

HEINL RADIO BUSINESS LETTER

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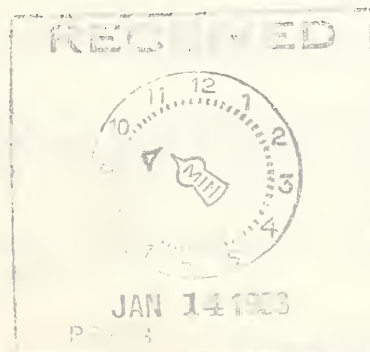
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 590



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LESS FLOOR SPACE FOR RADIO CORPORATION IN RADIO CITY

Apropos of the shift of theatres in Radio City - the larger theatre, seating 6200, hereafter to be devoted largely to the movies and the smaller one, seating 3700, to put on the music hall and stage show-- another readjustment has been reported.

It is that the Radio Corporation of America which originally intended using several million feet of space for its offices in Radio City now finds that less than half a million feet of floor space will be sufficient to meet its requirements.

Under the heading, "Error and Amends", the New York Times of January 7 says, editorially:

"Radio City's 6200-seat Music Hall is to become a film theatre and the 3,700-seat Roxy film theatre is to go over to the legitimate. The promoters of the whole enterprise are to be congratulated on the swift and resolute manner in which they faced the realities. It is a strategic retreat which would have done credit to Lenin himself.

"New York City has known before this of theatre buildings too big for the kind of entertainment they were intended to house. Before we go on being hard with Samuel L. Rothafel and his backers for planning a monster vaudeville house in which the performers are dwarfed, and before we describe the whole incident as so thoroughly characteristic of the pre-1929 age of elephantiasis and vulgarity, we might recall what happened almost twenty-five years ago when New York's leading citizens set out to make the beginnings of a national theatre. They began by erecting for this New Theatre a palace on Central Park West so many times too big that it virtually killed the whole project at the start."

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ROUX JOINS NBC SALES PROMOTION DEPARTMENT

W. C. Roux, formerly assistant to the advertising manager at L. Bamberger & Company, has joined the Sales Promotion Department of the National Broadcasting Company.

Mr. Roux conducted his own advertising agency in Newark for six years.

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NO FILAMENT USED IN NEW TYPE RADIO TUBE

Radio receiving tubes without filament, which will never burn out and probably will far outlast the radio set into which they are first installed, were envisioned for the "not-far-distant radio future" in a lecture and demonstration held in New York at a meeting of the Institute of Radio Engineers. The speaker was Dr. August Hund, research engineer of Wired Radio, Inc., a subsidiary organization of the North American Company.

For the last year and a half the new tubes have been the subject of intense and secret research in the Newark laboratory of Wired Radio by Dr. Hund and his associates.

A set employing four or five of the bulbs received programs from local broadcasting stations and reproduced the music loud enough to be heard clearly throughout the hall. A one-tube receiver intercepted part of a program and operated a loud speaker.

Dr. Hund explained that for an average-size room in the home such volume as he attained with the one-tube set would be ample. No "A" or filament power was employed. Only a single source of direct-current, corresponding to what set-owners known as a "B" battery or "B" eliminator, was used.

An official of Wired Radio, when asked if the new tubes were likely to find their way on the market in sets very soon, admitted that "something is likely to happen within a year". Radio sets using the new bulbs can be made and sold much more cheaply than good present-day sets employing vacuum tubes, the official said. In the Newark laboratory, the new tubes have been operating continuously for more than 1,200 hours.

Dr. Hund said the bulbs were easy and simple to make and did not have to have the air removed from them.

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SOUNDED LIKE A SLEDGEHAMMER

Addressing a joint Rotary-Kiwanis meeting recently, the Rev. Ze Barney T. Phillips, chaplain of the Senate, used a lapel microphone. Everything went fine, according to F. P. Guthrie, who was among those present, excepting there was a terrific noise, soulding like something being hit with a sledgehammer every so often. Guests were more or less mystified and looked about trying to discover where the noise was coming from.

Finally, it became plain that it was caused by the Rev. Phillips, who, in speaking, had a way of striking his chest with his hands. This noise was picked up by the lapel microphone, and amplified to the tremendous sound likened to a steel works trip-hammer.

