

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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CONGRESS MAY INQUIRE INTO PROPRIETY OF DIRECT SELLING

The opening of the ether to national advertisers for direct sales campaigns may lead Congress to make an inquiry into the matter. While the Congress has several other radio matters on its mind, some of which it hopes to settle during the next session, any violent reaction on the part of the listeners to direct selling over the air will be almost sure to lead to an investigation.

The move on the part of William S. Paley, President of Columbia, was considered a very bold one in Washington, inasmuch as price announcements, up to this time, have been frowned upon by the Federal Radio Commission, although the Commission, under the law, has not had any more authority over direct selling than it has over censorship matters. Nevertheless, at hearings, it has usually been a point against the station before the bar to admit the quotation of prices.

Heretofore the mention of prices has been confined almost solely to daytime programs and on at least one occasion the Commission very seriously considered the drafting of a regulation to control these broadcasters. However, it was learned that the Federal body had no real authority, so the matter was dropped.

Although Radio Commissioners are non-committal, they apparently were as surprised as anyone when Mr. Paley's announcement was made. As far as we have been able to learn, the Radio Commission was not consulted with regard to the move nor was their approval sought. At least one member of the Commission seemed to show irritation about the Paley announcement when asked if he had anything to say about it, replying: "No, but we shall observe very closely how the thing works out. Really it is a matter for Congressional approval or disapproval."

Should the networks be summoned before Congress to explain the move they will doubtless argue that a short, concise sales talk which includes mention of the price of the article to be sold is better for the listening public than long-winded sales argument which includes every possible attempt to convey the price. Sales talk will be very much curtailed, the broadcasters will argue. Therefore, they will very likely contend the new move is in the public interest.

Also Columbia's announced practice of breaking up the advertising messages by arranging to have them fall at the end of one program, in the middle of the next one, and so on, thus giving the listener protection from two sales arguments, separated only by call letters and chimes. Congressional action in the matter may result in a series of set rules for all broadcasters on the subject, settling once and for all the question about whether the Government ether should be allowed to be given into the hands of commercial interests for their direct benefit.

Broadcasting in this country, like Topsy, "just grewed". However, in the early days it was the understanding of practically every radio station operator that it would seem to be unethical to use Uncle Sam's ether for the furthering of selfish ends. Yet the money to help the growth of the industry had to come from some source, so "good will advertising" came into the picture. By slow degrees, programs were sponsored by large companies, mostly in the very early days, by radio manufacturers and electrical concerns who had the welfare of the industry at heart. For two or three years, broadcasting continued to prosper and "good will" programs were heard nightly from one end of the country to the other.

Then one day, something came out of the Middle West to startle the entire broadcasting art. Henry Field, at Shenandoah, Iowa, recent successful Democratic Senatorial candidate, was quoting prices over the air! And his business was said to be increasing! One or two more broadcasters joined the caravan after they had watched Henry Field develop the largest mail order business in the Middle West by speaking simply and plainly into a square box called a microphone. Despite this fact, however, the other broadcasters looked askance at "such goings on" and continued to do business the old way. They agreed among themselves that "we would ruin the very good will we have labored so hard to build and maintain by such practices."

News of the success of Henry Field, Earl May, who operated Station KMA, and others, was kept in circulation and before very long it had reached Chicago. Direct selling then became the practice of several stations in the Windy City, mostly on behalf of several of the largest department stores. Several of these operators were questioned by the Federal Radio Commission, but with little result. In the meantime, broadcasters in other parts of the country, growing bolder, started talking louder and longer about the products of their advertisers. Listeners began to complain to the stations and later to the Federal Radio Commission, which finally led to an investigation by Congress into the whole broadcasting field. The result of the inquiry is now in the hands of Senator Couzens, who will act upon it, probably during the next session.

In the meantime, the chains have decided to take matters into their own hands and to prescribe their own remedy. It is a shortened sales talk with a plainly visible price tag. A new era in radio broadcasting has begun and its success or failure is the latest subject of speculation wherever the art is discussed.

