

# 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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

DEC 23 1930

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G. W. JOHNSTON DEPARTMENT

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No. 395

Note To Subscribers: The Federal Radio Commission Will Not Meet Again Until January 5, 1931. Because of the Christmas Holiday, There Will Be No Further Issue of the Business Letter Until Monday, December 29 - R. D. H.

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## ULTRA-HIGH CHANNEL TELEVISION AUTHORIZED

In granting the application of the Journal Company, of Milwaukee, Wis., for an experimental television station, the Federal Radio Commission has authorized the use of the first ultra-high frequencies for visual broadcasting. The license is for the 43,000-44,000 channels together with 500 watts power.

Up to this time stations have been experimenting with channels only 100 kilocycles wide, and up to 23,000 kilocycles. Granting of the application was recommended by Examiner Elmer W. Pratt.

J. V. L. Hogan, consulting radio engineer, explained at the hearing that bands of modulation considerably wider than the present 100 kilocycles will probably be needed for satisfactory picture delineation and that these channels are available only in the ultra high frequencies.

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## 1616 APPLICATIONS RECEIVED IN 1930

Total applications of all sorts received by the Federal Radio Commission from January 1st to December 12th this year, were 1,616, according to statistics compiled by V. Ford Greaves, Assistant Chief Engineer of the Commission, and announced last week.

Of this number, 201 requests were granted. The total number of applications for new stations during the year was 385.

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## PRATT URGES DENIAL OF WEVD RENEWAL

The denial of the application of the Debs Memorial Radio Fund, Inc., of New York, for a renewal of the license of WEVD, is recommended by Examiner Elmer W. Pratt in a report to the Radio Commission last Friday.

In his conclusions, Mr. Pratt said that the facts in the case showed that the station had been guilty of repeated violations of the Radio Act and of General Orders No. 7, 8, and 78. The number of violations indicated, he added, that the applicant "is operating without regard to the law or the regulations of the Commission."

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## R.C.A. HIT IN BANKRUPTCY COURT

The fact that the Radio Corporation of America is being sued by the United States Government under charge of violating the anti-trust laws, has resulted in an order cutting \$125,000 from its royalty claim against two bankrupt Chicago radio manufacturing companies. It was also compelled to abandon a claim for \$6,500 additional against the trustees which would have been payable in cash.

The trustees for these companies - the Temple Radio Company and the Buckingham Radio Corporation - objected to the allowance of the claims of the Radio Corporation, totalling \$370,000 on the ground that its royalty claims were based on illegal patent pooling agreements with the General Electric Co., the Westinghouse Co., and the American Telephone and Telegraph Co.

Harry A. Parkins, referee in bankruptcy in the United States District Court, at Chicago (on December 17) entered an order sustaining these objections, and then allowed the claim against the Temple Company for \$145,000 instead of \$217,000 and against the Buckingham Company for \$100,000 instead of \$153,000.

Oswald F. Schuette, Executive Secretary of the Radio Protective Association, who has led the fight of the independent radio industry against the so-called "radio trust" was the only witness heard. Attorney Frank R. Leonard represented the Temple trustees and Attorneys Rosenberg, Braude and Zimmerman, the trustees for the Buckingham Company. Attorneys Loesch and Scofield represented the Radio Corporation of America.

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## REPRINTS OF ARTICLES BY LOUIS CALDWELL

Reprints have been made of two articles written by Louis G. Caldwell, former General Counsel of the Federal Radio Commission. The first is "Piracy of Broadcast Programs", reprinted from the Columbia Law Review of this month; and the second is "Principles Governing the Licensing of Broadcasting Stations" from the University of Pennsylvania Law Review, also issued this month.

Mr. Caldwell, who is a member of the firm of Kirkland, Fleming, Green & Martin, of Chicago, is now in charge of the Washington office of that concern, in the National Press Building, Washington, D. C.

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## TOO MANY MANUFACTURERS, DECLARES KAUER

In a statement given out by Fred Baer, Press Representative, of New York, Ernest Kauer, President of the CeCo Manufacturing Company, discusses conditions at the end of the year, as follows:

"I think there are still too many manufacturers in the radio industry and too much plant capacity for immediately available business. There may be mergers and possibly some withdrawals. I feel sure that the industry will grow up to its present large plant capacity.

