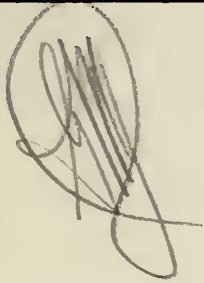


HEINL RADIO BUSINESS LETTER

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::



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No. 429

National Broadcasting Company, Inc.

GENERAL LIBRARY

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RADIO DISCUSSION DOMINATES PUBLISHERS' MEETING

Radio's competition in the news field was the leading topic of conversation among the more than 500 newspaper publishers who met in New York City last week for the Forty-fifth Annual Meeting of their organization, the American Newspaper Publishers' Association. The Association adopted three resolutions outlining its program of action.

The most drastic of these measures for defense against radio competition was the second resolution, which follows:

"Whereas newspapers pay for the creation of all Press Association reports, therefore be it

"Resolved, That the president appoint a committee to take up with the Press Association the question of the broadcasting of news reports with the object of:

"1. Confining broadcasting of news reports to Press Associations and newspapers.

"2. Bringing about proper regulations of such news broadcasting by Press Associations and newspapers.

"And whereas, with few exceptions, radio programs as published in newspapers relate solely to advertising in one form or another, therefore be it

"Resolved, That such programs, if published, should be handled as paid advertising."

The first resolution endorsed in principle the proposed amendment to the Radio Act, offered by its Committee on Federal Laws, imposing upon radio broadcasters restrictions covering the advertisement of lotteries and gifts similar to those applicable in newspapers. It reads:

"Resolved, That this convention endorse the efforts of its Committee on Federal Laws to impose upon radio stations the same restrictions regarding lottery advertising now applying to newspapers, and be it

"Further Resolved, That this convention endorse in principle the following amendment offered by its Committee on Federal Laws to the radio bill, as follows:

"'No program of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance or containing any list of prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, shall be broadcast by any station operating under a license of the United States to broadcast. Whoever shall knowingly broadcast or cause to be broadcast in violation of the provisions of this section, or shall knowingly

deliver, or cause to be delivered, by mail or otherwise, any prizes herein forbidden, shall be fined not more than \$1,000 or imprisoned not more than two years or both; and for any subsequent offense shall be imprisoned not more than five years. Any radio station which broadcasts anything herein forbidden shall have its license revoked in addition to the penalties hereinbefore specified. Any person violating any provision of this section may be tried and punished either in the district in which the unlawful broadcast occurred, or in any district wherein such broadcast was heard."

The third resolution follows:

"Whereas the press of the United States, from the inception of the Republic, has faithfully performed its function as the assembler and distributor of public information and commercial publicity, and by reason of this has created an industry which serves, community by community, the entire country; and has through confidence in the American principle of unrestrained trade invested vast sums in this industry

"Resolved, That the directors be instructed to investigate the question of the legality of radio broadcasting of direct advertising under exclusive Government franchise of wave lengths in competition with other advertising media not enjoying similar governmental protection, a report of their findings to be presented to the Association."

In discussing radio competition, Col. Robert R. McCormick, of the Chicago Tribune, said:

"Radio has certain advantages over newspapers of which it cannot be deprived. We can stop no public speaker from using this instrument nor can we compete in time with the broadcast of athletic events. In this respect the newspaper has been forced to take second place.

"Also, items of startling interest will continue to be broadcast and nothing can stop it. Beyond that, however, how great is the value of radio as a disseminator of news?

"The Chicago Tribune devotes fifteen minutes each evening to the reading of news bulletins over the air. If the broadcast of news would be forbidden by law, I don't think that any radio station would suffer much because the basis of the radio appeal is music.

"Everybody wants cheap advertising, but the cheapest advertising that anybody can get is to buy an hour of advertising on the air and get his program on the air advertised free in almost every newspaper in the United States. Radio, in itself, is not a good buy. But the matter presented in the newspaper in connection with radio programs is a good buy.

"I suggest that we publishers do not allow radio broadcasters to collect cash for advertising we are giving their clients."

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PLAN RADIO'S USE IN HEALTH EDUCATION

The United States Public Health Service will be represented in a discussion of promotion of public health by radio at an International Conference on Education to be held in Vienna, Austria, late this Summer.

Levering Tyson, of the National Advisory Council on Radio in Education, who is preparing the program, has announced that four major topics will be considered at the conference. They are:

The use of the radio as a means of direct education, the indirect educational influence of broadcasting, the technique of broadcasting the spoken word, and the relationship between the broadcaster and the listener.

Under the head of direct educational usage of the radio, there will be discussed its uses in combatting illiteracy, supplementing professional and technical education, promoting health and hygiene, teaching of languages, and musical education.

Under the head of indirect educational uses, the topics of political education, dissemination of news, dramatic broadcasts, and non-vocational talks of an informative and stimulating character, will be discussed.

Under consideration of the technique of broadcasting the spoken word, the conference will discuss forms, such as straight talks, discussion, debates, running comments, and "showmanship."

Under the topic of relationship between the broadcaster and the listener, the conference will consider the form of programs, the relationship between the eye and the ear, the "wireless discussion groups", correspondence courses over radio, and contacts with other educational groups.

The Service has already undertaken a survey of the use of radio in health education in the United States by questionnaires sent to all State, county and municipal health officers, and this information is being gathered for use in contribution of the Public Health Service to the conference.

