

# The National Association of Broadcasters

NATIONAL PRESS BUILDING \* \* \* \* \* WASHINGTON, D. C.

PHILIP G. LOUCKS, Managing Director

## NAB REPORTS

Copyright, 1934. The National Association of Broadcasters



Vol. 2 - No. 57  
DEC. 6, 1934

### BOARD WILL HEAR COPYRIGHT REPORT

The Board of Directors of the NAB at its meeting in New York next week will hear a report from its Copyright Committee and will give consideration to the various resolutions adopted at the membership meeting at Cincinnati. The Board faces a heavy agenda and the meeting will likely consume two days.

A meeting of the Copyright Committee and the Special Committee studying the creation of a cooperative coverage and listener data bureau also will meet.

President Ward will announce committee appointments for the coming year at the Board meeting.

### HAVE YOU CAST YOUR BALLOT?

Members of the Industry who are eligible to participate in the administration of the Code of Fair Competition for the Radio Broadcasting Industry have received Code Authority Bulletin No. 14 requesting their ballot on a proposed amendment to Article VII, Section 1, paragraph (a) of the Code. These amendments which have been proposed by the Code Authority are in keeping with the purpose and intent of Resolution No. 13 adopted at the NAB Convention. An affirmative vote sustains the NAB position in this matter. Remember the balloting will close December 14.

### A. F. OF M. OPPOSES ASCAP

Edward Canavan, chairman of the Local No. 802, New York musicians' union, issued a statement opposing the licensing activities of the American Society of Composers, Authors and Publishers.

"Owing to the prohibitive fee demand by ASCAP, employers have dispensed with the services of musicians and the exorbitant charges for playing copyrighted numbers have acted as a detriment to the best interests of members. Members having definite knowledge should report for the benefit of the Department of Justice places where members might have been employed or which dispensed with orchestras because of the fees charged by ASCAP."

### FREEDOM OF SPEECH BY RADIO

Louis G. Caldwell, former general counsel of the Federal Radio Commission, will discuss freedom of speech by radio in an address before the annual conference of the American Civil Liberties Union in Washington, D. C., on December 8. The subject of allocating time on all stations for non-profit and educational groups will be discussed by Bethuel M. Webster, former general counsel of the Federal Radio Commission, and Dr. Levering Tyson, director of the National Advisory Council on Radio in Education.

### FINAL 1933 RETAIL CENSUS DATA RELEASED

Retail sales of slightly more than 25 billions of dollars were reported for 1933 by more than one and one-half million stores, according to the final summary of the 1933 Retail Census released by the U. S. Department of Commerce this week.

With the number of stores practically unchanged since 1929, there was a decrease in dollar volume of sales amounting to 49 per cent. Actual physical volume of trade experienced a considerably smaller decline than did dollar volume, though no complete information is available on this point.

Trends in retail trade in various parts of the country, and with regard to particular types of retail outlets suggest the existence of new potential markets for broadcast advertising. In the gasoline field, the number of filling stations has increased by 49,000, and, despite a decrease in the price level, the retail sales volume of the gasoline industry was only 14 per cent below 1929.

Variety stores, unchanged in number of outlets since 1929, experienced a decline of but 25 per cent in dollar volume of trade. Food

stores declined very little in number, and experienced only a 38 per cent decline in dollar volume of sales. The proportion of retail food sales to total retail sales increased from 22 per cent to 27 per cent during the period 1929-33. Since the food industry is one of the most important users of radio broadcast advertising, this is of particular interest.

An important trend in the food field is the increasing importance of combination stores, dealing in both groceries and meat products. Whereas in 1929 these stores accounted for but 36 per cent of total retail food volume, this proportion rose to 47 per cent in 1933. Since it is these stores which enjoy the largest average volume of sales per outlet, they constitute one of the most significant potential markets for local retail food advertising.

Important shifts also were revealed in the relative proportion of total retail trade accounted for by various sections of the country. All six New England states increased in relative importance as far as retail sales volume was concerned. Other states showing similar increases included the nine South Atlantic states, California, Idaho, Kentucky, Louisiana, Minnesota, Missouri, Nevada, New Jersey, New York, Tennessee and Wyoming.

