

BROADCASTERS' NEWS BULLETIN

Reporting accurately and promptly current happenings of special interest to Broadcasting
Stations in the Commercial, Regulatory, Legislative and Judicial Fields

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EXECUTIVE PERSONNEL

PHILIP G. LOUCKS
Managing Director
EUGENE V. COGLEY
Assistant to Managing Director
OLIVINE FORTIER
Secretary

April 11, 1931

BROADCASTING UNDER ATTACK

"The American system of broadcasting, as it is at present constituted, must be prepared to withstand various assaults," writes William S. Hedges, radio editor of the Chicago Daily News.

"On the one hand other advertising media which have come to view broadcasting as a formidable competitor are already feeling the stir of undercurrents directed against broadcasting. The charge that 'there is too much advertising on the air' has its inspiration largely from sources which would like to see a curb placed upon broadcast advertising, even though such a curb would deprive broadcasting of the revenues needed to produce the programs which have made American broadcasting second to none. Government control and administration of broadcasting, supported by taxation, is the solution suggested.

"On the other hand, encouragement is being given the many special interests which are seeking broadcast facilities to serve their own ends. These special interests, realizing the value of radio as a medium of mass communication, seek to appropriate a portion if not all of the radio facilities to carry their pet theories to the American public."

The NAB has been working diligently to point out to broadcasters the dangers of the situation referred to by Mr. Hedges. Broadcasters are again warned of the seriousness of these attacks on America's broadcasting system.

Executive Committee: William S. Hedges, Chicago, Ill., Chairman; Henry A. Bellows, Minneapolis, Minn., and Frank M. Russell, Washington, D. C. Directors: William S. Hedges, Chicago, Ill.; H. K. Carpenter, Raleigh, N. C.; George F. McClelland, New York, N. Y.; Dr. Frank W. Elliott, Davenport, Ia.; A. J. McCosker, Newark, N. J.; Edgar L. Bill, Chicago, Ill.; A. B. Church, Kansas City, Mo.; J. G. Cummings, San Antonio, Tex.; Don Lee, Los Angeles, Cal.; E. P. O'Fallon, Denver, Colo.; C. R. Clements, Nashville, Tenn.; Henry A. Bellows, Minneapolis, Minn.; John J. Storey, Worcester, Mass.; Morgan L. Eastman, Chicago, Ill.; and Leo Fitzpatrick, Detroit, Mich.

April 11, 1931

STUDIO TELEVISION PROPOSED

William S. Hedges, president of the Chicago Daily News' radio and television subsidiary, WMAQ, Inc. stated this week that in the near future all television programs broadcast by W9XAP would be received through the ether and reproduced in ten foot size for the benefit of studio visitors. At the same time Clem F. Wade, president Western Television Corporation, Chicago, announced that large television pictures for the home, two feet square, are now an actuality.

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A \$75,000,000 RADIO SHOW

It costs approximately \$75,000,000 a year to maintain broadcasting in the United States, according to a report of the NAB Commercial Committee which will be made available shortly to members. This revenue is provided by program sponsors each of whom is competing for the attention of the radio audience and is offering as an inducement programs of high quality, says the report.

"In view of this situation and to further improve broadcasting in America, the committee recommends that broadcasters conform to the following standards:

That when broadcasters engage in the sale of time, broadcasting should be treated as a business, and in placing the business on a sound economic basis, the following principles be recognized:

- (a) That service to the listener is a primary requisite to commercial success.
- (b) That quality of production should not be sacrificed to commercial expediency.
- (c) That each advertiser be required to make a contribution to the entertainment or education of the listener, for the privilege of reaching the radio audience with his message.
- (d) That it should be the objective of each commercial station to maintain itself on at least a self-sustaining basis, since any other basis may be characterized as unfair competition with other stations or other advertising media.
- (e) That a consistent effort be made by the members of the NAB to improve the technique of broadcast advertising.

The report also approves the proposal of A.A.A.A. that NAB members furnish Standard Rate and Data with additional information about their stations.

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NETWORKS SHOW 36 P.C. GAIN

The national networks show a gain of 36 per cent in the gross volume of business for the months of January and February of this year as compared with business for the same two-month period of 1930.

