

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

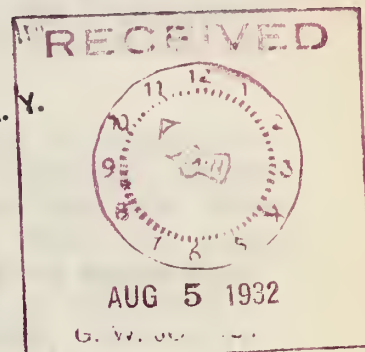
WASHINGTON, D. C.

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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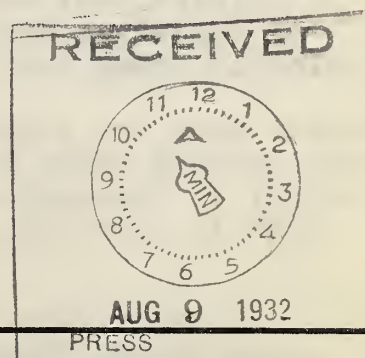
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No. 550



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COMMISSION BUSY EFFECTING RADIO DIVISION CONSOLIDATION

While awaiting the appointment of the successor to Gen. Charles McK. Saltzman, the Federal Radio Commission, with Commissioner Eugene O. Sykes as Acting Chairman, has turned its attention towards the consolidation of the radio division of the Department of Commerce with the Commission, as provided in the executive order issued July 20, 1932.

A few days ago the Commission announced the forming of a Division of Field Operations, headed by William D. Terrell, former chief of the Radio Division. Further consideration has now been given the duties and personnel of the new division, with the result that it has been delegated to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of the Radio Act of 1927, as amended, the rules and regulations of the licensing authority, and the license under which it is constructed or operated; to make measurements of frequencies and to make field intensity measurements when required; to maintain records incident to the monitoring of radio stations; to conduct examinations for applicants for operators' licenses; to investigate and report to the Commission facts concerning alleged violations by station operators of such laws, treaties and regulations as might result in the suspension of their licenses; to report to the Commission from time to time any violations of the Radio Act of 1927, the rules and regulations or orders of the Commission, or, of the terms and conditions of any license; and to perform such other duties as may hereinafter be assigned.

Fifteen persons were dismissed in order to effect the saving of \$34,000 made necessary by the new budget. There will be many more dismissals in the field service, which is still to be reorganized.

Among those in the Washington office found to be "not indispensable to the service" were Wilfred G. Clearman, chief investigator at a salary of \$4800; G. Lyle Hughes, attorney, \$3800; and P. B. Murphy, receiving and disbursing clerk, \$2900. Others dismissed were clerks and stenographers at salaries ranging from \$1440 to \$1980.

Among those designated for assignment to the Division of Field Operations was W. E. Downey, who will become assistant to W. D. Terrell, the same position he held in the old Radio Division.

From the staff of the radio division there has been created and established two new sections -- Accounts and Audit Section for the handling of all matters pertaining to the settlement of international accounts except disbursements; and the Division of Mail and Files.

The duties incident to prescribing the qualification of station operators and the classification of such operators according to the duties to be performed are assigned to the Engineering Division. Three clerks were transferred to this division.

The duties incident to assigning call letters to radio stations licensed by the Commission and the publication thereof are assigned to the license division of the Radio Commission. Eight of the radio division clerks were transferred to the license division to take care of this work.

The Legal Division was augmented by Ralph L. Walker, attorney, and two stenographers from the radio division.

The reorganization of the police and inspection force which is scattered all over the United States will be taken up by the Commission next. Since a saving of \$33,000 must be effected, it is likely that a complete new set-up will result.

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MORE CHANNELS MAY BE NEEDED FOR BROADCASTERS

The "high power" trend in broadcasting may develop within the near future so as to necessitate allocation of present local or regional channels as clear channels for United States broadcasting stations, it was forecast at the Commission recently.

As high-power experiments go forward it is not at all improbable that there will be a pressing necessity for more clear channels to accommodate the high-power transmitters, with a corresponding reduction in lower-powered stations.