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MAINE RADIO COUNT 39 PER CENT

Maine takes its place in the middle ground among States in which radio receivers have been tabulated by the Census Bureau. Out of a population of 198,372 families, 39.2 per cent, or 77,803 reported radios on April 1, 1930.

The average number of persons in a household was 4 in the Maine count.

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AYLESWORTH REPLIED TO PUBLISHERS

In a radio address on "Radio and the Press" delivered before the School of Public and International Affairs, Princeton University, Merlin H. Aylesworth, President of the National Broadcasting Company, said:

"According to the proceedings of the newspaper publishers during the past week and the resolutions adopted by them in New York, radio must be handled as a serious and dangerous competitor for circulation and advertising.

Broadcasting makes no attempt to deny its great debt to the press. Its struggling infancy, rapid development and present position in our national life have been fostered by the invaluable support of the public prints. Only since the broadcasting art definitely stepped from an uncertain experimental existence into the brighter domain of a firmly established public service have some newspaper men changed their sentiments towards radio progress.

"A study of the many statements already issued by the spokesmen of the newspaper opposed to further cooperation with broadcasting, reveals three fundamental complaints: 1. Radio news bulletins compete with the primary function of newspapers and take away from newspaper circulation. 2. Radio programs now published as editorial matter should be treated as advertising copy and paid for by broadcasters or program sponsors. 3. Radio advertising takes away from the advertising income of newspapers, thereby creating a definite threat to the financial welfare of the press. The sum and substance of the newspaper viewpoint is that broadcasting can no longer be considered a normal editorial subject but, rather, must be handled as a serious and dangerous competitor for advertising and circulation patronage.

"Let us consider the first complaint registered against broadcasting. The only interruptions permitted in radio programs are those caused by the broadcasting of spot news bulletins supplied by the Associated Press, United Press and International News Service. The National Broadcasting Company is provided with the machines of the press associations and receives whatever news bulletins their editors believe should be broadcast for the benefit of the public. It is this practice which "Editor & Publisher", working for what it believes to be the best interests of newspaperdom, decries most forcibly in recent issues.

"In answering this serious complaint, it is necessary first to remind ourselves that the primary function of both newspaper and broadcaster is to serve the public. That public demands news. It insists on 'hot' news. It is for the purpose of furnishing such news that newspapers and their news gathering associations utilize telephone, cable, telegraph and transoceanic radio facilities. Through these communication channels the news of the world is flashed into editorial rooms with minimum delay. The transmission of news throughout the civilized world has far outstripped the speed of the mechanical processes required in converting news

into reading matter placed in the hands of the public. It is in the typewetting, stereotyping, press work and distribution of newspapers that journalism today faces its greatest remaining problem in reducing the elapsed time between event and reader. Consequently, if radio broadcasting can serve the public with certain kinds of news sooner than the newspapers, thereby solving the 'extra' edition problem, are we to ignore the public's best interests?

"Newspapers are and must always remain the backbone of the news distributing structure, combining speed with thoroughness. Broadcasting is the fastest of the news vehicles, but lacks in the matters of detail and of reference value.

"We come to the second complaint. A few newspapers from time to time have eliminated radio programs from their columns. Immediately they began losing circulation. Aside from the front page and the sports page, the radio page draws most readers. Hence the newspapers out of their own good judgment may be expected to serve their readers rather than to force radio sponsors into paying for radio program notices.

"The National Broadcasting Company receives more than 600,000 letters a month. Such a voluntary correspondence indicates public interest in radio. We must, therefore, assume that information about radio programs and radio entertainers is legitimate news. We always make it plain to our clients that they should not expect free news items in the papers because they are advertisers. The two roles are entirely unrelated.

"In Great Britain, the British Broadcasting Corporation publishes radio program magazines which have gained a wide circulation among British people. While we have never considered such a procedure in this country and while we have no desire to engage in the publishing business, we might be forced to enter that business if the public prints were to discontinue their present program and radio news service to the people. Certain it is that the public will get its information, if not through the logical medium of the newspapers, then through a new medium created for the purpose.

"The final complaint is to the effect that radio advertising reduces the advertising revenue of newspapers, thereby constituting a serious threat to the financial welfare of publishers.

"Referring to that bible of newspaperdom, 'Editor & Publisher', we note in one of its recent editorials that newspaper advertising dropped 10 to 15 per cent during 1930 as contrasted with the previous year, while radio advertising increased 40 to 50 per cent in the same period. The editor then goes on to explain the implied transfer of advertising appropriations by estimating the amount diverted from newspaper to radio during 1930 as \$11,000,000. This, mind you, is not my estimate. It is that of a publication dead set against radio.

"On the other side of the ledger is, still according to this editorial, \$31,000,000 spent to advertise radio products in the newspapers. In other words, the radio industry as represented

by set, tube and accessory manufacturers, has used the newspapers to advertise its wares so extensively that newspapers are the gainers by \$20,000,000.

"Suppose, as this editorial then goes on to state, radio advertising should drop off, largely through the efforts of the press to suppress radio programs and other radio news. What then? Quite obviously, many of the finest programs would be off the air. It follows that there might be no sponsors, no money for broadcasting, no worthy programs, no use for radio equipment in the average home, no radio industry, and no income to the press of \$31,000,000.

