

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

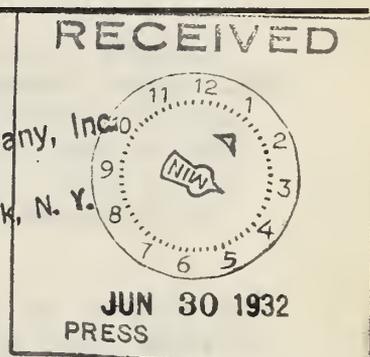
WASHINGTON, D. C.

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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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No. 540

## NORMAN BAKER BUILDING 150,000 WATT STATION IN MEXICO

Norman Baker, who lost his license to operate Station KTNT, at Shenandoah, Iowa, in a tussle with the Federal Radio Commission, is now building a 150,000 watt station at Nuevo Laredo, Mexico. One of the main uses of the new transmitter, which will be the most powerful in operation on this continent, will be to promote the candidacy of Baker, who is running for Governor of Iowa on an Independent ticket.

Baker is the second United States citizen to set up a broadcasting plant below the Rio Grande after having been denied use of the air in this country. The other was Dr. J. R. Brinkley, the "goat gland" specialist from Milford, Kansas, who now operates XER at Villa Acuna, Mexico.

"Voters in every part of the State, from all reports, view with lots of enthusiasm and satisfaction the entrance of Norman Baker, of Muscatine, in the race to replace Dan Turner as Governor of Iowa", writes the "As We See It" columnist in the Midwest Free Press. "With the exception of the political 'clique' which has ruled Iowa for almost 50 years, Norman Baker has always commanded the esteem and confidence of the farmers and ordinary citizens of the State and The Free Press firmly believes that they are going to prove it at the polls in November.

"That Norman Baker is well equipped for the Governor's position is generally conceded by all who know him, irrespective of party affiliations. It is also unanimously admitted that, if elected, he would make an able and efficient chief executive who would prove an honor to the State and not be dominated by any political machine.

"Mr. Baker represents the best type of American citizenship. In early life he laid the foundation for his later years of success by giving himself a practical education. Days of struggle and adversity were overcome by persistency and tireless effort and today he stands as a self-made man who has made good in a wonderful way.

"True, Mr. Baker's enemies in Iowa by bringing powerful pressure to bear upon the Federal Radio Commission did succeed in closing up his Station KTNT in Muscatine, but that did not stop Norman Baker. Undaunted and more determined than ever he opened negotiations with the friendly Mexican government and he is now engaged in the construction of the world's largest radio station - XENT, 150,000 watts - at Nuevo Laredo, Mexico.

"Attorney General Fletcher's office assistant, Gerald Blake, announced through the daily press that 'Norman Baker would be arrested if he returned to Iowa to run for Governor.' We wonder if Mr. Blake thinks that his unproven charge 'conspiracy to violate the medical laws' is going to scare Mr. Baker from returning to his own State. Arrest or no arrest. Turner, Fletcher and Blake should be told right out loud and they will be when XENT gets on the air late in August or early in September, Norman Baker is coming back to Iowa just as soon as his radio station is completed and he is going to carry on a tireless state-wide campaign to replace Dan Turner as Governor of Iowa. However, they don't have to call out the militia because Mr. Baker is a peaceful and law-abiding citizen who just wants to clean up Iowa politics.

"The record at the State Capital speaks for itself. Governor Turner's administration is not only the most discredited in the history of the State but the most extravagant. The appropriations of the last legislature for the State House offices was \$363,949.33 greater than those of the previous legislature. The highlights of the Turner administration were the expensive and pointless investigations of the State University at Iowa City, the \$200,000 'cattle war' that could have been averted if judgment and discretion had been used, the placing of \$2,000,000 of State money in a 'tottering' bank at Davenport, and the \$118,000 gasoline bootlegging case.

"Iowa needs a new deal. Iowa needs independent, conscientious and competent officials. The State Capital needs a thorough house cleaning. November is the time to do the job.

