

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

RECEIVED

DEC 18 1930

TREASURER'S OFFICE

INDEX TO ISSUE OF DECEMBER 15, 1930.

RECEIVED
DEC 16 1930
RELATIONS DEPT
G. W. JOHNSTONE

Yost Asks High Power For All Clear Channel Stations.....	2-9
Says Sales Would Gain By Power Increase.....	10
Columbia Merger Will Not Affect Present Contracts.....	10
"Los Angeles" To Use Radio In Landing.....	10
Programs To Promote Radio Sales.....	11
A-K Finalists Receive Presidential Honors.....	11
Radiotrons On WEA.....	12
Songbird Captures Paul Greene.....	12
Two New Stations For CBS.....	12
Protests Examiner's 50 KW Recommendations.....	13
Business Letter Briefs.....	13
Applications Received By Federal Radio Commission.....	15
Decisions Of The Federal Radio Commission.....	16

No. 393

YOST ASKS HIGH POWER FOR ALL CLEAR CHANNEL STATIONS

The recommendation that General Order No. 42 be amended so as to permit all clear channel broadcasting stations to use 50,000 watts power is made by Chief Examiner Ellis A. Yost to the Federal Radio Commission in an 88-page report on the high power hearings. The report was submitted today (Monday).

If the Commission adheres to its policy of limiting 50,000 watt stations to half of the 40 clear channels, it will have to select the stations from among the 24 applicants to fill the half-dozen gaps as Mr. Yost favors the granting of all the applications except five, and these for special reasons.

The high points of the report follow:

The Issue referred to is, whether or not the Commission's General Order No. 42, as amended, should be further amended so as to permit the use of 50 KW on each and all of the 40 frequencies designated in sub-paragraph A of Paragraph 4, of General Order No. 40, and commonly known as "clear channels." General Order No. 42, as originally adopted by the Commission on September 7, 1928, permitted the Commission to authorize the use of a maximum 25 KW power, and an additional 25 KW on experimental basis, on each of the 40 clear channels. By the amendment to the Order adopted on June 16, 1930, the Commission announced that until further order, the use of this maximum and additional experimental power would not be permitted on more than 20 of the 40 clear channels, 4 in each zone. On the other 20 clear channels the maximum power which the Commission may authorize, remains at 25 KW.

All the applications involved in the First and Fifth Zone hearings and all but five of those involved in the remaining zone hearings, were made by broadcasting stations which now operate on one of the 40 clear channels and which merely seek an increase of their present authorized power to 50 KW. As between such applicants, there is no issue except General Order No. 42, as amended.

(Of the five stations referred to as the exceptions in the next preceding paragraph, WWJ, Detroit, Michigan, WREC, Memphis, Tennessee, and WTMJ, Milwaukee, Wisconsin, at present operate on regional channels and seek an increase of their present authorized power to 50 KW on clear channels. The fourth, WBBM, Chicago, Ill., sharing time with KFAB, Lincoln, Nebraska, requests full time on its present assigned clear channel and an increase in power from 25 KW to 50 KW. The fifth station, WCFL, Chicago, Illinois, operates on a Fifth Zone clear channel, limited time, and seeks an increase in power from $1\frac{1}{2}$ KW to 50 KW, unlimited time operation on the clear channel frequency of 720 kc., now assigned Station WGN).

Analysis Of Each Zone

IN THE FIRST ZONE HEARING, the stations applying for 50 KW are four in number, each operating full time on a First Zone clear channel, as follows:

WHAM - 5 KW, Rochester, New York
WBZ -15 KW, Boston, Massachusetts
WOR - 5 KW, Newark, New Jersey
WJZ -30 KW, New York, New York

There are already in licensed operation in the First Zone three 50 KW stations, (WEAF, New York; WGY, Schenectady, New York, both full time stations, and WTIC, Hartford, Connecticut, a one-half time station), and a construction permit is outstanding for a fourth (WABC, New York City). It is true that, due to a decision of the Court of Appeals, one of these stations (WGY) is operating on a Fifth Zone clear channel; even if this station be not counted, however, the First Zone must be charged with 3 clear channel assignments, leaving open only one such assignment. Hence, only one of the four applications involved in the First Zone hearings may be granted, if General Order No. 42, as amended, is to stand, and a choice must be made between Stations WHAM, WBZ, WOR, and WJZ.