"As regards the decrease in space advertising and the increase in radio appropriations already referred to, does it really mean that radio is taking funds away from newspapers? I think not. A survey of radio advertisers by industries will show, I believe, that the largest users of radio are likewise the largest users of space; that an increase in radio appropriations has been accompanied by an increase in space appropriations in most instances; and that when radio is employed for the first time, its appropriation is not taken from space but rather from an additional appropriation.

"Radio broadcasting is complementing, not supplanting, the printed word in advertising. Radio broadcasting is creating greater acceptance and effectiveness for the printed word. Radio broadcasting, as we practice it, is insisting that sponsors engage in printed advertising, in order that the moulding of public opinion, begun by the sponsored program, may be brought to a successful consummation by the mention of quality and price in tie-in advertising copy.

"Let me stress my belief that the radio and the newspaper each has its distinctive field. Radio is a profound evidence of progress.

"Gutenberg's conception of printing coupled with Marconi's perfection of the radio has armed society with its greatest weapon against darkness. Radio extends the hand of fellowship to its brothers of the press and seeks the combining of two of humanity's mightiest forces.

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N. Y. TESTING RIGHT TO REGULATE RADIO

A test case to determine whether the State may regulate broadcasts from radio stations in which advertising is part of the program is now before the New York courts.

The action is begin taken in behalf of the State Insurance Department. The International Broadcasting Corporation, operators of Station WOV, of New York, entered into a contract with the Mutual Life Insurance Company of Des Moines, Iowa, by which it was to broadcast its programs. The State officials contend that this insurance company has not conformed to the New York State insurance law and therefore is not authorized to do business in New York State.

As a result, action was started against Station WOV and last Thursday a hearing was held in the Yorkville Court before Magistrate Weil, who reserved decision and asked for briefs by May 12th.

The International Broadcasting Corporation contended that the radio is an instrumentality in interstate commerce and that therefore is subject only to regulation of Congress and the Federal Radio Commission. The Attorney General's office holds that the application of 1199 of the Penal Law and 50 of the Insurance Law is a proper exercise of the power of the State to protect its citizens from frauds. He also pointed out that it has already been decided by the courts that the State has a right to act in interstate commerce cases.

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AGENDA OF RADIO PARLEY ANNOUNCED

Twenty-one topics for discussion or action by the International Technical Consulting Committee on Radio Communications at its meeting in Copenhagen, Denmark, May 27th - June 8th, have been announced by the State Department. They are:

1. What are the most suitable methods, from a technical standpoint, to insure the good organization of a commercial radio-telephone service, especially long-distance, connecting mobile stations - and particularly passenger-carrying vessels - to the public telephone networks?

2. Coordination of radiotelephony between fixed stations with the telephony on the land networks, particularly as concerns the following questions:

- (a) What is the most suitable method for measuring noise levels under the special conditions of a radiotelephone circuit?

What should be the maximum tolerable limit of the noise level measured by this method?

(b) What instrument would be suitable to permit the special operator who is situated at the junction point between the radio-phone connection and the metallic circuit to measure the voice level?

3. The study and perfecting of methods technically available for maintaining constant the stability of a transmitter.

4. The study and perfecting of methods for the comparison of frequency standards.

5. Calibration of wave meters.

6. The study of methods to be adopted to reduce interference in the bands shared by fixed and mobile above 6,000 kilocycles (wave lengths below 50 meters).

7. The study of technical possibilities of reducing the frequency band occupied by a transmitter, by the partial suppression of the frequency-band transmitted (that is, the emission of a single side band only or of a side band and the carrier wave) for various tunes of transmission and types of service.

8. What measures are necessary to suppress harmonics of transmitters, and what is the permissible tolerance for the intensity of these harmonics? (Germany).

9. What tolerance of overmodulation can one permit in telephone transmitters? (Germany).

10. It would be desirable that the significance of the term "efficiency value of the current" appearing in the definition of the power of a transmitter, given by the C.C.I.R. in opinion No. 5 at its first meeting, and the manner of measuring this value be clearly and precisely stated. (Germany).

11. What bands of waves, in accordance with recent progress in radio technique, are the most appropriate for the particular needs the various radio services must meet, taking into account wave propagation factors? (Spain).

12. Methods to be followed to cancel negative currents in arc transmitters. (Poland).

13. Methods to be followed to cancel parasitic currents in receivers. (Poland).

14. It is desirable to reserve some frequency bands exclusively for intercontinental long distance radio-telephone. (Dutch Indies).

15. It would be desirable to modify the second opinion expressed by the C.C.I.R. (telephony) concerning the coordination of radiotelephony and telephony with wire in the international telephone service, which opinion is added as an annex to Opinion No. 29 expressed at the first meeting of the C.C.I.R. at The Hague, in this sense as in the case of unfavorable radio electric conditions, it would be permissible to make prolongations in the radio-phone connection by circuits of four wires. (Dutch Indies).

16. Precision with which frequencies in kilocycles and wave lengths in meters should figure in the list of frequencies and in other official documents published by the International Bureau of the Telegraph Union. (Italy).

17. Revision and clarification of the table of frequency tolerances given in the 14th recommendation of the first meeting of the C.C.I.R. at The Hague. (United States).

