N. J., granted renewals of licenses in conformity with the Mandate of the Court of Appeals issued in the case of WNJ, Radio Investment Co., Inc., Newark, N. J.; WJKS, Johnson-Kennedy Radio Corporation, Gary, Ind., granted renewal of license in conformity with mandate of the Court of Appeals issued in the case of Nelson Bros. Bond & Mortgage Co., and North Shore Church; KOCW, Oklahoma College for Women, Chickasha, Okla., granted temporary renewal of license subject to such action as the Commission may take on application filed by J. T. Griffin, Tulsa, Okla., requesting facilities of Station KOCW.

Also, WFLA-WSUN, Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater, Fla., renewal of license for auxiliary transmitter, 620 kc., 250 w., unlimited time; KTBR, M. E. Brown, Portland, Oreg., renewal of license 1300 kc., 500 w., specified hours of operation; (Reconsidered action) - KFJR, Ashley C. Dixon, KFJR, Inc., Portland, Oreg., granted renewal of license 1300 kc., 500 w., hours of operation specified; KGGE, Powell & Platz, South Coffeyville, Okla., granted modified renewal of license to be issued as of April 18, 1932, authorizing the main studio at South Coffeyville, Okla., because license renewal granted on March 25th showed main studio at Coffeyville, Kansas.

## Applications Dismissed

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., application for renewal of license heretofore designated for hearing, dismissed from docket; application for facilities of this station have been dismissed; regular renewal of WCOA granted; WMBH, Edwin D. Aber, Joplin, Mo., application for renewal of license, set for hearing because facilities of station had been applied for, dismissed from hearing docket, because application for facilities of this station has been denied; James F. Hopkins, Inc., Highland Park, Mich., C.P. for new station 1420 kc., 100 w., 250 w., local sunset, unlimited, dismissed at request of applicant.

Dismissed - WBGE, W. Neal Parker & Herbert B. Metcalf, Glens Falls, N. Y., dismissed from hearing because application of Plattsburgh Broadcasting Corp. for its facilities has been withdrawn.

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