Canada, where radio advertising has not, at any time, reached the proportions it has in this country, recently made a very decisive stand against air advertising. It has recently passed regulations drastically revising its practices with regard to air credits. Apparently the United States is going to see what will happen if a country goes as far in the opposite direction.

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KLUGH REPRESENTS RMA AT MADRID

Mr. Paul B. Klugh, of Chicago, is representing the Radio Manufacturers' Association at the Radio Conference at Madrid. He carried credentials not only from the RMA, but also from the United States Chamber of Commerce. B. J. Grigsby, of Chicago, who also was appointed an RMA delegate to the Madrid Conference, was not able to make the trip.

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RADIO TO COUNTERACT ROOSEVELT WHISPERING CAMPAIGN

The Democratic plan to use the radio, William A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers' Association, told the New York State Publishers' convention, hinged in a large part on the intention to counteract a "whispering campaign" to the effect that Governor Roosevelt is in bad health, the idea being that his voice, splendidly adapted to the radio, will correct that impression.

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NBC CUTS GIBBONS' LEGION ASSIGNMENT

The engagement of Floyd Gibbons, staff correspondent for Universal Service, to broadcast the proceedings at the American Legion convention in Portland, Ore., last week was suddenly terminated on Monday and the assignment turned over to local announcers. The action, according to a National Broadcasting Company official, was "purely an executive action and entirely within our province since the company - and not Floyd Gibbons - is in complete charge of broadcasting programs over its chain."

A Universal Service dispatch from Portland September 13th, inferred that cancellation of Mr. Gibbons' engagement was connected with a story appearing in newspapers under his by-line a few hours before the NBC took action. This story severely criticized Attorney General Mitchell's defense of the Hoover Administration in its eviction of the Bonus Army from Washington. In his story Mr. Gibbons declared that less than three per cent of the B.E.F. had criminal records, while 10 per cent of former President Harding's cabinet had been convicted and served time behind the bars and concluded with the remark, "and it wasn't for parking in front of a fire plug either."

The decision to take the announcing assignment away from Mr. Gibbons, it was said at NBC headquarters, was prompted by the Hearst correspondent's injection of personal comment in the running account of convention proceedings. He had announced the preliminary session and other activities preceding the Commander's banquet Monday evening. On Monday he received the following warning by telegraph from John F. Royal, Director of Programs for NBC:

"Please be careful about making any editorial comment while on the air."

This reached Mr. Gibbons while he was broadcasting the Monday session. He paused in his running account long enough to read it, and then continued his task.

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WMCA ASKS FOR 1000 WATTS

Broadcasting station WMCA, in New York, operating on a frequency of 570 kilocycles and sharing time with WNYC, New York City's municipal station, asked the Federal Radio Commission last week for an additional 500 watts power for experimental use. Station WMCA now operates with 500 watts.

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RADIO TRANSMISSIONS OF STANDARD FREQUENCY

The Bureau of Standards transmits standard frequencies from its station WWV, Washington, D. C. every Tuesday. The transmissions are on 5000 kilocycles per second. Beginning October 1st, the schedule will be changed. The transmissions will be given continuously from 10 A.M. to 12 noon, and from 8:00 to 10:00 P.M., EST. (From April to September, 1932, the schedule was from 2 to 4 P.M. and from 10 P.M. to midnight). The service may be used by transmitting stations in adjusting their transmitters to exact frequency, and by the public in calibrating frequency standards, and transmitting and receiving apparatus. The transmissions can be heard and utilized by stations equipped for continuous wave reception through the United States, although not with certainty in some places. The accuracy of the frequency is at all times better than one cycle per second (one in five million).

From the 5000 kilocycles any frequency may be checked by the method of harmonics. Information on how to receive and utilize the signals is given in a pamphlet obtainable on request addressed to Bureau of Standards, Washington, D. C.