"I believe it is important to accede to the public's wishes rather than to try to influence them away from their natural current. I saw this having in mind the midget sets. For various reasons, some manufacturers prefer not to make them, but we see all around us the obvious determination of the public to have them. The public demands a low-priced set and the most profitable procedure is to recognize the public wishes and meet them.

"The year 1931 will be as good a business year for radio as we make it. It is reasonably certain to justify all the hard work the industry will surely put in it."

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## BUSINESS BUREAU HITS MISLEADING ADVERTISING

Local radio advertising has been under fire by the Chicago Better Business Bureau and two examples have been called to the attention of publishers and business men. Advertising of radios at less than half price, by the Fair department store and the "bait" line, "All you pay is the balance due", used in the copy of the Wurlitzer Company have been protested.

"Investigation of the Fair's advertising copy revealed that the store was misleading as to type, model and price. 'New 1931 Screen Grid \$129.50 Baldwin Radio' predominated in the copy and when investigated it was found that the model had been out eight or nine months. Subsequent adjustment led to the advertising of the set as 'Model 51 Baldwinette' because the set itself was a mantle model in a large cabinet", the Editor and Publisher reports.

"The advertising copy of the Wurlitzer company attracted attention by its almost unbelievable bargains. High grade sets were offered for small amounts. The sets, it was represented, were repossessed. The bureau investigated and found sales persons willing to show the set, but immediately showing its faults. The next move was to show the customer something more expensive, that could be guaranteed. The sets advertised were guaranteed. Investigators,



of course, refused to accept anything but the sets advertised. The store was agreeable, but the upshot was that the store delayed delivery until frequent insistence of delivery or return of deposit was made. The store, in several test cases, finally refused to make delivery, although the deposits were returned.

"The Murlitzer copy was of such size and ran with such frequency that the limited merchandising could not possibly have made the proposition profitable. This confirmed the investigating agency's belief that the copy was worded to 'bait' the public."

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### THEREMIN HAS FRENCH RIVAL

A new instrument characteristic of these days of radio was a special feature of the concert given by Leopold Stokowski and the Philadelphia Orchestra last week in New York. It was named on the program page an "electrical instrument." Its inventor, who performed on it was Maurice Martenot. The French name for the new instrument is "onde musical." The manner of playing the instrument is akin to the methods of Leon Theremin when he plays on his electrical wave machine.

"The differences between the two instruments immediately perceptible to the superficially informed observer are the presence of a small keyboard at which the performer sits or stands and the spectacle, at the back of the stage of two loud-speakers, which are connected with the keyboard", Olin Downes, the music critic explains. "The keyboard instrument contains at its base the 'audion', or the part which makes the sound, later dispensed through the loud-speaker.

"It is in the fundamentality important field of musical effect that this instrument disappoints us and does not seem very markedly different from the effect of the Thereminvox. There is the same general quality of tone. In the lower registers, this tone sounded something like a 'cello. As it went up, it reminded somewhat of a saxophone, and, in the extreme upper register of a flute."

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WE BOW LOW!

A subscriber to the Heinl Radio Business Letter has been kind enough to write, in part, as follows:

"I regard your valuable Business Letter as the most reliable and comprehensive resume of current radio news published in the country."

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## RCA OFFICIAL CATCHES EDITOR NAPPING

By the time the wide-awake executives of the RCA get through with the Editor of Time Magazine, he will doubtless use great discretion in whether or not he calls a message a "cablegram" or "a radiogram."

When his foot slipped on this a few weeks ago, W. A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc., "called him" on it, resulting in an apology from the Editor, which in effect was that the error would not occur again.

It did, however, but this time, it was brought to the Editor's attention by F. P. Guthrie, Washington representative of the RCA, a Southerner with a keen sense of humor, who wrote the following letter:

"I was very much interested in the letter from Mr. W. A. Winterbottom which appeared on Page 4 of your issue of December 8th, calling attention to the fact that you had referred to a radiogram as a cablegram.

"You state that your habit has now been broken, but I have some bad news for you.

"On page 46 of the same issue, I read that Mrs. Jessie Maud Keith-Miller 'cabled her mother from Nassau, Bahama Islands.'

"This indicates that you have had a sudden relapse, as there has been no cable communication with Nassau for many years past, the regular route for telegraphic communication being by radio between Nassau and Miami.

"I learned this from a bootlegger who said that he has had occasion to make a very careful study of communication with that important port."