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A.A.A.A. TO DISCUSS RADIO

The annual meeting of the American Association of Advertising Agencies will be held at Washington, D. C. April 30 and May 1. The principal topics to be discussed are radio advertising, newspapers, and screen advertising. The opening session of the convention will be devoted to a discussion of radio problems.

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ROUTINE WORK SPEEDED UP

Swamped with work from its inception, the Commission today sees some hope of getting abreast of its routine affairs. On January 15 there were 227 applications awaiting action of the various divisions, 67 had been designated for hearing and 87 were pending decision of the Commission. The latest report shows that only 34 applications are on hand with only 26 cases pending Commission decision. All applications designated for hearing will be set down prior to June 30, it was learned. Much of the credit for speeding up the voluminous work of the Commission goes to James W. Baldwin, secretary, and his staff of assistants.

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EXAMINERS ROUNDLY SUSTAINED

The Commission's staff of examiners has heard a total of 218 cases of which 179 have reached the stage of proposed reports. Ninety-nine of the cases reported have been acted upon by the Commission. Of this number, 56 recommendations were upheld, 14 were reversed and 29 were remanded for further report. The latter figure includes the high power cases. Of the 237 cases set for hearing, 15 were defaulted, two were dismissed and two were withdrawn. The remaining 218, as stated above, were heard.

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STATE LEGISLATION OPPOSED

The National Association of Broadcasters, through the chairman of the legislative committee, Henry A. Bellows, Minneapolis, Minn. filed separate briefs with the Minnesota Legislature opposing a bill (S.F. 588) making stations responsible for libelous matter broadcast and suggesting changes in another bill (S.F. 632 - H.F. 810) prohibiting the use of apparatus causing interference with radio reception. The briefs, prepared by Mr. Bellows, point out specific objections to the measures in the form in which they have been introduced.

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A.N.F.A. MEETS IN NEW YORK

Broadcasting as an advertising medium and as a purveyor of news bulletins will be discussed at the annual convention of the American Newspaper Publishers' Association to be held at New York during the week of April 20.

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April 11, 1931

HIGH POWER ARGUMENTS SET

The Commission this week announced the order in which argument will be heard in the high power cases beginning next Tuesday, April 14. Argument will be heard according to zones and the stations will be called in the order given below:

FIRST ZONE: WHAM, Rochester, N. Y.; WBZ, Boston, Mass.; WOR, Newark, N.J.; WJZ, New York, N.Y. Others notified: WEAJ, New York, N. Y.; WABC, New York, N. Y.; WBAL, Baltimore, Md; WPG, Atlantic City, N. J.; WLWL, New York, N. Y.; WOWO, Ft. Wayne, Ind.; WWVA, Wheeling, W. Va.

SECOND ZONE: WWJ, Detroit, Mich.; WHAS, Louisville, Ky; WCAU, Philadelphia, Pa.. Others notified: WLW, Cincinnati, Ohio; WJR, Detroit, Mich.; KDKA, Pittsburgh, Pa.; KYW, Chicago, Ill.; WTAM, Cleveland, Ohio; WRVA, Richmond, Va.; WWVA, Wheeling, W. Va.

THIRD ZONE: WSM, Nashville, Tenn.; WSB, Atlanta, Ga.; WBT, Charlotte, N.C.; WAPI, Birmingham, Ala.; KVOO, Tulsa, Okla.; WREC-WOAN, Memphis, Tenn. Others notified: KWKH, Shreveport, La.; WBAP, Fort Worth, Texas; WFAA, Dallas, Texas; WWL, New Orleans, La.; KTHS, Hot Springs National Park, Ark.; WDBO, Orlando, Fla.; KRLD, Dallas, Texas; WOAI, San Antonio, Texas; WTAW, College Station, Texas.

FOURTH ZONE: WCFL, Chicago, Ill.; WHO-WOC, Davenport, Iowa; WCCO, Minneapolis, Minn.; WMAQ, Chicago, Ill.; WBBM-WJBT, Chicago, Ill.; KFAB, Lincoln, Neb.; WTMJ, Milwaukee, Wisconsin; WGN-WLIB, Chicago, Illinois. Others notified: WLS, Chicago, Ill.; WENR, Chicago, Ill.; KMOX, St. Louis, Mo.; WOWO, Ft. Wayne, Ind.; WFBN, Indianapolis, Ind.; KYW, Chicago, Ill.; WSBT, South Bend, Ind.; KTNT, Muscatine, Iowa.