### COMMISSION HEARS TELEGRAPH COMPANIES

The Telegraph Division of the Federal Communications Commission on Monday of this week began hearing testimony of the telegraph companies operating in the domestic field relative to the possible consequences of a merger of the companies into a single company having a monopoly of the record communication business. The testimony favorable to the creation of such a monopoly originated with the Postal Telegraph & Cable Co., which seeks permissive legislation, based on a recommendation of the Commission, allowing a merger of Postal, Western Union, Mackay Radio, RCA Communications, and the teletypewriter and leased wire business of the A. T. & T. Co. The ostensible purpose of the Postal Telegraph proposal is the creation of a single record communication system to foster the person-to-person printer communication business and thus create an active competitor to the long-distance telephone. It was stated that continuance of existing competitive conditions cannot long permit the survival of the telegraph companies.

The merger proposal found little support from the other companies represented, and was actively opposed by labor representatives. It was contended by Labor that the only purpose of the proposed merger is the reduction of operating expenses, which would mean the reduction of the number of persons now engaged in the telegraph business. The Bell System expressed unwillingness to part with their leased-wire business, on the ground that they had built it from the ground up and that it is their intention to keep it. It was admitted by them that the teletypewriter and printer exchange services might function efficiently when operated by a single company.

The Communications Commission is authorized to report to Congress on desirable legislation relative to consolidation of communications companies.

### ADDITIONAL DATA BEING PREPARED

Additional information secured by the 1933 Retail Census is now in process of preparation, much of which will be of interest to broadcasting stations. Information by size of business, type of operation, and kinds of outlets is being compiled for all counties and for cities of 2,500 to 10,000 population. Preliminary reports for a number of states and areas are now available, while other information will be published during the next few months. Retail Census information may be procured by writing the Bureau of Census, Department of Commerce, Washington, D. C.



## NEW MARKETING INFORMATION MADE AVAILABLE

The addition of a number of important services to the trade information now published by the Bureau of Foreign and Domestic Commerce of the Department of Commerce, have just been announced.

More comprehensive trade statistics on the trend in retail sales, including data showing the trend in sales in each region of the country, will be collected by the newly organized Market Data Section. Information now being gathered for new passenger car sales, variety store chain sales, grocery sales in rural areas, automobile financing and department store collections, will be supplemented as soon as possible with information regarding drug store, and furniture sales.

A series of indexes for wholesale trade will be developed, and plans have been made for the revision of the "Market Data Handbook of the United States," the fundamental market statistics publication of the Bureau.

The Market Service Section is at present engaged in the revision of the Bureau's publication, "Market Research Source," which list of significant market research available and all sources of importance.

Marketing, merchandising and sales executives in the broadcasting field will find it worth while to keep a careful check on new information released by the Bureau.

## MIAMI TAXES COPYRIGHT REPRESENTATIVES

The city of Miami has passed an ordinance "providing for the registration of all persons, firms and corporations engaged in certain businesses, professions or occupations" and providing license fees for such persons, firms or corporations. Section 4 of the ordinance provides:

"Section 4. No person, firm, corporation or association shall engage in or manage any business, profession or occupation in this section mentioned without first obtaining from the City a license therefor for each separate location in the City; and provided a license shall be required to cover each and every business advertised by sign, newspaper, magazine, or otherwise, and any such sign, newspaper, magazine or other advertisement shall be considered evidence on conducting the business advertised and sufficient for conviction by the court; and provided further that said license shall be issued to cover but one location; and the assessments of such taxes are hereby fixed as follows: \* \* \*

"Royalty and copyright agents and salesmen—\$2,500.00

"Shall mean each person, as agent for another, or as the representative of another in any capacity, collecting, or attempting to collect, or receiving money, or other valuable consideration for rights, royalty, rents or fees on copyrighted music, books, recorded music for mechanical reproduction, radio programs and/or patents."

## FTC BARS DENTAL PLATE ADS

Misrepresentation in the sale of dental plates is prohibited in a Federal Trade Commission order against Benjamin D. Ritholz, of Chicago, doing business under the names of "Chicago Dentists" and "Chicago Dental House, Inc." Among practices enjoined are the use of testimonials, endorsements or guarantees in or through newspapers, magazines, the radio or circulars to represent that the respondent's dental plates are of a value greater than is actually the case; that he can make a properly fitting and satisfactory dental plate from an impression of the mouth taken by a layman for whose use the plate is intended, and that the respondent is using in his manufacture the scientific methods used by dentists.

