

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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PRESIDENT'S REGROUPING PLAN MAY AFFECT RADIO COMMISSION

by Florence V. Kaiser

The question has been raised as to whether or not a reduction in the size of the Federal Radio Commission will be recommended in President Hoover's study of a wholesale reorganization of the government which he expects to place before Congress next December.

In planning the reorganization, the President is acting under the authority of the National Economy Act. Under the terms of this law the President must place Executive Orders before Congress for what he described as "regrouping, consolidating and reducing the number of bureaus, eliminating overlapping functions and duplication of effort". If these Executive Orders do not meet with Congressional disapproval within sixty days, they become effective automatically.

The President has not made known the details of his plans but has instructed J. C. Roop, Director of the Budget, to make a series of investigations looking toward the preparation of Executive Orders for reorganization of the whole structure of the Federal Government.

In ordering a survey made of the possibility of regrouping Government agencies, the President told his executives to search also for those cases in which direct action of Congress would be required for further curtailment. The study which he directed made is expected to dovetail with his former move, giving rise to the hope that even more than \$500,000,000 can be slashed from the cost of Government for the next fiscal year, beginning July 1, 1933.

The fact that President Hoover has held off appointing a successor to Maj. Gen. Charles McK. Saltzman for so long indicates that he must be giving the Federal Radio Commission special consideration. General Saltzman resigned the middle of last July. Ordinarily such a vacancy would have been filled within a few weeks. Seldom has such a long time elapsed in making this sort of an appointment.

One theory is that the President may recommend cutting down the Commission to three members. The Commission is composed of five members, representing five radio zones into which the country was divided by Congress in the Radio Act of 1927.

The supposition that the President may have in mind reducing the number of Radio Commissioners arose from his action in reducing the Shipping Board from a seven to a three-man directorate. Since the salary of a Radio Commissioner is now a little more than \$9,000 a year, at least \$18,000 a year would be saved by dropping two Commissioners, to say nothing of the money spent for their clerk hire. If the number of Commissioners is reduced, it is safe to say there would be drastic cuts of personnel in the legal and other

divisions of the Commission. Almost a half million dollars was spent last year to keep the Radio Commission going.

It would be possible to maintain the same political balance with three members as five. Two Commissioners would be Republicans, and one a Democrat, or vice versa, if the Democrats succeed in November.

There is an even balance of political power on the Commission now, inasmuch as Commissioners Harold A. Lafount, of Utah, and Thad H. Brown, of Ohio, are Republicans, and Commissioners Eugene O. Sykes, of Mississippi, and W. D. L. Starbuck, of New York, are Democrats. With Judge Sykes absent attending the Madrid International Radio Conference, the Republicans on the Commission - Lafount and Brown - are actually in the majority.

If the plan of reducing the number of Commissioners prevails, doubtless the place of the next Commissioner, whose time expires after the reduction becomes effective, will not be filled. Should this happen, Judge Sykes, Democrat, whose term ends February 23rd next, would be dropped, leaving the required political balance. The remaining members of the Commission would be Brown, whose term expires in 1934, Lafount 1935, Republicans, and Starbuck, whose time will be up in 1934, Democrat.

The proposed reorganization by President Hoover will cover the entire executive establishment and will be proposed both as a measure for economy and for greater efficiency. This is the second study directed by the President recently looking to drastic reductions in government expenditures. On Saturday last, he addressed a communication to every executive officer in the Government directing a thorough investigation of the possibilities of reducing the budget still further and setting as their goal the aggregate of \$500,000,000.

Despite different conjectures as to why President Hoover doesn't appoint a successor to General Saltzman, more candidates are being proposed to take the General's place. The latest of these is Bond Geddes, Executive Secretary and General Manager of the Radio Manufacturers' Association. Mr. Geddes, who has made such an excellent record for himself in the radio industry, formerly was with the United Press in Washington and later the Associated Press.