18. Revision and clarification of the 19th recommendation of the C.C.I.R. at The Hague relative to the information to be published by the International Bureau. (United States).

19. The relation of the selectivity and frequency stability of radio-receiving systems used for various classes of service to the frequency separation between transmitting stations (United States).

20. The study of technical possibilities for suppressing emissions which are not essential to the type of communications conducted by stations of various classes. (United States).

21. Formulation of the proposals of the C.C.I.R. to be submitted to the Radio Conference at Madrid. (Denmark).

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WELK UPHELD FOR CENSORING "HELL"

Federal Radio Commission officials were quoted Monday by the Associated Press as stating that Howard Miller, operator of Station WELK, Philadelphia, was within his rights in cutting Maj. Gen. Smedley D. Butler off the air Saturday night for using the word "hell" in a humorous speech before the 312th Field Artillery Association.

Mr. Miller explained that he was afraid of disciplinary action by the Radio Commission if he permitted profanity to be broadcast over his station.

It was rumored at the Commission offices, however, that the incident would have probably passed unnoticed had not the broadcast been halted.

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: BUSINESS LETTER BRIEFS :
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Lightning struck the antenna of the new transmitter of Station WEAJ, at Bellmore, Long Island, Sunday afternoon and caused suspension of broadcasting for approximately an hour. Fire broke out but was soon extinguished.

With the addition of three more stations, the Columbia Broadcasting System network now numbers eighty-two outlets, considerably more than any other network in the world.

The newcomers are WAAB, Boston, Mass.; WNOX, Knoxville, Tenn., and WIS, Columbia, S. C. The first-mentioned station will serve as an alternative outlet to WNAC.

Opening of a new trans-Atlantic radio telephone circuit by the American Telephone & Telegraph Company to operate on low frequencies has been authorized by the Federal Radio Commission. The long wave channel of 68 kilocycles, formerly assigned to the Government for its long-range communications, has been transferred to commercial service to enable its allocation to the company.

The new circuit will parallel that maintained by the A. T. & T. on the long wave channel of 60 kilocycles and will supplement three such services maintained on high frequencies which link the United States with every continent.

The Court of Customs and Patent Appeals has affirmed the decision of the Board of Patent Appeals in acknowledging priority of inventing a filter system for loudspeakers to Adolph A. Thomas as against John P. Minton and Abraham Ringel.

Denials of construction permits to Kent's, Inc., of Petersburg, Va., and the Appleton High School Association, Appleton, Minn., were recommended by Examiner Ralph L. Walker, in reports to the Federal Radio Commission.

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RADIO LAW MODERNIZATION TO BE SOUGHT

The radio law should be studied thoroughly and then brought up to date by Congress at its next session, Senator William H. King, Democrat, of Utah, announced following a personal investigation into the progress and problems of radio administration.

Television will bring numerous other problems, he said, and consequently should be anticipated in the Radio Act revision. The Senator also stated that Congress should look into the charges of monopoly in broadcasting.

"Television is so new and so important in its public aspects as to stagger the imagination", he said. "Few are aware of its potentialities and for that reason Congress should become acquainted with it so as to safeguard and protect its development in the interest of the people.

"I am not prepared at this time to say whether there should be censorship of television, just as the motion pictures are censored. That, too, is a matter to be considered from all angles.

"I have been devoting attention to monopolies in general, and there seems to be a matter embracing monopoly in radio broadcasting", he continued. "Whether action should be taken by Federal authorities is a matter to be determined, and for that reason I am in favor of a study by the Congress into the general situation."

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SUPREME COURT DENIES RCA WRIT

A petition for a writ of certiorari was denied/by the United States Supreme Court in the case of the DeForest Radio Company vs. the Radio Corporation of America. today. , the RCA

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PUBLISHERS ASK LOTTERY BAN

The American Newspaper Publishers' Association today requested the Federal Radio Commission to promulgate a general order forbidding the broadcasting of advertising programs which involve the advertising of lotteries or other schemes of chance in which the prizes depend, in whole or in part, upon chance.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

April 23 - WHAZ, Rensselaer Polytechnic Institute, Troy, N. Y., C. P. amended to omit request for increase power to 1 kilowatt, now requests change in equipment only; Olney Broadcasting Co., Olney, Ill., C. P. amended to request daytime hours instead of specified hours, on 1370 kc., 100 watts; KFRU, Stephens College, Columbia, Mo., license to cover C. P. granted 2/10/31 for change in equipment; also, modification of license to change hours of operation from sharing with WOS and WGBF (KFRU has certain specified evening hours assigned) to simultaneous daytime operation with WGBF and additional specified evening hours; KGMB, Honolulu Broadcasting Co., Ltd., Waikiki, Honolulu, T. H., C. P. amended to request 250 watts operating power instead of 187.5 watts; KFUM, The Reynolds Radio Co., Inc., Colorado Springs, Colo., C. P. amended to omit request for increase power, application now requests change in equipment only; KPSN, Pasadena Star-News Publishing Co., Pasadena, Calif., modification of license to request certain specified hours of operation, present license for 1/4 time, sharing with KGER.