This situation - in which more clear channels may have to be created - may be hastened by a transformation which certain broadcasting experts declare is now taking place. The present clear channels, they say, are being slowly but surely eliminated by private pressure and commercial expediency. If such is the case, and if the high-power trend develops as is anticipated, it will be almost inevitable that certain frequencies now used by lower-powered stations must be vacated, and used as clear channels for the high-power transmitters.

Forty clear channels were set aside by the Commission when it reallocated the radio facilities of the United States in 1928. Since that time, five of these channels, although remaining in name "clear", have become in reality shared-channels, through the Commission's authorizations that other stations be allowed to use them. Engineers estimate that the value of the former clear channels which are now shared, has declined materially, considering their "value" as the area they may consistently serve when one station alone operates on each frequency.

In a recent meeting at the Commission to determine the policy of American delegates to the International Radio Conference, to be held in September at Madrid, Spain, the question was raised as to how long it will be before Mexican stations with superpower interfere with operation of certain American stations to the

extent that the value of the channels used by Mexican stations is materially lessened to American broadcasters. It was pointed out that "if it were not for the depression, Mexican stations would already have rendered practically useless many American channels."

Should prosperity bring more Mexican stations with power enough to be heard throughout the southern part of the United States, and high power in this country develop proportionately, a condition of interference might result similar to that which existed when the Commission was formed in 1927 to straighten out the confusion in which broadcasters were transmitting at will on all frequencies, without regard to public service.

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ROOSEVELT TO USE RADIO FREQUENTLY

In his Albany speech last week Governor Roosevelt said that he hoped during the campaign to use the radio frequently.

"In the olden days", Governor Roosevelt continued, "campaigns were conducted amid surroundings of brass bands and red lights. Oratory was an appeal primarily to the emotions and sometimes to the passions. It always has been my feeling that with the spread of education, with the wider reading of newspapers and especially with the advent of radio, mere oratory and mere emotion are having less to do with the determination of public questions under our representative system of government. Today, common sense plays the greater part and final opinions are arrived at in the quiet of the home.

"In this quiet of common sense and friendliness, I want you to hear me tonight as I sit here in my own home, away from the excitement of the campaign. I am weighing all the things which I have learned in all my years in public service -- first in Albany, twenty-one years ago, then during eight busy years in Washington, interspersed with visits into all the States of the union and, during and after the war, to the nations of Europe; then, in these latter years, in my tasks as Governor of New York."

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PRINTERS OPPOSE RADIO ADVERTISING

Delegates to the convention of the New York State Allied Printing Trades Council at Glenn Falls, N.Y., last week, considered a resolution urging virtual banishment of advertising from the air, and after some discussion referred the resolution back to the resolutions committee for further consideration.

E. W. Edwards, president of the council, said that when advertising was introduced into a radio program many persons turned their instruments off.

"The only kind of effective advertising is the printed word", he said.

Delegates generally condemned radio advertising. Stephen A. Kelly, of New York, said it had "robbed the stage, killed the musicians' means of livelihood and has injured the printing industry."

John P. Burke, president of the International Brotherhood of Pulp, Sulphite and Paper Mill Workers, said that radio was one of the reasons why half the members of his organization were unemployed.

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SIAM INTRODUCES RADIO ADVERTISING

With the approval of the business interests of the country. Siam has recently introduced advertising into the programs of the Government-owned station at Bangkok. The Bangkok station broadcasts regularly, the language employed being for the most part Siamese, with Chinese and English used to some extent.

There are approximately 13,000 receiving sets in the whole of Siam, according to official estimates, about three-quarters of these being crystal sets. Last year the country imported about \$150,000 worth of radio equipment, the chief suppliers being Germany and the United Kingdom, with the United States third.

Although the superior quality of American radio equipment is generally admitted, its higher price serves to curtail extensive sales in Siam. The radio business in Bangkok has been hard hit by the current depression and it is probable that imports of United States equipment will not show any appreciable increase until the economic situation of the country improves.