Another name sent to the President is that of John H. Henry, manager of KOIL, Council Bluffs, Omaha. Mr. Henry was likewise a former newspaper man. Other names said to have been added to the list are those of Michel Ert, of Milwaukee, founder and first president of the Wisconsin Radio Trade Association, and John S. Boyd, Chicago lawyer.

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COMMISSION AUTHORIZES NEW STATION

It is a rare case only that causes the Federal Radio Commission to add a new station to its over-burdened broadcasting channels. However, a deserving community has been found and the Commission has issued a permit to H. Hanseth, Eureka, Calif., to construct a new station to be operated upon the 1210 kilocycle frequency with 100 watts power and daytime hours only.

The Eureka vicinity, located in an isolated section of northern California on the Humboldt Bay with a population of 40,000 within a radius of 40 miles, it was found, does not receive satisfactory daytime service from any established station.

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36 MANUFACTURERS EXHIBIT IN NEW YORK

Thirty-six manufacturers of radio sets, tubes and accessories, are exhibiting their 1932-33 styles at a trade show at the Hotel Edison, in New York City. More than 10,000 dealers and distributors of such merchandise east of the Mississippi River were invited to attend. The show opened exclusively for the "trade" but at a meeting of the Advisory Council on Tuesday night last, it was decided the public would be admitted free of charge. This move was made, they said, because of the public interest in the new models being exhibited.

The radio dealers and buyers at the show represent twenty-eight States of this country. Among the foreign countries represented are England, Germany and South Africa. A definite tone of optimism regarding the radio business outlook is apparent.

"Cabinet designs are in general the same as last season, but the equipment of the sets is changed considerably, electrically and mechanically", the New York Times reports. "A complete line of vacuum tubes, so radically new that they cannot be used in present receivers, has effected marked improvements this year, according to the engineers. They point out that the new tubes improve tonal quality, produce greater amplification and less overloading or spill-over at the loudspeaker. Many of the new machines employ the superheterodyne circuit and at least a dozen tubes.

"The boast of the exhibitors is clear tone. That is what they have concentrated upon in the 1932-33 instruments. Several have adopted dual or matched loudspeakers. They explain that such construction guards against any tone being lost. They have devoted more attention to the cabinet construction, making the sound chamber as perfect as possible acoustically.

"Prices are said to be 'the lowest in history'. The midget outfits ranging from six to nine tubes sell this year from \$30 to \$60. The larger, console machines are priced from \$70 to \$300, with many listed around \$125. The manufacturers direct attention to the fact that while these prices may in general appear about equal to last year, the value of investment is greater because of the more modern tubes and their performance. The majority of manufacturers advertise the machines to be 'complete with quality tubes - tax paid.'

"There is a trend back to the console from the midget machine which was so popular for the past two years. Several of the large factories are offering as many as fourteen different sets and the majority are console cabinets. Several concerns are also displaying new automotive radio equipment, and one manufacturer displays 'a pocket-size-edition' receiver that operates from either alternating or direct current light power. The diminutive set, complete with enclosed speaker, measures about 9 inches long, 5 inches high, and 3 inches thick. It weighs but a few pounds, but contains four regular radio receiving tubes.

"Mindful that a large market exists in rural areas and in many towns for battery-operated receivers, a number of the manufacturers are presenting new sets for such localities. They utilize the two-volt low current consuming tubes, which work with the so-called 'breathing' battery, or air cell. There are models built to operate in conjunction with farm lighting plants."

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ANONYMOUS BOOK TELLS OF SCHUETTE-R.C.A. FIGHT

Evidently inspired by the success of the anonymous "Washington Merry-Go-Round", "Mirrors of Washington", and "More Merry-Go-Round", Lippincott's have just published "High Low Washington" with the authorship credited to "30 - 32". A chapter entitled "David and Goliath" is devoted to the single-handed campaign of Oswald F. Schuette against the so-called "radio trust" which resulted in the Department of Justice action against the Radio Corporation of America, the General Electric Company, Westinghouse Electric and Manufacturing Company, Western Electric Company, the American Telephone and Telegraph Company, et al. which will come to trial in the Wilmington, Delaware, courts on October 10th.

