

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.
JAMES W. BALDWIN, Managing Director

NAB REPORTS

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KAY HEADS PROGRAM AWARDS COMMITTEE

Leo Fitzpatrick, NAB President, on September 12, appointed the following committee to serve cooperatively with the RMA Committee on the Radio Industry Foundation for Program Awards:

Chairman: Lambdin Kay, WSB.

Members: M. H. Aylesworth, President, NBC; Burrige D. Butler, WLS; Leo Fitzpatrick, WJR; William S. Paley, President, CBS.

RATE CARDS AND PER INQUIRY ACCOUNTS

In response to the item carried in NAB REPORTS, page 956, concerning percentage and per inquiry accounts, we have this suggestion from a member:

"Look in *Radio Advertising* under WOL and you will find that for three or four years past we have inserted in our copy, 'Requests for confidential prices, commission schemes or cut rates will not be replied to.'

"Why don't you suggest that the stations put this in their copy, also on their rate card, and they won't be pestered?"

This suggestion merits your consideration.

FEDERAL TRADE COMMISSION ACTIVITIES

Complaints

The FTC has issued a complaint against the following respondents, who will have an opportunity to appear at hearings to show cause why cease and desist orders should not be issued:

Nos. 2545 and 2546. Porterfield Candy Co., Sherman, Tex., and Philip Wong, 126 Prospect Street, Cambridge, Mass. Promoting the sale of candy in the retail trade by use of push cards, the Porterfield Candy Co. is alleged to have placed in the hands of others the means of conducting lotteries. Wong is charged with misrepresenting his product, called "Soft Corn Valuable," by advertising that it will cure soft corns, skin diseases, goitre, cancer, tumors, rheumatism and other diseases, when, according to the complaint, it will not do so.

SECURITIES ACT REGISTRATION

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

United-Farr Fastener Corporation, Cambridge, Mass. (2-1629, Form A-2)

Montana Silver Queen Mining Company, Spokane, Wash. (2-1631, Form A-1)

Trans-State Oil Company, Houston, Tex. (2-1632, Form A-1)

The Pennsylvania Bridge Company, New York City. (2-1633, Form A-1)

Railway & Light Securities Company, New York City. (2-1634, Form A-2)

E. J. Coolahan et al., New York City. (2-1635, Form F-1)

H. L. Green Company, Inc., New York City. (2-1637, Form A-1)

Foremost Dairies, Inc., Jacksonville, Fla. (2-1638, Form A-1)

RECOMMENDS ADDITIONAL POWER FOR WSAR

Broadcasting Station WSAR, Fall River, Mass., applied to the Federal Communications Commission for a power increase, for both day and night, from 250 to 1,000 watts. The station operates unlimited time on 1450 kilocycles.

Examiner Melvin H. Dalberg recommends in Report No. I-106 that the application be granted. The Examiner states that granting the application would expand the service of the station, that there appears to be public demand for this increase, and that it would not cause serious interference with other stations "should the proposed antenna plans be worked out by proper construction changes in equipment which are the subject of this application."

FEDERAL COMMUNICATIONS COMMISSION ACTION

HEARING CALENDAR

Monday, September 23, 1935

KWKC—Wilson Duncan, tr/as Wilson Duncan Broadcasting Co., Kansas City, Mo.—Renewal of license, 1370 kc., 100 watts, specified hours.

NEW—Mid-Central Broadcasting Co., Kansas City, Mo.—C. P., 1370 kc., 100 watts, unlimited time.

Tuesday, September 24, 1935

NEW—Chicago Broadcasting Assn. (Ltd. partnership), Kleofas Jurgelonis, Joseph F. Budrik, Laurent V. Radkins, and Vlas G. Jurgelonis, Chicago, Ill.—C. P., 1500 kc., 100 watts, unlimited time.

Wednesday, September 25, 1935

NEW—Clinton Broadcasting Corp., Clinton, S. C.—C. P., 1380 kc., 500 watts, daytime.

WRMD—Monocacy Broadcasting Co., Rockville, Md.—C. P., 1140 kc., 250 watts, daytime.

Thursday, September 26, 1935

NEW—V. H. Lake and H. E. Stanford, d/b as L & S Broadcasting Co., Atlanta, Ga.—C. P., 1210 kc., 100 watts, daytime.

NEW—E. F. Sapp and S. F. Sapp, tr/as Waycross Broadcasting Co., Waycross, Ga.—C. P., 1200 kc., 100 watts, unlimited time.