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## RADIO ADVERTISING CALLED "EXPERIMENTAL"

Following, in brief, are some of the results of a query of 100 national advertisers conducted by the American Newspaper Publishers' Association, as reported for "Editor and Publisher" by Robert S. Mann, in the current issue:

"Newspaper advertising men, keeping a careful eye on the development of broadcast advertising, should direct their attention particularly to 'spot' and local broadcasting rather than the chain broadcasting which looms so large in ordinary thought.



"Although the evening hours of the radio stations are virtually filled, the Bureau quotes a radio official as saying that 60 to 75 per cent of the radio hours are yet unsold. The sale of these daylight hours is the object of present efforts, morning hours being stressed for possible appeal to women. In some cities department stores are using morning hours.

"The extent of local and spot broadcasting is indicated by an estimate of 'somewhere between \$30,000,000 and \$50,000,000' a year paid for time on the air, talent not included. 'Conservative opinion' the bulletin reports, 'says at least \$10,000,000 is involved in time alone for spot broadcasting, and of this about \$2,000,000 is spent by national advertisers who also use the chains. The balance - somewhere between \$20,000,000 and \$40,000,000 but probably not more than \$30,000,000 - represents time charged for local broadcast.'

"On the other hand, expenditures of chain advertisers for station hire and wire service will be about \$28,000,000 this year, with an additional \$15,000,000 for employment of talent.

"It is obvious that broadcasting, viewed as a whole, is in many respects a competitor of newspaper advertising", says the bulletin. 'Local broadcasting may obviously be in competition with local advertising and such competition will logically be met by the newspaper's local staff.

"Spot broadcasting would seem to be the particular concern of the special representatives whose fields are touched by local stations.

"As to the competition between spot broadcasting and newspapers for individual markets, the Bureau has in mind the case of a national advertiser who will experiment next year by using broadcast in some markets and newspapers in other markets. He proposes to check results and form his own conclusion as to which is the more effective medium for his purpose.

"Other advertisers show a disposition to link their broadcasting and newspaper advertising together, using broadcast to build good-will and newspaper advertising to sell the products. Perhaps the most striking example of a large advertiser combining the forces of the two mediums is given in the present campaign of the American Tobacco Company on Lucky Strike cigarettes.

"At present broadcasting is a new and untried medium, and is attractive because of that fact to many advertisers, particularly in a dull business year."

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## PICKARD CLAIMS PROGRAMS FOR 96 PERCENT OF SETS

The following statement has been issued by Columbia:

"The Columbia Broadcasting System, which began the year 1930 with 43 station outlets in 38 cities, increased its facilities during the year to a total of 77 stations in 71 cities, thus becoming the largest radio network in the world.

"Commenting on this growth yesterday, Sam Pickard, Vice-President of the System, pointed out that the increase included the addition of Station WOKO, in Albany, N. Y., effective January 1, which has just been announced. There are, in addition, the two shortwave transmitters in New York and Philadelphia, W2XE and W3XAU.

"During the twelve months now ended, the permanent wire facilities of the System increased from 4,882 miles to 12,528 miles, or 156 per cent", added Mr. Pickard. "Of the stations affiliated, 24 have incorporated apparatus to give 100 per cent modulation, and eleven have begun to operate on increased power under licenses of the Federal Radio Commission, so that the programs of the System are now available to 96 per cent of all radio sets in the country.

"The increases in power represent 43 per cent of the previous ratings. Thirty-four per cent of the stations which have been with us all along have put in the new modulating equipment."

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## COMMISSION RECESSES FOR HOLIDAYS

The Federal Radio Commission will be in recess from last Saturday to January 5, but it has authorized any Commissioner or Commissioners who might be present during the holidays to act, subject to the ratification of the whole body, on the following matters:

1. Applications for modification of renewal of licenses.
2. Applications for modification of construction permits.
3. Applications for consent to voluntary assignment of construction permits or licenses.
4. Any application or request to meet an emergency.

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## HIGH POWER HEADED FOR COURTS

Following the return by the Radio Commission of the lengthy report on high power applications to Chief Examiner Ellis A. Yost, the 24 stations involved are preparing to carry their grievances to Appellate Courts as soon as Yost submits his second report signifying the eight applicants which are most deserving of the remaining 50,000 watt places on the 20 cleared channels.