April 24 - WAAT, Bremer Broadcasting Corp., Jersey City, N. J., install automatic frequency control; Robert A. Sylvester, F. Jerome Whitney and Chas. A. Milson, d/b as Anthracite Broadcasting Co., Pottsville, Pa., C. P. to erect a new station to use 1420 kc., 100 watts, unlimited hours; Dothan Broadcasting Co., Inc., Dothan, Ala., C. P. amended to request 1310 kc., instead of 1210 kc., and simultaneous daytime operation with WRBI, share with WRBI at night, instead of unlimited; KFOR, Howard A. Shuman, Lincoln, Nebr., C. P. amended to request unlimited hours instead of sharing with KGBZ; KPQ, Westcoast Broadcasting Co., Wenatchee, Wash., license to cover C. P. granted 2/16/31 for change in equipment; KOL, Seattle Broadcasting Co., Seattle, Wash., license to cover C. P. granted 12/19/30 for change in equipment; KVOS, KVOS, Inc., Bellingham, Wash., license to cover C. P. granted 12/16/30 for change in equipment.

Applications Other Than Broadcasting

April 22 - KGVT, Continental Oil Co., Portable #6, license covering construction permit for 1600, 1652, 1664, 1680, 1704 kc., 7.5 watts, geophysical service; Fort Motor Company, NC-3041, license for aircraft on 3172 and 5660 kc., 50 watts; Electrical Research Products, Inc., Portable, C. P. for 1552, 1554, 1556 kc., 50 watts, temporary service for motion pictures; KUP, Examiner Printing Co., San Francisco, Calif., modification of license to use one Type 571 tube in place of two 204-A's previously authorized.

April 23 - KUP, Examiner Printing Co., San Francisco, Calif., C. P. for new transmitter on 5585, 6530, 8230, 11170, 16460 kc., mobile press service, 2 KW; also, C. P. for new transmitter on 5585, 6530, 8230, 11170, 16460 kc., 2 KW; Northern Radio Telegraph

Co., in or near Ketchikan, Alaska, C. P. for one frequency in each of the following bands, 5855-5990, 4924-5365, 4004-4100, 3232-3412, 3154-3190, 2402-2470, 3076-3100 kc., 750 watts, coastal, point-to-point and aeronautical service; County of Oklahoma, Oklahoma City, Okla., C. P. for 2452 kc., 125 watts, emergency police service; City of Tulsa, Okla., Tulsa, Okla., C. P. for 1712 kc., 100 watts, emergency police service; W8XJ, Radiomarine Corp. of America, West Dover, Ohio, renewal of special experimental license for 3106, 3082, 3088, 3160, 3172, 3178, 5570, 5540, 5660, kc., 350 watts; Aeronautical Radio, Inc.: KMP, Omaha, Nebr., modification of C. P. to extend period of construction 90 days from 5/19/31; KTU, Redding, Calif., modification of license to permit the deletion of one transmitter;

Also, W3XAA, Universal Broadcasting Co., Portable in Pa., license covering C. P. for 1170 kc., 50 watts, special experimental service; Boeing Airplane Company, NC-10339, new license for aircraft on NCW 3106, 3160, 3166, 3172, 3178, 5570, 5660 kc., 50 watts; The Wilson Transmit Co., on Steamer "Wm. C. Atwater", license for radio on board steamer, frequency to be designated by Commission, 1 to 2 watts, special experimental service; Polin, Inc., Portable C. P. for 60000-400000 from 401,000 kc., up, 250 watts, experimental service; The Kunsky-Trendle Broadcasting Corp., C. P. for visual broadcasting service, frequency and power not specified.

April 24 - American Radio News Corp., near Mills Field, Calif., C. P. for 7625, 7640, 9650, 9670, 9850 kc., 5 KW, for multiple address radiotelegraph; also at Tinley Park, Ill., C. P. for 7625, 7640, 9650, 9670, 9850 kc., 5 KW, for multiple address radiotelegraph; Monumental Radio, Inc., Baltimore, Md., C. P. for 2000-2100, 2100-2200, 2750-2850, 2850-2950 kc., 500 watts, visual broadcasting service; Greater St. Louis Broadcasting Corp., Kirkwood, Mo., C. P. for 2850-2950 kc., 500 watts, visual broadcasting service; P. E. Harris & Co., False Pass, Alaska, renewal of license for 227, 252, 425, 500 kc., 100 watts coastal and point-to-point service; W9XF, National Broadcasting Co., Inc., 3/5 miles south of Downer's Grove, Ill., renewal of experimental relay broadcasting license for 6060 kc., 5 KW; WGT, RCA Communications, Inc., San Juan, P. R., modification of limited public license for change in frequency to 137505 kc.; New England Telephone & Telegraph Co., in or near Boston, Mass., C. P. for 2598 kc., 400 watts, coastal service; KMT, Libby, McNeill & Libby, Libbyville, Alaska, renewal of coastal and point-to-point license for 125, 143, 158, 167, 179, 180, 219, 256, 272, 425, 500 kc., 2 KW; City of Syracuse, New York, Syracuse, N. Y., C. P. for 1712 kc., 400 watts, police service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on April 24th took the following action:

Applications Granted

WIBX, WIBX, Inc., Utica, N. Y., WQAN, E. J. Lynett, Prop., The Scranton Times, Scranton, Pa., WTAW, Agr. and Mech. College of Texas, College Station, Texas, WFVD, Dolies Goings, Rome, Ga., WCOC, Mississippi Broadcasting Co., Meridian, Miss., KSCJ, Perkins Bros. Co., Publishers, Sioux City Journal, Sioux City, Ia., KFGQ, The Boone Biblical College, Boone, Ia., KSAC, Kansas State Agricultural College, Manhattan, Kans., KPJM, A. P. Miller & George R. Klahn, d/b as Miller & Klahn, Prescott, Arizona, KID, KID Broadcasting Co., Idaho Falls, Idaho - all granted C. P.s to make changes in equipment to conform to G.O.s 91 and 97.