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RMA OFFICES MOVED

The office of the Radio Manufacturers Association is being moved from Chicago to the American Building, 1317 F Street, N.W., Washington, D.C., in charge of Bond Geddes, executive vice president and general manager. Members of the Association and others are requested to note the change of address on January 10th in their records and address all RMA communications to the new address after that date.

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R.S.M.I. KEEPS MOVING

For the third time since it was organized, a year ago, the Institute of Radio Service Men, whose headquarters are in Chicago, has found it necessary to acquire larger quarters to facilitate carrying on the work of the association. Its latest home is located at 510 North Dearborn Street.

Despite the depression during the past year, 1200 service men have applied for admission to the Institute and groups have been formed in 12 cities.

The Institute is now holding its first intersectional convention at the Hotel Sherman in Chicago. Papers to be read during the three-day session, Jan. 9 to 11, include: "Problems Involved in the Installation of Noise Reducing Antennas", Tobe Deutschmann, president, Tobe Deutschmann Corp.; "The Necessity for Fundamental Knowledge in Servicing Modern Radio Receivers", J. N. Goltien, service manager, Stewart Warner Corp.; an informal discussion of service problems, particularly tubes, E. W. Butler, engineering department, RCA Radiotron Co.; "The Broadcaster and the Service Profession", W. S. Hedges, manager, WMAQ; also

"Relationship of Satisfactory Service to Repeat Sales", M. Nordengren, general service manager, Grigsby-Grunow Co.; "Manufacturing Practices That Determine Performance of Vacuum Tubes in the Field", Walter Jones, sales engineer, Hygradeylvania Corp.; and an informal discussion of General Service Problems, conducted by Lee Taylor, chairman, of the Chicago section of the Institute.

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CHANGES IN GRIGSBY-GRUNOW ORGANIZATION

W. G. Pierce, assistant vice president, in charge of the Radio Division of the Grigsby-Grunow Co. recently announced that Ray Erlandson has been made sales manager of the newly created Auto-Radio Division, where he will devote his entire time to the development of sales for the new Motor Majestic, the first showing of which was held in connection with the New York Auto Show. A. A. Trostler has been transferred from Columbia at New York to succeed Mr. Erlandson. M. E. Paradise has been made Chief Engineer of the Radio Division.

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SAYS RADIO QUICKLY MAKES SONGS OLD FASHIONED

The Billboard Magazine in the issue of December 31 has an article, "A Dream Come True" by Gene Buck, president of the American Society of Composers. Mr. Buck gives a history of the Society.

With reference to radio, he writes:

"In the year 1931, during the world's greatest depression, in this country broadcasting stations sold \$77,000,000 worth of time to advertisers, \$309,000,000 worth of radio sets were sold in 1931 to the public, and out of 607 stations operating in the United States all but 40 are privately owned and operated. Nearly 17,000,000 homes are equipped with radio sets and it is estimated that they have a listening public of 50,000,000.

"Chain broadcasting over the two great networks, National Broadcasting Company and Columbia, has developed to an astonishing degree. National advertisers use these vast networks to go direct to the home with the story of their products.

"NBC, with a chain of 61 stations, charges for wire charges and facilities alone, and this does not include talent or musicians, \$12,720 per hour, \$7,950 per half hour, and \$4,968 per quarter hour.

"Columbia, with a chain of 79 stations, charges for facilities alone, and this does not include talent or musicians, \$15,225 per hour, \$9,579 per half hour and \$6,188 per quarter hour. I submit these figures to show the rapid strides the radio industry is making and to set forth the importance music plays in their operations. Music is the raw material of this new and giant industry and it has the power to make or kill a popular musical composition beyond the dream of any composer.

"Radio is so instantaneous that the life of a popular song, which before the advent of radio would live at least a year or two, in the new order of things is old-fashioned in a few months."

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SHIRLEY MENTIONED FOR LITTLE CABINET

Former Representative Swagar Shirley, formerly counsel for the Radio Corporation of America, has been mentioned for Under-Secretary of the Treasury in the Roosevelt Administration.