FIFTH ZONE: KGO, San Francisco, Calif.; KOA, Denver, Colo.; KPO, San Francisco, Calif.; KSL, Salt Lake City, Utah. Others notified: KJR, Seattle, Wash.; KHJ, Los Angeles, Calif.; KFI, Los Angeles, Calif.; KNX, Los Angeles, Calif.; KEX, Seattle, Wash.; KOB, State College, N. Mex.; KOMO, Seattle, Wash.

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75 KW AND NO CALL LETTERS

The Stuttgart, Germany, broadcast station, operating with 75 KW under the name of Sueddeutscher Rundfunk, and without licensed call letters, has arranged a special program intended for United States listeners. This announcement was made this week by Lieut. Louis Hahn of the Newark Evening News Radio Club. The broadcasting will be done on the frequency of 833 kc, and the program, consisting of German and Austrian music, is scheduled for Monday, April 13, between 2:00 and 4:00 a.m. EST. Stations that might possibly cause interference have been requested to cease operation during this program. The following additional special schedules have been arranged for the benefit of DX listeners; Saturday, KCRC, Enid, Okla. 1370 kc, 3:00 to 7:00 a.m.; KGNO, Dodge City, Kansas, 1210, kc, 4:00 to 5:00 a.m.; Sunday, April 19, KGKO, Wichita Falls, Texas, 570 kc, 1:00 to 6 a.m.; KFOR, Lincoln, Neb. 1210 kc, 4:00 to 5:00 a.m.

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April 11, 1931

ASKS LEGISLATURE BROADCASTS

Deliberations of the Ohio General Assembly would be broadcast under the provisions of a bill(HJR 32) recently introduced in the Ohio Assembly by Mr. Corbett.

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NAB AMENDMENT ACCEPTED

The Senate Judiciary Committee of the Ohio General Assembly has adopted the amendment suggested by the National Association of Broadcasters to the bill introduced by Senator Norton (S.B.216) prohibiting the broadcasting of libelous matter over stations. The amendment exempts stations that have no knowledge of the libel from the provisions of the bill. Col. Thad H. Brown, general counsel of the Commission, appeared before the Committee and advocated the NAB amendment.

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EDUCATIONAL STATION DEFINED

Armstrong Perry, director of the National Committee on Education by Radio, testifying for Station KPWF, Pacific Western Broadcasting Federation, Pasadena, California, before the Commission this week, defined an educational station as follows:

"What is your definition of an educational station?" Mr. Perry was asked by Ben S. Fisher, assistant general counsel of the Commission.

"I would define it as a station owned and operated by a state or municipality or a state institution alone, a state agency or an educational institution chartered by the state."

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NOMINAL DAMAGES FOR LIBEL

A jury in the District Court of Lancaster County, Nebraska, returned a verdict for \$1 damages in the libel suit brought by C. A. Sorenson, attorney general, against Richard F. Wood and Station KFAB, Lincoln, Nebraska, growing out of a political speech delivered by Wood over the Lincoln station. The suit was for \$100,000 damages. Two other similar suits are still pending. The court ruled that inasmuch as the speeches were prepared the law of libel and not slander was involved and that it was no defense to the station that the Federal statute prohibited censorship of political speeches. The case will be appealed to the Nebraska Supreme Court.

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PROGRAM DIRECTOR AVAILABLE

Composer and conductor, listed in Who's Who and Baker's Directory of Musicians, is looking for a position as program director, conductor, or any other position in the production department of a broadcasting station. NAB 41131A.

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UBC HAVING DIFFICULTIES

The United Broadcasting Company has been forced to curtail its activities due to lack of financial support, according to reports coming from the Pacific Coast. Three Los Angeles stations - KFVB, KTM and KGER - will continue to broadcast UBC programs originating in their respective studios, the company has announced. The future of the company is reported as doubtful.

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STATION CALL LIST REVISED

The Commission this week issued corrections and changes in the list of Broadcasting Stations of the United States, edition of February 2, 1931. The list supplements the list of March 2 and includes all changes up to April 1.