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FAR EASIER THAN IN THE PIE-PLATE DAYS, SAYS AL

Discussing his campaign experiences with special reference to the radio phase of it, former Governor Alfred E. Smith said they soon found that their supporters all over the country expected to hear every speech made by the candidate for the presidency, no matter how many he made, and if any region happened to be left out, it was heard from promptly. This necessitated sometimes very difficult and costly arrangements.

"It was important and vital for the candidates at the head of the ticket to be heard nationally as often as possible,

but soon every local candidate and every speaker of any consequence wanted the same privilege", Governor Smith continued.

"I am told that the speakers' bureau was daily filled with a procession of aggrieved speakers who were not willing to give their services if they were not to have their voices go out over the microphone. I was told afterward of many local occasions on which microphones were placed in front of speakers, with wires that went nowhere, because with the best will in the world and the expenditure of well over \$600,000 for radio, not everybody could be heard everywhere every night.

"Undoubtedly radio will be an even more important feature of this coming campaign. Radio companies are already planning for it, and I am sure that both national committees are including it in their tentative plans.

"Many improvements have been made and it is far easier for a candidate to handle the microphone now than in the old pie-plate day, when it completely concealed his face from the audience; for he had to keep well behind a battery of these instruments, since he had to direct his voice straight into the microphone. I could never do that, because when I speak, I am thinking of what I have to say, and of my audience, rather than of the instrument which is conveying my words to them."

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BUCK PAYS TRIBUTE TO ZIEGFELD

A tribute to Florenz Ziegfeld by Gene Buck, President of the American Society of Composers, was accorded a prominent position on the dramatic page of the New York Times last Sunday.

Mr. Buck was a life-time associate of Ziegfeld and probably knew him as intimately as any man in the business. It has been the sad task of Mr. Buck to say farewell to three famous associates - Ziegfeld, Sousa and Victor Herbert.

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COLUMBIA NEW AND RENEWED CONTRACTS

Hecker H-O-Co., Inc., Buffalo, N. Y.; Agency - Gotham Advertising Co., Inc., New York City; Program "H-O Rance", Cowboy series, M.W.F. 5:00-5:15 P.M., 19 stations. - RENEWAL

Investors Syndicate, Minneapolis, Minn.; Agency - Erwin, Waver & Co., Chicago, Ill.; Program - to be determined, Sunday 7:30-7:45 P.M., 31 stations, - NEW.

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U.S. INTERNATIONAL RADIOTELEGRAPH CONFERENCE DELEGATES NAMED

The United States has formally announced its acceptance of the invitation of the Spanish Government to attend the fourth International Radiotelegraph Conference opening in Madrid, Spain, on September 3, 1932. Other radio conferences were held in Berlin in 1903, in London in 1912, and the last preceding one in Washington in 1927.

The President has approved the following delegates, and advisory and technical staff of the Delegation of the United States, to this conference:

Delegates: Eugene O. Sykes, Acting Chairman, Federal Radio Commission, chairman; Dr. Charles B. Jolliffe, chief engineer, Federal Radio Commission; and Walter Lichtenstein, executive secretary, First National Bank of Chicago.

Technical Advisers: Dr. Irvin Stewart, State Department; Lt. Com. Edward M. Webster, U.S. Coast Guard, Treasury Department; Maj. William F. Friedman and Lt. Wesley T. Guest, U.S. Army; Lt. Com. Joseph R. Redman, U.S. Navy; Dr. John Howard Dellinger, Chief, Radio Section, Bureau of Standards, Department of Commerce; H. J. Walls, Airways Division, Aeronautics Branch, Department of Commerce; Gerald C. Gross, Federal Radio Commission.

Secretary General: Richard Southgate, acting chief, Division of International Conferences, Department of State.

Secretary: Hugh Millard, Second Secretary, American Embassy, Madrid.

Assistant Secretary: R. Allen Haden, Foreign Service Officer, Department of State.

