

The National Association of Broadcasters

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PHILIP G. LOUCKS, Managing Director

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BOARD MEETING DECEMBER 11 AND 12

President Ward has called a meeting of the NAB Board of Directors at New York on December 11 and 12. The first meeting since the reorganization meeting in Cincinnati last September, the Board will give consideration to next year's NAB program.

NAB FILES BRIEF IN HEARINGS

The NAB this week filed a brief of the testimony submitted by the industry in connection with the general hearings before the Federal Communications Commission. Copies of the brief will be mailed to all NAB members.

PROCEEDINGS BEING PRINTED

Proceedings of the recent NAB Convention held at Cincinnati are now in the hands of the printer and will be ready for distribution at an early date. One copy will be sent to each NAB member. Additional copies must be purchased at \$4.00 each.

REPORT ON DELINQUENTS

The Managing Director will report to the Board of Directors at its New York meeting on December 11 and 12 that all but 23 of the 375 NAB members are in good standing. It will be recommended that the 23 members in arrears at the time of the meeting be dropped from NAB membership.

OBJECTS TO COMBINATION DISCOUNTS

Radio broadcasting stations and network companies would be prohibited from granting special discounts on facilities sold in combination with other advertising media under a code amendment which has been submitted for NRA approval by the radio broadcasting industry's Code Authority.

Another amendment proposed would forbid the granting of special discounts or rates on a "run of schedule time" basis.

The Code Authority also has suggested an amendment which would make mandatory upon industry members the payment of assessments to cover code administration expenses. The proposal would empower the Code Authority to prepare a budget and basis of contribution for NRA approval, and if approved, to collect contributions from members and make expenditures called for under the budget.

Objections or suggestions concerning these proposed amendments may be submitted to Deputy Administrator William P. Farnsworth before December 17.

A. N. A. CONVENES

Proposals for the revision of the present form of agency compensation, recommendations for the creation of an advertising research foundation, the announcement of plans for the extension of the traffic studies conducted in recent years by Bureau of Street Traffic Research of Harvard University, and a discussion of probable future legislation affecting advertising, were among the highlights of the twenty-fifth annual meeting of the Association of National Advertisers, held in Atlantic City last week.

Among the outstanding points developed by the A. N. A. agency report, as described by Lee H. Bristol at the closing session, was the contention that agency commission is not a commission in the legal sense, but rather a discount; that this system of payment has been greatly modified in business practice; that the agency is agent of the advertiser only and not of the medium; that the present system of compensation is too rigid; that this rigidity is aiding in forcing advertisers to place increasing amounts of advertising outside of the agency.

It was recommended that advertisers review their present agency contracts in view of the findings of the report, though it was stated that no immediate and complete elimination of the present 15 per cent system was being sought.

The A. N. A. report was prepared as an answer to the agency compensation survey conducted for the A. A. A. A. by Prof. James W. Young of the University of Chicago in 1933.

President Allyn B. McIntire announced the formation of a new advertising research foundation, with the approval of the executive board. The foundation is to be cooperatively financed and managed by all units within the industry—buyers and sellers alike—and is designed "to perform the function of directing, supervising, and guiding the work of those major research agencies which offer promise of providing results of greatest value to the greatest number."

Dr. Miller McClintock, director of the Bureau for Street Traffic Research of Harvard University, outlined a program for the study of trading areas and traffic flow. The study will be carried on in 15 to 20 different markets and will be sponsored by seven or eight manufacturers utilizing various types of retail outlets. The work of the Bureau thus far has been of particular importance in developing measures applicable to outdoor advertising circulation.

The possibility of government legislation regarding advertising and branding was discussed by a number of speakers, the consensus of opinion being that some form of additional regulation was highly probable. All speakers seemed agreed, however, that no drastic, bureaucratic legislation was imminent.