Second Zone

IN THE SECOND ZONE HEARINGS, the stations applying for 50 KW are three in number. Two of them operate full time on Second Zone clear channels, (WHAS, 10 KW, Louisville, Ky., and WCAU, 10 KW, Philadelphia, Pa.) A third, (WWJ, 1 KW, Detroit, Michigan) operating full time on a regional channel is applying for WCAU's position on a clear channel. There are already in licensed operation in the Second Zone three 50 KW stations, all full time, (KDKA, Pittsburgh, Pa., WTAM, Cleveland, Ohio, and WLW, Cincinnati, Ohio), leaving open only one such assignment. Consequently a choice must be made between Stations WHAS and WCAU (or WWJ in case the latter is successful in displacing WCAU).

Third Zone

IN THE THIRD ZONE HEARING, the stations applying for 50 KW are six in number, three of them operate full time on Third Zone clear channels, (WSM, 5 KW, Nashville, Tenn., WSB, 5 KW, Atlanta, Ga., and WBT, 5 KW, Charlotte, N. C.). Two more divide time with each other on another Third Zone clear channel (WAPI, 5 KW, Birmingham, Ala., and KVOO, 5 KW, Tulsa, Okla.). A sixth, (WREC-WOAN, 500 watts night, 1 KW, local sunset, Memphis, Tenn.) operating full time on a regional channel, is applying for WSM's position on a clear channel. There are already in licensed operation in the Third Zone two 50 KW stations (WFAA, Dallas, Texas, a one-half time station, and WOAI, San Antonio, Texas, a full time station), and a construction permit is outstanding for a third (WBAP, Fort Worth, Texas, dividing time with Station WFAA). Consequently, there are only two assignments open in the Third Zone to fill. Therefore, a choice must be made between WSM (or WREC-WOAN, in case the latter is successful in displacing WSM), WSB, WBT and WAPI-KVOO.

FOURTH ZONE

IN THE FOURTH ZONE HEARING, the stations applying for 50 KW are seven in number. Four of them operate full time on Fourth Zone clear channels, (WHO-WOC, 5 KW, Des Moines, Iowa, WCCO, 7½ KW, Minneapolis, Minn., WMAQ, 5 KW, Chicago, Ill., and WGN-WLIB, 25 KW, Chicago, Ill.). A fifth operates 4/7ths time on a Fourth Zone clear channel (WBBM-WJET, 25 KW, Chicago, Ill.), which station also seeks full time operation. A sixth (WCFL, 1½ KW, Chicago, Illinois, operating limited time on a Fifth Zone clear channel), is applying for WGN's position on a Fourth Zone clear channel. A seventh (WTMJ, 1 KW night, 2½ KW, local sunset, Milwaukee, Wis., operating full time on a regional channel) is applying for full time on a Fourth Zone clear channel now assigned, on a division of time, to Stations WENR and WLS, Chicago, Illinois.

There are already in licensed operation in the Fourth Zone, two 50 KW stations (WENR, Chicago, Ill., a one-half time station, and KMOX, a full time station at St. Louis, Mo.), and a construction permit is outstanding for a third (WLS, Chicago, Ill., dividing time with WENR). Consequently there are only two clear channel assignments open in the Fourth Zone. Therefore a choice must be made between WHO-WOC, WCCO, WMAQ, WBBM, and WGN (or WCFL in case the latter is successful in displacing WGN). (WTMJ is not mentioned in this list because if it were successful in displacing WENR and WLS, the number of 50 KW assignments would not be changed).

Fifth Zone

IN THE FIFTH ZONE HEARING, the stations applying for 50 KW are four in number, each operating full time on a Fifth Zone clear channel (KGO, 7½ KW, Oakland, Calif., KOA, 12½ KW, Denver, Colorado, KPO, 5 KW, San Francisco, Calif., and KSL, 5 KW, Salt Lake City, Utah). There are no 50 KW stations in licensed operation in the Fifth Zone, but there are outstanding construction permits for two such stations, each operating full time on Fifth Zone clear channels (KNX, Hollywood, Calif., and KFI, Los Angeles, Calif.). Consequently there are only two clear channel assignments open in the Fifth Zone. Therefore a choice must be made between KGO, KOA, KPO and KSL.

RECOMMENDATIONS

It is most respectfully and earnestly recommended:

FIRST. That General Order No. 42, as amended, be modified so as to permit all clear channel stations to operate with a power output of 50 KW.

Second. That the applications of Stations WWJ, WREC, WCFL and WTMJ for a change of frequency and increase of power to 50 KW, be DENIED.

THIRD. That the application of Station WBBM for FULL TIME operation, be DENIED.

FOURTH. That the applications of all clear channel stations for authority to operate with a power output of 50 KW, on their present assigned frequencies, be GRANTED, PROVIDED: the location of all transmitters and the equipment installed meet with the approval of the Federal Radio Commission and conform to the Commission's rules and regulations.