## PLEASE! PLEASE! PLEASE!

Costs incidental to the general educational hearings before the Federal Communications Commission have burdened the NAB treasury and it would be extremely helpful if members who have neglected to pay dues for the October-November-December quarter would send in their checks promptly.

## PLEASE ADVISE US

A member of the NAB is anxious to know where he can get in touch with Joseph J. Moore, National Features Service. Please advise NAB, Washington, D. C., if you know Mr. Moore's present address.

## BRIEF FILED BY COMMISSION

A brief has been filed in the United States Court of Appeals for the District of Columbia by the Federal Communications Commission in the appeal against a decision of the Commission in January, 1934, by the Don Lee Broadcasting System.

In this case the Commission denied an application of this System for the erection of a new broadcasting station at Redlands, Calif., specifically requesting the facilities of Stations KTM and KELW at Los Angeles, Calif.

The Commission, in its brief, contends that the findings of the Commission "are fully sustained by the record." The Commission's findings, the brief states further, "are complete and adequate, fully supported by the evidence and its decision should be sustained."

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### HEARING CALENDAR

Monday, December 10, 1934

#### Hearing Before Broadcast Division

WNAC—Shepard Broadcasting Service, Inc., Boston, Mass.—Modification of license; 830 kc., 1 KW, unlimited time. Present assignment: 1230 kc., 1 KW, unlimited time.

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Modification of license; 830 kc., 500 watts night, 1 KW LS at Denver, unlimited time. Present assignment: 830 kc., 1 KW, daytime.

NEW—American Broadcasting Co., Washington, D. C.—C. P., 830 kc., 100 watts, unlimited time.

WEEU—Berks Broadcasting Co., Reading, Pa.—Modification of license; 830 kc., 500 watts, 1 KW LS, unlimited time. Present assignment: 830 kc., 1 KW, daytime.

#### Hearing Before Examiner

Tuesday, December 11, 1934

NEW—Utah Radio Educational Society, Salt Lake, Utah.—C. P., 1450 kc., 1 KW, unlimited time.

NEW—Louis H. Callister, Provo, Utah.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—Paul Q. Callister, Salt Lake City, Utah.—C. P., 1370 kc., 100 watts, unlimited time.

NEW—Norman F. Storm, Centralia, Wash.—C. P., 1500 kc., 100 watts, unlimited time.

NEW—Great Western Broadcasting Assn., Inc., Logan, Utah.—C. P., 1500 kc., 100 watts, unlimited time.

NEW—Great Western Broadcasting Assn., Inc., Provo, Utah.—C. P., 1210 kc., 100 watts, unlimited time.

NEW—Munn Q. Cannon, Logan, Utah.—C. P., 1210 kc., 100 watts, unlimited time.

#### Hearing Before an Examiner

Wednesday, December 12, 1934

WEBR—Howell Broadcasting Co., Inc., Buffalo, N. Y.—C. P., 800 kc., 1 KW, limited time until LS at Dallas, Texas. Present assignment: 1310 kc., 100 watts, 250 watts LS, unlimited time.

WTBO—Associated Broadcasting Corp., Cumberland, Md.—Modification of license; 800 kc., 250 watts, 6 a. m. to LS at Dallas, Texas. Present assignment: 800 kc., 250 watts, daytime.

## APPLICATIONS GRANTED

WQDX—Stephens Luke, Thomasville, Ga.—Granted consent to 1210 voluntary assignment of license to H. Wimpy. (Licensed on 1210 kc., 100 watts, unlimited.)

WQDX—H. Wimpy, Thomasville, Ga.—Granted C. P. to move 1210 transmitter locally in Thomasville; make changes in equipment and change hours of operation from unlimited to daytime.

KSD—The Pulitzer Publishing Co., St. Louis, Mo.—Granted modification of C. P. to make changes in equipment; increase power from 500 watts night, 2½ KW day, to 1 KW night, 5 KW day; and extend commencement date to 2 days after this date and completion date to 60 days after this date.