CODE BEGINS SCRUTINY OF CONGOIN

James W. Baldwin, Executive Officer for the Code Authority, announced today that numerous letters have been received from stations in reference to a proposal made by the Congoin Company of Los Angeles, California. The Congoin Company, after listing a number of powerful and well-known radio stations over which Congoin programs are broadcast, proposes to furnish to stations a series of 26 electrical transcriptions at a cost to the station equal to the value of time consumed in broadcasting them, with the understanding that each station that reaches its quota of inquiries (a specific quota being fixed for each station) will receive from the Congoin Company a confirmed order, with check attached, for 52 additional periods of time. This proposal violates the provision contained in Article VII, Section 1, paragraph (b) of the Code, which prohibits free time.

The Code Authority will investigate the accounts of all stations mentioned in the Congoin Company correspondence. Agreeably with the policing policies of NRA codes, station managers and executives are requested to furnish the Code Authority with the call letters of stations carrying the Congoin programs.

NAB COPYRIGHT PAYMENTS

In connection with inquiries received by the NAB relative to NAB copyright assessments, it is pointed out that Treasurer Levy announced at the Cincinnati convention that it will be unnecessary to continue such payments for the present.

"BLUE EAGLE" PUBLISHES NAB DATA

The November 19 issue of *The Blue Eagle*, official publication of the NRA, carried on the first page a summary of broadcast advertising statistics as published by the NAB.

NAB BUSINESS INDEX IN DEMAND

The monthly business figures published by the NAB have gained steadily in popularity and today is one of the most valuable services of the Association.

Recently the National Association of Marketing Teachers asked that the NAB send copies of these monthly reports to its members throughout the United States. This request was refused, but we gave the Association permission to reproduce the figures or send to the Association's headquarters a sufficient number of copies of the reports for inclusion in its regular mailings to its 375 members, teachers of marketing, distribution and advertising throughout the nation.

The American Association of Advertising Agencies recently requested 100 extra copies of these reports for use by its members. This request was granted.

"With regard to your reports on advertising expenditures in radio broadcasting," says Fred Gamble, Executive Secretary of the Association, "I can tell you without any hesitation that they are of great value to advertising agencies. Our reason for asking for more copies was to relieve us of having to circulate the two or three copies we had among all of our interested members and the strain got too great.

"Magazines and newspapers have long had, through national advertising records and media records, information of this character. It seems only logical that expenditures on radio broadcasting should be available to advertisers and agencies with equal accuracy."

Some months ago the Association of National Advertisers requested permission to reproduce the figures in its regular publication to members. This request also was granted.

The service is being improved and NAB members are requested to give their best support to this project. More than 100 stations have participated since the beginning. Many others have joined since. All are asked again to give prompt attention to filling out the information blanks so that these monthly reports can be published at the earliest dates.

CODE EXEMPTIONS REQUESTED

The NRA announced today that requests for exemption from the provisions of the radio broadcasting industry code have been received from the following stations:

WBBR, Peoples Pulpit Association, Brooklyn, N. Y.; WEW, St. Louis University, St. Louis, Mo.; WSVS, Seneca Vocational High School, Buffalo, N. Y.; WFKU, University of Kansas, Lawrence, Kans.; KFUO, Evangelical Lutheran Synod of Missouri, Ohio, etc., St. Louis, Mo.; KPPC, Pasadena Presbyterian Church, Pasadena, Calif.; KTW, the First Presbyterian Church of Seattle (Wash.).

Objections or suggestions concerning these applications may be made to Deputy Administrator William P. Farnsworth before December 17.

SECURITIES ACT REGISTRATION

The following companies have filed registration statements with the Securities and Exchange Commission under the Securities Act:

Chester Imes, Oklahoma City, Okla. (2-1189, Form G-1)
Pioneer Gold Products, Inc., Durango, Colo. (2-1190, Form A-1)
Interstate Mining Corporation, Twin Falls, Idaho. (2-1191, Form A-1)
Basin Gold and Silver Company, Basin, Mont. (2-1192, Form A-1)
Morning Star Gold Mines, Ltd., Sacramento, Calif. (2-1193, Form A-1)
Chicago Title and Trust Co., as Trustee, Chicago, Ill. (2-1194, Form E-1)
Louis A. Zolkov et al., Oaklyn, N. J. (2-1196, Form D-1)

A-HUNTING WE WILL GO!

Harry Shaw, ex-NAB president, ex-broadcaster, and your Man-aging Director, ex-deer hunter, returned this week from a hunting trip in northern Minnesota, near Lake Kabetogama. It was Shaw's idea.

