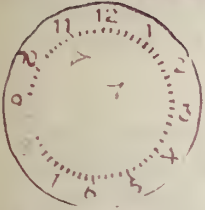


HEINL RADIO BUSINESS LETTER

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::



NOV 18 1932

G. W. JONES

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Wm. J. Sprague
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No. 579

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BROADCASTERS ALL SET FOR YEAR 1933

The National Association of Broadcasters has just concluded its annual meeting in St. Louis, Mo. and is all set for 1933. Alfred J. McCosker, of WOR, Newark, N.J. was elected president. Leo J. Fitzpatrick, of Detroit, was elected first vice president and John Shepard 3d, of Boston, second vice president.

Arthur Church, of Kansas City, was named treasurer. The board of directors includes J. Thomas Lyon, Baltimore; Lambdin Kay, Atlanta; I. Z. Buckwalter, Lancaster, Pa.; Truman Ward, Nashville, Tenn.; W. W. Gedge, Detroit; and Donald Flamm, New York City.

Revision of the contract governing payment of royalties by composers and song writers was demanded by members of the National Association of Broadcasters in a resolution adopted at the final session. Plans were made to continue the fight with the American Society of Composers, Authors and Publishers over the royalty rates. Oswald F. Schuette was appointed to direct a united movement on behalf of the broadcasters for revision and reduction of the rates provided under the contract now in effect.

Radio men attending the convention adopted a resolution threatening to organize their own corps of composers if Schuette should be unable to make any headway in scaling downward the present royalty rates. Under the present contract, which recently was adopted, the broadcasters pay the American Society of Composers, Authors and Publishers a lump sum, based on net receipts of the station.

More than 300 station representatives were present at the convention -- one of the largest in the history of the organization.

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NEW NBC "HANDY LEAFLETS" ISSUED

The Sales Promotion Department of the National Broadcasting Company has issued another addition to its "Handy Leaflets" volume. A composite map showing all NBC networks and wire line facilities, an up-to-date list of advertisers giving the name of the feature they sponsor and time and network, and a graph showing the various industries represented in the air programs, the number of advertisers for each industry and the amount of money spent by each industry were included.

Food products are more widely advertised than any other. There are 61 advertisers spending a total of \$7,486,768 with the NBC. Drugs and toilet goods come next, 40 advertisers spending \$4,417,029 for exploitation of their wares.

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RADIO DIVISION SUMS UP YEAR'S ACTIVITIES

The Radio Division, making its report to the Department of Commerce for the last time, has just made public a review of the past year's activities. Now that it has become a part of the Federal Radio Commission it will not make a separate report next year.

Outstanding developments last year were in the police radio and amateur departments. There are now 79 police radio stations in operation, as compared with 53 last year. Construction permits have been issued for ten more.

There was an unprecedented increase in the users of amateur radio during last year. This year there are 30,374 amateurs, as compared with 22,739 licensed transmitting stations last year-- an increase of 7,365. This army of amateurs have been operating their stations in an orderly manner, with very little official supervision and with very few violations of the law or regulations reported against them.

The most outstanding achievement by amateurs during the past year has been their development of the ultra-high frequency portion of the radio spectrum, particularly in the band assigned to them from 56 to 60 megacycles.

Safety of navigation was further increased last year through the installation of additional marine radiobeacons and radiocompasses. There are 102 marine radiobeacons in use in the United States at the present time, an increase in twelve over the preceding year. They are situated along the seacoast and around the Great Lakes.

Each of the nine radio districts, with the exception of New York, is supplied with a radio test car. One of these cars has had over 100,000 miles service. When changes are required, consideration will be given to change of design with a view to reducing weight and providing additional space for equipment. The service now needs cars at New York, Los Angeles and some mid-west point, possibly Kansas City.

There was a substantial increase in the number of radio operators examined and licensed. During the year examinations were given to 5,949 applicants for commercial licenses and 10,315 applicants for amateur licenses. Licenses were issued to 27,211 radio operators during the year, of which 6,555 were commercial and 20,656 amateur.