The Bureau desires to receive reports on the transmissions, especially because radio transmission phenomena change with the season of the year. The data desired are approximate field intensity, fading characteristics, and the suitability of the transmissions for frequency measurements. It is suggested that in reporting on intensities, the following designations be used where field intensity measurement apparatus is not used: (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as time between peaks of signal intensity. Statements as to type of receiving set and type of antenna used are also desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - S. S. Kresge Co. (Department Store), Detroit, Mich.; Agency - N. W. Ayer & Son, Inc., New York City; Starts - September 16, 1932 for 13 weeks; Time - Friday, 10:45-11:15 A.M. (WENR), 9:00-9:30 A.M. (WMAQ) Chicago Time; Network - WMAQ and WENR only; Program - "Friday Varieties" - electrical transcription of musical program.

NEW - Sterling Products, Inc. (Diamond Tints), Wheeling, W. Va.; Agency - Blackett Sample Hummert, Inc., New York City; Starts - September 27, 1932, for 26 weeks, Tuesday, Wednesday, Thursday 2:15-2:30 EDST; WEAQ only; Program - "The Girl Who Lives Next Door" - dramatic.

RENEWAL - Westinghouse Electric & Manufacturing Co. (Household Appliances), New York City; Agency - Fuller & Smith & Ross, New York City; Starts - September 27, 1932, Monday, Wednesday, Friday, 12:45-1:00 P.M. EDST, WJZ only; Program - "Bill and Henry" - songs and patter with Al Cameron and Pete Bontesema.

RENEWAL - Bayer Co. Inc. (Bayer's Aspirin), New York City; Agency - Blackett Sample Hummert, Inc., New York City; Starts - October 16th for 13 weeks; Time - Sundays 9:15-9:45 P.M. EDST; Network - WEAQ, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WFBQ, WCKY, WRVA, WIOD, WFLA, WSM, WMC, WSB, WJDX, WSMB, KVOO, WKY, KTHS, WFAA, KPRC, WOAI, KOA, KDYL, Orange; Program - "American Album of Familiar Music" - Gus Haenschen Orchestra, Frank Munn, Veronica Wiggin, Bertrand Hirsch.

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STANLEY GETS THE BALL AND CHAIN

An announcement has just been received in Washington of the marriage of Stanley E. Hubbard, of Station KSTP, at St. Paul, Thursday, September 15th. The bride was Miss Didrikke Stub, the daughter of Mr. Jacob Hall Ottesen Stub and the wedding took place in Minneapolis.

Mr. and Mrs. Hubbard will be at home after October 1st at 2123 Saint Clair, St. Paul, Minnesota.

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CABLE AND RADIO PARLEY DEBATES RATES

Approval by the Rate Committee of the International Conference of Telegraphy and Radio Telegraphy of a proposal that the urgent rate henceforth be double instead of three times the base rate aroused considerable discussion at Madrid. It centered about whether the projected change would affect transatlantic traffic to the United States.

Some authorities held it would be possible to apply this schedule to American traffic if the convention approved the plan. The result would be a new urgent rate of 40 cents a word instead of the present so-called preferred rate of 25 cents.

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BOND GEDDES NOW RMA GENERAL MANAGER

Giving the RMA a more compact and effectual reorganization for vigorous and prompt action, the Committee set-up of the Association was radically revised at a Directors' meeting at Cleveland last week, reduced in size and all RMA activities placed under general direction of Bond Geddes as Executive Vice-President and General Manager. This is to effect unified administration of all RMA affairs under the direction of President Fred D. Williams and the Board of Directors. The promotion of General Manager Geddes came after five years of service in the RMA in varied capacities. He is also Secretary of the Association, with headquarters at Chicago, the New York office having been closed. John W. Van Allen, of Buffalo, was reelected General Counsel of the RMA, and Frank D. Scott was reelected Legislative Counsel of the Association at Washington.

Further reorganization of the Association for more aggressive and efficient action was effected by reducing materially the number of RMA committees, transferring their functions to the four new divisions of the Association. These are: the Set Division

Arthur T. Murray, Chairman; Tube Division, S. W. Muldowny, Chairman; Parts, Cabinet and Accessory Division, Leslie F. Muter, Chairman, and Amplifier and Sound Equipment Division, Richard A. O'Connor, Chairman.