"Vote for Norman Baker for Governor."

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#### NEW INTERNATIONAL CALL LIST

The International Bureau of Telegraph Union, Radiotelegraph Service, Berne, Switzerland, now has available for distribution the 1932 (third) edition of this list, at 35 Swiss gold francs (\$6.76), including supplements to the end of the current year and postage.

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#### INTERNATIONAL POW-WOW DATE OFFICIALLY SET

It has been officially decided that the International Radio Conference at Madrid will convene at 11 o'clock on the morning of September 3, 1932. The International Telegraph Conference will be inaugurated at the same time.

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## PROPOSES ADVISORY BOARDS FOR BROADCASTING STATIONS

Every broadcasting station that is losing money should appoint from the business and professional men of its community an Advisory Board, to serve the station and the public and make broadcasting generally a better public utility, suggests Harold A. Lafount, Federal Radio Commissioner.

"If financially unstable stations appointed such an Advisory Board, chosen from reputable business and professional men", he explained, "there would be many stations showing profits instead of losses. In addition, appointment of these boards would do much to better broadcasting generally and give the residents of each community just what they want in radio reception."

Mr. Lafount believes that Advisory Boards, although there is an immediate need for them in stations which are losing money and are unable to give their listeners the service they should have, could well be adopted by profit-making stations to improve their programs.

These Boards would act as guides to the station - suggesting methods of advertising, pointing out errors in business management, and stimulating the interests of the station in the community and the community in the station.

"Just because these men are not trained radio broadcasters, the station manager should not laugh the plan aside", Mr. Lafount said. "Instead, he should realize that they have business and professional knowledge and connections which he can combine with broadcasting knowledge, to produce better service and to put more money into the station's treasury.

"If the majority of small and medium sized stations appointed such Boards, selecting men interested in the success of the community and in the part broadcasting can play in that success, there would be business increase, advertising gains, better communities, and generally improved conditions throughout the United States".

There are approximately 500 broadcasting stations, most of them with less than 1,000 watt power, which reach nearly every community in this country. If the Board works conscientiously to find what the community needs, and what it wants in the way of radio entertainment, Mr. Lafount feels certain the station can meet these wants and fill the gaps.

"Too many stations", he points out, "let the burden of the work of finding out what the people and the community want and need rest upon the station manager and one or two others. Business and professional men usually are willing and eager to do anything they sincerely believe will help their community, whether it be by means of broadcasting, newspapers or some other medium. If such Boards were appointed all over the country, broadcasting would become a much more perfect public utility in that it would serve the public better by giving the people what they want."

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## FEDERAL RADIO COMMISSION SETTLED FOR SUMMER

The Federal Radio Commission is now re-installed in the Interior Department Building, from which it moved because of insufficient space about two years ago, and is ready to go on with the Summer's work. The move from the National Press Building to the Government building was necessary because of the retrenchment policy. An annual rental bill of \$59,200 is saved by this sharing of space with the Interior Department, made vacant by the moving out of units of the Veterans' Administration.

Federal supervision of radio will not be relaxed this Summer, as it has been in past years, while the rulers of the ether took long inspection trips and vacations. The Commissioners, having had an extremely busy year, deserve vacations but the Congressional situation has kept them at home and now the 8.3 per cent salary cut coupled with loss of their annual leave will keep them in Washington indefinitely. No doubt they will enjoy week-ends away from the city but none of them has planned an extended trip.

No inspection trips will be made because conditions in the various zones are such that there is no real necessity for personal supervision at this time. If there were vital problems awaiting attention just now, however, it would be almost impossible for the Commissioners to go because all travel allowances have been cut off.

While there is nothing pressing away from Washington, there is plenty here at home to make the Commissioners forget the salary cut, lack of vacation, etc. One of the things they are faced with is the straightening of the snarl which began with the loaning of the Second Zone's 1060 kilocycle channel to a Third Zone station when the reallocation was made several years ago.