FINDINGS AND CONCLUSIONS

1. The granting to all clear channel station applicants authority to operate with 50 KW would not increase the present assigned quota of any of the States in which applicant stations are located, or in any of the Five Zones embracing the entire United States.
2. The remote and small town listener is not at present receiving his fair share of radio broadcasting reception.
3. The rural and small town listener is entitled to receive better radio broadcasting service than it is possible for the local and regional stations to provide.
4. The rural and small town listener is not satisfied to be limited to the programs provided by local and regional stations.
5. The granting of all clear channel station applicants authority to use 50 KW would provide a much needed, additional and greatly improved radio broadcasting service to the rural and small town listener.
6. The rural and small town listener desires to receive the high quality radio broadcasting reception which can be provided only by high power clear channel stations.
7. On account of the limited number of channels in the broadcast band, it is not possible to place a sufficient number of local and regional stations throughout the country to adequately provide the rural and small town listener with reasonably dependable radio broadcasting reception.
8. The rural listener is largely dependent upon the city broadcasting station for the best in music, entertainment and education, which the local station cannot consistently provide.
9. The family on the far away Western ranch, the cowboy and sheep herder on plain and prairie, the wheat and corn grower of the great Middle-West, the Indian on his reservation, the dweller among the hills and the mountains, the miner and factory worker and their families in small town, village and country side, the toiler in the rice and cotton fields of the South, the laborer in the orange, citrus, grape and apple belts, the lumberman in the depth of the great forests, the housewife, mother and children from coast to coast and from Canada to the Gulf, are all entitled, under the law, to radio broadcasting service, both of transmission and reception, equal to that provided the metropolitan listener.

10. The local and regional stations are designed to provide local communities and regional sections of the country with services of particular interest to such communities and sections.

11. A clear channel station operating with a power of 50 KW would serve a far greater number of rural listeners much more acceptably than all the local or regional stations that can be operated on a single channel.

12. The class and quality of radio broadcasting reception enjoyed by the metropolitan listener can be provided the rural and small town listener only by the high power clear channel stations.

13. The problem of providing radio broadcasting reception for a large sparsely settled area of the country is much more difficult than that of providing radio broadcasting reception for a large metropolitan area.

14. The problem of providing better radio broadcasting reception for the rural and small town listener may best be solved by authorizing all clear channel stations to operate with a power output of 50 KW.

15. The metropolitan listener is at present provided with radio broadcasting reception superior to that enjoyed by the rural and small town listener.

16. Since the clear channel stations are located in large populous centers, improved and additional radio broadcasting reception would be insured to the metropolitan listener if such stations were authorized to use power sufficient to provide the rural and small town listener with high quality radio service.

17. The people residing within the densely populated sections of the country, covering a comparatively small area, do not require the extensive radio broadcasting facilities to provide reasonably dependable radio broadcasting reception, as do a like number of people residing in a much larger area scattered throughout rural communities, small towns and villages.

18. A regional station broadcasting programs furnished by National chains cannot provide such chain programs to the rural and small town listener residing beyond the limited service area of such regional station.

19. All clear channel stations should originate a fair proportion of their broadcast programs.

20. The granting to all clear channel station applicants the use of high power would give to both the metropolitan and rural listener an increased choice of non-chain programs originating in distant cities, not now available.

21. With all clear channel stations operating with a power output of 50 KW, the rural listener, without increased cost to him, would receive greatly improved and additional radio broadcasting reception.

22. It is a waste of potential broadcasting resources to limit clear channel stations to less than 50 KW.

23. The granting to all clear channel stations authority to operate with a power output of 50 KW, would make available to a vast number of people now residing outside the dependable service area of any station, more acceptable radio broadcasting reception.

24. Since the carrier wave, or signal, penetrates far beyond the service area of a station, causing interference in a large area between stations operating simultaneously on the same frequency and thereby reducing the service area of all such stations, a loss of valuable channel facilities results from such operation.

25. If all clear channel stations should operate with a power output of 50 KW, they would not interfere with the successful operation of local and regional stations nor prevent their increase in number, except on local and regional channels adjacent to the clear channels, and then only in the geographical vicinity of the clear channel stations.

26. Much less interference results from the operation of a single high power clear channel station than results from a small number of regional or a large number of local stations operating simultaneously on a single channel.

27. With the increase of a clear channel station's power output to 50 KW, its service area would be enlarged and the standard and quality of its programs and service to the people would be improved.

28. Consideration for the listening public requires that heterodyning, cross-talk and all interference be reduced to a minimum.

29. The operation of a high power clear channel station with a minimum variation from its assigned frequency reduces interference to a minimum on such frequency.

30. Consideration for the listening public requires that transmitters be located in sparsely settled localities in order to reduce blanketing to a minimum.