The other and only remaining Association Committees and their Chairmen elected are: Credit Committee, Leslie F. Muter, of Chicago, Chairman; Engineering Division, Franklin Hutchinson, of Newark, N. J., Chairman; Membership Committee, Paul B. Klugh, of Chicago, Chairman, and Traffic Committee, Capt. William Sparks, of Jackson, Mich., Chairman.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

Sept. 14 - WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., modification of license for change in specified hours of operation; WABI, First Universalist Society of Bangor, Maine, Bangor, Me., modification of license for change in specified hours of operation; WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special temporary authority to use auxiliary at 1697 Broadway, New York City until main transmitter has been completed; WMAS, Albert S. Moffat, Springfield, Mass., license to cover C.P. issued 5/24/32 for new station to use 1420 kcs., 100 watts, unlimited hours; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., C.P. for changes in equipment, frequency, power and hours of operation from 1370 kcs., 100 watts, shares with WBTM to 1500 kcs. 100 watts night, 250 watts day, unlimited hours; requests facilities of WRBX, Roanoke, Va.; The Greenville News-Piedmont Co., Greenville, S. C., C.P. for new station to use 590 kcs., 250 watts night, 500 watts day amended to give exact location as 3½ miles NW of Greenville, S. C. for transmitter.

Also, John S. Pitts, III, Tuscaloosa, Ala., C.P. for new station to use 1370 kcs., 100 watts, unlimited hours, requests facilities of WAMC, Anniston, Ala.; KRMD, Radio Station KRMD, Inc. Shreveport, La., license to cover C.P. issued 9/2/32, move transmitter locally, change equipment and increase operating power from 50 to 100 watts; KPCB, Queen City Broadcasting Co., Seattle, Wash., C.P. for changes in equipment and increase operating power from 100 to 250 watts; KGKX, Sandpoint Broadcasting Co., Lewiston, Idaho modification of C.P. issued 5/10/32 (to move station from Sandpoint Idaho, and make changes in equipment), to extend date of commencement and date of completion.

Correction - WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., C.P. to move transmitter to Shore Road, Tremley, N. J., change equipment and increase operating power from 5 KW to 50 KW; should be: Modification of C.P. issued 11/17/31 (for new 50 KW transmitter, exact location to be determined, increase power from 5 KW to 50 KW), for approval of location of transmitter at Tremley, N. J.

September 16 - WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special authorization to increase power from 500 watts to 500 watts with an additional 500 watts experimentally; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va.; KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, Hawaii, license to cover C.P. issued 8/16/32 for changes in equipment, increase power to $2\frac{1}{2}$ KW, limited hours.

Applications Other Than Broadcasting

Sept. 14 - R.C.A. Communications, Inc.: All applications for renewal of point-to-point telegraph license, 200 KW: WGG - for 22.1 kc.; WCI, for 18.4 kc.; WSS, for 18.8 kc.; WRQ, for 22.35 kc.; WRT, for 22.6 kc.; WII, for 21.8 kc.; WSO, for 25.82 kc.; WJK, for 18.21 kc.; WPI, Inland Waterways Corp., Memphis, Tenn., modification of marine relay license for change in frequencies to 3120, 4780, 438 kc., change in power to 250 and 100 watts; City of Phoenix, Police Dept., Phoenix, Ariz., new C.P. for municipal police station, frequency not specified 100 watts; WJEP, Stromberg-Carlson Telephone & Manufacturing Co., Rochester, N. Y., renewal of broadcast pickup license for 2342 kc., 10 watts. There were also received 203 applications for amateur station licenses.

Sept. 16 - Radiomarine Corporation of America: WBL, Buffalo, N. Y., WGO, Chicago, Ill., and WCY, West Dover, Ohio, renewal of point-to-point licenses (telegraph) for 177 kc., 750 watts; WRL, Duluth, Minn., renewal of point-to-point telegraph license for 177 kc. 1 KW; KHBXC, Boeing Air Transport, Inc., NC-725-W, and KHBZA, NC-10225-M, assignment of aircraft licenses to National Air Transport, Inc.; WPET, City of Lexington, Police Dept., Lexington, Ky., license covering C.P. for 1712 kc., 200 watts, municipal police station; Pan-American Airways, Inc., NC-664-M, license for 333, 500, 2870, 3082.5, 5692.5, 8220, 12330, 16440, 1708 kc., 12 watts, aircraft; W6XAD, Vickerson Radio Laboratories, San Francisco, Calif., renewal of general experimental license for 2398, 3492.5, 4797.5, 8655 kc., 1 KW. There were also received 371 applications for amateur station licenses.

