

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

RECEIVED ✓
APR 20 1932

F. A. ARVOLD

INDEX TO ISSUE OF APRIL 18, 1932.

Radio Advertisers Warned Against Guillotine.....	2
Alleged Soviet Speaker Hoaxes Radio Engineers.....	5
Radio Partisans Speak Softly.....	6
Iowa Raises More Than Tall Corn.....	6
Sees Revolt Against Increased Sales Talks.....	7
Business Letter Briefs.....	8
Foreign Trade Opportunities.....	9
Hearings Scheduled By Radio Commission.....	9
Applications Received By Federal Radio Commission.....	9
Decisions Of the Federal Radio Commission.....	11

No. 521

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

RADIO ADVERTISERS WARNED AGAINST GUILLOTINE

Representative Ewin L. Davis, addressing the open session of the American Association of Advertising Agencies devoted to radio urged correction of the present objectionable sales talks before the point is reached where the public will not be satisfied with a correction but will demand the use of a guillotine instead of a pruning knife. Representative Davis warned those present, who were said to be representatives of four-fifths of the total of all radio advertisers, that unless there are changes in the present programs government regulation must result.

Senator C. C. Dill expressed the same opinion when he declared that "under the plan we use now advertising is the financial foundation of broadcasting. It is the only foundation of radio broadcasting of which I can conceive that will be satisfactory to the American people if radio is to continue under private ownership in the United States. If we cannot maintain radio in this country by advertising it seems we will be driven to operation of the radio under government control."

Frederic Gamble, executive secretary of the American Association of Advertising Agencies presided at the session. In addition to the A.A.A.A. members, several of the Federal Radio Commissioners, representatives of the National Association of Broadcasters, and several newspaper representatives were present.

"Radio advertising is under a severe attack from a number of sources", Senator Dill continued. "The motive back of the attacks is not the same but the purpose is the same, namely to get advertisers off the air.

"One source is the newspaper. The newspaper fights radio advertising because it believes there is a conflict between newspaper advertising and radio advertising.

"Educational forces of the country are fighting radio advertising. They want better facilities for broadcasting educational programs now possessed by advertising programs. The third group fighting radio advertising is the reform group-people not particularly interested in radio but looking for something to reform. "

Senator Dill then discussed the seeming futility of advertising which builds up the reputation of the performer or announcer rather than putting the advertiser's message across. He said that in his opinion Bill Hay tends to overshadow "Amos 'n' Andy" themselves and that a certain cigarette program instantly calls to mind O.K-a-a-y something or other rather than the brand of cigarettes. Senator Dill declared that little or no objection was heard to the more natural form of advertising, citing the Davey tree programs. He declared there was nothing in it that creates ill-will or arouses the sensibilities of anybody. As another instance of advertising which does not arouse opposition he declared it was his opinion that the RKO Theatre of the Air was very natural.

It is the view of Senator Dill that there is too much driving to sell something over the air.

Representative Davis, having warned the advertising men that he intended to be straightforward, proceeded to tell them just what was in his mind.

"I want us to retain the present system", he said, "but I want to curb and reform practices so that radio can render the public service which radio can and should render. Radio is not maintained to sell goods, nor for advertisers to use in a commercial sense. The only justification for advertising and commercial use of radio is the use of it in such a way that it may be maintained financially for the purpose of rendering a greater and a larger public service. I do not believe the public, in the final analysis, will stand for any other use of it.

"With respect to the amount of sales talk being indulged in, more than two years ago I began giving warnings publicly along this line - even before there was any pronounced public reaction. I talked with many engaged in broadcasting. And I have discussed the matter with them since.

'I think you are right', they reply. 'I agree with you, but we will handle the situation 'ourselves.' Instead of remedying the situation they have allowed it to grow steadily worse. Most advertising talk is longer now than ever before.

"I think that much of the advertising going on the radio now is overdone - to such an extent that it has the opposite effect from that sought by the advertiser. The purpose of all advertising is to build good will. When it creates ill will it has the opposite effect and there is a very general expression of disgust on all sides on the part of the audience.

"I agree with Senator Dill that certain powerful factors are making a crusade against advertising over the radio. I have in mind another more powerful factor than those which he mentioned and I refer to the rank and file of the listeners.