31. In order to serve public interest, convenience and necessity, radio station owners and operators are under a distinct public obligation to displace present radio equipment with the best obtainable, if experiments now in progress render such present equipment obsolete.

32. Broadcasting stations serving public interest, convenience and necessity should not have their assigned frequency and/or time taken from them and assigned to other stations unless it clearly appears public interest would be served by such action.

33. The question of ownership and operation of a station is subordinate to the question of whether or not the station is operated in the public interest, convenience and necessity.

34. Radio communication, one of the most important of human discoveries, bearing on education, amusement, culture and business, must be preserved for the people and used always for their benefit and welfare.

35. All clear channel station applicants are prepared financially and otherwise, to install the most modern radio apparatus, in order to render additional and improved service to the American people.

36. The people of the United States are entitled to receive the greatly improved and additional radio broadcasting reception which would inevitably result from granting all clear channel station applicants authority to use 50 KW.

37. The pioneers and promoters of the radio art deserve the gratitude and appreciation of the general public for the marvelous contribution they have made to the progress of the present age.

38. The owners and operators of applicant broadcasting stations are entitled to high commendation for the quality of service they are now rendering the listening public.

39. The expert engineering testimony presented during the hearings was practically unanimous in favor of all clear channel stations being operated with a power output of 50 KW.

40. No substantial or logical reason was advanced during the entire hearings against the use of 50 KW by all clear channel stations.

41. There are no technical, scientific or economic reasons, apparent to the Examiner, for limiting clear channel station applicants to the use of less than 50 KW.

42. The Federal Radio Commission, by modifying General Order No. 42, as amended, and authorizing all clear channel station applicants to operate with a power output of 50 KW, would make available additional and improved radio broadcasting reception to many millions of rural and metropolitan listeners throughout America.

43. The only barrier, apparent to the Examiner, to granting all clear channel station applicants authority to operate with a power output of 50 KW, is General Order No. 42, as amended.

44. The present state of the radio art will justify the Federal Radio Commission authorizing all clear channel stations to operate with 50 KW.

45. The granting to all clear channel station applicants authority to operate with a power output of 50 KW, on their present assigned frequencies, would serve public interest, convenience and necessity.

46. The greatest single contribution the Federal Radio Commission can now make to the listening public throughout America, is to permit all clear channel stations to operate with a power output of 50 KW.

STATISTICAL SUMMARY.

APPLICATIONS:

Total number considered.....	24
Total number of applicant stations operating full time on clear channels.....	17
Total number of applicant stations sharing time on clear channels.....	3
Total number of applicant stations operating limited time on clear channels.....	1
Total number of applicant stations operating unlimited time on regional channels.....	3
	24 24

POWER:

Total number of kilowatts now in use by all clear channel station applicants.....	197½
Total number of kilowatts to be used if all clear channel station applications are granted, as recommended by Examiner.....	1000

SERVICE AREA POPULATION:

Total population now being served by all clear channel station applicants.....	85,445,000
Total population proposed to be served if all clear channel station applications are granted, as recommended by Examiner.....	273,993,000
Total additional population proposed to be served if all clear channel station applications are granted.....	188,548,000

*FINANCIAL DATA:

Total assets of applicant station owners.....	\$926,160,137.00
Total amount invested in applicant stations.....	7,584,390.00
Total annual cost of operating applicant stations	11,401,604.00
Total annual income from operating applicant stations.....	10,673,375.00
Total amount proposed to be expended if all clear channel station applications are granted as recommended by Examiner.....	4,415,000.00

* - Estimated and approximate.

X X X X X X

SAYS SALES WOULD GAIN BY POWER INCREASE

The granting of 50,000 watts power to each of the 28 applicants would greatly boost the sale of receivers, O. H. Caldwell, former Radio Commissioner, contends in an article in the current "Electronics", of which he is editor.

"Only the Radio Commission, operating against the consensus of all engineering opinion, holds against this necessary and inevitable action", he asserts, "on account of political pressure from its Senate masters (who do not yet comprehend high power as an improved service to the rural and farm population."

The six benefits to be derived from higher power for stations on cleared channels are listed by Mr. Caldwell as follows:

Clear strong signals for millions now poorly served; open up vast new territories for receiver sales; improve summer reception everywhere; usher in \$100,000,000 of waiting receiver sales; open up \$10,000,000 business in broadcasting apparatus; restore employment to 100,000 radio workers.

X X X X X X

COLUMBIA MERGER WILL NOT AFFECT PRESENT CONTRACTS

Referring to the merger of the seven concert bureaus into the Columbia Concerts Corporation, the following statement was issued:

"Columbia regrets the misinterpretation that was placed on the merger by some newspapers, which inferred that all the artists managed by the Columbia Concerts Corporation were exclusively available for broadcasting over the Columbia Network. This merger will not interfere with any present contractual arrangements, such as one now existing for Metropolitan stars, who will, however, from January 1 be booked by divisions of the Columbia Concerts Corporation."