Sept. 17 - Ford Motor Company: W8XC, Dearborn, Mich., W9XH, Lansing, Ill., and W8XE, Dearborn, Mich., renewal for 389 kc., 1 KW, special experimental station; KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency 11310 kc., coastal telegraph station. There were also received 137 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (September 15,)

KFPM, d/b as The New Furniture Co., Greenville, Texas, special authorization to operate from 9 P.M. to 12 midnight, CST, September 30, Oct. 7, 14, 28 and Nov. 4, 1932, and to operate from 3 to 6 P.M. CST, Oct. 21, Nov. 11, 18, and 25, 1932; KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move transmitter from Independence, Mo. to Belinder Blvd. & Swarzel Ave., out of city limits of Kansas City, Kans.; WKFI, J. Pat Scully, Greenville, Miss license covering installation of new equipment 1210 kc., 100 watts, unlimited time; WOAI, Southern Equipment Co., San Antonio, Texas, license covering erection of new auxiliary transmitter 1190 kc., 5 KW for auxiliary purposes only; KUMA, Albert H. Schermann, Yuma, Ariz., license covering move of station from Flagstaff to Yuma, and decreasing hours of operation to specified, 1420 kc., 100 watts; KGEZ, Donald C. Treloar, Kalispell, Mont., license covering local move of transmitter and installation of automatic frequency control, 1310 kc., 100 watts, unlimited time.

Also, WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., and WREC-WOAN, WREC, Inc., Memphis, Tenn., authority to install automatic frequency control; KTAT, S.A.T. Broadcasting Co., Fort Worth, Texas, modification of license for change in name to KTAT Broadcast Co., Inc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary and to operate same with 1 KW power, for emergency operation only while moving main transmitter; KFIZ, The Reporter Printing Co., Fond du Lac, Wis., authority to operate unlimited time on the nights of September 20 and November 8th.

Also, WAX, Tropical Radio Telegraph Co., Hialeah, Fla., C.P., public coastal telg. service, to install 2 KW transmitter at Station WAX, to operate on frequencies 500 and 482 kc.; Modesto Irrigation District, portable in Stanislaus & Tuolumne Co., Cal., two C.P.s for special emergency service for point-to-point tel. service, frequency 3190, 7.5 watts, former application dismissed from hearing docket; W9XAL, 1st National Television Corp., Kansas City, Mo., extension of completion date of C.P. to October 15, 1932; KGHO, State of Iowa, Bureau of Identification, Des Moines, Ia., modification of police license, to use frequency 1534 kc., instead of 2506 kc., with maximum power of 1 KW; National Air Transport, Inc. NC-424-N, aircraft license, 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: KGUR, Burbank, Cal., modification of C.P. for local change in transmitter and authority to operate with remote control with operator at control point only; KGUB, Houston, Texas, modification of license to operate transmitter unattended by remote control, and change location of transmitter locally; KGTE, Wichita, Kans., C.P. for change in power from 400 to 50 watts, and interchange equipment, now installed at Wichita

and Moline, Ill.; WNAU, Moline, Ill., granted as for KGTE, except power 400 watts.

Also, R.C.A. Communications, Inc.: KJG, KEN, Bolinas, Cal. WJT, San Juan, P. R., KKL, Bolinas, Cal., KKW, Bolinas, Cal., modification of license for change in serial number and primary points of communication (KKL, same but with additional transmitter), KJR, Bolinas, Cal., modification of license for change in points of communication, delete transmitter and operate with 40 KW; KET, KEJ, KEN, modification of license for change in primary points of communication; KEI, KSS, KKR, KLL, KES, Bolinas, Cal., and WQZ, San Juan, P. R., KOI, Kahuku, T. H., and KEL, Bolinas, Cal., modification of license for change in serial number of apparatus; Shortwave & Television Corp.: WLXG, Portable, renewal of experimental visual broadcasting license for 3 months, 43000-46000, 48500-50300, 60000-80000 kc., 200 watts; WLXAV, Boston, Mass., renewal of experimental visual broadcasting license as above.