The publishers describe the writers as having had "unique experience both in Europe and America". The volume contains 268 pages, and is \$2.50 per copy.

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BILL ON SPORTS BROADCASTS IS INTRODUCED IN ALABAMA

A bill has been introduced in the House at the special session of the Alabama legislature to grant the right to any regularly licensed broadcasting station operating in the State to broadcast by radio all athletic contests or games in the State staged by or sponsored or participated in by any educational institution which receives financial aid from the State or any subdivision.

The bill would make it unlawful for any executive officer, Board of Trustees, or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any such broadcasting station.

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TRACEY NEW GENERAL SALES MANAGER OF ZENITH

Commander Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, has announced the appointment of E. A. Tracey as General Sales Manager in full charge of Zenith sales activities.

"It is scarcely necessary to mention the nineteen years of radio experience Mr. Trace has had, as he is already so well known in the radio industry", says Mr. McDonald. "His accumulated wealth of experience and keen understanding of the problems which confront the industry, especially those of the dealer, fit him specifically for his new association with us. Tracey's principle merchandising creed is interesting. He refuses to draw any line of distinction between jobber, dealer and factory. He insists that all three work in unison and harmony to accomplish one thing - serve the consumer. We like that creed."

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HARBORD WILL SPEAK FOR HOOVER

One of the big guns in the political campaign will be Gen. J. G. Harbord, Chairman of the Radio Corporation of America, who will take the stump for President Hoover. General Harbord has always been active in politics and his name was placed in nomination for Vice-President as Mr. Hoover's running mate at the Chicago convention. General Harbord was presented at the last minute and without any organized movement behind it, otherwise it is believed he might have captured the nomination.

General Harbord is a first-class speaker and has a marvelous memory. When speaking to an audience, or over the radio, the General always has a manuscript but seldom looks at it as he usually has the speech, no matter what the length, memorized.

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WOULD CLOSE DOWN TWO CALIFORNIA STATIONS

If the recommendations of Chief Examiner Ellis A. Yost, of the Federal Radio Commission, are followed, two California stations - KELW, at Burbank, and KTM, Los Angeles - will be closed down.

Both stations were cited for putting on programs of an operator of a cancer clinic in Los Angeles who was not licensed by the California Medical Board to practice medicine. Station KTM refused after investigation to permit the broadcast, but Station KELW continued them.

Chief Examiner Yost presented excerpts of astological and numerological broadcasts by Station KTM of one Zandra described as "the eminent philosopher and psychologist", not held to be a fortune-teller with claims of the supernatural, but one who could apply his science in solving every-day problems of individuals and show them the way to prosperity and happiness. Listeners were told to write Zandra and obtain for \$1 either his Astrological Revelations or his Mystery Guide. In answer to three questions and the date of the writer's birth, Zandra then offered to give the purchaser of either of the books a written answer to the questions "free".

The station also broadcast talks based upon horoscopolical reading of one Zenda and answers to question put to her which she answered by mail after which she advertised her horoscopolical reading at \$1. These broadcasts are no longer put on by Station KTM and will not be permitted in the future, the report of facts states.

In his conclusion, the Examiner further stated:

"The burden is upon the applicant station requesting the radio broadcasting facilities assigned another station to prove by a preponderance of the evidence that a transfer of such facilities as proposed by the applicant would serve public interest, convenience and necessity. This, both applicants herein failed to do.

"The deletion of Stations KELW and KTM would reduce the present quota of the State of California from .38 of a unit over-quota to .34 of a unit under-quota, and reduce the present over-quota status of the Fifth Zone by .72 of a unit."

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COLUMBIA'S NEW AND RENEWED ACCOUNTS

American Oil Co., Baltimore, Md. (Amoco Oil & Gas);
Agency - The Joseph Katz Co., Baltimore; Program - Arthur Pryor's Band, Thursday 8:30-9:00 P.M., 12 stations.