WDRC—WDRC, Inc., Hartford, Conn.—Granted license to cover 1330 C. P. authorizing increase in day power from 1 KW to 2½ KW and changes in equipment. Operates on 1330 kc., unlimited time, 1 KW night.



WMEX—The Northern Corp., Chelsea, Mass.—Granted license to 1500 cover C. P., 1500 kc., 100 watts night, 250 watts day, unlimited time.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted modification 780 of license to use present transmitter as an auxiliary, Composite—DCC Max. 1 KW.

KADA—C. C. Morris, Ada, Okla.—Granted license covering C. P. 1200 for new station; 1200 kc., 100 watts, daytime.

KFVS—Hirsch Battery & Radio Co., Cape Girardeau, Mo.—1210 Granted license covering C. P. authorizing increase in day power from 100 W. to 250 watts, and changes in equipment.

WTAR—WTAR Radio Corp., Norfolk, Va.—Granted license covering 870 ing new equipment; 780 kc., 500 watts, unlimited time.

WDAY—WDAY, Inc., Fargo, N. Dak.—Granted license covering 940 C. P. authorizing changes in equipment and increase in day power to 2½ KW; 940 kc., 1 KW night, unlimited time.

WEBQ—Harrisburg Broadcasting Co., Harrisburg, Ill.—Granted 1210 license covering C. P. authorizing changes in equipment and increase in day power to 250 watts; 1210 kc., 100 watts night, specified hours.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Granted 1210 license covering C. P. authorizing new equipment and moving studio locally; 1210 kc., 100 watts, unlimited time.

KIDO—Boise Broadcast Station, Boise, Idaho.—Granted license 1350 covering C. P. authorizing increase in day power and installation of new equipment; 1350 kc., 1 KW night, 2½ KW day, unlimited time.

KUJ—KUJ, Inc., Walla Walla, Wash.—Granted modification of 1370 license to increase hours of operation from daytime to unlimited, on 1370 kc., 100 watts.

W6XAK—Pioneer Mercantile Co., Bakersfield, Calif.—Granted modification of C. P. to change transmitter from Composite type to standard RCA, Type 1 d.

### SPECIAL AUTHORIZATIONS GRANTED

WTCN—Minnesota Broadcasting, Minneapolis, Minn.—Granted 1250 special temporary authority to use the transmitter now licensed to WLB pending the filing of and action on application authorizing the installation of the equipment, but for a period not to exceed 30 days.

WMFG—Head of the Lakes Broadcasting Co., Hibbing, Minn.—1210 Granted special temporary authority to operate a 25-watt portable transmitter on 1210 kc., to conduct field intensity survey tests between Hibbing and Virginia, Minn., for period of 10 days from December 8.

KLUF—George Roy Clough, Galveston, Tex.—Granted special 1370 temporary authorization to operate from 10 a. m. to 2 p. m., CST, December 25, 1934, instead of unlimited time as assigned by license, in order to observe holiday.

KFUO—Evangelical Lutheran Synod of Missouri, Ohio and other 550 States, Rev. R. Kretzschner, Chairman, Board of Control of Concordia Seminary, Clayton, Mo.—Granted special temporary authorization to operate with 1 KW power from 12 midnight, December 14, 1934, to 3 a. m., December 15, CST, in order to broadcast a DX program, provided KSD remains silent.

KSO—Iowa Broadcasting Co., Des Moines, Iowa.—Granted special 1320 temporary authorization to operate a 100-watt portable transmitter on 1320 kc., to conduct field strength measurements in the vicinity of Des Moines, between 1 and 6 a. m., CST, for period not to exceed 20 days, in order to determine new location for transmitter, provided KSO remains silent during Commission monitoring schedule: 2:50 to 3:10 a. m. and 5:10 to 5:30 a. m., EST, December 4; and 5:30 to 5:50 a. m., EST, December 5; and 5:10 to 5:30 a. m., EST, December 1, 1934.

WIBA—The Badger Broadcasting Co., Inc., Madison, Wis.—1280 Granted special temporary authority to operate without an approved frequency monitor pending repair of said monitor, but not later than December 15.