The Radio Division staff made 1,426 inspection trips and visited 610 cities. There were 14,708 clearances from our ports of ships, foreign and domestic, which are required by law to be fitted with radio apparatus and 11,125 inspections. Also the field force inspected 3,339 radio stations on land, including aircraft broadcasting and amateur.

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"HOLLYWOOD" GOES TO THE HEAD OF THE CLASS

"Hollywood" McCosker, of Station WOR, Newark, newly elected President of the National Association of Broadcasters, would be an ornament to any industry. The broadcasters are to be congratulated upon their choice. A typical debonair Broadway figure, he looks as if he had just stepped from a motion picture screen, which may account for the "Hollywood".

McCosker always seems to be going out of his way to accommodate some one. And he radiates energy.

Through McCosker's foresight and ability, WOR occupies front rank among the New York City stations. Although WOR's transmitter is located in New Jersey, the studios are on Broadway. The situations of WOR, with studios in New York and transmitter in New Jersey, and Station WJSV, with studios in Washington and transmitter in Virginia, are much the same.

WOR is one of the leading independent stations in the United States and stands so high with the Federal Radio Commission that it was recently granted an increase in power to 50,000 watts, the maximum allowance.

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CALL LETTER SYSTEM FOR AMATEURS KEPT

The re-districting of the inspection offices of the Federal Radio Commission does not mean that amateurs will have a new system of call letter designations, according to Lieut. E. K. Jett, assistant chief engineer of the Commission. While broadcasting, maritime and other radio services are administered through the 20 inspection offices, instead of through the nine district offices and their several sub-offices, amateurs will continue to be divided into nine areas.

Amateur calls will continue to carry the designations "W1", "W2", "W3", etc. up to "W9", as formerly, instead of having their calls carry two digits such as "W18" or "W19" in conformity with the 20 new districts.

Amateurs, however, must hereafter make their applications for station licenses directly to Washington, which also will issue their call letters. But for the purposes of operators' examinations, they must report to the inspectors in the twenty new districts, according to the one/which they live.

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The re-districting was ordered to co-ordinate the division of field operations of the commission, formerly the radio division of the Department of Commerce, with the commission itself. Each of the twenty inspectors will be responsible directly to the commission at Washington, with Commissioner Thad H. Brown, as administrator of the field force.

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CODE WORD LIMITATION WORRIES U.S.

It is known authoritatively that the American and British delegations to the International Radio and Telegraph Conference in Madrid are extremely worried about the projected elimination of ten-letter code words.

The conference, in plenary session, voted to limit code words to only five letters last week, but the issue was subsequently brought back from the committee that was to pass on details.

Britain, the United States and Germany, which represent a large majority of the users of the code are being consistently voted down on this question by such smaller nations as Persia and Greece, which have no substantial interest in it. Italy and France also favor ending the ten-letter code word.

The private companies, at first in favor of the change, are now reported alarmed by the possibilities of such a step in these times of economic depression and anxious to retain the status quo.

F. W. Phillips, head of the British delegation, will demand again that the matter be referred to the plenary session for another vote.

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RADIO HYMNS CALLED CHEAP

The decline of family worship and the "cheapness" of hymns used on the average radio program were deplored by speakers at a business session of the Hymn Society, an organization of hymn writers and composers which is holding its tenth anniversary celebration this week. The meeting took place in the parish hall of St. Bartholomew's, New York City.

Russell Carter, supervisor of music for the State Department of Education, attacked the "sentimentality and tawdriness" of some of the religious songs used on the radio and said that music of this type serves to debase the public taste. A committee was appointed by the society to investigate the radio field with a view to improving the character of the hymns used.

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NEWS COMMENTATOR CRITICIZED

"A lot of Washington people who have become fond of Edwin C. Hill's broadcast on Columbia - 'The Human Side of the News' - got something of a shock by his outpouring Tuesday night on the subject of Presidents I Have Known", writes Don Craig in The Washington Daily News. "It really wasn't worthy of him and I doubt if it did either himself or Columbia any particular good.

"To begin with, he broadly intimated that his relationship to each of the last half dozen presidents was slightly closer than that of a brother, whereas Ed has hardly been seen in Washington in the last ten years.