X X X X X X

"LOS ANGELES" TO USE RADIO IN LANDING

The Navy Department has borrowed an idea from the commercial broadcasting chains and will experiment with it in facilitating the mooring of the dirigible "Los Angeles" at Lakehurst, N. J. The system is based on rebroadcasting apparatus used by the National Broadcasting Company and the Columbia Broadcasting System in covering football games, track meets, and the like.

Should the system prove successful, it will be installed at all naval bases where dirigible mooring masts are located, viz., in Hawaii, the Virgin Islands, on the Pacific Coast, and at McCook Field, Ohio.

X X X X X X

PROGRAMS TO PROMOTE RADIO SALES

There follows, in part, a statement issued by Bond Geddes of the RMA:

"A merchandising plan of the Radio Manufacturers' Association to promote immediate radio sales has met with excellent results and splendid response from radio manufacturers, jobbers, the radio trade press and also broadcasting interests.

"The plan, designed by the RMA especially to push pre-holiday radio sales but which is of equal value in future radio merchandising, involved cooperation between the RMA and radio jobbers and dealers in tying up their sales promotion efforts with the big broadcast events on the net-works of the National Broadcasting Company and Columbia Broadcasting System and local stations.

"Early in December, R. W. Jackson, of New York, Chairman of the RMA Merchandising Committee, sent letters to over 2,000 radio jobbers recommending a tie-up in their sales efforts and local advertising with the big broadcast events, including the Army-Navy football Game for the unemployed in New York on December 13th, the Prince of Wales speech on December 16th and international Christmas and New Year's broadcasts."

X X X X X

A-K FINALISTS RECEIVE PRESIDENTIAL HONORS

Having been received by Vice-President Curtis, entertained at luncheon by their Senators at the Capitol, prior to being greeted by President and Mrs. Hoover, the ten young finalists in the Atwater Kent audition, after being feted at a special dinner and a notable luncheon, with Thomas R. Shipp, acting as host for Mr. Kent, were sent gaily on their way to New York for the 1930 contest.

Each one of these singers were winners over approximately 15,000 aspirants in their particular section of the country. A larger number took part in the auditions than ever before. Showing that the audition is becoming established was the fact that out of 106 winners in States, 64 had participated in previous auditions and of the ten finalists, four had tried for it before.

The winners of the contest in New York Sunday night were Miss Carol Deis, soprano, of Dayton, Ohio, and Raoul E. Nadeau, baritone, of New York City, the award consisting of \$5,000 cash, gold decoration and two years' tuition in an American conservatory, or its equivalent, to each.

Second award, \$3,000 cash and one year's tuition - Mary G. Cortner, soprano, New Orleans, La., and Stephen F. Merrill, tenor, Campbell, California.

Third award, \$2,000 cash and one year's tuition - Joyce Allmand, contralto, Dallas, Texas, and Richard W. Dennis, tenor, Sioux Falls, South Dakota.

Fourth award, \$1,500 cash, and one year's tuition - Paula J. Phoenix, soprano, Oakhurst, N. J., and W. Eugene Loper, baritone, Jackson, Mississippi.

Fifth award, \$1,000 cash and one year's tuition - Esther B. Coombs, soprano, of Long Beach, Calif., and Ross Graham, bass-baritone, Hot Springs, Arkansas.

X X X X X X

RADIOTRONS ON WEAF

In a recent issue of the Business Letter, it was erroneously reported that the RCA Radiotron Hour was going out over both networks of the National Broadcasting Company. The Radiotrons are heard over the WEAF network only - each Wednesday and Saturday evening at 8:15 o'clock.

X X X X X X

SONGBIRD CAPTURES PAUL GREENE

Paul A. Greene, six-foot bachelor, has quickly paid the penalty for the prominence thrust upon him of being night manager, the whole works, at the Columbia Broadcasting studios in New York City.

From the beginning, Paul, formerly of Station WSAI, Cincinnati, was looked upon with envious eyes by the feminine visitors, but the end to this is in sight with the announcement that he has been captured by no less a celebrity than Adele Vasa, opera songbird, and one of the most popular radio sopranos.

X X X X X X

TWO NEW STATIONS FOR CBS

Two new stations have been added to the Columbia Broadcasting System - WACO, Waco, Texas, and WTAQ, Eau Claire, Wis., making a total of seventy-six stations on the chain.