Interviewed as he climbed out of an upper berth at the Wash-ington station (with snow-shoes in hand), the ex-deer hunter broke down and made the following confession:

"I have told so many conflicting stories about the trip that I don't remember whether I got a deer or not or whether he had five or six prongs."

Asked whether he shot a bear, he replied:

"They have many lovely swamps up there."

Pressed for an elaboration of this statement, he continued:

"There's lots of woods up there; the scenery is beautiful; it's plenty cold." He mumbled something about plumbing as he dropped to the station floor, completely revived from his vacation.

Shaw could not be found for an interview.

TELEGRAPH HEARING MONDAY

The Federal Communications Commission, on Monday, December 3, 1934, will conduct a hearing to determine a basis for recommendation to Congress regarding the enactment of laws authorizing the consolidation or merger of communication companies.

The Postal Telegraph-Cable Co., Western Union Telegraph Co., Continental Telegraph Co., A. T. & T. Co., American Radio News Corp., RCA, Association of Western Union Employees, Commercial Telegraphers' Union, United Telegraphers of America, the State of New Hampshire, and the War and Navy Departments are scheduled to appear.

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, December 3, 1934

Eighteen applications filed by WARD, WBBC, WVFW, WLTH, Brooklyn Daily Eagle, Arde Bulova and Norman K. Winston, WEVD, WHAZ, and WFAB for 1400 kilocycle facilities in Brook-lyn and 1300 kilocycle facilities in New York, will be heard by an Examiner.

Monday, December 3, 1934, at Washington, Pa.

WNBO—John Brownlee Spriggs, Silver Haven, Pa.—Renewal of license, assignment of license, and C. P. (1200 kc., 100 watts, S. H.)

Wednesday, December 5, 1934

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—Renewal of license (940 kc., 500 watts, daytime).

WAAT—Bremer Broadcasting Corp., Jersey City, N. J.—License to cover C. P.

NEW—The Ardmoreite Publishing Co., Ardmore, Okla.—C. P., 1210 kc., 100 watts, unlimited time.

Thursday, December 6, 1934

NEW—T. H. Barton, Eldorado, Ark.—C. P., 1370 kc., 100 watts, unlimited time.

NEW—Calcasieu Broadcasting Co., Lake Charles, La.—C. P., 1500 kc., 100 watts, unlimited time.

NEW—Wm. J. Reynolds and Wm. J. Reynolds, Jr., Selma, Ala.—C. P., 1500 kc., 100 watts, daytime.

APPLICATIONS GRANTED

WKEU—Radio Station WKEU, LaGrange, Ga.—Granted C. P. 1500 to move transmitter and studio from LaGrange to Griffin, Ga., and change hours of operation from specified to day-time hours, on 1500 kc., 100 watts.

NEW—W. Wright Esch, Daytona Beach, Fla.—Granted C. P. for 1420 new station to operate on 1420 kc., 100 watts, unlimited time.

WNAC—Shepard Broadcasting Service, Inc., Boston, Mass.—1230 Granted license covering C. P. authorizing increase in day power from 1 KW to 2½ KW, 1230 kc., 1 KW night.

WOL—American Broadcasting Co., Washington, D. C.—Granted 1310 modification of C. P. to extend completion date to January 15, 1935.

WADC—Allen T. Simmons, Tallmadge, Ohio.—Granted modifica-1320 tion of C. P. to change equipment and extend completion date to January 10, 1935.

WAMC—Raymond C. Hammett, Anniston, Ala.—Granted modifica-1420 tion of C. P. approving transmitter site at 10th and Noble Streets, Anniston, Ala.; change authorized equipment and extend commencement date to at once and completion date to 45 days hereafter. (Application granted with conditional clause.)

KXYZ—Harris County Broadcast Co., Houston, Tex.—Granted 1440 license covering special experimental authority to operate with additional power of 250 watts and make changes in equipment.

WSAN—WSAN, Inc., Allentown, Pa.—Granted special experimental 1440 authority for period of 60 days to increase power from 250 to 500 watts, on 1440 kc., sharing with WCBA.