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RADIO CITY ADJUSTING ITSELF TO TIMES

The following is the comment of James McMullin, writing in "The National Whirligig", a feature of the McClure Newspaper Syndicate:

"Rockefeller's Radio City is extremely unpopular with other New York landlords. A high occupancy rate has been built up by offering space to prospective tenants at the same per foot rental they are currently paying elsewhere. The buildings are attractive and naturally a lot of tenants have taken advantage of the offer. Comments on the noted Rockefeller philanthropy are acid.

"Inside sources estimate that the total Rockefeller stake in Radio City will run to the modest sum of 250 million dollars. There is no chance of the development earning even one per cent on this investment. The prediction is made from informed quarters that the Rockefellers will eventually write off 150 million dollars of this with a grand gesture and try to get a fair return on what is left. The present cost of the toy is \$63,000 a day.

"The Metropolitan Life Insurance Company owns a 60 million dollar first mortgage on the Center property. The loan was written with a personal guarantee of payment from John D. Jr. himself.

"The relations between Rockefeller Center and Radio Corporation have given the Rockefellers a very important voice in the Corporation's affairs. The principal condition of a 90 per cent reduction in R.C.A.'s floor space contract was the turning over to Rockefeller interests of a whale of a block of Radio stock. A new director representing the Rockefellers has already been added to the R.C.A. Board.

"In combination with Insull developments this may have an adverse bearing on Owen Young's desire to remain at the head of Radio Corporation."

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"The announcement of Wired Radio, Inc., that they have perfected a radio tube without filament is of moment to the Radio Corporation", writes Mr. McMullin in another paragraph. "License fees on the manufacturing of tubes is one of their largest income items. In order to avoid disastrous consequences a large part of the Radio Corporation stock which Westinghouse and General Electric must sell under government orders will probably pass to the North American Company which owns Wired Radio."

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COLUMBIA'S NEW AND RENEWED CONTRACTS

Renewal, Bulova Watch Co. Agency: Biow Co. Time announcements hourly. Station WABC only.

Renewal, Lavioris Chemical Co. (Mouth wash), Agency: Blackett-Sample-Hummert. Program: "Easy Aces", skit. Mon. Wed. and Fri. 10:15-10:30 p.m. Basic 22, Minneapolis.

Renewal, Jo-Cur, Inc. (Wave set), Agency: Blackett-Sample-Hummert. Program: "Sunday Matinee of the Air" -2:15-2:45 p.m. 14 basic stations, plus Rochester

Renewal, Liggett & Myers (Chesterfields), Agency: Newell-Emmet - "Chesterfield Program" - daily exc. Sunday 9:00-9:15 p.m. Basic, Don Lee, plus 30 stations

Renewal, Tide Water Oil Sales Co., (Tydol, Veedol), Agency: Lennen & Mitchell. "Dolf Martin's Orchestra and Travelers Quartet", Mon. Wed. and Fri. 7:30-7:45 p.m., 11 basic stations, plus 5.

New, The George W. Luft Co. (Tangee cosmetics) Agency: Cecil, Warwick & Cecil. Program: "Keller, Sargent & Ross", comedy and music. Tues. and Thurs. 7:30-7:45 p.m. 15 basic stations.

New, Vick Chemical Co. (Vaporub). Agency: Young and Rubicam. Program: "The Romantic Bachelor", musical. Wed-9:15-9:30 p.m. Basic, Don Lee and 25 stations.

New, Socony Vacuum Corp. Agency: B.B. D. & O. Program: Music and script. Fri. 9:30 - 10:00 p.m. Basic 22, plus 20 stations.

Renewal, Best Foods, Inc. on Jan. 3. adding Tuesday to schedule. Now heard Tues. and Fri. 10:45-11:00 a.m. "Round the World Cooking School".

Change, Campana Corp. Time changed from 8:45-9:15 Mon. to 8:30-9:00 p.m.

Change, Canada Dry Gingerale - Sunday 10:00-10:30 p.m.; Thurs. changed to 8:00-8:30 p.m.

Change, Congress Cigar Co. - Now Tues. Wed. and Thurs. 8:30-8:45 p.m. Was Mon. Tues. and Wed. Kate Smith.

Change, Smith Bros. Friday, 8:00-8:15 p.m.; was Wed. 8:45-9:00 p.m.