"His listeners were given to believe that Harding, for example, was a pretty good President and a pretty bad golfer. The facts, as all Washington newspapermen will agree, were exactly the reverse. Harding never broke a hundred on the golf course, said Hill. As a matter of fact, in a tournament on the difficult Washington Golf Club course, President Harding shot a 90 and was runner-up to the winner. His Chevy Chase handicap was 22. And Harding, by Hill's own account, was one of the presidents he knew best of all.

"Hill's prediction that Roosevelt will not listen to such 'radicals' as Huey Long, Dill and Wheeler, is likely to rise up and smack Columbia. Huey is always able to make trouble, ditto Wheeler, and Dill happens to be about the most active of all senators on the subject of radio. Any one of the three doubtless would admit Hill's right to take issue with them on any specific issue, but each of the three is likely to resent the sort of left-handed slap received Tuesday night.

"And it is a matter of history that the three men whom Hill kissed off with a sneer had as much to do with Roosevelt's getting that Chicago nomination as almost any three Hill can name."

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SHORTEST WAVE LENGTH EMPLOYED BY BRITISH

A micro-ray equipment giving radio communication on the shortest wave length employed at any radio station in the world, has been ordered by the British Air Ministry for use in connection with cross channel flying services. It will be manufactured by Standard Telephones and Cables, a subsidiary of the International Telephone and Telegraph Corp.

The equipment on order will operate on a wave length of fifteen centimetres. For communication on this minute wave length, transmitting and receiving aerials less than one inch long are required.

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DILL NOT SEEKING CABINET PLACE OR POST ABROAD

Senator Dill has definitely rejected suggestions that he might wish a Cabinet post or Ambassadorship, according to close political friends, the New York Times representative in Seattle, Wash., reports. They say he prefers and intends to remain in the Senate.

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RCA SUIT GOES OVER UNTIL MONDAY

The trial of the anti-trust suit filed by the government against the Radio Corporation of America and affiliated companies which was set for Monday, November 14, in the United States District Court for Delaware, at Wilmington, has been post-poned until next Monday, November 21.

In asking Judge John P. Nields to let the case go over, John Lord O'Brian, Assistant United States Attorney General, gave no intimation of the nature of the proposals received from the defendants looking to a settlement out of court.

The proposals received by the Attorney General last Friday made it impossible, Mr. O'Brian said, for the Justice Department to give them thorough consideration in the short space of time before the trial, because of the complexity of the relationship among the defendants.

If the government looked favorably upon the proposals, Mr. O'Brian said, they would have to be embodied in an injunctive decree. This decree, he added, would have to be approved by both sides before being submitted to the court.

In asking for the postponement, Mr. O'Brian said that it is to be understood that if such a decree is not submitted to the court the case should go to trial next Monday.

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"PARADE OF THE STATES" IN BOOK FORM

"It is not unusual for a radio program to be written from a good book, but when a book is taken from a radio program that's news", is the way a press report from Doubleday Doron & Co., Inc. reads in announcing the publication of Bruce Barton's "A Parade of the States", to retail at \$1.00 per copy.

It is claimed that about 849,000 people wrote for copies of the program in permanent form. It was decided to publish these descriptions of the forty-eight States and such an announcement was made in the last two "Parade of the States" programs.

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SUPREME COURT REFUSES TO REVIEW FOUR RADIO CASES

The Supreme Court has announced that it will not review four cases brought before it involving the validity of Edelman Patent No. 1680370, covering devices for furnishing the electric power for the operation of radio receiving sets, and Edelman Patent No. 1682492, covering a radio battery eliminator.

The court denied petitions for writs of certiorari in Nos. 444-5, Banning v. Hartman Furniture & Carpet Co., and 446-7, Hartman Furniture & Carpet Co. v. Banning.

The invention of the patent in Nos. 444-5, according to petitioners brief, relate to apparatus for changing the alternating current from household light sockets into direct current required for radio receivers, and includes combinations of certain electrical devices which effect such a conversion and eliminate distortion.