Disbursing Officer: Francis J. Sickel

Translators and Interpreters: Arthur L. Lebel, Alyre J. Gallant, John Geoffrey Will, Leon Dostert, Mrs. Fina M. Howell, Mrs. Amy D. Wilbur and Miss Rosario Romero.

Clerks: Miss Ruth J. Allen, Miss Virginia W. Collins, Miss Dorothy Tuggle, H. G. Kurtz, Maoma A. Burkhart, Mrs. Adeline N. Kincheloe, and Mrs. Gertrude C. Shallcross.

The Spanish Government also extended an invitation to certain private organizations to send representatives to the Conference. There follows a list of the companies which have accepted and the names of the representatives appointed:

Paul Goldsborough, Aeronautical Radio, Inc.; W.G.H. Finch, American Radio News Corporation; Kenneth B. Warner, Paul M. Segal, and Clair Foster, American Radio Relay League; Robert F. Hand and Harold L. Cornell, American Steamship Owners Association; and

Eugene S. Wilson, Herbert E. Shreeve, Lloyd Espenschied, and Laurens E. Whittemore, American Telephone and Telegraph Company; Milton M. Price and Michael Schwartz, Associated Telephone and Telegraph Company; Lawrence W. Lowman, Columbia Broadcasting System, Inc. and Ralph M. Heintz, Globe Wireless, Ltd.

Logan Rock and H. H. Buttner, International Telephone and Telegraph Company; Representatives of the affiliates of the International Telephone and Telegraph Company (a) John Goldhammer and Morgan Heiskell, All America Cables and Commercial Cables; (b) A. Y. Tuel and Haraden Pratt, Mackay Radio and Telegraph Company; and

F. G. Hummel, Mutual Telephone Company; Louis G. Caldwell, National Association of Broadcasters; Armstrong Perry, National Committee on Education by Radio; Joseph B. Pierson, Press Wireless, Inc.; Col. Samuel Reber, Radio Corporation of America; Col. Sam Reber, Loyd A. Briggs and W. A. Winterbottom, R.C.A. Communications, Inc.; Charles J. Pannill, Radiomarine Corporation of America; William E. Beakes, Tropical Radio Telegraph Company; and Stanley J. Goddard, C.P.R. Goode, A.J. Deldime and L. C. Smyth, Western Union Telegraph Company.

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BEN GOES TO HEAD OF CLASS

Niles Trammell, the courteous Georgian who is high-man for the National Broadcasting Company in Chicago, has appointed Ben K. Pratt the Director of Public Relations in the Chicago office. Newspaper radio editors will doubtless heartily approve this action, as Ben Pratt is one of the most efficient and popular press representatives in the business and has friends everywhere.

Ben is of the old-fashioned school -- so thoroughly reliable and accurate that newspaper men accept his material with the same confidence and assurance as they do from a press association. His promotion is in recognition of the good work he has done for the NBC in Chicago, which, as a radio center, is now second in importance only to New York.

A. R. Williamson will continue to be manager of the NBC Press Department in Chicago.

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The General Radio Company is developing for the Coast Guard a small portable signal generator. This generator will be used to realign trimming condensers in the types CGR-30 and 31 receivers and has been designated as CGR-44. The efficiency of these receivers depends to a great extent on the proper alignment of the trimming condensers.

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HOOVER AND VON HORTHY DEDICATE U.S.-HUNGARY CIRCUIT

For the first time direct radio telegraph communication between the United States and Hungary was made possible by service established last Saturday between the Postal Administration of Hungary and Mackay Radio and Telegraph Company, a subsidiary of the International Telephone and Telegraph Corporation. Greetings were exchanged over the new circuit that morning between President Hoover in Washington and Admiral von Horthy, Regent of Hungary, in Budapest, and between the Hungarian Minister of Commerce and Secretary of Commerce Lamont.

The Hungarian end of the circuit is located at Budapest. Mackay Radio handles traffic at the American end through its station at Sayville, Long Island.