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NEW YORK STATIONS FIGHT

Stations WNYC, City of New York, and WMCA, Knickerbocker Broadcasting Company, both located in New York, will fight it out before the Commission next Wednesday as to which of the two stations is entitled to full time on the 570 kc channel. The stations now share time on the 570 kc channel, each using 500 watts. Both have filed applications for full time and the cases will be heard together.

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COMMISSION PREPARES OPINIONS

Five written opinions were handed down by the Commission this week in connection with action on reports submitted by examiners. The opinions relate to Examiners' Report Nos. 71, 72, 75, 78 and 82. The action of the Commission in these cases was reported in last week's BULLETIN. Copies of these decisions may be obtained, as long as the supply lasts, by writing to the NAB, National Press Building, Washington, D. C.

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COURT GRANTS STAY ORDER

The Court of Appeals of the District of Columbia has issued a stay order restraining the Commission from licensing Stations WHEC, Rochester, and WOKO, Albany, on a permanent basis until experiments with "approximate synchronization" on 1430 kc have been completed. One hundred and twenty days are allowed for this experimentation. The order was issued on an appeal taken by the Rines Hotel Company which has received an examiner's report recommending the construction of a new station at Manchester, N. H. on the 1430 kc channel. The original authority granted to WHEC and WOKO, as well as WHP, was limited to experimental operation with precise frequency maintenance.

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SEES MECHANICAL IMPROVEMENT

Technical regulations of the Commission are resulting in mechanical improvement of broadcasting station operation, according to General Charles McK. Saltzman, chairman of the Commission.

"Little by little," the Chairman is quoted as stating, "we are taking the steps we believe necessary to bring about elimination of man-made disturbances which can be corrected through better broadcasting methods. We are taking these steps gradually to cause the least hardship upon the broadcaster."

The Chairman also pointed out that the benefits of improved broadcasting operation are lost if inferior receiving equipment is used. Transmitting and receiving equipment must develop in parallel, he asserted.

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COMMISSION ENDS RECESS

With a busy week ahead, the Commission this week concluded a recess of several days during which no regular meetings were held. General Charles McK. Saltzman, chairman of the Commission, has returned from a trip through the South and Commissioner Harold A. Lafount has returned from a trip to New York where he personally observed synchronization tests now being conducted and investigated the development of television. Individual commissioners took advantage of the recess period to attend to numerous minor administrative matters.

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THE NAB NEEDS MEMBERS

Members of the NAB are called upon to co-operate with officers of the Association in their efforts to obtain new members. More than any others, NAB members realize the need for a strong and effective organization if American broadcasting is to emerge successful from the assaults now being directed against it. No intelligent broadcaster will deny the necessity for the organization in the forthcoming controversies. None will dispute the merit of the work accomplished by the NAB.

The NAB, through thoughtful planning and hard work, has built up the most valuable and most comprehensive service ever offered to broadcasting stations. The NAB has not failed to make its influence felt.

While the membership of the NAB has increased nearly 50 per cent within the past quarter, there are many good stations that should be in the NAB. You know who they are. Get them interested. Sign them up. They need the NAB and we need them.

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STATIONS IMPROVE STABILITY

A steady increase in the number of broadcasting stations keeping well within the allotted wave-length frequencies has been recorded in the Commerce Department's radio division, according to W. D. Terrell, Director. For February, 1931, 27 per cent of the 367 stations measured, were under 100 cycles, as compared with 15 per cent in January, and 10 $\frac{1}{2}$ per cent in December, 1930.

Those keeping under the 100 cycle mark were as follows: KDKA, KEX, KFEQ, KFH, KFI, KGEW, KGO, KLX, KMA, KMMJ, KOA, KOB, KPO, KSCJ, KSD, KTAR, KTAT, KYW, KFTX, WAAM, WABC, WAIU, WDOD, WEAF, WEAI, WEAN, WEBR, WEEI, WEHS, WENR, WFIW, WGBI, WGN, WGR, WGY, WHAP, WHB, WHFC, WHO, WHP, WIBA, WIBO, WIBW, WICC, WAPI, WBBC, WBBM, WBCM, WBEN, WBT, WBTM, WCAH, WCAO, WCAU, WCBM, WCGU, WCRW, WDAE, WDAF, WDBJ, WDBO, WOQ, WOR, WOW, WOWO, WPTF, WQAM, WRAX, WRC, WRHM, WRUF, WRVA, WJAS, WJBK, WJR, WKBI, WKRC, WLBZ, WLEY, WMAL, WMAQ, WMBC, WMCA, WMMN, WMT, WNAD, WNAX, WOC, WOI, WOL, WSB, WSBC, WSM, WSUI, WTAG, WTAM, WTBO, WTIC, WTMJ, WWVA.