Change, Philco Radio & Television Corp. Changed from Saturday, once a month, to Mon. Tues. Wed. Thurs. and Fri. 7:45-8:00 p.m.

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NBC NEW AND RENEWAL ACCOUNTS

New, Benjamin Moore & Co. (paints), 511 Canal St., NYC.
Agency: none. Starts Jan. 3, 1933 for 26 weeks. Fri. 4:15-4:30 p.m. EST. Network WBAF WTIC WEEI WFI WFBR WRC WGY WCAE WTAM WJZ WMAQ WOC WHO WOV WDAF KSTP WEBC WDAY WKY WFAA WOAI WLW (KSD start after Daylight Saving Time). Program: "Benjamin Moore Triangle Club" - talk on Interior Decorating with organ.

New, Worcester Salt Co. (Salt and tooth paste), 71 Murray St., NYC. Agency: Fuller & Smith & Ross, Inc., 49 W. 45th St., NYC. Starts Jan. 7, 1933 for 13 weeks. Time: Saturdays 7:30-7:45 p.m. EST. WJZ only. "Paul Victorine's Orchestra" - 9 men and leader.

New, Thomas Cook & Son (Travel and tours), 585 Fifth Avenue, NYC. Agency: L. D. Wertheimer, Inc., 250 Park Ave., NYC. Starts Feb. 12, 1933 for 13 weeks. Time: Sundays 1:30-1:45 p.m. EST. Network: Basic Blue, Mt. Orange. Program: "Cook Travelogues" - travel talks by Malcolm La Prade, music.

New, Spratt's Patent Ltd. (Dog Foods), 18 Congress St., Newark, N.J. Agency: Paris & Peart, 370 Lexington Ave., NYC; Starts Jan. 30, 1933 for 12 weeks. Mondays 8:30-8:45 p.m. EST. Network: Basic blue exc KOIL KWCR KSO Program: "Don Carney Dog Chats" - 15 minute talk on dogs. Same program starts Feb. 15, 1933 for 10 weeks, Wednesdays 8:15-8:30 p.m. for Pacific Coast - Orange, exc KHQ.

Renewal, The Borden Company (Evaporated milk), 350 Madison Ave., NYC. Agency: Young and Rubicam, 285 Madison Ave., NYC. Starts Jan. 4, 1933 for 52 weeks on Wednesdays. Jan. 7, 1933 for 26 weeks on Saturdays. 11:15-11:30 a.m. both days. Network: WBAF WEEI (WTIC Sat.) WJAR WFSH WTAG WLIT WFBR WRC WGY WBEN WCAE WTAM WJZ WSAI KYW KSD WOC WHO WDAF WTMJ KSTP WEBC WSM WMC WSB WAPI WSMB KVOO WKY KTHS WBAP KPRC WOAI (KDYL Sat. only) KOA. Program: "Radio Household Institute" - food talk. Same program Starts Jan. 6, 1933 for 26 weeks Fridays, 11:30-11:45 a.m. for Pacific Coast - including KGO KFI KG7 KOMO KHQ KTAR KFSD.

Renewal, General Foods Corp. (Minute Tapioca, Jello), 250 Park Ave., NYC. Agency: Young and Rubicam. Starts Jan. 5, 1933 for 52 weeks. Tues. Thurs. 11:15-11:30 a.m. EST. Network Basic red WTMJ WEBC KSTP WSM WMC WSB WAPI WSMB South-western. Program: "General Foods Cooking School - Francis Lee Barton".

Renewal, Kraft-Phoenix Cheese Corp., 400 Rush St., Chicago, Ill. Agency: J. Walter Thompson, 410 N. Mich. Ave. Starts Jan. 14, 1933 for 13 weeks. Saturdays 11:00-11:15 a.m. EST. Network: Basic blue exc. Cedar Rapids and Des Moines. Program: "Forecast School of Cookery" - talks by Mrs. Goudiss.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WSYR-WMAC, James G. Tracy & Edmund M. Smedburg, executors of estate of Clive B. Meredith, Syracuse, N.Y., granted consent to voluntary assignment of license to the Central New York Broadcasting Corporation.