WCBA—B. Bryan Musselman, Allentown, Pa.—Granted special 1440 authorization to increase power from 250 to 500 watts, for period of 60 days.

WEDC—Emil Denmark, Inc., Chicago, Ill.—Granted renewal of 1210 license on a temporary basis subject to such action as may be taken upon pending application for renewal.
 NEW—Bamberger Broadcasting Service, Inc., location to be determined (Newark, N. J.).—Granted C. P. (gen. exp. exp.), frequencies 31600, 35600, 38600, 41000 kc., 1000 watts power, for special for facsimile communications.

SET FOR HEARING

WHOM—New Jersey Broadcasting Corp., Jersey City, N. J.—C. P. 1450 to move transmitter from Jersey City to Hoboken, N. J., and make changes in equipment.
 NEW—Community Broadcasting Co., Toledo, Ohio (site to be 1200 determined).—C. P., 1200 kc., 100 watts, daytime.
 NEW—Lake Region Broadcasting Co., Lakeland, Fla.—C. P., 1310 1310 kc., 100 watts, unlimited time.
 WTAR—WTAR Radio Corp., Norfolk, Va.—Modification of license 780 to increase night power from 500 watts to 1 KW.
 WBNO—The Coliseum Place Baptist Church, New Orleans, La.—1200 Consent to voluntary assignment of license to Edward R. Musso.
 WBHS—Virgil V. Evans, Huntsville, Ala.—Renewal of license; 1200 1200 kc., 100 watts, shares WFBC-WBHS, 6/7 time.
 WROL—Stuart Broadcasting Corp., Knoxville, Tenn.—C. P. to 1310 make changes in equipment and increase day power from 100 watts to 250 watts. (This application supersedes an application for special experimental authority formerly filed requesting same authority.)

ORAL ARGUMENT GRANTED

The Broadcast Division will hear oral arguments on January 16, 1935, beginning at 10 a. m., in re Examiner's Report No. 1-2, regarding the application of KTAR at Phoenix, Ariz., to increase its night power from 500 watts to 1 KW.

MISCELLANEOUS

WJJD—WJJD, Inc., Chicago, Ill.—Application for modification of 1130 license set for hearing on December 3, 1934, continued and a new date will be fixed when the application of WOV will be heard.
 WBBM—WBBM Broadcasting Corp., Chicago, Ill.—Hearing of 770 application for C. P. continued and a new date will be fixed by the Docket Section.
 WBBR—Peoples Pulpit Association, Brooklyn, N. Y.—Denied petition to continue for 90 days hearing on application for renewal of license set for December 3, 1934.
 WARD—United States Broadcasting Corp., Brooklyn, N. Y.—Denied petition for a "clarification or modification" of the order remanding the Brooklyn cases for further hearing.
 WVFW—Paramount Broadcasting Corp., Brooklyn, N. Y.—Denied 1400 petition for a "clarification or modification" of the order remanding the Brooklyn cases for further hearing.
 WNBO—John Brownlee Spriggs, Silver Haven, Pa.—Denied request for continuance of hearing scheduled for December 3, 1934, at Washington, Pa.
 KTUL—Tulsa Broadcasting Co., Inc., Tulsa, Okla.—The Commission reconsidered its action in designating application for hearing and upon reconsideration thereof granted said application on an experimental basis for 60 days.
 NEW—Carolina Radio, Inc., Anderson, S. C.—C. P. for new station 1200 to operate on 1200 kc., 100 watts night, 250 watts LS, unlimited time, heretofore set for hearing, was dismissed at request of applicant.
 W5XL—East Texas Broadcasting Co., Portable-Mobile.—C. P. for new general experimental station, heretofore granted, was retired to closed files for want of prosecution.

LICENSE RENEWALS

WLAC—Life and Casualty Ins. Co. of Tennessee, Nashville, Tenn.—1470 Granted renewal of license for the period ending May 1, 1935.
 WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on their pending application for renewal as well as upon application for modification of license pending before it.
 WKOK—Sunbury Broadcasting Corp., Sunbury, Pa.—Granted renewal of license on a temporary basis subject to Commission's action on pending application for renewal as well as upon any application affecting this station.