NEW—W. T. Knight, Jr., Savannah, Ga.—C. P., 1200 kc., 100 watts, unlimited time.

WDAE—Tampa Times Co., Tampa, Fla.—C. P., 1220 kc., 1 KW, 5 KW LS, unlimited time. Present assignment: 1220 kc., 1 KW, S.A. for 2½ KW LS, unlimited time.

NEW—Fountain of Youth Properties, Inc., St. Augustine, Fla.—C. P., 1210 kc., 100 watts, unlimited time.

APPLICATIONS GRANTED

WIS—Station WIS, Inc., Columbia, S. C.—Granted modification of C. P. to extend completion date to December 10, 1935.

KGHL—Northwestern Auto Supply Co., Inc., Billings, Mont.—Granted extension of special experimental authority to operate on 780 kc. from September 28 for 90 days.

WCOP—Joseph M. Kirby, Boston, Mass.—Granted license to cover C. P. for new station to operate on 1120 kc., 500 watts, daytime hours.

WSPD—The Toledo Broadcasting Co., Toledo, Ohio.—Granted license to cover C. P. for increase in daytime power to 2½ KW, and installation of new equipment; 1340 kc., 1 KW night, unlimited time.

KFBK—James McClatchy Co., Sacramento, Calif.—Granted modification of C. P. approving transmitter site at W. Sacramento Reclamation District No. 900, California; make changes in equipment and extend commencement date to 10 days after grant and completion date to 90 days thereafter.

WREC—WREC, Inc., Memphis, Tenn.—Granted modification of C. P. extending commencement date to October 12, 1935.

WMFI (call letters changed to WELI)—Patrick J. Goode, New Haven, Conn.—Granted modification of C. P. to extend completion date to October 28, 1935.

KABR—Aberdeen Broadcast Co., Aberdeen, S. Dak.—Granted modification of license to make changes in antenna, increase hours of operation from daytime to unlimited, using 100 watts.

KFKU—The University of Kansas, Lawrence, Kans.—Granted modification of license to use new transmitter of station WREN and increase day power from 1 to 5 KW.

WBZ—Westinghouse Electric & Manufacturing Co., Boston, Mass.—Granted license to cover C. P. authorizing changes in equipment only.

KDKA—Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.—Granted license to cover C. P. authorizing changes in equipment only.

WHIS—Daily Telegraph Printing Co., Bluefield, W. Va.—Granted modification of license to increase hours of operation from sharing with WRBX to unlimited (1410 kc., 250 watts night, 500 watts day).

NEW—Standard Cahill Co., Inc., Portable-Mobile (N. Y.).—Granted C. P. (exp.-gen. exp. service), frequencies 31100, 34600, 37600, 40600 kc., 5 watts.

NEW—Wilton E. Hall, Portable-Mobile (Anderson, S. C.).—Granted C. P. (exp. service) to communicate as a broadcast pickup station in temporary service; frequencies 31100, 34600, 37600, 40600 kc., 0.5 watt.

NEW—Donald A. Burton, Portable-Mobile (Muncie, Ind.).—Granted C. P. (exp. gen. exp.), frequencies 31100, 34600, 37600, 40600 kc., 2 watts, unlimited time.

W9XHA—Donald A. Burton, Portable-Mobile (Muncie, Ind.).—Granted license to cover C. P. (exp. gen. exp.), frequencies 31100, 34600, 37600, 40600 kc., 5 watts, unlimited time.

W3XAI—RCA Manufacturing Co., Inc., Camden, N. J.—Granted modification of C. P. extending completion date to 3-15-36.

W7X BK—Puget Sound Broadcasting Co., Portable (Tacoma, Wash.).—Granted license to cover C. P. (exp. gen. exp.), frequencies 31100, 34600, 37600, 40600 kc., 2 watts, unlimited time.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the regular period:

KGGF, Coffeyville, Kans.; KTAT, Fort Worth, Tex.; WCAE and auxiliary, Pittsburgh, Pa.; WCAL, Northfield, Minn.; WIBA, Madison, Wis.; WJDX, Jackson, Miss.

The following stations were granted renewal of licenses for the period ending March 1, 1936:

WLBL, Stevens Point, Wis.; WLBZ, Bangor, Maine; WQAN, Scranton, Pa.

W6XAR—Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass.—Granted renewal of special experimental station license for a period of 3 months from September 23, in exact conformity with existing license.