Also, WJBI, Monmouth Broadcasting Corp., Red Bank, N. J., C. P. to make changes in equipment to conform to G.O.s 91 and 97, decreasing maximum rated power of equipment from 500 to 100 w. (this does not decrease licensed power of transmitter); KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas, C. P. to make changes in equipment to conform to G.O.s 91 and 97, and increase maximum rated power of transmitter from 500 to 1000 watts (this does not increase licensed power of transmitter); WRBT, Wilmington Radio Association, Inc., Wilmington, N. C., C. P. to move studio and transmitter locally in and near Wilmington, and make changes in equipment to conform to G.O.s 91 and 97; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kansas, C. P. to make changes in equipment to conform to G.O.s 91 and 97 and install automatic frequency control; KDB, Dwight Faulding, Santa Barbara, Cal., C. P. to make changes in equipment to conform to requirements of G.O.s 91 and 97 and decreasing maximum rated power of equipment from 250 to 100 w.

Also, WSYR-WMAC, Clive B. Meredith, Syracuse, N. Y., modification of C. P. to extend completion date from 4/9/31 to 4/30/31 and make changes in equipment; WMRJ, Peter J. Prinz, Jamaica, N. Y., license covering move of transmitter and studio, 1210 kc., 100 w. divides with WCBF, WJBI, WCOH; KGKY, Hilliard Co., Inc., Scottsbluff, Neb., license covering moving of transmitter and studio locally, 1500 kc., 100 w., unlimited; WGN-WLIB, The Tribune Co., Chicago, Ill., license covering changes in equipment 720 kc., 25 KW, unlimited;

Also, American Telephone and Telegraph Co., State of Maine, C. P. telephone band 66.5 to 69.5 kc., centered at 68 kc., 125 KW radiated watts; Bell Telephone Laboratories: W3XR, Needham Twp., N. J., authority to use frequency 278 kc., 10 w., for special experimental station W3XR; W3XR, Needham Twp., N. J., W2XBX, NC-952-V, W2XDE, portable mounted on truck to be used principally in N. J.; WLOXK, portable on ship, WLOXAA, Plane NC-417-H - all renewal of licenses; National Broadcasting Co., Inc.: W2XBS, New York City, C. P. for additional transmitter; also renewal of license; W6XG, Oakland, Cal., renewal of license; Shortwave and Television Corp.:

Portable, also Boston, Mass., C. P. for experimental visual broadcasting station; WLXAU, Boston, Mass., granted license; WLXAV, Boston, Mass., renewal of license; KGVU, New York Alaska Gold Dredging Corp., lower Kuskowin River, Valley, Alaska, granted license; W9XAO, Western Television Corp., Chicago, Ill., W2XR, Radio Pictures, Inc., Long Island City, N. Y., W2XAD and W2XAF, General Electric Co., Schenectady, N. Y., WEY, Fire Dept., Boston, Mass., WCF, Fire Dept., City of New York, WRDN, Fire Dept. of City of N. Y., Brooklyn, N. Y., - all renewals of licenses.

Action taken April 23:- KMA, May Seed and Nursery Co., Shenandoah, Iowa, the Commission decided to allow this station to operate on 710 kc., until April 30th, when KMA is to be put back on 930 kc., pending hearing on its application to go to 710 kc.; WLL, Missouri Broadcasting Corp., St. Louis, Mo., hearing on application for full time on 1200 kc., continued to May 8th, at request of KFWF.

Set For Hearing

KROW, Educational Broadcasting Corp., Oakland, Cal., requests C. P. to make changes in equipment to conform to G.O.s 91 and 97, decreasing maximum rated power of equipment from 5 KW to 2½ KW (not to decrease licensed power of equipment.

Renewal of Licenses

(For period ending July 1, 1931)

In the following cases, renewal licenses were granted on a temporary basis beginning 3 A.M. E.S.T., April 30th, and ending 3 A.M., E.S.T., July 1, 1931, each of said licenses to contain the following clause: "This license is issued on a temporary basis subject to such action as the Commission may take after hearing on the licensee's pending application for renewal of license. No authority herein contained shall be construed as a finding by the Federal Radio Commission that the operation of this station is or will be in the public interest beyond the date of expiration of this license."

KFQU, W. E. Riker, Holy City, Cal.; KFQW, Seattle, Wash., KGBZ, Dr. George R. Miller, York, Neb.; KZM, Leon P. Tenney, Hayward, Cal.; WEVD, Debs Memorial Radio Fund, Inc., New York City; WIBR, George W. Robinson, Steubenville, O.; WLBZ, Maine Broadcasting Co., Inc., Bangor, Me.; WMBA, LeRoy Joseph Beebe, Newport, R. I.; WREC-WOAN, WREC, Inc., Memphis, Tenn.; KGEF, Trinity Methodist Church, S., Los Angeles; KMPC, R. S. MacMillan, Beverly Hills, Cal.; KTNT, Norman Baker, Muscatine, Ia.; WDAE, Tampa Publishing Co., Tampa, Fla.; WFLA-WSUN, Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater, Fla.; WLBX, John N. Brahy, Long Island City, N. Y.; WLOE, Boston Broadcasting Co., Boston, Mass.; WNJ, Radio Investment Co., Inc., Newark, N. J.; WTMJ, The Journal Company, Milwaukee, Wis.