Acme White Lead & Color Works, Detroit, Mich. (Acme Quality Paints, etc.; Agency - Henry, Hurst & McDonald, Detroit; Program - "Smiling Ed McConnell", Tuesday, Thursday, 11:30-11:45 A.M.; Basic and Don Lee plus 18.

The Carborundum Company, Niagara Falls (abrasives); Agency-Finely H. Greene Adv. Agency, Buffalo; Program - Carborundum Band, starting November 12th; Basic network and Minneapolis.

California Walnut Growers' Association, Los Angeles; Agency McCann-Erikson, Inc., New York; Program - Music and Script, starting October 6; Basic network and Don Lee plus 6.

Kolynos Sales Co., Chicago, Ill, (Kolynos Dentrifrice); Agency - Blackett, Sample, Hummert, Inc., Chicago; Program - "Just Plain Bill", starting September 19th; Station WABC.

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SERVICES OF EXCEPTIONAL YOUNG RADIO ENGINEER AVAILABLE

Because of the depression, a young radio engineer, whose ability and integrity are known to this writer to be of an exceptionally high character, is seeking a position in the radio industry. We refer to Mr. Joseph Appel, Jr., of New York City. We should say that Mr. Appel is about 25 or 30 years old - energetic a real worker, married, comes from a splendid family, and in our opinion will make his mark in the world.

Mr. Appel, Jr., studied Electrical Communications at Massachusetts Institute of Technology. This was during the years when radio was just beginning and students did not get a degree for this work. In those days students in the college laboratories were learning by experiment the mysteries of radio. After Mr. Appel left M.I.T., he went with the DeForest Radio Co. in their testing laboratories, and then went to sea as a radio operator for the Radio Corporation of America. He next spent several years with John Wanamaker's, New York, as their radio buyer. Two years ago he went in business for himself under the name of "Appel and Henderson Electric Communications Equipment, Inc." at Mt. Vernon, N. Y. They built several broadcast transmitters, among them WMCA, New York, WSYR, Syracuse, N. Y. They did a lot of work in developing aircraft radio apparatus during this time.

Due to business conditions they closed this corporation on March 18, 1932. Mr. Appel, Jr. has since developed a compact radio receiver for the reception of the regular broadcast entertainment. This receiver weighs 30 lbs. and has a reliable range of approximately 300 miles from any standard transmitter such as WEAf, WABC, etc. He does not feel that business conditions are right now for manufacturing this receiver. Mr. Appel held a commission in the U. S. Army Reserve Lieut. Signal Corps.

A sidelight on the personal character of Mr. Appel, Jr. is told in the following from "Radio Music Merchant" in connection with winding up the business venture of Appel and Henderson:

"At the time he reached this conclusion, there was on hand in the Appel & Henderson factory a good-sized amount of finished merchandise as well as raw materials in addition to commitments for large quantities of parts and raw materials. It would have been a simple matter, and in accord with the usual customs in the radio industry, to have immediately canceled the orders for these commitments, but, to quote Mr. Appel, 'he was not brought up that way', and instead of following this policy, he mailed checks on March 10 to every single supplier for the full amount of the merchandise for which Appel & Henderson, Inc. was committed. He even went so far as to give a check to the owners of the building in Mount Vernon for the entire term of his present lease."

Anyone desiring to communicate with Mr. Appel, Jr., may do so either through this office or at his home address - 13 Circle Road, Scarsdale, New York.

(Signed) Robert D. Heinl.

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WOLF-STREET SINGER AGREE; SETTLEMENT NEAR \$35,000

Ed Wolf, who holds a four years' managerial contract with Arthur Tracy, and who sued the singer recently on the value of the contract between them, has settled for around \$35,000. Of this \$16,000 is reported in cash, the amount held in escrow during Tracy's theatre bookings when the court ruled in Wolf's favor and decided that his claimed one-third interest be set aside until final adjudication of the issues.

Remainder of the settlement will be paid in installments, Wolf releasing Tracy from the remaining four years' obligation and also dropping all litigation.