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JOLLIFFE ON WESTERN TRIP

Following out his policy of keeping in touch with the latest developments in radio by personal observation, Dr. C. B. Jolliffe, chief engineer of the Commission, is traveling through the Fourth and Fifth Zones this week informally visiting broadcasting stations. He is expected to return to Washington early next week.

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CONNECTICUT AND NEVADA CENSUS

Of the 389,596 families residing in Connecticut, 213,821, or 54.9 per cent, have radio receiving sets, according to figures made public this week by the Census Bureau. A total of 7,869 of the 25,730 families in Nevada, or 30.6 per cent, have receiving sets the reports show.

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EDUCATORS MEET IN MAY

The annual assembly of the National Advisory Council on Radio in Education will be held at the New School for Social Research, 66 West 12th Street, New York, May 21, 22 and 23, it was announced by Levering Tyson, director of the Council, this week. The program will include a discussion of the problem of radio in education by the leading educators in the United States. Details of the program will be announced later.

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I.R.E. MEETING IN JUNE

The Sixth annual convention of the Institute of Radio Engineers will be held at Chicago, Illinois, June 4, 5, and 6, 1931.

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April 11, 1931

EXAMINERS' REPORTS

In re application of John H. Brahy, Long Island City, N. Y. (WLBX) for renewal of license. Docket 1114. Report 130. Examiner Walker recommends denial of application.

In re application of Garvin Furniture Company, Newton, N. C. for construction permit to erect new station on 1370 kc with 100 watts and unlimited time. Docket 1095. Report 131. Examiner Yost recommends denial of application.

In re application of Oklahoma Panhandle Broadcasting Company, Guymon, Okla. for construction permit to erect new station on 1500 kc with 100 watts and unlimited time. Docket 1138. Report 132. Examiner Hyde recommends denial as in the case of defaults.

In re application of Wisconsin State Journal Broadcasting Company, Madison, Wis. (WISJ) for license to operate permanently on 780 kc with 250 watts night and 500 watts local sunset and unlimited time. Docket 985. Report 133. Examiner Pratt recommends denial of application.

In re application of Kingshighway Presbyterian Church, St. Louis, Missouri, (WMAY) for renewal of license. Docket 1012. Report 134. Examiner Pratt recommends denial of application.

In re application of Kingshighway Presbyterian Church, St. Louis, Missouri, (WMAY) for consent to voluntary assignment of license to WMAY, Inc. Docket 1011. Report 134. Examiner Pratt recommends denial of application.

In re application of WMAY, Inc. St. Louis, Missouri, for construction permit to change frequency to 1500 kc, and change hours of operation from sharing with WIL and KFWF to unlimited time. Docket 1010. Report 134. Examiner Pratt recommends denial of application.

In re application of Alfred J. Pote, Chelsea, Mass. for construction permit to erect new station on 1320 kc with 1 KW and unlimited time. Docket 1117. Report 135. Examiner Yost recommends denial of application.

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COPENHAGEN COMMITTEE NAMED

President Hoover has selected Dr. C. B. Jolliffe, chief engineer of the Commission, to be chairman of the American delegation to the International Consulting Committee on Radio Communications to be held in Copenhagen, Denmark, in May. Senator-elect Wallace H. White of Maine, and Dr. J. H. Dellinger of the Bureau of Standards were also appointed delegates. The Commission will be further represented by Gerald C. Gross, appointed as a technical assistant. Captain K. B. Warner of the American Radio Relay League has been named technical adviser to the delegation. Other technical assistants who will serve with the delegation are Lieut. Com. Joseph R. Redman; Lieut. Wesley T. Guest and Lieut. Thomas H. Maddocks of the United States Army; Dr. C. G. McIlwraith of the Bureau of Standards and Dr. Irvin Stewart of the State Department. The American Delegation plans to sail from New York on May 13.