In the following cases, licenses were granted for a term less than the regular license term due to investigations by the Commission which were commenced but not concluded before the date of issuance of this license; also if application for renewal of license is filed, the same must be received at the office of the supervisor of Radio in charge of the District in which the station is located not later than June 1, 1931:

WEXL, Royal Oak Broadcasting Co., Royal Oak, Mich.; WFDW, Raymond C. Hammett, Talladega, Ala.; WGST, Georgia School of Tech., Atlanta, Ga.; WJDX, Lamar Life Insurance Co., Jackson, Miss.; WMBR, F. J. Reynolds, Tampa, Fla.; WPAD, Pierce E. Lackey and S. Houston McNutt, d/b as Paducah Broadcasting Co., Paducah, Ky.; WSEN, The Columbus Broadcasting Corp., Columbus, Ohio; KFXM, J. C. Lee and E. W. Lee, Lee Bros. Broadcasting Co., San Bernardino, Cal.; KOY, Nielson Radio & Sporting Goods Co., Phoenix, Arizona; KVOA, Robert M. Riculfi, Tucson, Arizona; KREG, Pacific-Western Broadcasting Fed. Ltd., Santa Ana, Cal.

Also, KWKH, Hello World Broadcasting Corp., Shreveport, La.; WHBY, St. Norbert College, Green Bay, Wis.; WMAZ, Macon Junior Chamber of Commerce, Macon, Ga.; WOCL, A. E. Newton, Jamestown, N. Y.; WSAI, Crosley Radio Corp., Lessee, Cincinnati, Ohio; WWAE, Hammond-Calumet Broadcasting Corp., Hammond, Indiana; KGFG, Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho; KRE, First Congregational Church of Berkeley, Berkeley, Cal.; KSOO, Sioux Falls Broadcasting Association, Inc., Sioux Falls, South Dakota.

In the following cases, licenses are issued for a term less than the regular license term due to failure to comply with the provision of General Order 97 prior to the date of issuance of this license; if it is desired to file an application for renewal of license, the same must be received at the office of the Supervisor of Radio in charge of the district in which the station is located not later than June 1, 1931:

KBPS, Benson Polytechnic School, Portland Oregon; KFBL, Leese Bros., Everett, Wash.; KFIU, Alaska Electric Light & Power Co., Juneau, Alaska; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska; KFXR, Exchange Avenue Baptist Church, Oklahoma City, Okla.; KCRJ, Chas. C. Robinson, Jerome, Ariz.; KFDY, South Dakota State College, Brookings, South Dakota; KFJM, University of North Dakota, Grand Forks, North Dakota; KFWI, Radio Entertainments, Inc., San Francisco; KFXV, Mary M. Costigan, Flagstaff, Arizona; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska; KGCU, Mandan Radio Association, Mandan, North Dakota; KGFI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas; KFUL, Will H. Ford, Galveston, Texas; KGHI, Berean Bible Class, First Baptist Church, Little Rock, Ark.; KGMB, Honolulu Broadcasting Co., Ltd., Honolulu, T. H.; KIDO, Boise Broadcasting Station, Boise, Idaho; KJBS, Julius Brunton & Sons Co., San Francisco, Cal.; KMCS, Dalton's, Inc., Inglewood, Cal.; KOOS, H. M. Hanseth, Inc., Marshfield, Oregon; K V, Doubleday-Hill Electric Co., Pittsburgh, Pa.; KRMD, Robert M. Lean, Shreveport, La.; KSMR, Santa Maria Radio, Santa Maria, Cal.

Also, KTBS, Tri State Broadcasting System, Inc., Shreveport, La.; KTW, The First Presbyterian Church of Seattle, Seattle, Wash.; KUT, Rice Hotel, Austin, Texas; KWKC, Wilson Duncan Broadcasting Co., Kansas City, Mo.; WABI, Pine Tree Broadcasting Corp., Bangor, Me.; KGCR, The Greater Kampeska Radio Corp., Watertown, S. D.; KGDA, Mitchell Broadcasting Corp., Mitchell, South Dakota; KGFX, Dana McNeil, Pierre, South Dakota; KGFH, Curtis F. Ritchie & Joe E. Finch, Pueblo, Colo.; KGIX, J. M. Heaton, Las Vegas, Nevada; KGY, St. Martin's College, Lacey, Wash.; KIT, Carl E. Haymond, Yakima, Wash.; KLX, The Tribune Publishing Co., Oakland, Cal.; KOCW, Oklahoma College for Women, Chickasha, Okla.; KPPC, Pasadena Presbyterian Church, Pasadena, Cal.; KQW, Pacific Agricultural Foundation, Ltd., San Jose, Cal.; KSEI, KSEI Broadcasting Association, Inc., Pocatello, Idaho; KSO, Berry Seed Co., Clarinda, Iowa; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Arkansas; KUSD, University of South Dakota, Vermillion, South Dakota.