And then there is the problem of merging the Radio Division of the Department of Commerce with the Radio Commission. It is likely that the old radio districts will be re-divided and a number of changes will be necessary.

Last year's work was heavy but the Commission will probably vote that they have worked even harder during the year which ends June 30th. One of the major tasks accomplished was the compilation of the report in response to the Senate Resolution, which is a regular encyclopedia of radio.

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## RCA AND MACKAY SEEK ALLOCATION OF RECAPTURED SHORT WAVES

Representatives of the Radio Corporation of America and the Mackay Radio Telegraph Company conferred with officials of the Federal Radio Commission in connection with the allocation of the 40 frequencies recaptured by the Commission from the Universal Wireless Communications Company, Inc., and used for domestic point-to-point communication.

The reallocation of the frequencies is to be made by the Commission at the direction of the Court of Appeals of the District of Columbia.

While officials of the Commission refused to discuss the situation at this time, and while the commercial companies have several days in which to answer the Commission, it is understood that they will refuse to sign a stipulation desired by the Commission postponing the matter until Autumn, at which time new hearings would be held. The Commission is said to feel that new hearings are necessary because of economic changes since the matter was first brought up.

Because of the advancement in radio since this matter was originally discussed, the Radio Commission could allocate all the frequencies desired by both of the companies for their proposed radio chain and still have frequencies left over for others who might want them.

This is due to the fact that these frequencies used to be separated by two-tenths of a meter, but are now separated by only one-tenth because of changes made in transmitters and receivers.

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## RMA BANS RADIO TRADE SHOW THIS FALL

During the Radio Manufacturers' Association Trade Show held recently at the Stevens Hotel, Mr. U. J. Herrmann, Managing Director of the Radio World's Fair and Chicago Radio Shows, advised the officers of the RMA, as well as the large set and tube manufacturers that he would forego the conducting of any Radio Shows this coming Fall, if the radio interests were in accord with the thought that the shows should not be conducted.

Following this announcement, the large set and tube manufacturers, as well as the Directors of the RMA, had a meeting and voted unanimously not to support any trade shows whatever during 1932, and further agreed that if conditions warranted in 1933, they would then go ahead and support radio shows conducted by U. J. Herrmann as heretofore.

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## APPLICATION IS DENIED FOR TELEVISION STATION

The application of the Ray-O-Vision Corporation of America, Los Angeles, for permission to erect an experimental visual broadcasting station, was recommended for denial last Friday in an Examiner's Report made public at the Federal Radio Commission.

The report, submitted by Examiner Elmer W. Pratt, pointed out that it does not appear that the applicant is financially able to operate the station, nor has the applicant sufficient technical resources to assure that the station would be operated in a manner which would advance the television art.

Examiner Pratt declared also that the applicant's request for the 2800 kilocycle frequency does not indicate that experiments will prove helpful to the art, for progressive experiments are being carried on on the ultra-high frequencies.

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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, Commerce Department, Washington, D. C.:

Radio accessories and parts	*58412	Coimbatore, India	Agency
Radio loud speakers, photo cells, amplifiers, and pick-ups	‡58392	Lima, Peru	"
Radio sets and accessories, loud speakers and pick-ups	‡58463	Barcelona, Spain	"

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## DE FOREST RECEIVERS NAMED

Federal Judge John P. Nields appointed Leslie S. Gordon, of Ridgewood, N. J., and William Bergland, of Wilmington, as receivers until further order of the court for the DeForest Radio Co., of Passaic, N. J., according to an Associated Press dispatch from Wilmington.

The bill of complaint was filed by Sarlat Bros., Inc., of New York, a creditor with claims of \$13,134. It was alleged and admitted that the company is unable to meet maturing obligations. Receivers for the concern were appointed by the New Jersey courts.

The Sarlat bill stated the company has outstanding \$208,600 in notes payable by July of next year and \$50,000 in other notes,

part of which are payable June 30th of this year, and about \$34,000 owing to creditors.

Assets of the concern, the bill stated, consist of valuable patents, plant equipment worth about \$650,000 and materials worth about \$300,000.