Having been for twelve or thirteen years a member of the Committee of the House having jurisdiction over radio legislation, Representative Davis feels that he is qualified to speak for the average radio listener when he says he is convinced that there is very considerable dissatisfaction with and reaction against present methods of air advertising. "You would get much better results by having a moderate amount of advertising than you will get from the amount given now", he reiterated. "If you give the public only so much sales talk as they are willing to listen to and they absorb that, you are doing infinitely better for yourselves. I am firmly convinced the proper curb of advertising will not only be in the interest of radio generally but your radio advertisers themselves."

"If we regulate and maintain radio broadcasting upon a sane, sound basis and in a manner that it will render a service there won't be any difficulty about continuing the present American system", the House committee chairman went on. "But there will be such a reaction that the system will inevitably be changed if we continue under present methods.

"I haven't a great deal of faith that it is possible for the industry itself to entirely eradicate the excessive amount of sales talk. Even if a large majority of advertisers and advertising agencies are disposed to cut down the excessive amounts of talk there will certainly always be considerable element which would persist in excessive amounts of sales talk.

"It seems the only way to preserve our present system will have to be some form of regulation by Congress itself - some rule laid down for the Radio Commission so as to treat everybody alike. We are going to be confronted with a solution of the situation and not at a distant date unless something is done about present practices."

In reply to a question addressed to him in the open forum following the Congressional addresses, Senator Dill declared that the situation, in his opinion, calls for the finest ingenuity radio men are capable of. "Ingenuity, initiative and ability of the advertisers, if they put their minds to it, will solve the problem".

X X X X X X X X

ALLEGED SOVIET SPEAKER HOAXES RADIO ENGINEERS

An amusing feature of the banquet at the twentieth anniversary convention of the Institute of Radio Engineers at Pittsburgh was the introduction, after the awarding of the prizes, of a gentleman who was described as "being a representative of the Soviet Republic". He delivered a paper eulogizing broadcasting in Soviet Russia, insisting that Russians were far ahead of the rest of the world in radio matters, and concluding with the recommendation that Russian be adopted as the universal language for broadcasting.

The speaker was heckled by the audience at various stages of his remarks. Many of those present, according to F. P. Guthrie, of the Washington office of the Radio Corporation, were completely taken in by the hoax and were convinced until the end of his remarks that they were authentic. The toastmaster, Prof. W. G. Cady, finally revealed the fact that the gentleman was a resident of Pittsburgh.

Following the banquet, there was an elaborate entertainment program. One of the performers was David Grimes of the license division of the Radio Corporation of America, who demonstrated his ability to play several instruments at the same time, and received many encores.

The attendance at the convention, including members of families, was in excess of 400. While this was not as large as the attendance at last year's convention in Chicago, or the previous year's Toronto meeting, it was considered exceptionally good in view of the present conditions in the radio industry. More than twenty technical papers were delivered.

An inspection trip was made to KDKA's transmitting station at Saxonburg, about 28 miles east of Pittsburgh, where a buffet was served and plenty of time was given to inspect the station thoroughly.

A talk was delivered by S. M. Kintner, vice president of the Westinghouse Electric and Manufacturing Company, on the subject of Pittsburgh's contribution to radio development. In this talk Mr. Kintner reviewed the progress of radio since about the year 1900, and showed how intimately Pittsburgh has been connected with the entire development of the art.

The Morris Liebmann Memorial Prize for 1932 was presented to Edmond Bruce, of the Bell Telephone Laboratories. Mr. Bruce received the \$500 check in recognition of his development of the directional antenna for transatlantic telephone service.

The Institute's Gold Medal of Honor is awarded annually to an outstanding radio engineer regardless of whether his most conspicuous work has taken place during the current year or not. The recipient this year was Prof. Arthur E. Kennelly, of Harvard University, famous for his work in connection with the Kennelly-Heaviside Layer.

X X X X X X X X

RADIO PARTISANS SPEAK SOFTLY

Attendance at the Jefferson Day celebration in Washington by Henry A. Bellows, former Federal Radio Commissioner, of Minneapolis, caused someone to remark to him:

"I didn't know there were any Democrats in the broadcasting industry. I thought the principal broadcasters were Republicans."