Ratification Of Acts Of Commissioners

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., authorized to conduct equipment tests for additional 5 days in accordance with Rule 164; WAEP, Aeronautical Radio, Inc., Newark, N. J., authorized to operate station as a broadcast pickup station on frequency 2342 kc., on September 12th only; American Airways, Inc.: KHTDW, KHTEV, KHTFU, KHTGT, authorized to operate stations as broadcast pickup stations on frequency 2342 kc., on Sept. 12, only; Mitchell Broadcasting Corp., Mitchell, S. Dak., leave to intervene in the matter of the application of John B. Taylor to erect a new station at Aberdeen, S. Dak.; Pan American Grace Airways, Inc., on aircraft, authorized to operate transmitter on new airplane to be flown to Lima, Peru, via Brownsville, Texas, frequencies 333, 500, 1708, 2870, 3082.5, 5692.5, 8220, 12370, 16440 kc., unlimited, 5405 kc., day only, 12 watts power.

Oral Arguments Granted

WRHM, WCAL, KFMX, WLB-WGMS, Minnesota Broadcasting Corp., Minneapolis, Minn. and Northfield, Minn., oral arguments were granted in these cases on October 5th. WRHM which now shares time with the other stations applied for unlimited time. Examiner Ralph L. Walker recommended a denial of the application; WKBB, Sanders Bros., Joliet, Ill., oral argument granted on October 5, 1932, Chief Examiner Ellis A. Yost recommended that conditional grant made May 27, 1932, for removal of station to East Dubuque, for a change in frequency from 1310 to 1500 kc., and change in hours of operation from sharing with WCLS to specified hours be affirmed.

Amends Rule

Rule 24 was amended so as to require licensees receiving notice of "off frequency" operation to submit their replies direct to the Commission instead of through the Supervisors of Radio as heretofore.

Miscellaneous

KNX, Western Broadcast Co., Hollywood, Cal., granted permission to take depositions in re application of KFBI, Milford, Kans. to be used at hearing October 10, 1932; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., permission to take depositions in behalf of its application to change frequency from 1210 kc. to 1340 kc. which is set for hearing December 15, 1932; WTBO, Association Broadcasting Corp., Cumberland, Md., permission to assign license to the Interstate Broadcasting System, Inc., granted.

Set For Hearing

KXL, KXL Broadcasters, Portland, Ore., requests C.P. to change equipment, change frequency from 1420 to 1410 kc., change power from 100 watts to 250 watts, and change hours of operation from sharing with KBPS to unlimited (facilities of KTBR); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., requests authority to use transmitter of WLTH, in Brooklyn, for a period of 3 weeks while installing automatic frequency control; W. B. Neal, Gallipolis, Ohio, requests C.P. for special experimental service, 1500 2000 kc., time of operation Tuesday 2 until 4 P.M., Thursday and Friday, 10 P.M. until 1 A.M.

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: BUSINESS LETTER BRIEFS :
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The Department of Commerce has issued a statistical bulletin on wholesale radio trade and distribution in 1929, secured from the nation-wide census in 1930. The report is available from the Superintendent of Documents, Government Printing Office, Washington, D. C. at 10¢ per copy.

At the invitation of the U. S. Department of Commerce, Virgil M. Graham, of Rochester, New York, Chairman of the RMA Standards Section, has contributed data on the Association's Engineering Division organization and services to appear in a compilation by the Government of the standardization work of all industries.

A new export trade promotion bulleting entitled "Radio Markets of the World, 1932", has been issued by the U. S. Department of Commerce, Electrical Equipment Division at Washington. The bulletin contains detailed information regarding markets, broadcasting and other factors in all foreign countries. It may be secured from the U. S. Department of Commerce, or from the Superintendent of Public Documents, Washington, D.C. at 10¢ per copy

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