A district court decision that this patent was valid and had been infringed was reversed in part by the Circuit Court of Appeals for the Seventh Circuit, which held that claims 1, 2 and 3 were invalid on the ground that a combination of old elements each performing a well-known function constituted aggregation and not patentable combination.

Urging reversal of this decision, the petitioner in Nos. 444-5 stated to the Supreme Court in his brief that the lower court had erroneously decided an important question of Federal law which has not been settled by the Supreme Court.

The Hartman Furniture Co., in Nos. 446-7, involving Edelman patent No. 1682492, appealed to the high tribunal to reverse a decision by the Circuit Court of Appeals for the Seventh Circuit that claim 3 was valid and infringed.

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LAFOUNT HITS OVER-COMMERCIALISM AND WAVE TRAFFICKING

The American broadcasting system, in spite of its being "the best in the world", suffers from the temptation and danger of "over commercialization", Harold A. Lafount, acting chairman of the Federal Radio Commission told the annual convention of the National Association of Broadcasters, meeting in St. Louis.

In warning of this danger, Mr. Lafount said that many stations instead of operating in "the public interest, convenience and necessity" are "operating mainly for profits through excessive and uninteresting advertising.

Offering facilities to universities, philanthropic, and similar organizations does not relieve stations from the responsibility of providing worth while programs, he explained.

Declaring that the financial condition of the industry generally is sound, Mr. Lafount pointed out that "invested capital in many instances is out of all proportion to the earning capacity of the station". Trafficking in licenses and converting modest personal investments into the controlling interests of over capitalized corporations "must stop", he asserted.

He expressed satisfaction over the cooperation of the broadcasters with the Federal Radio Commission, upheld its rules as reasonable, and described the broadcasters as "pioneers" in the field who hold the fate of the system in their hands.

"Now everybody knows that the operation and maintenance of a radio broadcasting station is an expensive undertaking", Mr. Lafount said. "Somebody has to foot the bill. In the end, under any system, it is my belief that it is the public who pays. The manner in which it pays differs in accordance with the various systems in use. In England the public is taxed directly. In the United States money for the operation of stations is obtained through the medium of 'sponsored' programs, in other words, advertising. The public wants service; the advertiser wants the public's attention and is willing to pay for it. He, in turn, adds the advertising expense on the price of his goods, so in the end the public pays indirectly for its service.

"While the advertiser must have an audience, and to get the audience and hold it, the station must give it something interesting in the way of service, nevertheless, the danger of overcommercializing is a real temptation for which many stations have fallen. Instead of operating primarily 'in the public interest, convenience and necessity', they are operating mainly for the profits they gain through excessive and uninteresting advertising. In so doing, I warn them, they are 'selling their birthrights for a mess of pottage' and their judgement day will come. Already an irate public is besieging their representatives in Congress for drastic action.

"Upon previous occasions I have referred to the value frequently placed upon licenses, or wave lengths, by broadcasters and called good will. Such practice is illegal commercialism. Invested capital in many instances is out of all proportion to the earning capacity of the station. Trafficking in licenses and the conversion of modest personal investments into the controlling interests of overcapitalized corporations must stop.

"It is my opinion that the time has now arrived for the issuance of licenses for longer periods of time. I have urged this step upon the Commission and the advisability of extending the period to one year has been discussed. However, in the absence of a full Commission, it was thought wiser to postpone a consideration of this matter until a little later. I believe, however, it is inevitable that some such step will be taken."

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DECISIONS OF THE COMMISSION

WJBI, Monmouth Brdcastg. Co., Red Bank, N.J., granted assignment of hours, effective Nov. 7, as follows: 7 to 9 p.m., EST, on Mondays only. Shares with WFAB, White Plains, NY and WGBB, Freeport, N.Y.; WNBX, The WNBX Brdcastg. Corp., Springfield, Vt., granted mod. of CP to make changes in eqpt.; WHBQ, Brdcastg. Stat. WHBQ, Inc., Memphis, Tenn., granted mod. of CP extending completion date from Nov. 26 to Jan. 26, 1933, covering move of transmitter locally; KIEM, Harold H. Hanseth, Eureka, Calif., granted mod. of CP approving transmitter location at Eureka, and changing type of eqpt.; also