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I.R.E. AIDS UNEMPLOYMENT

Considerable progress is reported by R. H. Marriott, Chairman of the Emergency Employment Committee, in the survey conducted by the Institute of Radio Engineers, for the purpose of providing employment for members out of work.

The Institute hit upon the idea of endeavoring to ascertain not only what the average radio set owner prefers in the way of entertainment but what he dislikes most that comes out of the speaker and what the different members of the family like and dislike.

Program sponsors admit that they do not know what kinds of programs will produce the largest number of listeners. The Institute surveys are to help find out what people will make an effort to tune in or listen to and the results of these surveys are now offered for sale to program sponsors.

Thus survey, which the Institute is making, would be very expensive in good times because of the great amount of time required to bring about unprejudiced extensive interviews in the home.

The results of the tabulation are all for sale. Incidentally, crooners and jazz performers tied women speakers, announcers and singers for first place in the greatest dislikes. Edna Wallace Hopper was the most disliked individual with Walter Winchell next. "Amos 'n' Andy" came first in what the listeners tune in regularly.

Anyone desiring to purchase copies of these surveys may either address the Institute of Radio Engineers, 33 West 39th Street, New York, or the chapter in any known city.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 1 - WSMB, Inc., New Orleans, La., install automatic frequency control; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., extend completion date of C.P. to 9/1/32; WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., extend completion date of C.P. to 12/18/32; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power to 1 kilowatt; KLS, d/b as Warner Bros., Oakland, Calif., license to cover C.P. granted 3/18/32 for changes in equipment;

The following applications were returned to the applicant: WNBW, d/b as Home Cut Glass & China Co., Carbondale, Pa., voluntary assignment of license to WNBW, Inc., (regulations not complied with); KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, change equipment and increase day power to 250 w. (rule 6a and c).

Applications Other Than Broadcasting

July 29 - WAI, American Radio News Corp., Atlanta, Ga., modification of C.P. for extension construction period to 9/30/32 to 3/15/33; D. H. Mathews, on Rankin Monoplane 12722, new license for aircraft on 51400 kc., 10 watts; K7XD, Telephone Bond & Share Co., Ketchikan, Alaska, modification of C.P. for extension of completion date to 8/18/33; KDG, Press Wireless, Inc., Honolulu, T.H., modification of license for 15910 kc., additional; WJER, portable, The Journal Co., initial location, Milwaukee, Wis., license covering C.P. for 1588, 2342 kc., 7.5 watts, temporary broadcast pickup service.

Also, National Broadcasting Co.: W10XAP, portable, renewal of general experimental license for 17310, 25700, 34600, 51400, 60000-400000 kc., 7.5 watts; W10XAN, same, except for 10 watts; W2XK, New York City, renewal of general experimental license for 41000, 51400, 60000-400000, 401000 and above, 2.5 KW; W3XL, Bound Brook, N. J., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 12862.5, 17310 kc., 100 KW; W2XBB, New York, renewal of general experimental license for 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 60000-400000 and above, 1 KW.

August 1, 1932 - WNC, American Telephone & Telegraph Co., Hialeah, Fla., modification of C.P. for extension of commencement date to 9/1/32 and extension of completion date to 12/1/32, point-to-point telephone service; W1XD, Submarine Signal Company, Boston, Mass., renewal of general experimental license for 1594, 2398, 3492.5 4797.5 kc., 15 watts; W1XA, Ed. C. Crossett, Wianno, Mass., renewal of general experimental license for 8655, 12862.5, 27100 kc., 500 watts; W4XB, Isle of Dreams Broadcasting Co., Miami Beach, Fla., license covering C.P. for 6040 kc., 2.5 KW, experimental relay broadcasting; WRL, Radiomarine Corp. of America, Duluth, Minn., modification of Coastal and marine relay service licenses for change in hours of operation to 8 A.M. to 8 P.M., E.S.T., daily plus such additional hours as occasional local traffic conditions necessitate. W10XB, Joseph Lyman, NC-508-W, renewal of general experimental license for 60000 to 400000 kc., 2 watts; General Electric Co.:

W2XAW, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (August 2, 1932)

KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., renewal of license for auxiliary transmitter; KFRU, Stephens College, Columbia, Mo., consent to voluntary assignment of license to KFRU, Inc.; WSAI, The Crosley Radio Corp., Cincinnati, O., authority to install automatic frequency control; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., authority to reduce power to 3 KW for period not to exceed 5 days (action taken July 29th); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter from Brooklyn to Long Island City, N. Y.