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### BALTIMORE STATION EXECUTIVE ADVOCATES HOUSE CLEANING

"Unfortunately, many radio stations are not operated by men who understand advertising or merchandising", the National Association of Broadcasters' session of the American Federation Advertising convention in New York was told by J. Thomas Lyons, Executive Vice-President of the Monumental Radio Company, Baltimore.

"The radio situation today reminds me of the moving picture industry about 30 years ago when things were chaotic. In fact, many radio stations do not appear to be conscious of the wonderful asset they have, and they do not put a sufficient value upon it.

"For that reason, you will find radio stations cutting rates to get business letting the advertiser dictate the policy and terms, and I recently received a letter from an insurance company in the West saying that 170 stations were handling their business on a basis by which the station received so much per sale. This is a destructive condition, because unless a station is built on a real foundation, it will never get anywhere.

"I am quite convinced that every station must see the handwriting on the wall, and clean house to the point where its rates will be the same to everybody that there will be no trade deals, that when an agency tries to tear down ethics, the station will not deal with that particular account. Furthermore, the amount of business that can be handled by a radio station is, necessarily, limited. For that reason, a station should deal only with those people who want to operate in the right way, and it is well worth while to cultivate a clientele of this sort, and when this is done in a sincere manner you generally get what you deserve.

"Radio could step in now and render sincere constructive help to the retailers. I do not believe in strong-arm salesmanship. I do believe in intelligent solicitation, and the only way that we can develop our business is to make the people who deal with us more prosperous because of our relationship. For this reason, every radio station should have on its staff at least one man who knows something about retailing and merchandising.

"Radio still has some racketeers - every line of business has them for that matter, but they will be ruined by their own efforts in time. We should realize that our success depends absolutely on the success of the advertiser, and unless the advertiser gets results through our station, we cannot stay in business."

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HEARINGS SCHEDULED BY RADIO COMMISSION

June 30 - Gustav A. Jenkins, Antonito, Colo., C. P., 1200 kc., 100 w. share with KGEK & KGEW. Others notified: KGEK, Yuma, Colo., KGEW, Fort Morgan, Colo., KOB, State College, N. Mex., WOAX, San Antonio, Texas.

KGEK - Elmer G. Beehler, Beehler Electric Equipment Co., Yuma, Colo., renewal of license, 1200 kc., 100 w., share with KGEW; Others notified: KGEW, Fort Morgan, Colo., Gustav A. Jenkins, Antonito, Colo.

KGEW - City of Fort Morgan, Fort Morgan, Colo., renewal of license, 1200 kc., 100 w., share with KGEK; Others notified: KGEK, Yuma, Colo., Gustav A. Jenkins, Antonito.

July 1 - WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., modification of license, 1310 kc., 100 w., share with WHAT, WTEL and WHAT not to operate when WCAM is operating. (Req. WCAM be required to enter into time-sharing agreement with WTEL and WHAT); Present Assignment: 1310 kc., 100 watts, shares with WHAT, WTEL & WHAT not to operate when WCAM is operating; Others notified: WHAT, Philadelphia, WCAM, Camden, N. J. (see hearing notice for parties notified because of pending applications.

WTEL, Foulkrod Radio Engrg. Co., Philadelphia, Pa., modification of license 1310 kc., 100 w., share with WHAT, WTEL & WHAT not to operate when WCAM is operating. (Req. time assigned to but not used by WCAM and WHAT); Others notified - as above.

WCAM, City of Camden, Camden, N. J., renewal of license, 1280 kc., 500 watts, shares with WOAX and WCAP; Others notified: WTEL, Philadelphia, and WHAT, Philadelphia.