"The Columbia System is the largest broadcasting chain in the world", a Columbia announcement goes on. "The Waco station, 1000 watts, operated on 1340 kilocycles, wave length 241.8 meters, went on the air with Columbia programs December 8, and the Eau Claire station, 1000 watts, 1330 kilocycles, wave length 225.4 meters, will join the system on December 15."

X X X X X X

PROTESTS EXAMINER'S 50 KW RECOMMENDATIONS

"The report of a mere examiner for the Federal Radio Commission recommending the complete break-down of the Commission's rule to limit the number of super-power stations, is a challenge to the Commission itself as well as to Congress," said Oswald F. Schuette, Executive Secretary of the Radio Protective Association.

"In all Congressional hearings on radio, including those for the confirmation of Radio Commissioners, the attitude of Senators, Representatives and Commissioners alike has favored the severest restrictions on super-power broadcasting. All this has been ignored by the Examiner's hearings as well as in his report.

"To show how much the new super-power grab favors the Radio Trust, fourteen of the twenty stations specifically favored by the Examiner's report are served by the Radio Trust broadcasting chain and four of these stations are owned outright by the Trust. It is equally significant that the American Federation of Labor station in Chicago was denied all of its requests in the same report.

"The chief result of the super-power grant would be to give to the advertising salesmen of these Trust-affiliated stations, and its chain, new sales arguments at the expense of less favored stations. The chief peril to the freedom of the air, in this proposal, lies in the danger of blanketing the 600 lower powered stations using the broadcasting band."

X X X X X X X X

: BUSINESS LETTER BRIEFS :

The following comment was made in "Dial Flashes" in the Washington Post by Robert D. Heinl:

"Congratulations seem to be in order for William S. Paley, of Columbia, the youngest and least known, of the big radio executives for his capture of seven of the largest concert bureaus in the United States and enough famous songbirds and instrumentalists to keep his stations broadcasting continuously for the next ten years.

"Where before Columbia was shy on high grade musical talent, "Bill" Paley now has so many stars of the first magnitude at his command that he may have Galli-Curci telling bedtime stories for want of a better spot for her on the program.

"Praise for Paley's coup from Otto H. Kahn, head of the Metropolitan, who thus far has almost exploded when anyone mentioned radio, causes us to wonder if the Columbia executive might not next go after the heretofore elusive Metropolitan Opera House performances.

"At any rate, Paley, like "Old Man River", "jes keeps rollin' along". Only he "plants cotton". And every so often he plants a little "gun-cotton" like that which he set off under the concert bureaus this week."

Those from the radio industry who attended the Gridiron Dinner in Washington last Saturday were Gen. J. G. Harbord and David Sarnoff, of the Radio Corporation of America, and M. H. Aylesworth and G. F. McClelland of the N.B.C.

Also, A. H. Kirchhofer, director of Station WBEN, Buffalo, Mr. Kirchhofer is the managing editor of the Buffalo News and a member of the Gridiron Club.

J. Newcomb Blackman, prominent New York radio jobber is the new State Chairman for New York of the RMA Legislative organization. He succeeds Dave Goldman, of New York City who recently resigned.

Fred D. Williams of the National Carbon Company, of New York, has been appointed to be Chairman of the Association's Committee on Fair Trade Practices. He succeeds Mr. Lester E. Noble, formerly of the United Reproducers Company. Other members of the Committee are: J. McWilliam Stone, Operadio Mfg. Co., St. Charles, Ill.; E. V. Hughes, Wasmuth Goodrich Co., Peru, Ind.; Peter L. Jensen, Jensen Radio Mfg. Co., Chicago, Ill.; Colin B. Kennedy, Colin B. Kennedy Corp., South Bend, Ind.; and I. E. Lambert of the RCA Victor Co., Camden, N. J.

The annual convention and trade show of the Radio Manufacturers' Association, which attracted over 32,000 persons of the radio industry to Atlantic City last June, will next year go back to Chicago, according to announcement by Major H. H. Frost, of New York, Chairman of the Show Committee.

The American Radio News Corporation, a subsidiary of the Hearst newspaper interests, has been granted authority by the Radio Commission to establish an experimental long wave radio station at New York in connection with its projected multi-directional radio printer system.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