"No", Mr. Bellows, who is now a vice president of the Columbia Broadcasting System, replied, "If you are referring to me, I am a Democrat. In fact, I was appointed by President Coolidge as one of the two Democratic members of the first Federal Radio Commission."

"How about William S. Paley, president of Columbia? Isn't he a Democrat?", Mr. Bellows was asked.

"If he is", the former Commissioner replied, "I don't believe he works at it very hard."

Which appears to be the case with the partisans in the industry. Whether they are Democrats or Republicans, they have apparently not allowed their political convictions to interfere with the broadcasting service.

In fact, in recent years at least, only one serious complaint of partisanship has ever been made. That was when the speech of former Senator Jim Reed, of Missouri, was interrupted by an S O S call. Senator Reed was making an anti-trust talk. A portion of his speech was lost and the address hasn't been completed to this day. An investigation was made into the S O S and the necessity for sending it but, according to Senator Reed and his friends, the results were far from convincing.

X X X X X X X X

IOWA RAISES MORE THAN TALL CORN

"Iowa! Iowa! That's where the tall corn grows!", someone telegraphed to M. H. Aylesworth, president of the National Broadcasting Company the day he was also elected President of the R-K-O interests, and added, "Iowa likewise raises big executives."

Mr. Aylesworth, who is 46 years old and not a college man, was born at Cedar Rapids, Iowa. General Charles McK. Saltzman, Chairman of the Federal Radio Commission was born at Panora, Iowa. Harry G. Shaw, president of the National Association of Broadcasters, hails from Iowa.

Herbert Hoover, Likewise this country's first radio director, /when he was Secretary of Commerce, is a native of the tall corn State.

X X X X X X X X

SEES REVOLT AGAINST INCREASED SALES TALKS

In the last of a series of articles on the subject of radio broadcasting Anne O'Hare McCormick writes as follows in the New York Times:

"I doubt whether Americans would prefer the British system and whether our wider and less homogeneous audience would like the higher but less exciting level of the overseas broadcast. There is plenty of evidence, however, that the American audience is dissatisfied with what it gets. If the American broadcasters wish to avoid a change in their present independent status, perhaps a modification of the system leading to more government regulation, even to government operation, they must recognize that the level of the average program is below the average intelligence, however immature we are supposed to be, and that there is a rising revolt against the constant increase of sales talk and selling contests on the air channels.

"Partly as the result of his observations of local politics, partly because he is instinctively a capitalist and fears the invasion of government and government methods into his own business, the average American is cool toward campaigns for public ownership. Nor does he greatly object to being 'sold.' But he resents being exploited, and he continues to regard the air as public property and the receiving set as a source of free entertainment and instruction. Educated by the radio itself to be more discriminating, in this as in other things, he is approaching the point where he is likely to demand drastic revision of the whole American system.

"At any rate, the honeymoon period of broadcasting is over. The broadcasters have developed the radio into a popular oracle of whose power we begin to be afraid and of whose prophecies we begin to take thought. Now that it demonstrates capacities unimagined five years ago, two years ago, it dawns dimly on the public mind that it's a terrible waste to employ Apollo as a soap peddler. It was the broadcasters, after all, who showed us the god in the machine, and all the sounds they pour upon the air can no longer cover up the loud silence of the receiving sets as the god starts talking like the demonstrator at the corner drug store, and the ladies and gentlemen of the radio audience sign off."

X X X X X X X

-
: BUSINESS LETTER BRIEFS :
:

Station WHAS, Louisville, Ky., which has recently been authorized by the Federal Radio Commission to install a 50,000 watt transmitter, will become a member station of the Columbia Broadcasting System on Sunday, May 15th.

Owned and operated by the Courier Journal Company and the Louisville Times Company, WHAS has been on the air since July, 1922, being the first broadcasting station licensed in Kentucky, and has a noteworthy record of progress and achievement. It will carry a full schedule of Columbia programs.