WNBO—John Brownlee Spriggs, Silver Haven, Pa.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal.
 WIBG—WIBG, Inc., Glenside, Pa.—Present license extended for 970 two months from December 1, 1934, on a temporary basis subject to such action as may be taken upon pending application for renewal.
 KGVO—Mosby's, Inc., Missoula, Mont.—Present license extended 1200 for three months from December 1, 1934, subject to such action as may be taken on pending application for renewal.
 WABI—First Universalist Society of Bangor, Maine.—Present 1200 license extended for three months from December 1, 1934, subject to such action as may be taken on pending application for renewal.
 WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Present 650 license extended for three months from December 1, 1934, subject to such action as may be taken on pending application for renewal.
 WJBW—Chas. C. Carlsen, New Orleans, La.—Granted renewal of 1200 license on a temporary basis subject to such action as the Commission may take on renewal application, which was designated for hearing.
 WBNO—The Coliseum Place Baptist Church, New Orleans, La.—1200 Granted renewal of license on a temporary basis subject to such action as the Commission may take on renewal application, which was designated for hearing.
 KVOS—KVOS, Inc., Bellingham, Wash.—Granted renewal of license 1200 on a temporary basis subject to such action as the Commission may take on renewal application, which was designated for hearing.
 WOCL—A. E. Newton, Jamestown, N. Y.—Granted renewal of 1210 license on a temporary basis subject to such action as the Commission may take on any applications pending affecting this station, particularly the application of Brown Radio Service & Laboratory, for such part of this station's facilities as is necessary to operate simultaneously day and 100 watts night, unlimited time, as well as upon renewal application of this applicant, which was designated for hearing.
 WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Special 610 authorization to increase power to 1 KW experimentally was extended pending further consideration by the Commission, for the period December 1, 1934, and no later than March 1, 1935.
 W9XK—University of Iowa, Iowa City, Iowa.—Granted renewal of experimental visual license in the exp. service effective 3 a. m., December 1, 1934, and ending 3 a. m., EST, May 1, 1935, in exact conformity with existing license.

APPLICATIONS RECEIVED

First Zone

National Broadcasting Co., Inc., Bound Brook, N. J.—License to use transmitter already constructed for 2020, 2102, 2760 kc., A1, A2, A3.
 W2XR—John V. L. Hogan, 3104 Northern Blvd., Long Island City, 1550 N. Y.—Modification of license to change name of business to "John V. L. Hogan, d/b as Scientific Broadcasting Service."
 WNAC—Shepard Broadcasting Service, Inc., Boston, Mass.—Construction permit to make changes in equipment and increase power from 1 KW, 2½ KW, to 1 KW night, 5 KW daytime.
 WSAR—Doughty & Welch Elec. Co., Inc., Fall River, Mass.—Construction permit to make equipment changes, increase power from 250 watts to 1 KW.
 WPRO—Cherry & Webb Broadcasting Co., Providence, R. I.—630 Extension special experimental authorization to operate on 630 kc., power 250 watts, period ending 6-1-35.
 WHDL—Tupper Lake Broadcasting Co., Inc., Olean, N. Y.—License 1420 to cover construction permit (B1-P-53) to move transmitter and studio to Olean, N. Y.; make equipment changes.
 WNBX—WNBX Broadcasting Corp., Springfield, Vt.—License to 1260 cover construction permit (B1-P-56) to make changes in equipment and increase power.
 W8XCN—Onondaga Radio Broadcasting Corp., Portable-Mobile.—License to cover construction permit for new general experimental station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts.
 W8XCO—Onondaga Radio Broadcasting Corp., Portable-Mobile.—License to cover construction permit for new general experimental station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts.

WNAC—Shepard Broadcasting Service, Inc., Boston, Mass.—Construction permit to make equipment changes and increase power amended to change frequency from 1230 kc. to 830 kc., increase night power to 5 KW, change location of transmitter, requests facilities WHDH.

Second Zone

WKBZ—Karl L. Ashbacher, Muskegon, Mich.—Construction permit to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts daytime.