Also, KWEA, Hello World Broadcasting Corp., Shreveport, La.; WABZ, Samuel D. Reeks, New Orleans, La.; WBAA, Purdue University, West Lafayette, Indiana; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y.; WBNX, Standard Cahill Co., Inc., New York City; WCAT, South Dakota State School of Mines, Rapid City, South Dakota; WCAX, The University of Vermont, Burlington, Vt.; WCKY, L. B. Wilson, Inc., Covington, Ky.; WDWF-WLSI, Dutee Wilcox Flint & Lincoln Studios, Inc., Providence, R. I.; WGBC, Memphis Broadcasting Co., Memphis, Tenn.; WHAZ, Rensselaer Polytechnic Institute, Troy, N. Y.; WJBO, Valdemar Jensen, New Orleans, La.; WKAQ, Radio Corporation of Porto Rico, San Juan; WKAV, Laconia Radio Club, Laconia, N. H.; WLBL, State of Wisconsin, Dept. of Agriculture & Markets, Stevens Point, Wis.; WNBW, Home Cut Glass & China Co., Carbondale, Pa.; WOAX, WOAX, Inc., Trenton, N. J.; WPOE, Nassau Broadcasting Corp., Patchogue, N. Y.; WSOC, WSOC, Inc., Gastonia, N. C.; WWNC, Citizens Broadcasting Co., Inc., Asheville, N. C.

Also, WBBL, Grave Covenant Presbyterian Church, Richmond, Va.; WBOW, Banks of Wabash, Inc., Terre Haute, Ind.; WAIU, American Insurance Union, Columbus, Ohio; WCCO, Northwestern Broadcasting Co., Inc., Minneapolis, Minn.; WCLS, WCLS, Inc., Joliet, Ill.; WELL, Enquirer-News Co., Battle Creek, Mich.; WHAS, The Courier-Journal Co., Louisville, Ky.; WIBG, St. Paul P. E. Church, Elkins Park, Pa.; WJBW, Charles C. Carlson, New Orleans, La.; WKAR, Michigan State College, East Lansing, Michigan; WKBV, William O. Knox, d/b Knox Battery Co., Connersville, Ind.; WMAK, Buffalo Broadcasting Corp., Buffalo, N. Y.; WNBZ, Smith and Mace, Saranac Lake, N. Y.; WPAW, Shartenberg & Robinson Co., Pawtucket, R. I.; WPSC, The Penna State College, State College, Pa.; WSSH, Tremont Temple Baptist Church, Boston, Mass.; WCOD, Keystone Broadcasting Corp., Harrisburg, Pa.

In the following case the Commission designated application for hearing. A license will be issued on a temporary basis ending July 1, 1931, said license to contain the following clause: "This license is issued on a temporary basis subject to such action as the Commission may take after hearing on the licensee's pending application for renewal of license. No authority herein contained

shall be construed as a finding by the Federal Radio Commission that the operation of this station is or will be in the public interest beyond the date of expiration of this license";

WMBC, Michigan Broadcasting Co., Detroit, Michigan.

In the following cases, licenses were granted to July 1, 1931, and applicants notified as follows: (1) that the license is issued for a term less than the regular license term; (2) due to investigations by the Commission which were commenced but not concluded before the date of issuance of this license; (3) due to failure of the licensee to comply with the provisions of General Order 97 prior to the date of issuance of this license; (4) that if it is desired to file an application for renewal of license the same must be received at the office of the Supervisor of Radio in charge of the district in which the station is located not later than June 1, 1931:

WASH, WASH Broadcasting Corp., Grand Rapids, Mich.; WRBJ, Woodruff Furniture Co., Inc., Hattisburg, Miss.; WWVA, West Virginia Broadcasting Corp., Wheeling, West Virginia; WCHI, People's Pulpit Association, Chicago, Ill.; WJAZ, Zenith Radio Corp., Prospect, Ill.; KWSC, State College of Washington, Pullman, Wash.

Renewal of Licenses (For period ending June 1, 1931)

In the following cases the Commission recently granted consent to Voluntary Assignment of licenses, and the present licenses will be extended for a period of 31 days ending 3 A.M., E.S.T., June 1, 1931, pending receipt and action on renewal applications from present licensees:

WKBI, WKBI, Inc., Chicago, Ill.; WTFI, Toccoa Falls Broadcasting Co., Toccoa, Ga.; KTBI, Los Angeles Broadcasting Co., Los Angeles, Cal.; WMMN, Holt-Rowe Broadcasting Co., Fairmont, West Virginia; KGFF, KGFF Broadcasting Co., Inc., Alva, Okla.

Temporary Authority Granted

WISJ, Wisconsin State Journal Broadcasting Co., Madison, Wis., granted temporary authority to June 1, 1931, to continue operation on 780 kc., 500 w. day and 250 w. night, unlimited on experimental basis; WGAR, WGAR Broadcasting Co., Cleveland, Ohio, granted extension to June 1, 1931, of temporary use of new transmitter in its present location, while complying with C. P. in selecting site for its transmitter to be approved by Commission.

The licenses of all stations in good standing were renewed for periods of 3, 4, 5, 6, 7 and 8 months, in keeping with the plan announced April 16, 1931.

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