WHAT, Independence Broadcasting Co., Philadelphia, Pa., renewal of license, 1310 kc., 100 w., shares with WTEL, WHAT, and WTEL not to operate when WCAM is operating; Others notified: WCAM, Camden, N. J., WTEL, Philadelphia.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 24 - F. N. Blake Realty Co., Dracut, Mass., C.P. for a new station to use 680 kc., 250 watts, daytime; WEAO, Ohio State University, Columbus, Ohio, modification of license to use old main transmitter as auxiliary transmitter; WTAQ, Gillett Rubber Co., Eau Claire, Wis., install automatic frequency control; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C.P. to make changes in equipment and increase power from 100 watts to 100 w., 250 w., LS; WHA, University of Wisconsin, Madison, Wis., modification of C.P. to make changes in equipment and increase power from 750 watts to 1 kilowatt; WCGU, United States Broadcasting Corp., Brooklyn, N.Y., install automatic frequency control.

The following applications were returned to the applicant:

WCGU, United States Broadcasting Corp., Brooklyn, N. Y., increase day power to 1 KW (Rule 6c and d); Rev. J. L. Neville, Tulsa, Okla., C.P. for a new station on 1500 kc. (Rules 121 and 6).

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## DECISIONS OF THE RADIO COMMISSION

### Applications Granted (June 24, 1932)

WHAS, The courier-Journal Co., Louisville Times Co., Louisville, Ky., C.P. to install auxiliary transmitter to be operated with 1 KW power at 300 w. Liberty St., Louisville, Ky.; WOV, International Broadcasting Corp., New York City, license covering changes in equipment 1130 kc., 1 KW, 6 A.M. to 6 P.M., and not when any local station within less than 50 kc is operating; WHAT, Independence Broadcasting Co., Philadelphia, Pa., license covering move of station locally and installing new equipment, 1310 kc., 100 watts, share with WTEL (not to operate when WCAM is on the air); WASH, Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich., modification of license to use transmitter of WOOD at proposed new location, providing WOOD is granted authority to move transmitter from Furnwood to Grand Rapids, Mich.; KSEI, Radio Service Corp., Pocatello, Idaho, modification of license to change frequency from 900 kc. to 890 kc.; KGDA, Mitchell Broadcasting Corp., Mitchell, S. Dak., extension of the working of Rule 145 until a decision is reached on KGDA's application for renewal of license.

Also, WMAQ, National Broadcasting Co., Inc., Chicago, Ill., and WMBG, Havens & Martin, Inc., Richmond, Va., authority to install automatic frequency control; WNBX, 1st Congregational Church Corp., Springfield, Vt., consent to voluntary assignment of license to the WNBX Broadcasting Corp.; WOC-WHO, Central Broadcasting Co., Davenport, Ia., a suspension of further working of Rule 145 with respect to WOC; WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass., authority to install one RCA 1652 Tube in last radio stage to replace two UV-851 tubes; KFMX, Carleton College, Northfield, Minn., suspension of working of Rule 145 until decision is reached regarding application of WRHM for facilities of KFMX; KSO, Iowa Broadcasting Co., Clarinda, Iowa, authority to discontinue operation during summer months, until decision is reached on application for authority to move to Des Moines, and change frequency power and hours of operation.

Also, WRBL, WRBL Radio Station, Inc., Columbus, Ga., authority to discontinue operation for period of one week so as to complete installation of new equipment covering increase in power and installation of automatic frequency control; WLS, Agr. Broadcasting Co., Chicago, Ill., authority to rebroadcast two way com-

munication between Army planes and Station WLS June 22 to 26 in connection with George Washington Bicentennial Military Tournament (action taken June 20); WJBY, Gadsden Broadcasting Co., Gadsden, Ala., permission to cease operation beginning June 21st for period of 30 days due to inability of station to comply with 50 cycle limitation (action taken 6/21); WRBX, Richmond Dev. Corp., Roanoke, Va., permission to remain silent for 30 days from June 20, for purpose of moving main studio locally (action taken 6/22).