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April 11, 1931

APPLICATIONS RECEIVED

The following applications were received by the Commission during the current week.

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
NEW	BAKERSFIELD BRDCG ASS'N Bakersfield, Calif.	----	1420	C.P. amended to request 100 watts, unlimited time.
NEW	A. L. BEGHTOL and DIETRICH DIRKS York, Nebraska	----	930	C.P. erect new station, 500 watts night, 1 KW day and share with KMA.
W N B R	MEMPHIS BRDCG CO. Memphis, Tennessee	1430	----	Mod. lic. change hours to unlimited time.
W O S	MISSOURI STATE MARKETING BUREAU Jefferson City, Missouri	630	----	Change hours of opera- tion to operate simul- taneously with WGBF and KFRU until local sunset. Share at night.
K L R A	ARKANSAS BROADCASTING CO. Little Rock, Arkansas	1390	1430	Mod. lic. change freq. power from 1 KW to 500 W. night, 1 KW day, and hours of operation to unlimited, synchroni- zing with WHEC, WOKO, WHP and WCAH.
W T A Q	GILLETTE RUBBER COMPANY Eau Claire, Wisconsin	1330	----	Mod. lic. to change hours of operation from sharing with KSCJ to unlimited.
NEW	GEORGE G. SPRATT Coatesville, Pennsylvania	----	1210	C. P. to erect a new station, 100 watts, un- limited time.
W F D W	RAYMOND C. HAMMETT Talladaga, Alabama	1420	----	C.P. move transmitter and studio to Anniston.
NEW	KIRBY LEE HORTON and LEO COLVIN McCONNELL Clovis, New Mexico	----	1310	C.P. amended to request 100 watts and unlimited time.
NEW	J. G. BURBANK Laramie, Wyoming	----	780	C.P. amended to request 780 kc.

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APPLICATIONS RECEIVED (Continued)

<u>CALL</u>	<u>NAME OF APPLICANT</u>	<u>PRESENT FREQUENCY</u>	<u>FREQUENCY SOUGHT</u>	<u>NATURE OF APPLICATION</u>
NEW	CHARLES O. BARR, jr. Niagara Falls, N. Y.	----	1340	C.P. to erect new station, 100 watts, unlimited hours.
W S Y B	SEWARD & WEISS MUSIC STORE Rutland, Vermont	1500	----	Vol. assgn. of lic. to PHILIP WEISS, trading as PHILIP WEISS MUSIC CO.
K F W I	RADIO ENTERTAINMENTS, INC. San Francisco, Calif.	930	----	C.P. change equipment and increase power to 500 watts night, 1 KW LS.

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LICENSE APPLICATIONS RECEIVED

During the current week the Commission received applications for license following construction permits which had previously been authorized by the Commission, from the following stations: WMBO, Auburn, N. Y.; KSTP, St. Paul, Minn. WHAD, Milwaukee, Wis.; WILM, Wilmington, Del.; KGOA, Decorah, Iowa; KFJY, Tunwall, Iowa.

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PERMIT APPLICATIONS RECEIVED

During the current week the Commission received applications from the following stations requesting authority to install new transmitters or make changes in present equipment: KSAC, Manhattan, Kansas; KID, Idaho Falls, Idaho; WCOG, Meridian, Miss.; KFWF, St. Louis, Mo.; KGEU, Ketchikan, Alaska.

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G. O. 97 EFFECTIVE APRIL 30

Unless there is further postponement, General Order 97, requiring all broadcasting stations to operate with 75 per cent modulation, will be enforced at the end of the present license period. It is estimated that there are about 100 stations that have not fully complied with the order. All outstanding construction permits authorizing changes in transmitters to conform with the Commission's ruling will be given consideration and stations having such permits ~~will~~ probably be given a reasonable time in which to complete the necessary changes. Temporary licenses may be issued to stations which are not capable of the minimum modulation specified and the regular applications for renewals will be designated for hearing. It is not thought that any attempt to reduce licensed power will be made until after decision on the proposed hearings.

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