Set For Hearing

New, Altoona Brdstg. Corp., Altoona, Pa., application for CP, 620 kc., 1 kw., daytime; New, W. L. Gleeson, Salinas, Calif., CP, 1210 kc., 100 w., unlimited time; WSPA, Virgil V. Evans, tr. as the Voice of South Carolina, Spartanburg, S. C., CP to install new equipment (max. rated power 5 KW, change frequency from 1420 kc. to 850 kc., increase power from 100 w. 250 w. LS to 5 kw and change hours of operation from unlimited to simultaneous daytime, sharing with Station WWL at night (facilities of Station KWKH).

Ratification Of Acts Of Commissioners

Action taken Jan. 3, 1933. KUMC. Southern Steamship Co., S. Philadelphia, Pa., granted temp. auth. (60 days) to operate aboard vessel San Antonio pending receipt of formal application, frequency range 375 to 500 kc., power 1 kw.

Action taken Jan. 4, 1933. KIEV. Cannon System, Ltd., Glendale, Calif., granted auth. to extend equipment test period ten days. WCAE, WCAE, Inc., Pittsburgh, Pa., granted permission to take depositions in re applicant's application for CP; WMBH, W. M. Robertson, Joplin, Mo., granted permission to take depositions in re his application for modification of license, a hearing on which is set for January 30, 1933.

Action On Examiners' Reports

Ex. Rep. No. 422. WWRL. Long Island Brdstg. Corp., Woodside, L.I., NY. granted modification of license and renewal of license so as to permit the operation of Station WWRL upon 1500 kc., 100 w., during the following hours. Daily, including Sunday, 8 to 9 a.m., 11 to 12 noon. Sunday, 12 to 7 p.m. Monday, 10 to 12 p.m.; Tuesday, 12 to 2 p.m., 6 to 8 p.m.; Wednesday, 12 to 2 p.m., 8 to 10 p.m.; Thursday, 10 to 12 p.m.; Friday, 12 to 2 p.m., 10 to 12 p.m.; Saturday, 12 to 3 p.m., 9 to 12 p.m. Sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 422. WMBQ. Paul J. Gollhofer, Brooklyn, N.Y., granted modification of license and renewal of license so as to permit the operation of Station WMBQ upon 1500 kc., 100 w., during the following hours: Daily, exc. Sunday, 9 to 11 a.m.; Sunday, 7 to 11 p.m.; Monday, 12 to 2 p.m., 6 to 8 p.m.; Tuesday, 8 to 12 p.m.; Wed., 6 to 8 p.m.; Thurs. 12 to 2 p.m., 8 to 10 p.m., Friday, 6 to 8 p.m., sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 422. WMIL. Arthur Faske, Brooklyn, N.Y., granted renewal of license so as to permit operation of Station WMIL upon 1500 kc., 100 w. during the following hours: Sunday, 9 to 11 a.m., 11 to 12 noon; Monday, 2 to 6 p.m., 8 to 10 p.m.; Tuesday, 2 to 6 p.m.; Wednesday, 2 to 6 p.m., 10 to 12 p.m.; Thursday, 2 to 6 p.m., 6 to 8 p.m.; Friday, 2 to 6 p.m., 8 to 10 p.m.; and Saturday, 3 to 9 p.m. Chief Examiner Ellis A. Yost was sustained.

Ex. Rep. No. 435. New. Peoples Brdcastg. Corp., Jacksonville, Fla., granted permission to withdraw, with prejudice, application for CP for new station to operate upon 1370 kc., 100 w., sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 435. F. J. Reynolds, Tampa, Fla., granted renewal of license to operate on 1370 kc., 100 w., unlimited time, sustaining Chief Examiner Ellis A. Yost.

Amateur Licenses

The Commission ordered, effective January 6, 1933, that all amateur station licenses be extended for a period of two (2) years from the date of expiration of existing licenses.

RULE 27 WAS AMENDED AS FOLLOWS:

"Strike out all of paragraph 'd' and insert the following in lieu thereof:

"d. The licenses for ship stations below 1500 kilocycles will be issued for a normal license period of one year from the date of granting of a new license.

"e. The licenses for amateur stations will be issued for a normal license period of three years from the date of expiration of old license or the date of granting a new license or modification of a license."