A prolonged and tangled legal battle that may rival the short wave fight is foreseen as injunctions will doubtless be sought to hold up all high power allocations until the issue is threshed out in court.

As the Commission has taken a recess until January 5, no secondary report is expected from Mr. Yost before that time.

As the Chief Examiner made it clear in his report that he considered all of the 24 applicants, with five special exceptions deserving of the maximum power and all practically equal in merit, the stations which are omitted from the select list will have excellent grounds for appeals, it is believed.

While rejecting the report, the Commission also voted down by a 4-to-1 vote the motion of Commissioner Lafount that the Commission itself hold an informal hearing January 7 on the question of amending General Order 42. A petition signed by 11 applicants asking both for an amendment to General Order No. 42 and that a hearing be held on the proposal was also rejected by a vote of 4 to 1.

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## EXAMINERS' DIVISION CREATED

Despite the fact that the Federal Radio Commission has reversed two recommendations of its Examiners, it apparently is satisfied with the system. An Examiners' Division, headed by Chief Examiner Ellis A. Yost, was authorized Saturday by the Commission, separating the activity from the Legal Division.

The two examiners who will be under Mr. Yost's direction are Elmer W. Pratt and R. H. Hyde.

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## UNIVERSAL CREDITORS TO MEET

The United States District Court of the Western District of New York has called a meeting of the creditors of the Universal Wireless Communications Co., Inc., in Room 7, No. 43 Niagara Street, Buffalo, N. Y., on December 29th to consider the proposed sale of ten parcels of real property. James W. Persons is referee in bankruptcy.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Dec. 19 - WFBR, Baltimore Radio Show, Inc., Baltimore, Md., license to cover C. P. issued 11/25/30, for new equipment and increase power from 250 watts to 500 watts on 1270 kc.; WDRC, The Doolittle Radio Corp., New Haven, Conn., license to cover C.P. issued 10/17/30 to move transmitter from New Haven, Conn., to Bloomfield, Conn., and studio from New Haven to Hartford, Conn.; WEDH, Erie Dispatch Herald Broadcasting Corp., Erie, Pa., license to cover C. P. issued 9/16/30 for change of equipment and increase in power from 30 watts to 100 watts on 1420 kc.; KGKL, KGKL, Inc., San Angelo, Texas, C. P. application amended to request 100 watts night, 250 watts daytime instead of 250 watts; Herbert A. Morris, Clarksdale, Miss., C. P. to erect a new station resubmitted to request 1420 kc., instead of 1340 kc., with power of 100 watts, daytime; KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., C. P. to change equipment; KFEL, Eugene O'Fallon, Inc., Denver, Colorado, license to cover C.P. issued 7/7/30 to move transmitter from Denver, Colo., to Edgewater, Colo., and change equipment.

## Applications Other Than Broadcasting

Dec. 19 - D. B. McGown, Portable, new C. P. for one frequency between 1500 and 3000 kc., and one frequency between 5000 and 28000 kc.; Press Wireless, Inc.: New C. P.'s for 164 kc., Portland, Ore.; for 193 kc., Los Angeles, Calif.; for 181 kc., Los Angeles, Calif.; for 171 kc., Los Angeles, Calif.; for 162 kc., Los Angeles, Calif., all 10 KW, public point-to-point service; R.C.A. Victor Co., Inc.: Renewal of experimental licenses for 17300, 25700, 34600, 51400, 60000 to 400000 kc., 250 watts, Camden, N. J.; and for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 250 watts.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The following applications were granted on December 19th:

American Telephone & Telegraph Co.: New, C. P./for experimental service; 4752.5, 8630, 12840, 17120 kc., plus and minus 500 kc in each case; 500 watts on each frequency listed above, 10 w. on adjacent frequencies on which operation is authorized; at Lawrenceville, N. J., C. P. for experimental services; 6755, 9170, 9750, 9870, 10550, 13390, 14470, 14590, 16270, 18340, 19220, 19820, 21060, 21420 kc., plus or minus 500 kc. for each frequency, 500 w. on frequencies listed above, 10 w. on adjacent frequencies on which operation is authorized; License, at Ocean Gate, N. J., frequencies 4752.5, 8630, 12840, 17120 kc., plus and minus 500 kc., in each case, 500 w. on frequencies listed above and 10 w. on adjacent frequencies; at Lawrenceville, N. J., license for above frequencies at this location, plus and minus 500 kc., in each case, 500 w. on frequencies listed above, 10 w. on adjacent frequencies; Radiomarine Corp. of America; Blue Ash, near Cincinnati, Ohio, C. P. calling 5525 kc., working 4775, 8370 kc., 350 w.; KPH, Bolinas, Cal., license for additional transmitter; W6XC, Portable in San Francisco Bay and vicinity, license 375 kc., 10 w.; W2XBG, Garden City, N. J., renewal of license 1604, 2398, 3256, 4795, 6425, 8650 kc., 200 w.;