WESG, Cornell University, Ithaca, N.Y., granted mod. of lic. to change freq. from 1270 to 1040 kc.; KASA, E. M. Woody, Elk City, Okla., granted lic. covering erection of new station, 1210 kc., 100 w., unlt. time; KOMA, Natl. Radio Mfg. Co., Oklahoma City, Okla., granted license covering move of transmitter locally and installation of new eqpt. 1480 kc., 5 KW., unlt. time; WEBC, Head of the Lakes Brdcastg. Co., Superior, Wis., granted license covering local move of transmitter, changing eqpt. 1290 kc., 1 KW, 2½ KW LS., Unlt. time; and

KWSC, State College of Washington, Pullman, Wash., granted authority to remain silent from 9:30 p.m., PST, Dec. 17 to 6:45 p.m., PST, Jan. 1, 1933, in order to make repairs and improvements; KOIN, KOIN, Inc., Portland, Ore., granted CP to move transmitter locally to Barnes Road, outside city limits of Portland; WFAB, Defenders of Truth Society, Inc., New York, granted spec. auth. to use transmitter of WEVD until repairs are made, but not to exceed ten days; WSPA, Virgil V. Evans, d/b as The Voice of S. Carolina, Spartanburg, S.C., granted authority to take depositions in the matter of appl. of WFBC and the Greenville News-Piedmont Co.; also

KTAR, KTAR Brdcastg. Co., Phoenix, Ariz., granted auth. to take depositions in the matter of appl. of KTAR, Docket 1679; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., directed station to operate from 2 to 3 a.m., EST, on the following days, Nov. 25, Dec. 9 and 23, Jan. 6 and 20, in order to check frequency; and

Other Than Broadcasting

New, American Radio News Corp., portable and mobile, initial location, New York City, granted gen. exp. CP, freqs. 60,000-400,000, 10 w.; New, Victor G. Martin, Rochester, N.Y., granted gen. exp. CP, freqs. 41,000, 51,400, 60,000-400,000 kc., 50 w.; New, Reuben Albert Isberg, portable to be operated from airplane, initial location, Greeley, Colo., granted gen. exp. CP, 60,000-400,000 kc., 10 w.; W6XAR, Julius Brunton & Sons Co., portable and mobile, initial location, San Francisco, granted gen. exp. CP, 75,000 kc., 3 w. power. Also granted license covering same.

KIEH, Red River Lumber Co., Westwood, Cal., granted spec. emergency license, 3190 kc., 500 w.; KIEE, Same Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, Cal., granted spec. emergency CP, freqs. 3190 kc., 7½ w.; W2XDU, Atlantic Brdcastg. Corp., New York City, granted mod. of gen. exp. CP, for extension of commencement date to Dec. 1 and ext. of completion date to March 1, 1933; New, Charles J. Paine, on aircraft, NQ-658-K, granted gen. exp. license, 60,000-400,000 kc., 1 w. power; also

W2XBY, Bell Tel. Labs., Inc., NS-952-V; W10XAD, NC-417-H granted renewal of spec. exp. license, 3415, 5592.5, 5642.5 kc., 50 w.; W3XY, same Co., Mendham Twp. N.J., granted renewal of spec. exp. license, freqs. 278, 3415, 5592.5 and 5642.5 kc., 10 w. on 278 kc., 400 w. on other freqs.; W6XN, Transpacific Communication Co., Ltd., Dixon, Cal., granted renewal of spec. exp. license, 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; W1XAK, Westinghouse E and M Co., Chicopee Falls, Mass., granted auth. to operate in cooperation with the Bureau of Standards for period Nov. 14 to 19, 1931, incl., on freqs. 5000, 10000, 15000, 20000 and 25000 kc., 30 KW. power, in order to make output tests of a 30 KW transmitter; KDVK, Mackay Radio Telegraph Co., San Francisco, Calif., granted 60-day auth. to operate 500 w. transmitter aboard Vessel F. H. Hillman, pending receipt of formal appl. 375 to 500 kc.; WKEH, Radiomarine Corp. of America, New York, granted 60 day auth. to operate station aboard Yacht Alamo, covering receipt of formal appl. range 313 to 500 kc., and 8200 to 16100 kc., 200 w. and 150 w., respectively.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WEDC, Chicago; WFAS, White Plains, N.Y.; WGAL, Lancaster, Pa.; WGBB, Freeport, N.Y.; WJBL, Decatur, Ill.; WPRO-WPAW, Providence, R.I.; WRAW, Reading, Pa.; WTJS, Jackson, Tenn.; WWAE, Hammond, Ind.; KFPM, Greenville, Tex.; KFXM, San Bernardino, Cal.; KPPC, Pasadena, Cal. KGMB, Honolulu Brdcastg. Co., Ltd., Honolulu, T.H., granted renewal of license for term ending May 1, 1933.