The Bureau of Standards, in the April edition of its Journal of Research, will publish a report on the thousands of measurements which it has made of daytime field intensities at various distances from broadcasting stations in the eastern United States, in order to have available a basis for estimates of the effectiveness at various distances of stations broadcasting on various frequencies.

Utah Radio Products Company and subsidiaries - Year ended December 31: Net loss after depreciation and other charges, \$386,938. No direct comparison is available, due to change in ending of fiscal year from June 30 to December 31st.

Introduction of the Baird system of television, developed by John L. Baird, British, inventor, has been barred from the United States by a decision of the Federal Radio Commission. Reversing the recommendation of Examiner Ralph L. Walker, the Commission has denied the application of Station WMCA, New York, to erect a 1000 watt visual broadcasting station, proposing to use the Baird system and to operate in the 2850 to 2950 kilocycle band.

The Commission held that though the application was in the name of WMCA, an American company, the proposed station would be operated jointly with Baird Television Corporation, Ltd., a British concern.

According to the Commission, the granting of the license would in effect be the granting of authority to the British company, which has affiliations with the British Broadcasting Corporation, in violation of the section of the radio law prohibiting alien ownership or directorates of companies holding wave-length privileges in the United States.

X X X X X X

FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be secured from the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Radio Sets	±57314	Victoria, Brazil	Agency
Radio Sets, long and short wave	±57311	Johannesburg, South Africa	"
Radio sets, parts, and accessories	*57385	Taihoku, Japan	Purchase
Radio sets and parts	*57366	Berlin, Germany	Agency or Purchase
Radio transmitting tubes, and sets	±57372	Argenteuil, France	Agency

X X X X X X X X

HEARINGS SCHEDULED BY RADIO COMMISSION

April 20 - KMJ, James McClatchey Co., Fresno, Calif., C.P. 550 kc., 500 w., unlimited time. Present assignment: 1210 kc., 100 w., unlimited time.

April 21 - KGB, Don Lee, Inc., San Diego, Calif., modification of license 1330 kc., 1 kw, unlimited time; present assignment: 1330 kc., 500 w., unlimited time.

WPDS, City of St. Paul, modification of license, 2414 kc., 500 w., unlimited time. Present assignment: 2416 kc., 150 w., 500 w., experimentally, unlimited time.

KGPB, City of Minneapolis, Minn., modification of license 2470 kc., 400 w., unlimited time. Present assignment: 2416 kc., 250 w., limited time.

April 22 - Shreveport Broadcast Co., Shreveport, La., C.P. 1608-2080 kc., 100 w., unlimited time, visual broadcasting.

Sayles & Stewart, Gillette, Wyo., C.P. 1310 kc., 100 w., 6 to 10 P.M. daily.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

April 14 - WFAB, Defenders of Truth Society, New York, N. Y., voluntary assignment of license to Fifth Avenue Broadcasting Corp.; Daily Independent & Mail, Anderson, S. C., C. P. amended as to equipment and to omit request for facilities of WFBC, Knoxville, Tenn.; C. E. Gifford, City Bakery, and W. B. Turner, DeQueen, Ark.,

C.P., for a new station to use 950 kc., 15 w., unlimited; WIOD-WMBF, Isle of Dreams Broadcasting Corporation, Miami, Fla., direct measurement of antenna input; KGBX, KGBX, Inc., St. Joseph, Mo., C. P. amended to show exact proposed location of transmitter at 1008 McGee St., Beacon Hill Addition near Springfield, Mo.; KSO, Iowa Broadcasting Co., Clarinda, Iowa, C.P. amended to request to move transmitter to New Hope Township, Iowa, instead of Creston, Iowa, proposed studio location Creston; KMMJ, the M. M. Johnson Co., Clay Center, Nebr., install automatic frequency control; James M. Caldwell, Goodland, Kans., C. P. for a new station to use 1500 kc., 100 w., share with KGGY, at Scottsbluff, Nebr.; KFPY, Symons Broadcasting Co., Spokane, Wash., modification of license to change frequency from 1340 kc., to 1260 kc.; Gustav A. Jenkins, Antonito, Colo., C.P. for a new station to use 1200 kc., 100 w., share with KGEK, Yuma, Colo., and KGEW, Ft. Morgan, Colo.