December 11 - WELK, Welk Broadcasting Station, Inc., Philadelphia, Pa., license to cover C. P. issued 8/8/30 to change equipment; WJBW, Chas. C. Carlston, New Orleans, La., license to cover C. P. issued 8/26/30 to change equipment and increase power from 30 W. to 100 W. on 1200 kc.; Dr. James H. Atherton, Guthrie, Okla., C. P. application amended to locate transmitter Capital Hill, Okla.; WQDX, Stevens Luke, Thomasville, Ga., C. P. application amended to omit request for frequency change, applicant requests 500 watts on present frequency of 1210 kc.; KTAP, Alamo Broadcasting Co., Inc., San Antonio, Texas, C. P. to change equipment; C. E. King, Hutchinson, Kansas, C. P. application amended to request 1240 kc., instead of 670 kc. with 500 watts, and no hours specified; WRAF, Charles Middleton, La Porte, Ind., C. P. application amended to omit request for increased power, requests equipment change only; WDGY, Dr. George W. Young, Minneapolis, Minn., C. P. to change equipment, change frequency from 1180 kc., to 920 kc., increase power from 1 KW to 1 KW night and 2½ KW day and change hours of operation from limited time, sharing with WHDI to unlimited hours; KWG, Portable Wireless Telephone Co., Inc., Stockton, Calif., license to cover C. P. issued 11/14/30 to move transmitter locally.

December 12 - WABC-WBOQ, Atlantic Broadcasting Corp., New York, N. Y., modification of C. P. to extend completion date on C. P. to 7/1/31; WLEX, Carl S. Wheeler, d/b as Lexington Air Stations, Lexington, Mass., request for authority to voluntarily assign license to the Bay State Broadcasting Corp.; WGAR, WGAR Broadcasting Co., Cleveland, Ohio, license to request authority to operate WHK's auxiliary transmitter on 1450 kc., with 500 watts, and unlimited hours, this transmitter is located at St. Clair and Ontario Sts., Cleveland; Canton Broadcasting Co., Canton, Ohio, C. P. application amended to request 1120 kc., and 500 watts instead of 620 kc., and 1 KW with unlimited hours; WSOC, A. J. Kirby Music Co., Gastonia, N. C., request for authority to voluntarily assign license to WSOC, Inc.; WOAI, Southern Equipment Co., San Antonio, Texas, license to use old transmitter at San Antonio as an auxiliary to be operated in case of emergency with 5 KW on 1190 kc.; WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., modification of license to change hours of operation from ½ time on 1120 kc., to unlimited; R. S. & D. W. Gavin, Marion (near Meridian) Miss., C. P. application amended to request different equipment; KMLB, J. C. Liner, Monroe, La., C. P. to change equipment and increase power from 50 watts to 100 watts on 1200 kc.; KSO, Berry Seed Co., Clarinda, Iowa, request for authority to voluntarily assign license to Joseph Callaway and Harry Dahl; also C. P. to move station KSO from Clarinda to Des Moines, Iowa, and install new equipment.

Applications Other Than Broadcasting

December 11 - WMH, Radiomarine Corp. of America, Baltimore, Md., modification of coastal license for purpose of describing auxiliary transmitter, 200 watts; Aeronautical Radio, Inc.: WSDD, Boston, Mass., license to cover C. P. for aeronautical service on 278, 3238, 5600 kc., 15 and 350 watts; KKO, Elko, Nevada, KFM, Sacramento, Calif.; KJE, Reno, Nevada, and KQD, Salt Lake City, Utah,

modification of aeronautical licenses for changes in frequencies to 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 watts; KGSD, Albuquerque, N. M., C. P. for an additional transmitter for point to point aeronautical on 2722, 2734, 4103, 6350, 8015, 12180 kc., 150 watts (2 applications); and KQD, C. P. for additional transmitter for point to point aeronautical on 2482, 2506, 4124, 6215, 6230 kc., 50 watts; Pan-American Airways, Inc.: KHFMN, Plane NC-667-M, and KHFGT, Plane NC-670-M, new license for 393, 414, 500, 3070, 5690, 8650 kc., 12 watts.

December 12 - RCA Communications, Inc.: W6XI, Bolinas, Calif., K6XO, Kahuku, T. H., renewal of licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 10 KW; Press Wireless, Inc.: WJA, Chicago, Ill., C. P. for new transmitter for 91 kc., 10 KW; at Kansas City, Mo., new C. P. for point to point service on 179 kc 10 KW; at Milwaukee, Wis., new C. P. for point to point service on 186 kc., 10 KW; at Minneapolis, Minn., new C. P. for point to point service on 182 kc., 10 KW; Geophysical Research Corp.: KGKS, Portable #49, Zone 3; KGKR, Portable #48, Zone 3 and KGKU, Portable #51, Zone 3, renewal of geophysical licenses for 1600, 1652, 1664, 1680, 1704 kc., 5 watts; W2XE, Atlantic Broadcasting Corp., Cross Haddock Bay, N. Y., modification of C. P. for relay broadcasting for extension of completion date to 6/1/31; W3XAD, RCA Victor Company, Inc., Camden, N. J., renewal of visual broadcasting license for 2100-2200 kc., 500 watts.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission granted the following applications on December 12th:

WNBH, Irving Vermilya, d/b as New Bedford Broadcasting Co., New Bedford, Mass., license to cover C. P. 1310 kc., 100 watts, unlimited time; WCAE, Kaufmann & Baer Co., Pittsburgh, Pa., modification of license to have license read 1 KW power without reservation now governing the station's power; WOO, American Tel. & Tel. Co., Ocean Gate, N. J., renewal of special authorization to Feb. 1, 1931, frequencies 4752.5, 8630, 12840, 17120 kc., 15 KW; Paul F. Wiser, Hollywood, Calif., request for ground stations in connection with endurance flight projected for airplane, freq. 3256 kc.; DeForest Radio Co., Philadelphia, Pa., C. P. 2440 kc., 500 watts, to be used in making survey pending installation of permanent transmitter to be used in emergency police service; KJVV, Radiomarine Corp. of America, Baytown, Texas, licenses to cover C. P. 500 kc. calling, 418 kc., working, 200 watts (2 applications); Michigan Wireless Telg. Co.: WNO, Alpena, Mich., license to cover C. P. 143, 410 kc; working 133, 425, 454 kc., 750 watts, A1 and A2 except 143 kc., A1 only; WCV, Wyandotte, Mich., license 143, 163, 410, 425, 454 kc., 500 watts; Mackay Radio & Telg. Co.: KGH, Hillsboro, Oregon, license to cover C. P. 4396, 4400.5, 4405, 4410, 4415, 5975, 5982.5, 5990, 7662.5, 7737.5, 7732.5, 8980, 10170, 10820, 10890, 13015, and 17140 kc., 5 KW; WAG, near Rockland, Maine, modification of license 143 kc., A1 emission, 500 KW; A1 and A2 emission; working 109, 121 kc., A1 emission; 418 kc, A1 and A2 emission - 5 KW.

Also, Aeronautical Radio, Inc.: KGTA, Winslow, Ariz., C. P. for additional transmitter, frequencies 3070, 3078 kc., unlimited; 5510 day, 400 watts power, A3 emission; KFO, Oakland, Cal., and KOW, Cheyenne, Wyo., C. P. for new transmitter, 2482, 2506, 4124 kc., unlimited time; 6215, 6230 kc., day only, 50 watts; New, Boise, Idaho, C. P. for new transmitter, 3160, 3166, 3172, 3178 kc., unlimited, 5570, 5660 kc., day only, 400 watts; New, C. P. for new transmitter at Pasco, Wash., same frequencies as above, 50 watts; KGUO, Tucson, Ariz., license to cover C. P. 276 kc., 15 w., for communication between ground and plane 3484 kc., and 5330 kc. day only, 400 w - for communication with Brown Chain aircraft; KGOZ, San Diego, Cal., license, 3160, 3166, 3172, 3178 kc., unlimited, 5570, 5660 kc., day only, 400 w.; Globe Wireless, Ltd.: two C. P. for additional transmitters, frequencies 500, 5525, 11050, 16580, 22100 kc., working 460, 4116, 6515, 8630, 11020, 11080, 11140, 11200, 16900, 22160 kc.; KGR, Edmonds, Wash., C. P. for additional transmitter, frequencies 7430, 7437.5, 7445, 9410, 10930, 14860, 14875, 14890, 18820, 22660 kc., 1.5 KW; WPN, Garden City, N. Y., modification of C. P. to extend completion date to 6/30/31; W2XBW, Long Island, N. Y., renewal of license.

Applications Denied

WIBO, Nelson Bros. Bond & Mrtg. Co., Chicago, Ill., denied authority to operate from 4:30 to 6 P. M. on Sunday, Dec. 14th in order to broadcast religious programs during this period; KMLB, J. C. Liner, Monroe, La., denied authority to operate until 8:00 P. M., each evening until decision is rendered on application requesting unlimited hours of operation (request was made by telegram - must apply in regular form);

Set For Hearing

Southern Broadcasting Co., Inc., Atlanta, Ga., asks for C. P. 890 kc, 500 w. unlimited time; Radio-Wire Program Corp. of America, Oil City, Pa., asks for C. P. 940 kc., 500 w. night 1 KW LS, unlimited time; KRMD, Robert M. Dean, Shreveport, La., asks for C. P. to make changes in equipment increasing max. power of equipment from 75 watts to 250 watts, increase power from 50 W. to 150 w. day and 100 w. night.

Docket Cases

granted KJR, Northwest Broadcasting System, Inc., Seattle, Wash., authority to erect a 5 KW RCA transmitter, location to be determined after tests, using the frequency 970 kc.; KOMO, Fisher's Blend Station, Inc., Seattle, Wash., denied application to erect a 15 KW station using frequency 970 kc.

X-X X X X X