Also, Aeronautical Radio, Inc.: KGTC, Kansas City, Mo., and KGSE, Amarillo, Texas, C. P.'s for two new transmitters at these locations, frequencies 2722, 2734, 4108, 6350, 8015, 12160 kc., 150 w.; New at Summit, N. J., C. Pp 3160 kc., 400 w., A3 emission; KCSB, Alameda, Cal., C. P. for new transmitter, covering new service, 2722, 2734, 4108, unlimited, 6350, 8015, 12180 day, 150 w.; New at Baltimore, Md., C. Pp for new Station to be used in connection with planes operated by Eastern Air Transport, Inc., flying from New York to Miami; KGT, Fresno, Cal., C. P. for new transmitter; KEU, Burbank, Cal., modification of C. P. to change location of transmitter approximately  $2\frac{1}{2}$  miles; KGTO, Springfield, Mo., two licenses, freq. 3082, 3088 kc., unlimited, 5540 kc., day only, 400 watts; WAKB Columbus, Ohio, license for additional transmitter; KGUQ, Indio, Cal., two licenses; KGTH, Alhambra, Cal., license for new service, 3070, 3076 kc., unlimited, 5510 day only, 400 w.; modification of seven licenses for change in frequencies to conform to G.O. 99.

Also, City of Kokomo, Kokomo, Ind., C. P. for police service, frequency 2470, 50 watts, A3 emission; Columbia Pictures Corp. of Calif., Ltd.: Los Angeles, C. Pp, frequency 1554 kc., 150 watts, to be used in production of motion pictures; Also, Mobile (within 6th District), C. P. as above, to be used when no other communication is available; WPDR, City of Rochester, Dept. of Public Safety, Rochester, N. Y., C. P. to install new transmitter; W8XJ, Radio Corp. of America, Ohio Co., West Dover, Ohio, C. P. to install new transmitter; KGPP, City of Portland, Portland, Oregon, modification of C. P. to extend completion date to March 31, 1931, and commencement date to January 1, 1931; KGPD, City of San Francisco, Police and Fire Dept., San Francisco, Cal., modification of C. P. to extend completion date to 4/5/31; also granted consent to voluntary assignment of license to Ralph W. Wiley, Chief, Dept. of



Electricity, City and County of San Francisco; Heintz and Kaufman, Ltd.: Lockhead Vega Plane, Serial #155, British Registration G-ABGF, license 8650 kc., 50 watts; W6XJ and W6XF, Portable within State of California, renewal of licenses, experimental purposes; Mackay Radio and Telegraph Co.: Palo Alto, Cal., license for experimental service 27800 and 30200 kc., 5 KW; at Sayville, N. Y., modification of license for additional points of communication; RCA Communications, Inc., Bolinas, Cal., modification of license to cover C. P. and additional points of communication, 11950 kc., 80 KW; Colonial Air Transport, Inc.: modification of four licenses for change in frequencies; KGER, Gulf Production Co., Portable, mainly in SW U.S., renewal of license for geophysical exploration purposes only; DeForest Radio Co., Passaic, N. J., renewal of license for experimental sound transmission in connection with experimental visual broadcasting; Geophysical Research Corp., Portables in Zones 3, 4, 5, renewal of 13 licenses to be used in geophysical exploration work.