### MISCELLANEOUS

WOL—American Broadcasting Co., Washington, D. C.—Granted request that hearing on application of Matheson Radio Co., set for December 10, be continued to a date in February, 1935.

WBBR—Peoples Pulpit Assn., Brooklyn, N. Y.—Denied petition to dismiss application of station WEVD, which seeks to operate unlimited time on 1300 kc., since case is now being heard by an Examiner.

KRKD—Radio Broadcasters, Inc., Los Angeles, Calif.—Denied special temporary authority to operate with power of 1 KW

during daytime, pending completion of construction as authorized by C. P., but for not longer than 30 days.

KSOO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Denied special temporary authority to operate simultaneously with WRVA, using 500 watts power, from 8 to 9:45 p. m., CST, on December 4, 5, 12 and 19, in order to broadcast Tri-State Intercollegiate Conference basketball games.

### ACTION ON EXAMINER'S REPORT

NEW—Ex. Rep. No. 1-10: Julio M. Conesa, Ponce, Puerto Rico.—Granted C. P. for new station to operate on 1420 kc., 100 watts night, 250 watts day, specified hours. Examiner Ralph L. Walker sustained. Order effective December 18, 1934.

### SET FOR HEARING

WHDA—Matheson Radio Co., Inc., Boston, Mass.—Renewal of 830 license. Its facilities have been applied for by station WNAC, and also to determine if WRDH is operating in the public interest.

NEW—Amzi G. Barber, Montgomery, Ala.—C. P. for new station; 1210 1210 kc., 100 watts, unlimited time.

NEW—Liner's Broadcasting Station, Inc., Alexandria, La.—C. P., 1370 1370 kc., 100 watts, daytime; exact transmitter location to be determined.

NEW—Edward Hoffman, St. Paul, Minn.—C. P. for new station; 1310 1310 kc., 100 watts, unlimited time.

WPTF—WPTF Radio Company, Raleigh, N. C.—Modification of 680 special experimental authorization to increase power from 1 KW to 5 KW, and increase time from limited to 12 midnight, EST, operating simultaneously with KPO, and employing directional antenna. To be heard by the Division en banc on January 21, 1935.

### APPLICATIONS RECEIVED

#### First Zone

WBAL—Consolidated Gas, Electric Light & Power Co. of Baltimore, Baltimore, Md.—Voluntary assignment of license to American Radio News Corporation.

NEW—Howell Broadcasting Co., Inc., Rochester, N. Y.—Construction permit to erect a new broadcast station to be operated on 1210 kc., 100 watts night, 250 watts local sunset, unlimited time, transmitter and studio site to be determined.

WTIC—The Travelers Broadcasting Service Corp., Hartford, Conn. 1040 Special experimental authorization to change frequency from 1060 kc. to 1040 kc.; change time from S-WBAL to simultaneously with KRLD (unlimited); requests extension for regular license period 8-1-35.

WRC—National Broadcasting Co., Inc., Washington, D. C.—Construction permit to install new equipment; increase power from 500 watts night, 1 KW day, to 1 KW night, 5 KW day; move transmitter, site to be determined.

WJEJ—Hagerstown Broadcasting Co., Hagerstown, Md.—License 1210 to cover construction permit (B1-P-25), move of transmitter to 16 W. Washington St., Hagerstown, Md.

#### Second Zone

WLIT—Lit Bros. Broadcasting System, Inc., Philadelphia, Pa.—560 Voluntary assignment of license to WFIL Broadcasting Co.

WFI—WFI Broadcasting Co., Philadelphia, Pa.—Voluntary assignment of license to WFIL Broadcasting Co.

WGBI—Scranton Broadcasters, Inc., Scranton, Pa.—Construction 880 permit to move transmitter amended to omit request to move transmitter; requests install new equipment, increase power from 250 watts to 1 KW day and night.

KYW—Westinghouse Electric and Manufacturing Co., Philadelphia, 1020 Pa.—License to cover construction permit (2-P-B-2615), move of transmitter to Joshua Road, Whitmarsh Township, Pa.; studio, Philadelphia, Pa.

WPAD—Paducah Broadcasting Co., Inc., Paducah, Ky.—License to 1420 cover construction permit (B2-P-115) to install new equipment, increase day power from 100 watts to 250 watts.