Also, WCFL-W9XAA, Chicago Federation of Labor, Chicago, Ill., authority to use WCFL 920 kc., and W9XAA 6080 kc., on July 30th to communicate with German Plane of Von Gronau (action taken July 29); WHCZ, Radiomarine Corp. of America, aboard vessel "Relief", 60 day authority to operate ET-3627-A, 200 watts, frequency range 313 to 500 kc., and ET-8002 150 watts, frequency 8200 to 17100 kc., replacing ET-3636-A (action taken July 29); KDSA, Same Co., aboard vessel "Swiftlight" 60 day authority to operate B-1 converted tube transmitter 200 watts; frequency range 375 to 500 kc., replacing RH-1 2 KW (action taken July 29); WCV, WNO, Michigan Wireless Telegraph Co., Wyandotte, Mich., fixed public point-to-point telg. license covering a new point-to-point radio telg. communication service in State of Michigan, between towns of Alpena, Wyandotte and Rogers City, 174 kc., 500 watts; WLD, Pere Marquette Radio Corp., Ludington, Mich., public coastal-coastal telegraph license, covering local move in Ludington, Mich.; WKDX, City of New York, Dept. of Plant and Structures, New York City, modification of license authorizing use of telephony in addition to telegraphy and to specify modified frequency range for transmitter - 1500-6000 kc., 200 watts.

Set For Hearing

KWXC, Wilson Duncan Broadcasting Co., Kansas City, Mo., WFIW, WFIW, Inc., Hopkinsville, Ky., renewal of licenses; WPRO-WPAW, Cherry & Webb Broadcasting Co., Providence, R. I., requests C.P. to move transmitter to near Graystone, R. I., change frequency from 1210 to 630 kc., increase power from 100 to 250 watts, install new equipment, and new antenna system to be operated directionally at night and non-directionally at daytime; James M. Caldwell, Goodland, Kans., requests C.P. 1310 kc., 100 watts, share with KGFW (facilities of KGFW); WMAL, M.A. Leese Radio Corp., Washington, D. C.,

requests modification of license to increase night power from 250 to 500 watts.

Application Denied

KGEW, City of Ft. Morgan, Ft. Morgan, Colo., denied extension of time in which to place order for a frequency monitor as required by Rule 145.

Affirmation of the conditional grant of an application for a new broadcasting station at Troy, Ala., was recommended to the Federal Radio Commission in an Examiner's report made public August 2nd.

The Commission after recently granting the application on a temporary basis, held a hearing to consider a protest by another station against the grant. The protesting station failed to appear for the hearing, according to Examiner Elmer W. Pratt's report, so he has recommended that the grant be affirmed.

The station will be operated by the Troy Broadcasting Company, using 1210 kilocycles, 100 watts, daytime hours.

Renewal of license for Station KGIX, Las Vegas, Nevada, and denial of an application to take over the station's facilities were recommended in an Examiner's report to the Commission made public August 2nd.

Chief Examiner Ellis A. Yost found that the Las Vegas station has served public interest, and that its future operation would mean continued good service for the Las Vegas area.

The Cannon System, Ltd., Glendale, Calif., which applied for the facilities of the Las Vegas station to erect a new station at Glendale, Mr. Yost found technically, financially, and legally qualified to operate the proposed new station, but he pointed out that grant of the application would bring about deletion of Station KGIX, and the people of Southern Nevada would be without dependable daytime broadcast service.

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