Also, W9XX, Rev. Lannie W. Stewart, Cartersville, Mo., renewal of license 1604 kc., 100 w.; W2XL, National Broadcasting Co., Inc., Bound Brook, N. J., renewal of license, 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 20 KW; WLXAI, Trustees of Tufts College, Portable, renewal of license; W8XP, Westinghouse Electric & Manufacturing Co., E. Pittsburgh, Pa., and W9XY, Chicago, Ill., renewal of licenses; Globe Wireless, Ltd.: W6XAJ, Portable, initial location, Cypress, Cal., renewal of license; W7XAC, Edmonds, Wash., and W7XA, Portland, Oregon, renewal of licenses; Chicago Daily News, Inc.: W9XAL, Addison, Twp., Ill., and Plane NR855-E, renewal of licenses; WLXQ, Wesleyan University, Dept. of Physics, Middletown, Conn., renewal of license; WLXV, and WLXAN, Round Hills Radio Corp., South Dartmouth, Mass., renewal of licenses; W9XV, Ozark Radio Corp., Cartersville, Mo., renewal of license; W9XO, Morkrum Kleinschmidt Corp., Chicago, Ill., renewal of license; W3XW, Aircraft Radio Corp., Boonton, N. J.; W6XV, Federal Telegraph Co., Palo Alto, Cal., KGJZ, Wireless Service Corp., Portable - Texas, La., and Okla.; W2XAR Radio Pictures, Inc., Long Island City, N. Y. - all renewal of licenses.

Also, WTAX, Inc., Springfield, Ill., C. P. to move transmitter to another room in same building; KWKH, Hello World Broadcasting Corp., Shreveport, La., C. P. to make changes in equipment decreasing max. power of equipment from 20 KW to 10 KW; WIBX, WIBX, Inc., Utica, N.Y., C. P. to make changes in equipment for modern installation including automatic frequency control; KTSA, Lone Star Broadcast Co., Inc., San Antonio, Texas, C. P. to install new equipment decreasing max. power of equipment from 10 to 5 KW; KTSL, G. A. Houseman, Shreveport, La.; C. P. to change equipment increasing maximum power of equipment from 75 to 100 watts; KFVD, Los Angeles Broadcasting Co., Culver City, Cal., C. P. to change equipment increasing maximum power of equipment to 500 watts; WCH, Hampton Roads Broadcasting Corp., Newport News, Va., C. P. to move transmitter locally in same building, install new equipment including automatic frequency control and 100% modulation; WHA, University of Wisconsin, Madison, Wis., C. P. to make changes in equipment; KPOF, Pillar of Fire, Denver, Colo., C. P. to make changes in equipment with maximum power of 1 KW, including automatic frequency control; WFAN, Keystone Broadcasting Co., Philadelphia, Pa., C. P. to install new equipment including automatic frequency control.



Also, WHA, University of Wisconsin, Madison, Wis., C. P. to make changes in equipment; KGCA, Charles W. Greenley, Decorah, Iowa, C. P. to change equipment to 100 watt maximum power, including automatic frequency control and high percentage modulation; KFJI, KFJI Broadcasters, Inc., Astoria, Oregon, C. P. to change equipment to conform to G. O. 91 and 97; KOL, Seattle Broadcasting Co., Inc., Seattle, Wash., C. P. to install new equipment including automatic frequency control; KFLX, George Roy Clugh, Galveston, Texas, C. P. to change equipment including automatic frequency control and high percentage modulation; WRR, City of Dallas, Texas, Dallas, Texas, C. P. for installation of new equipment including automatic frequency control and high percentage modulation; KWLC, Luther College, Decorah, Ia., C. P. to make changes in equipment, including automatic frequency control and 100% modulation; WIP, Gimble Bros., Inc., Philadelphia, C. P. to install new equipment including automatic frequency control and 100% modulation installation; WSNB, Saenger Theatres, Inc., New Orleans, La., C. P. to move transmitter to new location, install new equipment with maximum 1 KW power.

Also, KRLD, KRLD Radio Corp., Dallas, Texas, C. P. to make changes in equipment by increasing power amplifier output to Four 200-B tubes, increasing modulation percentage; WMBO, George I. Stevens, d/b as Radio Service Laboratories, Auburn, N. Y., C. P. to make changes in equipment increasing maximum rated power of transmitter to 100 watts; KGDY, J. Albert Loesch & George W. Wright, Huron, South Dakota, consent to voluntary assignment of license to Voice of South Dakota; WSUI, State University of Iowa, Iowa City, Ia., license 880 kc., 500 watts, uses 3/7 time on channel; KTSM, W. S. Bledsoe & W. T. Blackwell, El Paso, Texas, license 1310 kc., 100 watts, shares with WDAH; KGFL, W. E. Whitmore, Raton, New Mexico, authority to install automatic frequency control; KKW, RCA Communications, Inc., Bolinas, Cal., modification of license to change frequency from 15445 to 13705 kc.