Amateur Licenses

The Commission also granted 170 licenses for amateur radio stations, of which 16 were new, 121 renewals and 33 modifications.

Set For Hearing

KGEW, City of Fort Morgan, Fort Morgan, Colo., renewal of license; New, Herman Radner, Lansing, Mich., requests CP 1210 kc., 100 w., unlt'd. time; WWL, Loyola University, New Orleans, La., requests mod. of lic. to change hours of operation from spec. to unlt'd (facilities of KWKH); WKBH, WKBH, Inc., LaCrosse, Wis., requests mod. of lic. to change hours of operation from simultaneous day with KSO, sharing at night with KSO, to unlt'd.

Miscellaneous

KGER, Cons. Brdcastg. Corp., Ltd., Long Beach, Cal., appl. for renewal of license withdrawn from hearing docket and regular renewal granted; KGZK, City of Berkeley, Berkeley, Cal., granted ext. of special auth. to operate on 2422 kc., 100 w., to Dec. 15, 1932; KELW, Magnolia Park, Ltd., Burbank, Calif.; KTM, Pickwick Brdcastg. Corp., Los Angeles, granted oral argument to be held at 10 a.m., Dec. 17, 1932.

Examiner's Report

Ex. Rep. No. 432 - CP for new station - Allen Wright Marshall, Sr., Allen Wright Marshall, Jr., and Guy Aaron Malcolm, La Grange, Georgia. Requested assignment: Freq. 1500 kc., 100 w., spec. hours. Frequency now occupied by WRDW, Augusta, Ga., unlimited time. Ellis A. Yost, Chief Examiner, recommends denial of the former and renewal of WRDW license.

Broadcasting Applications

WDEV, Harry C. Whitehall, Waterbury, Vt., license to cover CP issued July 29, 1932, for changes in equipment and change of frequency, power and hours; WFAN, Keystone Brdcastg. Co., Philadelphia, Pa., voluntary assignment of license to Pennsylvania Broadcasting Co.; WAPI, WAPI, Inc., Birmingham, Ala., mod. of CP issued Nov. 17, 1931, for change location, change eqpt. and increase operating power from 5 to 25 kw., to extend date of commencement and date of completion; also

WJBY, Gadsden Brdcastg. Co., Inc., Gadsden, Ala., CP to move transmitter amended to change transmitter and studio to 112 North Eighth Street, Gadsden, Ala.; WIBO, Nelson Bros. Bond & Mortgage Co., Chicago, Ill., voluntary assignment of license to John S. Boyd; KFJB, Marshall Electric Co., Marshalltown, Ia., make changes in automatic frequency control eqpt.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., license to cover CP issued Sept. 23, 1932, for changes in equipment and increased operating power - 100 w. to 100 w. night, 250 w., LS.

WSAJ, Grove City College, Grove City, Pa., 1310 kc., 100 w., specified hours.

Applications Other Than Broadcasting

WTF-WPF, United States-Liberia Radio Corp., Akron, O., renewal of pt.-to-pt. telegraph station licenses; Hamman Exploration Co., portable in Texas and Louisiana, new CP for a geo-physical station; WQV, WEM, RCA Communications, Inc., Rocky Point, N.Y., modification of licenses to include an additional transmitter.

There were also received 155 applications for amateur station licenses.

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