SET FOR HEARING

WJIM—Harold F. Gross, M. Bliss Keeler, and L. A. Versluis, d/b as Capitol City Broadcasting Co., Lansing, Mich.—Application for C. P. to install new equipment; change frequency from 1210 kc. to 1450 kc.; increase power from 100 watts night, 250 watts day, to 500 watts night, 1 KW day.

NEW—John E. Fetzner, Saginaw, Mich. (site to be determined).—Application for C. P. for new station, 800 kc., 1 KW daytime.

WSGN—Ormand O. Black and Mary Collett Black, Birmingham, Ala.—Application for C. P. to install new equipment; change frequency from 1310 kc. to 590 kc.; increase power from 100 watts night, 250 watts day, to 1 KW night, 1 KW day; move transmitter from 1672 N. 20 Way, Birmingham, to site to be determined.

NEW—Fort Dodge Broadcasting Co., Emmons L. Abeles, Secy., Fort Dodge, Iowa.—Application for C. P., 1210 kc., 100 watts, unlimited.

NEW—Wausau Broadcasting Co., Emmons L. Abeles, Secy., Wausau, Wis.—Application for C. P., 1310 kc., 100 watts, unlimited time; site to be determined.

NEW—Winona Broadcasting Co., Emmons L. Abeles, Secy., Winona, Minn.—Application for C. P., 1500 kc., 100 watts, unlimited time.

NEW—Mason City Broadcast Co., by Emmons L. Abeles, Secy., Mason City, Iowa.—Application for C. P. for new station, 1420 kc., 100 watts, unlimited.

NEW—Appleton Broadcasting Co., Emmons L. Abeles, Secy., Appleton, Wis.—Application for C. P. for new station, 1500 kc., 100 watts, unlimited.

NEW—Hastings Broadcasting Co., Emmons L. Abeles, Secy., Hastings, Nebr. (site to be determined).—Application for C. P. for new station, 1420 kc., 100 watts, unlimited.

NEW—Clinton Broadcasting Co., Emmons L. Abeles, Secy., Clinton, Iowa.—Application for C. P. for new station, 1310 kc., 100 watts, unlimited (site to be determined).

NEW—Burlington Broadcasting Co., Emmons L. Abeles, Secy., Burlington, Iowa (site to be determined).—Application for C. P. for new station, 1370 kc., 100 watts, unlimited.

NEW—Mankato Broadcasting Co., Emmons L. Abeles, Secy., Mankato, Minn. (site to be determined).—Application for C. P., 1210 kc., 100 watts, unlimited time.

NEW—Emmons L. Abeles and Robert J. Dean, co-partnership, d/b as W.I.S.E. Broadcasting Co., St. Paul, Minn. (site to be determined).—Application for C. P., 630 kc., 250 watts, unlimited time.

NEW—Grand Island Broadcasting Co., Emmons L. Abeles, Secy., Grand Island, Nebr. (site to be determined).—Application for C. P. for new station, 1370 kc., 100 watts, unlimited.

WSPD—Toledo Broadcasting Co., Toledo, Ohio.—Application for C. P. to make changes in equipment; increase power from 1 KW day to 1 KW night, 5 KW day.

KGFF—KGFF Broadcasting Co., Inc., Shawnee, Okla.—Application for C. P. to move transmitter from Shawnee to south of present location, about 2 miles, to a site to be determined; make changes in equipment; increase day power from 100 to 250 watts.

NEW—Northern Broadcasting Co., Inc., Wausau, Wis.—Application for C. P., 1370 kc., 100 watts, unlimited time.

NEW—Thames Broadcasting Corp., New London, Conn.—Application for C. P., 1500 kc., 100 watts, daytime.

KMO—KMO, Inc., Tacoma, Wash.—Application for modification of license to increase operating power from 250 to 500 watts.

KGCU—Mandan Radio Assn., Inc., Mandan, N. Dak.—Application for renewal of license for period October 1, 1935, to April 1, 1936.

KOB—New Mexico College of Agriculture & Mechanic Arts, Albuquerque, N. Mex.—Application for renewal of license for period August 1, 1935, to February 1, 1936.

WJAR—The Outlet Co., E. Providence, R. I.—Application for modification of C. P. to increase power to 1 KW night and day; install directional antenna; extend commencement date to 30 days after grant and completion date to 180 days thereafter.

NEW—A. L. Chilton, Dallas, Tex.—Application for C. P., 990 kc., 1 KW, daytime; site to be determined.