#### Action On Examiner's Reports

WCOA, City of Pensacola, Pensacola, Fla., renewal of license granted, 1340 kc., 500 watts, unlimited time, sustaining Examiner Pratt; WRBI, Charles A. Kent & Milton U. Kent, d/b as Kent's Furniture and Music Store, Tifton, Ga., renewal of license, 1310 kc., 20 watts, half time, sustaining Examiner Pratt; The Journal Company, Milwaukee, Wisconsin, C. P. for experimental visual broadcasting frequency granted, 1000 kc. band, from 43,000-44,000 kc., 500 watts, sustaining Examiner Pratt; William Harrison Callender, Deadwood, South Dakota, denied C. P. for new station on 850 kc., 25 watts, daytime, sustaining Examiner Pratt; Atlantic Broadcasting Corp., Portable, Los Angeles, Cal., C. P. 4795 kc., 15 watts, sustaining Examiner Pratt.

#### Applications Denied

The following applications were set for hearing, applicants failed to respond to hearing notices:

L. E. Dawley, J. M. Dawley, E. W. Dawley, Allan Gunston, Carlton Sears and Geo. F. Yantis, Olympia, Wash., C. P. 710 kc., 500 watts; KLCN, Chas. L. Lintzenich, Blythesville, Ark., modification of license 1290 kc., 100 w.; Claude L. Umberger, Harlan, Ky., C. P. 1420 kc., 100 w.; WLBF, Everett L. Dillard, Kansas City, Mo., C. P. 1430 kc., 500 w. day, 250 w. night; Hugh Suffron & E. G. Storer, d/b as Suffron-Storer Co., Peebles, Ohio, C. P. 1310 kc., 50 watts; Cleveland Radio Broadcasting Corp., Cleveland, Ohio, C. P. 1310 kc., 100 w.; WIMN, Holt-Rowe Novelty Co., Fairmont, W. Va., C. P. 890 kc., 250 w., night 500 w., LS, also C. P. 890 kc., 500 w.; KFGQ, Boone Biblical College, Boone, Ia., modification of license 1310 kc., 100 w.; W. R. Gilchrist, d/b as W. R. Gilchrist Plumbing & Electric Shop, Clinton, Okla., C. P. 1350 kc., 50 w.; KGFG, Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla., modification of license 1370 kc., 100 watts.

In the following cases applicants failed to enter appearances within time allowed under provisions of G.O. 93:

O. O. Black, Birmingham, Ala., C. P. 1010 kc., 250 w., 500 w LS; Roy Rhodes, LaGrange, Ind., C. P. 1500 kc., 15 watts; WNBO, Jno. Brownlee Spriggs, Silver Haven, Pa., C. P. 1120 kc., 500 w., 1 KW, LS; WKBO, Camith Corp., Jersey City, N. J., modification of license, 1450 kc., 250 watts; Morton White & Howard White, Paterson, N. J., C. P. 590 kc., 50 watts; J. E. Orman and Walter Denton, Russellville, Ala., C. P. 570 kc., 10 watts; WDL, WFL, WAM, Intercity Radio Telegraph Co., Cleveland, Ohio, renewal license 184, 194 kc., 500 w.; KPE, City of ~~WXXXXX~~ Seattle, Seattle, Washington, C. P. two frequencies near 2320 kc., 200 w.;

In the following cases the Commission directed that renewal licenses be issued on a temporary basis for period of 31 days, beginning 3 A.M., E.S.T., December 31, 1930, and ending at 3 A.M., EST, January 31, 1931. Hearings have been held for renewal of the licenses but no decisions have as yet been reached:

WRBE, Louis G. Baltimore, Wilkes Barre, Pa., WELL, Enquirer News Co., Battle Creek, Mich.; WHEC-WABO, Hickson Electric & Radio Corp., Rochester, N. Y.; WBNX, Standard Cahill Co., Inc.; N.Y. WMBJ, Rev. Jno. W. Sproul, Wilkesburg, Pa.; WCLS, WCLS, Inc., Joliet, Ill.; WEVD, Debs Memorial Radio Fund, Inc.; New York City; WKBO, Camith Corp., Jersey City, N. J.; WLTH, Voice of Brooklyn, Inc., Brooklyn, N. Y.; WMBQ, Paul J. Gollhofer, Brooklyn, N. Y.; WWRL, Long Island Broadcasting Corp., Woodside, N. Y.; KFUL, Will H. Ford, Galveston, Texas.; KGBZ, Dr. George R. Miller, York, Neb., KTNT, Norman Baker, Muscatine, Ia.; KBPS, Benson Polytechnic School, Portland, Oregon; KGAR, Tucson Motor Service Co., Tucson, Arizona; KMPC, R. S. Macmillan, Beverly Hills, Cal.; KTRH, Rice Hotel, Houston, Texas.