Also, WPEQ, Louisiana State Bureau of Identification, Baton Rouge, La., license for police service; frequency 1574 kc., 100 watts; Aeronautical Radio, Inc.: KGSC, Oklahoma City, Okla., license for aviation service, frequencies: 2906, 3072.5, 3088, 5672.5 5692.5, 5510\*, 5540\* kc., 400 watts (\*Available to March 1, 1933 only); KGTV, near Beaumont, Cal., aviation license, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., 50 watts; KGTVN, Las Vegas, Nevada, modification of C.P. extending commencement date of C.P. within 60 days after April 5th, and extending completion date to 60 days after August 4, 1932; change in location of transmitter locally in Las Vegas; WLA, American Tel. and Tel. Co., Ocean Gate, N. J., authority to operate station at Ocean Gate, N. J., for special experimental service for period of 30 days from June 27th, to determine feasibility of extending their regular point-to-point tel. service to Lima, Peru.

Also, Radiomarine Corp. of America: KDHI, aboard Yacht "Intrepid", 60 day authority to operate additional transmitter, frequency range 8240 to 16660 kc., 150 watts (authority granted June 20.); KEXL, aboard vessel "Scanstate-Exsaguache", authority for 60 days to operate transmitter using 150 watts and frequency range 8240 to 16660 kc., and spark transmitter with 2 KW, frequency range 375 to 500 kc.

#### Renewal Of Licenses

WFDV, Rome, Ga.; WFDW, Anniston, Ala., and KFLX, Galveston, Texas; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, granted renewal of license, 1420 kc., 100 watts, hours of operation: daily 9 A.M. to 1 P.M.; 3 to 7 P.M., EST; KGCC, The Golden Gate Broadcasting Co., San Francisco, Cal., renewal of license, with hours of operation assigned on a temporary basis pending hearing and decision on licensee's pending application.

The following applicants were granted temporary licenses subject to the Commission's decision on their pending applications for renewal of licenses which are designated for hearing:

WHDF, Calumet, Mich., WMBQ, Brooklyn, N. Y.; WMIL, Brooklyn, N. Y.; WRDW, Augusta, Ga.; WWRL, Woodside (L.I.) New York; and KCKY, Scottsbluff, Neb., WERE, Erie, Pa.

### Set For Hearing

Roberto Mendez, San Juan, P. R., requests C.P. for new station, 1370 kc., 100 watts, unlimited time; Allen Wright Marshall, Jr., and Allen Wright Marshall, Sr., La Grange, Ga., requests C.P. for new station 1500 kc., 100 watts, daytime only, sharing with WRDW; James M. Caldwell, Goodland, Kans., requests C.P. for new station, 1500 kc., 100 watts, share with KGEY; Richmond J. Morrow and Ronald F. Brill, Roseville, Cal., requests C.P. 1500 kc., 100 watts, specified hours; WMMN, Rolt-Rowe Broadcasting Co., Fairmont, W. Va., requests modification of license to increase night power from 250 to 500 watts, experimentally; WERE, Erie Dispatch-Herald Broadcasting Corp., Erie, Pa., requests C.P. to install new equipment and modification of license to change corporate name to Erie Broadcasting Corp.

Applications for renewal of licenses for the following stations were designated to be included with the applications to be heard on July 18, 1932, involving the 1020 channel:

WOWO, Ft. Wayne, Ind., WIBG, Elkins Park, Pa., WCAU, Philadelphia, WVVA, Wheeling, W. Va., WIP, Philadelphia, and WFAN Philadelphia.

### Miscellaneous

KGGF, Powell & Platz, Coffeyville, Okla., petition to set aside Commission's action of May 31st, defaulting their application for modification of license because of their failure to file "Notice to be heard". Application restored to hearing docket to be heard.

### Application Denied

The following application heretofore set for hearing was denied because applicant failed to enter their appearance within the time allowed:

Plattsburgh Broadcasting Corp., Plattsburgh, N. Y., C.P. 1420 kc., 100 watts, specified hours; facilities of WHOL.

### Action On Examiner's Report

1st National Television Corporation, Kansas City, Mo. granted application for television station, subject to rules governing experimental stations, reversing Examiner R. H. Hyde.

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