ACTION ON EXAMINERS' REPORTS

KFBB—Ex. Rep. No. 1-48: Buttery Broadcast, Inc., Great Falls, Mont.—Denied application for special experimental authority to change frequency from 1280 kc. to 610 kc.; 1 KW night, 2½ KW day, unlimited time. Examiner Melvin H. Dalberg sustained. Order effective November 5, 1935.

WNBX—Ex. Rep. No. 1-91: WNBX Broadcasting Corp., Springfield, Vt.—Granted application to change from daytime hours of operation to unlimited on its present frequency, 1260 kc., with same power, 1 KW, sustaining Examiner Melvin H. Dalberg. Order effective October 29, 1935.

MISCELLANEOUS

WBNX—Standard Cahill Co., New York City.—Denied request for special temporary authority to operate with 500 watts daytime pending final action on application requesting increase in power to 1 KW.

KQV—KQV Broadcasting Co., Pittsburgh, Pa.; WSMK—WSMK, Inc., Dayton, Ohio.—Denied request for special temporary experimental authority for stations KQV and WSMK to operate simultaneously from 6:45 p. m. to 12 midnight, EST, for period September 17 to September 30, 1935.

NEW—David Parmer, Columbus, Ga.—Dismissed with prejudice application for station to use facilities of WRBL. Motion to withdraw application not made until hearing before Examiner.

NEW—Ex. Rep. No. 1-105: Bamberger Broadcasting Service, Newark, N. J.—Granted permission to withdraw without prejudice application for permit to erect an experimental relay broadcast station.

WNEL—Juan Piza, San Juan, P. R.—Granted permission to take depositions in re application of Ralph Perez Perry for C. P. to erect station at Santurca, P. R., to operate on 1340 kc., 250 watts.

KFRU—KFRU, Inc., Columbia, Mo.—Granted renewal of license, frequency 630 kc., 500 watts night, 1 KW day.

NEW—The Star-Chronicle Publishing Co., St. Louis, Mo.—Granted C. P. (exp. gen. exp. service), frequencies 31600, 35600, 38600 and 41000 kc., 100 watts.

KIUP—C. Guy Shepard, Durango, Colo.—Granted modification of C. P. for changes in equipment and to move transmitter locally.

KOIL—Mona Motor Oil Co., Council Bluffs, Iowa.—Set for hearing application for renewal of license, 1260 kc., 1 KW night, 2½ KW day, unlimited time; also application for consent to voluntary assignment of license from Mona Motor Oil Co. to Central States Broadcasting Co.

KFRU—KFRU, Inc., Columbia, Mo.—Set for hearing application for authority to transfer control of corporation. Transfer of control of KFRU, Inc., licensee of station KFRU, from Nelson R. Darragh to Luther L. Hill.

APPLICATIONS RECEIVED

First Zone

NEW—The Press Co., Inc., Publishers of The Knickerbocker Press 1210 and Albany Evening News, Schenectady, N. Y.—Construction permit for new broadcast station to be operated on 1210 kc., 100 watts power, daytime.

W10XF—National Broadcasting Co., Inc., Portable and Mobile.—Special authorization to operate general experimental station as a special experimental station on 6350 kc. during stratosphere balloon flight.

W3XAI—RCA Manufacturing Co., Inc., Camden, N. J.—Modification of license to change special experimental station from "fixed" to "portable" location.

W3XL—National Broadcasting Co., Bound Brook, N. J.—Special authorization to operate with special experimental station W10XFH during stratosphere balloon flight, for 60 days beginning 9-20-35.

W3XAL—National Broadcasting Company, Bound Brook, N. J.—Special authorization to operate with special experimental station W10XFH during stratosphere balloon flight, for 60 days beginning 9-20-35.

NEW—Oliver C. Harriman and Ralph Clark, New York, N. Y.—Construction permit for new visual broadcast station for 42000-56000, 60000-86000 kc., 2 watts.

NEW—Oliver C. Harriman and Ralph Clark, New York, N. Y.—Construction permit for new special experimental station for 42000-56000, 60000-86000 kc., 1 KW.

Second Zone

WSVA—Shenandoah Valley Broadcasting Corp., Harrisonburg, 550 Va.—Transfer of control of corporation from Marion K. Gilliam to Ralph C. Powell, 22 shares of common stock.

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Extension of special experimental authorization to operate with 500 watts additional power for period of 6 months.

WKAR—Michigan State College, East Lansing, Mich.—License to 1040 cover B2-P-431, construction permit for changes in equipment.