WSAI—The Crosley Radio Corp., Cincinnati, Ohio.—Modification of license to increase power from 1 KW, 2½ KW, to 1 KW, 5 KW day.

Third Zone

NEW—Denton Broadcasting Co., Eugene DeBogory, Owner, Denton, Tex.—Construction permit for new station to be operated on 1420 kc., 100 watts power, daytime hours of operation. Studio and transmitter located Local Hotel, Denton, Tex.

NEW—Wm. L. Waltman, Muskogee, Okla.—Construction permit for a new station to be operated on 1200 kc., 100 watts power, unlimited time. Studio, Fifth and Wall Streets, Hotel Severs, Muskogee, Okla.; transmitter site Fifth and Wall Streets. Amended: Change frequency from 1200 kc. to 1500 kc.; hours of operation from daytime to unlimited time.

NEW—Alexandria Broadcasting Company, Inc., Alexandria, La.—Construction permit for new station requesting 1370 kc., 100 watts power night, unlimited time. Transmitter and studio located at Rapids Parish, Third and DeSoto Streets, Alexandria, La. Amended: Requests 100 watts power night and day; transmitter site moved to Upper 4th Street, Alexandria, La.

NEW—Evangeline Broadcasting Co., Lafayette, La.—Construction permit for new station to be operated on 1310 kc., 100 watts power, unlimited time. Studio and transmitter located at 525 Jefferson Street, Lafayette, La.

KGHI—Lloyd Judd Company, Little Rock, Ark.—Voluntary assignment of license to Arkansas Broadcasting Co., Little Rock, Ark.

WFBC—Greenville News-Piedmont Company, Greenville, S. C.—Construction permit to install new equipment and increase power from 1 KW to 1 KW night and 5 KW daytime. Transmitter site to be determined.

NEW—Winger & Thomas, Chattanooga, Tenn.—Construction permit for a new station to be operated on 1420 kc., 100-watt power, daytime. Studio located at 7th and Market, Chattanooga, Tenn.; transmitter location to be determined. Amended: Change frequency from 1420 kc. to 1200 kc., hours of operation from daytime to unlimited. (To be considered under Rule 6 (g)).

NEW—A. Garfield Tubbs, Pampa, Tex.—Construction permit to erect a new broadcast station to be operated on 940 kc., 1 KW, unlimited time, transmitter and studio to be located at 354 Foster Ave., Pampa, Tex.

WGST—Georgia School of Technology, Atlanta, Ga.—Modification of license to increase power from 500 watts, 1 KW-local sunset, to 1 KW.

KNOW—KUT Broadcasting Co., Austin, Tex.—Special experimental authorization to be operated on 1290 kc., 250 watts; change equipment, period not to exceed 1-1-35. Amended to change frequency to 1330 kc. contingent upon release that frequency by station KTRH.

WSIX—Jack M. Draughon, Louis R. Draughon, d/b as 638 Tire & Vulcanizing Co., Springfield, Tenn.—Construction permit move transmitter from 115 Public Square, Springfield, Tenn.; to site to be determined, Nashville, Tenn., and studio from same to Andrew Jackson Hotel, Nashville, Tenn.

NEW—Wilton E. Hall, Anderson, S. C.—Construction permit to erect a new broadcast station to be operated on 1200 kc., 100 watts night, 250 watts local sunset, unlimited time. Amended to request 100 watts day and night.

NEW—F. N. Pierce, Taylor, Tex.—Construction permit to erect a new broadcast station to be operated on 1310 kc., 100 watts, unlimited time. Amended to request daytime operation.

KLUF—George Roy Clough, Galveston, Tex.—Extension special experimental authorization to increase power from 100 watts to 100 watts night, 250 watts local sunset, from 1-1-35 to 7-1-35.

WWL—Loyola University, New Orleans, La.—Construction permit to install new equipment, increase power from 10 KW to 50 KW, change hours from specified hours to unlimited time.

NEW—Palestine Broadcasting Assn., Palestine, Tex. (John C. 1420 Welch, Wm. M. Keller, Bonner Frazzelle).—Construction permit to erect a new broadcast station to be operated on 1420 kc., 100 watts, specified hours; studio, 315 W. Spring Street, Palestine, Tex.; transmitter, 1 mile east Palestine, Tex.