April 15 - WLBZ, Maine Broadcasting Co., Inc., Bangor, Maine, license to cover C.P. construction granted 1/5/32 for changes in equipment; WIS, South Carolina Broadcasting Co., Inc., Columbia, S.C., license to cover C.P. granted 2/9/32 for changes in equipment; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., install automatic frequency control for auxiliary transmitter; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., modification of license to change the specified hours of operation to continuous, unlimited, hours of operation; daytime power to be reduced to 500 watts, night power 1 KW; now has 1 KW day and night; KVOA, Robert Marion Riculfi, Tucson, Ariz., modification of license to change specified hours of operation, change would involve Sunday operation only. (Correction) Hugh J. Powell & Stanley Platz, KGGF, doing business as Powell & Platz, Coveyville, Kans., modification of license to increase power from 500 watts to 1000 watts night, 1 kilowatt LS).

The following application was returned to the applicant: KFBI, Farmers & Bankers Life Insurance Co., Wichita, Kans., C.P. to increase power to 10 KW (Rule 5).

Applications Other Than Broadcasting

Aeronautical Radio, Inc.: KGTS, Omaha, Nebr., license covering C.P. for 3.222.5, 2232.5, 3242.5, 3257.5, 3447.5, 3547.5, 3467.5, 3.485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 50 w., aeronautical service license covering C.P. for 2316, 2356, 4115, 6540, 6550, 6560, 8015 kc., 50 w., point-to-point aeronautical; WSDW, Newark, N. J., and WSDU Boston, Mass., modification of C.P.s for extension of completion date to August 19, 1932, airport stations; City of San Antonio, Texas, new C.P. for 2458 or 2506 kc., 500 w., emergency police service.

April 15 - Ray-O-Vision Corp. of America, Ltd., Los Angeles, Ltd., Los Angeles, Calif., C.P. for 2800 kc., 500 watts, experimental visual broadcasting; WPDW, Metropolitan Police Dept., Washington, D.C. modification of license for increase in power to 400 watts, emergency police service; Dept. of Public Safety, Commonwealth of Massachusetts, Northampton, Mass., Framingham, Mass., and Middleboro, Mass., new C.P.s for 1574 kc., 500 watts, emergency police service; Aeronautical Radio, Inc.: KGUW, Robertson, Mo., KGUX, Dallas, Texas., WSDY, Atlanta Ga., WSDV, Columbus, Ohio, modification of C.P.s for extension of completion date to 8/19/32 and 8/22/32 respectively.

X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(April 15, 1932)

WHAT, Independence Broadcasting Co., Philadelphia, Pa., C.P. to move transmitter locally and install new equipment; KICA, W. E. Whitmore, Clovis, N. Mexico, modification of C.P. to move transmitter and studio locally and extend completion date to 70 days from today; WTFL, Radio Broadcasting Corp., Twin Falls, Idaho, modification of license to increase night power from 250 to 500 watts; WSPA, d/b as Voice of South Carolina, Spartanburg, S. C., authority to install automatic frequency control; WFLA-SUN, Clearwater and St. Petersburg Chambers of Commerce, Clearwater, Fla., permission to operate new transmitter at Bayview on program test 250 watts night, 500 watts day and 1000 watts midnight to 6 A.M.; WCAL, St. Olaf College, Northfield, Minn., KFMX, Carleton College, Northfield, permission to take depositions in matter of hearing scheduled for April 28th; Carl E. and A. J. Goiens, Sturgis, S. D., permission to take depositions in the matter of hearing set for April 27th; Fred J. Evans and Raymond E. Stotts, Garden City, Kans., permission to intervene in the matter of hearing on application of Conard Studio, Garden City, Kans.; WFBC, Vergil Evans, Knoxville, Tenn., permission to move station from Knoxville to Greenville, S. C., install new equipment and increase power from 50 to 100 watts.