WBCM—James E. Davidson, Bay City, Mich.—Modification of 1410 license to increase day power from 500 watts to 1 KW.

WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—1310 Construction permit to install new equipment, increase day power from 100 watts to 250 watts.

WFDF—Flint Broadcasting Co., Flint, Mich.—Construction permit 1310 to install new equipment.



WRAC—WRAC, Inc., Williamsport, Pa.—License to cover construction permit (2-P-B-3210) as modified, move transmitter to 244 W. 4th St., Williamsport, Pa.; install new equipment; increase power daytime from 100 watts to 250 watts.

WPHR—WLBG, Inc., Petersburg, Va.—Modification construction permit (2-P-B-3291), exact location transmitter northeast corner Franklin and Adams Streets, Petersburg, Va.

WKRC—WKRC, Inc., Cincinnati, Ohio.—Modification construction permit (2-P-B-3282) to install new equipment; increase power from 500 watts, 2½ KW local sunset, to 1 KW night, 5 KW local sunset.

WGAR—The WGAR Broadcasting Co., Cleveland, Ohio.—Special experimental authorization to increase power from 500 watts night, 1 KW local sunset, to 1 KW, period to 5-1-35.

WBEO—The Lake Superior Broadcasting Co., Marquette, Mich.—Modification of license to change hours of operation from 9:30 a. m. to 1:15 p. m., 5 p. m. to 7 p. m.; Sunday, 9 a. m. to 1:30 p. m.; to 9:30 a. m. to 4:30 p. m. daily; Sunday, 9 a. m. to 1:30 p. m.

### Third Zone

KTSA—Southwest Broadcasting Co., San Antonio, Tex.—Modification of special authorization to operate on 550 kc., 5 KW, from midnight to 6 a. m., period ending 4-1-35.

KFRO—Voice of Longview, Longview, Tex.—Modification construction permit to change equipment; move studio and transmitter to on Green Street one-quarter to one-half mile city limits, Longview, Tex.

NEW—Robert Louis Sanders, Palm Beach, Fla.—Construction permit to erect a new broadcast station to be operated on 1420 kc., 100 watts, unlimited time; transmitter and studio, 235 Sunrise Ave., Palm Beach, Fla.

WBHS—Virgil V. Evans, Huntsville, Ala.—Construction permit to move studio and transmitter from Huntsville, Ala., to Chattanooga, Tenn., site to be determined; change call letters to WTVB.

WAPI—WAPI Broadcasting Corp., Birmingham, Ala.—Modification of license to change frequency from 1140 kc. to 590 kc., power from 5 KW to 1 KW night, 5 KW local sunset; change hours of operation from simultaneously with KVOO day, S-KVOO night, to unlimited time.

NEW—Educational Radio, Inc., Spartanburg, S. C.—Construction permit to erect a new broadcast station to be operated on 1420 kc., 100 watts night, 250 watts day, unlimited time, amended to request 100 watts day instead of 250 watts.

NEW—Leo J. Blanchard, Fredericksburg, Tex.—Construction permit to erect a new broadcast station to be operated on 1310 kc., 100 watts, specified hours, amended re equipment.

WIS—Station WIS, Inc., Columbia, S. C.—Modification construction permit (3-P-B-3258), approval transmitter site at Bluff Road, near Columbia, S. C.; changes in equipment; increase day power from 2½ KW to 5 KW.

### Fourth Zone

NEW—Garden City Broadcasting Co. (a partnership), (Homer A. 1210 Ellison and Frank D. Conard), Garden City, Kans.—Construction permit to erect a new broadcast station to be operated on 1210 kc., 100 watts, unlimited time; studio, 108 N. Main Street, Garden City, Kans.; transmitter, city limits west, Garden City, Kans.

KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Modification of license (4-L-B-418) to increase day power from 2½ KW to 5 KW.

WKBF—Indianapolis Broadcasting, Inc., Indianapolis, Ind.—Modification of license (B4-L-23) to increase night power from 500 watts to 1 KW.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Construction permit to make equipment changes; increase power from 1 KW night, 2½ KW local sunset, to 1 KW night, 5 KW local sunset.