WJW—WJW, Inc., Akron, Ohio.—License to cover construction 1210 permit (B2-P-40) for new equipment and increase in power.

NEW—Continental Radio Co., Toledo, Ohio.—Construction permit for new broadcast station to be operated on 1210 kc., 100 watts, 250 watts day, unlimited time.

WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Construction permit to install new equipment—directional antenna; change frequency from 1310 kc. to 1230 kc.; increase power from 100 watts to 500 watts; and share WHAT to unlimited time. Amended to change power from 500 watts to 250 watts night, 500 watts day, and make changes in antenna system.

NEW—A. W. Hayes, Erie, Pa.—Construction permit for new 1270 broadcast station to be operated on 1270 kc., 500 watts, 1 KW day, unlimited time. Amended re equipment, directional antenna for night only.

NEW—Continental Radio Co., Columbus, Ohio.—Construction 1310 permit for new broadcast station to be operated on 1310 kc., 100 watts power, unlimited.

Third Zone

KPRC—Houston Printing Co., Houston, Tex.—Construction permit 920 to make changes in equipment, increase day power from 2½ KW to 5 KW, move transmitter from Sugarland (18 miles from Houston) to Deepwater, Texas.

WGCM—WGCM, Inc., Mississippi City, Miss.—Authority to transfer control of corporation from Grace Jones Stewart to Sam Gates, 280 shares of common stock.

KFRO—Voice of Longview, Longview, Tex.—Special experimental 1210 authorization to operate on 1210 kc., unlimited time, for period to 1-1-36. Requests facilities of KWEA.

WFBC—Greenville News-Piedmont Co., Greenville, S. C.—Modification of construction permit (B3-P-220) as modified for approval of transmitter site at Piedmont Highway, U. S. 29, Greenville, S. C., and extend commencement date 30 days after grant and completion date 180 days thereafter.

KGFG—Oklahoma Broadcasting Co., Oklahoma City, Okla.—1370 Modification of license to change hours of operation from shares with KCRC to unlimited. Amended to omit request for facilities of KCRC.

KGFG—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.—1370 Authority to transfer control of corporation from R. S. James, Elizabeth E. Hibbert and Mrs. Marcia A. Shaffer to Hale V. Davis, 133 1/3 shares of common stock.

KNOW—KUT Broadcasting Co., Austin, Tex.—License to cover 1500 B3-P-656 permit to move transmitter, and equipment changes.

Fourth Zone

WMAQ—National Broadcasting Co., Inc., Chicago, Ill.—License 670 to cover construction permit (4-P-B-2876) as modified to install new equipment, increase power, and move transmitter.

KMA—May Seed & Nursery Co., Shenandoah, Iowa.—Construction 930 permit to move transmitter from Elm and Lowell Sts., Shenandoah, Iowa, to 1¼ miles Shenandoah, Iowa, and make changes in equipment (antenna).

NEW—O. S. Cleveland and E. H. Carter, d/b as The Voice of 1200 Black Hills, Rapid City, S. Dak.—Construction permit for new broadcast station on 1200 kc., 100 watts power, specified hours (unlimited with exception of 1 hour used daily by WCAT). Amended re equipment.

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

KG DY—The Voice of South Dakota, Huron, S. Dak.—Modification of license to change hours of operation from daytime to unlimited, using 250 watts power.

W9XF—National Broadcasting Co., near Downer's Grove, Ill.—Special authorization to operate with special experimental station W10XFH during stratosphere balloon flight for 60-day period beginning 9-20-35.

Fifth Zone

630 KHSL—Golden Empire Broadcasting Co., Chico, Calif.—Modification of license to change frequency from 950 kc. to 630 kc., hours of operation from daytime to unlimited, using 250 watts power.

NEW—Symons Investment Co., Seattle, Wash.—Construction permit for a new station to be operated on 760 kc., 250 watts night, 500 watts day, limited time. Requests facilities of KXA.

1200 KOOS—H. H. Hanseth, Inc., Marshfield, Ore.—Modification of license to change from daytime hours of operation to unlimited time, using 250 watts power.

1500 NEW—Donald Oliver Carruth, Tillamook, Ore.—Construction permit to erect new station to be operated on 1500 kc., 100 watts power, daytime.

6040 NEW—Henry William Turkel, Los Angeles, Calif.—Construction permit for a new relay broadcast station to be operated on 6040 kc., 1 KW.