#### Application Denied

Press Wireless, Inc., Los Angeles, Cal., requested modification of license.



## Applications Dismissed

The following applications were set for hearing, but applicants have requested dismissal:

KLR, Harbor Tug and Barge Co., Alameda, Cal., renewal of license 2446 kc., 5 KW; Charles M. Conley, Burlington, Colo., C.P. 1240 kc., 30 w.; WAIU, American Insurance Union, Columbus, Ohio, modification of license 640 kc., 500 w.; George F. Bissell, Lake Placid, N. Y., C. P. 1220 kc., 500 w.; WKBO, Inc., Kalamazoo, Mich., C. P. 1450 kc., 1 KW; RCA - Ohio Co., Cleveland, Ohio, C. P. one frequency between 3750 and 4300 kc., 350 w.; KFT, Pacific Communications Co., Everett, Wash., C. P. 2820kc., 200 w.; J. W. Dalton, Lubbock, Texas, C. P. 1210 kc., 15 w.; J. C. Johnson and E. M. Peck, Jackson, Miss., C. P. 1230 kc., 250 w.; Louis Wasmer, Missoula, Mont., C. P. 1210 kc., 100 w.; WCAL, St. Olaf College, Northfield, Minn., C. P. 990 kc., 5 KW.

## Set For Hearing

KGEW, City of Ft. Morgan, Ft. Morgan, Colo., asks for C. P. to make changes in equipment, to change frequency to 880 kc., and power from 100 w. to 500 w. night, 750 w. LS, also install automatic frequency control; WLEY, Carl S. Wheeler, d/b as Lexington Air Stations, Lexington, Mass., asks for C. P. to install new transmitter at new location, change frequency to 1200 kc., and time from 1/2 to unlimited; Olney Broadcasting Co., Olney, Ill., asks for C. P. 1370 kc., 100 watts, hours up to 7 P. M. daily and 7:30 P. M. on Sundays; WHDM, N. J. Broadcasting Corp., Jersey City, N. J., asks for modification of license for full time up to 8 P.M. daily; For New Stations: Edward H. Bragg, Leslie F. Bragg, and Jno. C. Agnew and Albert H. Marshall, d/b as Plattsburgh Broadcasting Co., Plattsburgh, N. Y., asks for C. P. 1150 kc., 100 w. daytime; John L. Baer, d/b as Westmoreland Co. Advertising Serc., Greensburg, Pa., asks for C. P. 630 kc., 100 w., unlimited; Canton Broadcasting Co., John F. Gorsuch, Secy., Canton, Ohio, asks for C. P. 1120 kc., 500 watts, unlimited; Thomas F. Harkins, d/b as The Broadcasting Service Co., Upper Darby, Pa., asks for C.P. 1200 kc., 250 w., day, 100 w. night, unlimited; Independent Publishing Co., Inc., Anderson, S. C., asks for C. P. 1200 kc., 100 w., unlimited; T. E. Chamberlin and A. C. Owen, d/b as A. C. Owen Radio Co., Tulsa, Okla., asks for C. P. 550 kc., 10 w., unlimited; Leon Goldenberg and R. A. Gillespie, d/b as Gillespie and Goldenberg, Shreveport, La., asks for C. P. 1120 kc., 15 w., 1 hr. daily 12 noon to 1 P. M. daily except Sunday; R. S. and D. W. Gavin, Meridian, Miss., asks for C. P. 590 kc., 250 w., unlimited time; Dr. James G. Atherton, Guthrie, Okla., asks for C. P. 300 kc., 75 w., unlimited time; The Joplin Globe Publishing Co., Joplin, Mo. asks for C. P. 1340 kc., 1 KW, 3 hrs. daily and 1 evening hour; Salem Broadcasting Association, Hal A. Rowley, Mgr., Salem, Ore., asks for C. P. 1200 kc., 100 w., unlimited time.

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