Fourth Zone

WTRC—Truth Radio Corp., Elkhart, Ind.—License to cover construction permit (B4-P-91) to install new equipment.

WDZ—James L. Bush, Tuscola, Ill.—Construction permit to make 1020 equipment changes, increase power from 100 watts to 250 watts. Amended to change frequency from 1070 kc. to 1020 kc. when KYW moves to Philadelphia.

NEW—Harold Rieth, Goshen, Ind.—Construction permit to erect a new general experimental station to be operated on 1614, 3492.5, 4797.5, 6425 kc., 30 watts. Amended to change class of station to experimental visual broadcast to be operated on 42000-56000, 60000-86000, 2000-2100, 2750-2850 kc., 30 watts.

KWTO—KGBX, Inc., Springfield, Mo.—Construction permit to 560 install new equipment, increase day power from 1 KW to 5 KW.

NEW—Black Hills Broadcast Co., Rapid City, S. D.—Construction 1370 permit to erect a new broadcast station to be operated on 1370 kc., 100 watts, unlimited time; studio, Alex Johnson Hotel, Rapid City, S. Dak.; transmitter, Rapid Creek, Rapid City, S. Dak.

NEW—Mississippi Valley Broadcasting Co., Inc., East St. Louis, 1500 Ill.—Construction permit to erect a new broadcast station to be operated on 1500 kc., 100 watts night, 250 watts local sunset; transmitter and studio site to be determined; unlimited time. Amended to request changes in equipment; change daytime power from 250 watts to 100 watts.

NEW—Mid-Central Broadcasting Co. (J. E. Davidson, Jr., M. M. 1370 Smith, and J. M. Davidson), Kansas City, Mo.—Construction permit to erect a new broadcast station to be operated on 1370 kc., 100 watts, unlimited time. Requests facilities KWKC. (Application supersedes B4-P-13.)

NEW—National Battery Broadcasting Co., Minneapolis, Minn.—1370 Construction permit to erect a new broadcast station to be operated on 1370 kc., 100 watts, unlimited time.

WOC—The Palmer School of Chiropractic, Davenport, Iowa.—1420 Modification construction permit (4-P-B-3071) to make changes in equipment. (Formerly KICK.)

WOC—The Palmer School of Chiropractic, Davenport, Iowa.—1420 License to cover construction permit (4-P-B-3071 as modified).

Fifth Zone

KOA—National Broadcasting Co., Inc., Denver, Colo.—Authority 830 to determine operation power by direct measurement.

KIT—Carl E. Haymond, Yakima, Wash.—Voluntary assignment of 1310 license to Valley Broadcasters, Inc.

NEW—Radio Service, Inc., Las Vegas, Nev.—Construction permit 1200 for new station on 1200 kc., 100 watts power, unlimited time. Studio and transmitter sites to be determined, Las Vegas, Nev.

KFXD—Frank E. Hurt, Napa, Idaho.—Construction permit to 1200 make changes in equipment, increase daytime power from 100 watts to 250 watts.

NEW—Peninsula Daily Herald Co., Monterey, Calif.—Construction 820 permit to erect a new broadcast station to be operated on 820 kc., 100 watts, daytime. Transmitter and studio to be located Pearl and Washington Streets, Monterey, Calif.

NEW—George B. Bairey, Valley City, N. Dak.—Construction permit 1310 to erect a new broadcast station to be operated on 1310 kc., 100 watts, unlimited time.

KIT—Carl E. Haymond, Yakima, Wash.—Modification of construction permit (5-P-B-3325) to change location of transmitter and studio from 109½ E. Yakima Avenue to 6 So. 2nd Street, Yakima, Wash.

NEW—Fred L. Packard, A. Rosenberg, Los Angeles, Calif.—Construction permit to erect a new broadcast station to be operated on 1160 kc., 100 watts, limited time. Amended to request 250 watts, daytime.

KLZ—The Reynolds Radio Co., Inc., Denver, Colo.—Modification 560 construction permit (5-P-B-3274) to extend commencement date from 10-30-34 to 12-1-34 and completion date from 1-30-35 to 4-1-35.