NEW—J. L. Scroggin, St. Joseph, Mo.—Construction permit to erect a new station to be operated on 1500 kc., 100 watts, local sunset to midnight, amended to make changes in equipment.

KFRU—KFRU, Inc., Columbia, Mo.—Modification of license (4-B-630 L-566) to increase day power from 500 watts to 1 KW.

WCAZ—Superior Broadcasting Service, Inc., Carthage, Ill.—Construction permit to make equipment changes, change day power from 100 watts to 250 watts; requests facilities WDZ.

WJBC—Wayne Hummer and H. J. Dee, d/b as Kaskaskia Broadcasting Co., LaSalle, Ill.—Construction permit to make equipment changes move transmitter from 2nd and Marquette, LaSalle, to Gregory Ave., Normal, Ill., studio from same to Illinois Wesleyan University, Bloomington, Ill.

WDAY—WDAY, Inc., Fargo, N. Dak.—Construction permit to make equipment changes; increase power from 1 KW night, 2½ KW local sunset, to 1 KW night, 5 KW local sunset, amended re equipment.

KGKY—Hilliard Company, Inc., Scottsbluff, Nebr.—Construction permit to install new equipment; increase power from 100 watts to 100 watts night, 250 watts local sunset.

WMBD—Peoria Broadcasting Co., Peoria, Ill.—Modification of license to change frequency from 1440 kc. to 1410 kc., and change hours of operation from S-WTAD to unlimited time. Requests facilities WHBL and WROK.

### Fifth Zone

W7XBD—Oregonian Publishing Co., Portland, Ore.—Modification construction permit to erect a new general experimental station to be operated on 1614, 2398, 3492.5 kc., 1 KW, for extension of completion date to 8-15-35.

NEW—Walter L. Stricker and Chris Larsen, Rock Springs, Wyo.—Construction permit to erect a new broadcast station to be operated on 1210 kc., 100 watts, unlimited time, studio and transmitter sites to be determined.

KOIN—KOIN, Inc., Portland, Ore.—License to cover construction permit (5-P-B-2820) as modified to change equipment and increase power from 1 KW to 1 KW night, 2½ KW local sunset.

KDFN—Donald Lewis Hathway, Casper, Wyo.—Modification of license to change frequency from 1440 kc. to 630 kc.

KGVO—Mosby's, Inc., Missoula, Mont.—Construction permit to install new equipment, change frequency from 1200 kc. to 1260 kc., increase power from 100 watts to 1 KW, amended to change location, transmitter site to be determined (near Missoula).

KGIX—J. M. Heaton, Las Vegas, Nev.—Modification construction permit (5-P-B-2660A) as modified to install new equipment, increase day power from 100 watts to 250 watts, change time from specified hours to 8 a. m. to 8 p. m.

KGIX—J. M. Heaton, Las Vegas, Nev.—Modification construction permit (5-P-B-2660A) as modified to extend completion date to 2-2-35.

KSEI—Radio Service Corp., Pocatello, Idaho.—License to cover C. P. to move studio and transmitter.

KOOS—H. H. Hanseth, Inc., Marshfield, Ore.—Modification of license to change frequency from 1200 kc. to 1260 kc.

### APPLICATIONS RETURNED

WRAC—WRAC, Inc., Williamsport, Pa.—License to cover C. P. to move transmitter, install new equipment, and increase power. (Wrong form.)

KFBB—Buttrey Broadcast, Inc., Great Falls, Mont.—C. P. to make equipment changes, increase power from 1 KW, 2½ KW LS, to 1 KW night, 5 KW LS, and to change studio location. (Rule 14 e and 14 f.)

WIBG—WIBG, Inc., Glenside, Pa.—C. P. to install new equipment, move transmitter, increase power, change hours of operation (request of applicant).

KOIL—Mona Motor Oil Co., Council Bluffs, Iowa.—License to cover C. P. as modified to install new equipment.

NEW—The Close-up Publishing Co., Bell, Calif.—C. P. to erect a new broadcast station to be operated on 1070 kc., 100 watts, daytime (equipment and transmitter location).

NEW—W. L. Gleeson, Sacramento, Calif.—Construction permit to erect a new broadcast station to be operated on 1490 kc., 5 KW, unlimited time, amended requesting daytime operated. (Rule 5.)