Also, Mutual Tel. Co.: KLN, Hilo, T. H., C.P. for two new transmitters, point-to-point telegraph; transmitter 405- 3195 and 3225 kc., unlimited time, 5720 and 5750 kc day; transm. 406 - 442 kc. unlimited time, provided no interference results; 1 KW on 405 and 500 w., on 406; A1 and A2 emission on 405, A1 on 406; KICZ, Honolulu, T. H., C.P. for two new transmitters, point-to-point telg. and additional location at Ala Moana Road, Honolulu; Transm. 405 - 3195 kc., and 3225 kc.; unlimited; transm. 403, - 5720 kc., and 5750 kc., daylight only; 1 KW power on each transmitter, A1 and A2 emission; KOG, Honolulu, T. H., C.P. for 2 new transmitters, 442 kc., unlimited time, provided no interference results, 500 watts power, A1 emission; WUCC, Aeronautical Radio, Inc., Municipal Airport, Chicago, license (aero. serv.), 3162.5, 3172.5, 3182.5, 5572.5, 5662.5 kc; for use of auxiliary transm. primarily for testing of crystals which have been repaired at lab., 1 transm. 400 w.; 1 transmitter, 10 watts.

Also, Press Wireless, Inc.: WRDD, Atlanta, Ga., WRDF, Memphis, Tenn.; KCWG, Seattle, Wash.; WRDG, Detroit, Mich.; WRDE, Cleveland, O., KGWH, Salt Lake City, Utah, KGWE, Los Angeles, Cal., WRDC, Chicago, Ill. (also change in location to Elgin, Ill.), modification of C.P.s, point-to-point telg. for extension of completion date from April 18th to October 18, 1932; WRDJ, Needham, Mass., modification of C.P. for extension of completion date from April 18th to October 18th, 1932, and change in location to Hicksville, Long Island, N. Y.; KGXZ, Tacoma Field (Pierce Co. Airport), Tacoma, Wash., license 278 kc., 10 watts, A3 emission; WEY, Boston Fire Dept., Boston, Mass., renewal of license 1558 kc., 50 w., A3 emission; American Airways, Inc. licenses for 7 new planes: 3105, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc. unlimited, 3222.5, and 4917.5 kc., day only, 50 watts, A3 emission.

Also, Mackay Radio & Telegraph Co.: WIB, Sayville, N. Y., modification of license for change in frequency from 6815 to 6942.5 kc., all other terms of license remains same; WID, Sayville, N.Y., same - from 7730 to 6935 kc.; WIC, Sayville, N. Y., same - from 7670 to 7737.5 kc.; WIH, Sayville, N. Y., - same, from 8075 to 6927.5 kc.; KQN, Kailua, T. H., - same from 14770 kc. to 10820 kc.; KWB, Kailua, T. H., same - from 7655 to 7662.5 kc.; KWB, Palo Alto, Cal., same - from 7737.5 to 7670 kc.; KWA, Palo Alto, Cal., same from 7662.5 to 7665 kc.; KQN, New York City, authority granted for period not to exceed 60 days to operate station at Kailua, T. H., on frequency 10820 kc., in accordance with terms of present fixed public service license; WHEM, Pacific Coast Codfish Co., Seattle, Wash., authority for period not to exceed 60 days to operate station aboard Schooner "Sohipa Christenson" pending receipt of formal application, frequencies 425, 468, and 500 kc., 100 watts.

Also, RCA Communications, Inc.: WEB, Rocky Point, N. Y., modification of license to change frequency from 6935 to 14770 kc.; WEV, New Brunswick, N. J., same - from 6942.5 to 7730 kc.; WEZ, Rocky Point, N. Y., same - from 6927.5 kc. to 8075 kc.; KTK, Globe Wireless, Ltd., Mussel Rock, Cal., issuance of a corrected marine relay station license to show transmitter Type 285, Serial No. 2 as deleted; Geophysical Research Corp., Tulsa, Okla., modification of 13 geophysical licenses specifying location as "portable" without restriction (these stations are now licensed to operate in Zones 3, 4 and 5; now will extend activities into State of Calif., Zone 6)

Renewal Of Licenses

The following stations were granted regular renewal of licenses:

WCSC, Charleston, S. C.; WGAR, Cleveland, Ohio; WJSV, Alexandria, Va.; WODX, Mobile, Ala.; KGER, Long Beach, Cal.; KGHF, Pueblo, Colo., and KLS, Oakland, Cal.