Broadcasting Applications Received

WBMS, New Jersey Brdcastg. Corp., Hackensack, N.J., involuntary assignment of license from WBMS Brdcastg. Corp.; WHFC, WHFC, Inc., Cicero, Ill., CP to install new transmitter and change frequency from 1420 to 1310 kcs. Exchange freq. with WKBB & WCLS - facilities WKBB, Joliet, Ill., and WCLS, Joliet, Ill.; WEHS, Inc., Cicero, Ill., mod. of lic. to change freq. from 1420 to 1310 kcs. Exchange freq. with WCLS. Requests facilities WCLS, Joliet, Ill.; WCLS, Joliet, Ill., CP to change eqpt. and freq. from 1310 to 1420 kcs - Exchange freq. with WEHS, WHFC, WKBI. Frequencies WEHS, WHFC and WKBI, Cicero, Ill., requested.

KFXJ, R. G. Howell & Chas. Howell d/b as Western Slope Brdcastg. Co., Grand Junction, Colo., mod. of lic. to change hours of operation from spec. hours to unlimited. Requests facilities KGET, Fort Morgan, Colo., in quota units.

KXL Brdcastrs., Portland, Oreg., license to cover CP granted August 30, 1932 to move auxiliary transmitter; also modification of license for authority to use auxiliary transmitter as main transmitter; WCGU, United States Brdcastg. Corp., Brooklyn, N.Y., mod. of lic. to change hours of operation from shares with WFOX, WLTH & WBBC to shares with WBBC. Requests facilities of WLTH, Brooklyn, N.Y. and WFOX, Brooklyn, N.Y. WFOX, Paramount Brdcastg. Corp., Brooklyn, mod. of lic. to change hours of operation from shares with Stations WCGU, WLTH and WBBC to share with WLTH and WBBC. Facil. WCGU, Brooklyn. Amended to request WFOX 3/4 time; WBBC, 1/4 time - Requests facilities WCGU, Brooklyn, N.Y. and WLTH, Brooklyn, N.Y.

New, Harold F. Gross, Lansing, Mich., CP for new station to use 1210 kcs., 100 w. night, 250 w. LS. Unltd. time. Amended as to name of applicant to partnership of Harold F. Gross, M. B. Keeler and L. A. Versluis, doing business as Capitol Brdcastg. Co.; WFBE, The Post Pub. Co., Cincinnati, O., voluntary assignment of license to WFBE, Inc. (Geo. M. Schott, president); WSAN, Allentown Call Publishing Co., Inc., Allentown, Pa., vol. assign. of sta. lic. to WSAN, Inc.; TROL, Stuart Brdcastg. Corp., Knoxville, Tenn., mod. of CP granted July 29, 1932 extend compl. date to Feb. 1, 1933; New, News-Times Pub. Co., El Dorado, Ark., resubmitted and amended, CP for new station to use 1500 kc., 50 w., 7 a.m. to 7 p.m. (daytime) resubmitted and amended to request daylight hours 6 am. to local sunset;

Applications Other Than Broadcasting

New, Hartung Aircraft Corp., Roseville, Mich., C P for 278 kc., 15 w. airport station; WPF, City of Highland Park, Ill., mod. of CP for ext. of date for compl. of municipal police station to Feb. 21, 1933; WMU, Southern Radio Corp., Linden, N.J., ren. of lic. for 7775 kc., 1 kw. pt. to tp. telegraph station; WMV, Southern Radio Corp., Linden, N.J., ren. of lic. for 19780 kc., 1 kw. pt. to pt. tel. sta.; WPC, Bethlehem Shipbuilding Corp., Ltd., Quincy, Mass., ren. of lic. for 500, 438 kc., 200 w. coastal tele. sta.; W2XAR, Radio Pictures, Inc., Long Island City, N.Y., mod. of lic. to use additional transmitter now lic. for visual brdcastg. service, call letters W2XR. Gen. exp. station; KHK, Mutual Telephone Co., Wahiawa, T.H., ren. of license for coastal telegraph station.

The following applications have been returned to the applicants as they were not in proper form for Commission consideration:

WCAC, Conn. Agr. College, Storrs, Conn.; WICC, Bridgeport Brdcastg. Sta., Inc., Bridgeport, Conn.; KXA, American Radio Tel. Co., Seattle, Wash., and New, William L. Slade, Hamilton, O.

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