Also, KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., renewal of license, 1300 kc., 1 KW, half-time; and special authorization to operate unlimited time; this authorization subject to immediate cancellation upon final determination of the issues in the Court of Appeals in the case of KGEF; WCMA, General Broadcasting Corp Culver, Ind., renewal of license, 1400 kc., 500 watts, specified hours of operation: WBAA, Purdue University, W. Lafayette, Ind., renewal of license, 1400 kc., 500 watts, hours of operation: Monday and Friday, 7 to 8 P.M.; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., renewal of license, 1400 kc., 500 watts, hours of operation specified; WCAE, WCAE, Inc., Pittsburgh, Pa., renewal of license for auxiliary transmitter to operate on 1220 kc., 100 watts, unlimited time.

Applicants Dismissed

The following applications were dismissed for want of prosecution: Don Lee, San Francisco, Cal., (New) and Same party, KFRC, KHJ, filed April 30, 1930, May 22, 1930 and May 22, 1930, respectively; WDGY, Dr. George W. Young, Minneapolis, Minn., filed November 4, 1930; WQDA, Bay State Fishing Co., Boston, Mass., Filed April 21, 1930; Waltham Watch Co., Waltham, Mass., filed February 3, 1930.

The following applications were dismissed at request of applicants: WGBB, Harry H. Carman, Freeport, N. Y., modification of license 1210 kc., 100 w., share with WJBI, WCOH; WTBO, Associated Broadcasting Corp., Cumberland, Md., modification of license 590 kc., 250 w., unlimited time; WEXL, Royal Oak Broadcasting Co., Royal Oak, Mich., C.P. 1310 kc., 100 w., unlimited time.

Action On Examiners' Reports

Kansas State College of Agr. and Applied Science, Manhattan, Kans., granted C.P. for experimental visual broadcasting to use frequency 2100-2200, reversing Examiner Elmer W. Pratt; WJBC, Wayne Hummer & H. D. Dee, d/b as Kakaskia Broadcasting Co., LaSalle, Ill., denied C. P. for removal of station to Racine, Wis., and to change frequency from 1200 kc. to 1500 ~~kc.~~, sustaining Examiner R. H. Hyde; WRJN, Racine Broadcasting Corp., Racine, Wis., denied C.P. for increase of day power from 100 to 250 watts, sustaining Examiner R. H. Hyde; WJBC, Kaskaskia Broadcasting Co., LaSalle, Ill., granted renewal of license on 1200 kc. with 100 watts, sharing with WJBL, Decatur, Ill., sustaining Examiner Hyde; W9CNG, Jack Prichard, Vincennes, Ind., granted permission to move station from Terre Haute to Vincennes, Ind., reversing Examiner R. H. Hyde; W6FJM, John Mohar, Oakland, Cal., denied renewal of amateur license as in default; no one appeared at hearing, sustaining Chief Examiner Ellis A. Yost.

Set For Hearing

April 15 - Sun-Gazette Co., Williamsport, Pa., application for C.P. to operate on 1370 kc., with 100 watts, half-time, set for hearing because of protest filed by Clarence R. Cummins, Station WRAK; Peter Goelet, Robert Goelet Estate, Chester TWP., New York, requests C.P. for new station to operate on 1210 kc., 50 watts, specified hours; WIBG, WIBG, Inc., Elkins Park, Pa., requests modification of license to increase operating power from 25 to 100 watts, and change frequency from 930 to 970 kc.

April 12 - Plattsburg Broadcasting Corp., Plattsburgh, N. Y., requests C.P. 1420 kc. 1420 kc., 100 watts, specified hours (facilities of WHDL); A. V. Tidmore, Hagerstown, Md., requests C.P., 1210 kc., 100 w., daytime; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., requests C.P. to install new transmitter, change frequency from 1290 to 1020 kc., and increase operating power from 1 KW night and 2½ KW LS to 5 KW; WRNX, Standard Cahill Co., Inc., New York; WMSG, Madison Square Garden Broadcasting Corp., New York, KTBS, Tri-State Broadcasting System, Inc., Shreveport, La., renewal of licenses set for hearing and temporary licenses issued pending Commission's action on renewal applications.

X X X X X X X X