A couple of dates booked by Wolf for Tracy on top of intensive stage and radio dates involved Tracy in damage suits in Newark and Jamaica, L. I., when he failed to appear because of illness. These dates were for \$100 for the night, the Street Singer complaining he had just been doing four and five shows that day, plus his regular broadcast, and was physically unable to fulfill the engagements.

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PROSPERITY NOTE

Orders for nearly \$50,000 worth of the new type of aviation radio-telephone apparatus which was announced by the Western Electric Company only late last month, have already been received, the Company reports. The bulk of the orders has been placed by American Airways and United Air Lines.

Ten Stinson tri-motor planes just placed in service by American Airways will have their existing radiophone equipment completely replaced by transmitter and receivers of the newly designed type. United Air Lines have ordered 90 of the new super-heterodyne receivers for installation both in planes now in service and for new ships.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 19 - WCAE, WCAE, Inc., Pittsburgh, Pa., authority to install automatic frequency control in auxiliary transmitter; WFDV, Rome Broadcasting Corp., Rome, Ga., C.P. to make changes in equipment, change frequency power and hours from 1500 kcs., 100 w. specified hours, to 1120 kcs., 250 w., unlimited hours; requests facilities of WTFI, Athens, Ga. in terms of quota units; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., license to cover C.P. issued March 6, 1931, as modified to move transmitter and studio locally and install new equipment; WCAT, South Dakota State School of Mines, Rapid City, S. Dak., license to cover C.P. issued June 10, 1932, for new transmitter; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., C.P. to change transmitter and increase operating power from 50 to 100 w.; R. E. Warmack and A. E. Waterman, Oroville, Calif., C.P. for new station to use 1370 kcs., 15 watts, daytime, 4 hours per day.

Applications Other Than Broadcasting

Sept. 20 - W9XI, Chicago Federation of Labor, portable, license covering C.P. for 60,000 to 1000,000 kc., 30 w., general experimental station; Radiomarine Corp. of America, on any U.S.S.B. vessel, four licenses for special experimental stations, 355 kc., 2 kw; W6XAP, Airfan Radio Corporation, Ltd., portable, vicinity of San Diego, Calif., license covering C.P. for 60000-400000 kc., 6 w. general experimental station; W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., modification of general experimental license for additional frequencies, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above; W2XBK, Mackay Radio & Telegraph Co., portable, for use on San Francisco Bay and Los Angeles Harbor, renewal of license for 375 kc., 500 w., radio compass calibration station. There were also received 276 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (Sept. 20, 1932)

WCSC, S. C. Broadcasting Co., Inc., Charleston, S. C., license covering move of transmitter and installation of new equipment, 1360 kc., 500 w., unlimited time; WEEI, The Edison Electric Illuminating Co., Boston, Mass., license to determine licensed power by direct measurement of antenna input; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., extension of authority to operate auxiliary transmitter unlimited time while moving main transmitter from Oct. 1 to 21, 1932;

Also, Howard A. Seyse: W8XAK, portable and mobile in Erie Co., N. Y., license (general experimental service), 51400 kc., 10 w., unlimited in accordance with Rule 308; W8XAJ, portable and mobile in Erie Co., N. Y., license as above, frequencies 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 w.; Aeronautical Radio, Inc.: WAEI, Detroit City Airport, Detroit, Mich., granted modification of C.P. extending commencement date to Sept. 18th and completion date to Jan. 18, 1933; KGUR, same location, granted modification of C.P. to move transmitter locally and operate with remote control with operator at control point only; W10XAR, Western Electric Co., Inc., portable, renewal of special experimental license, 270 kc., 10 w. power.

Also, W2XDV, Atlantic Broadcasting Corp., New York City, renewal of general experimental license, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above, 50 w.; W9XAE, International Harvester Co., vessel "The Harvester", renewal of license 484 kc., 1 w. power; W6XU, Radiomarine Corp. of America, San Francisco, renewal of special experimental license for 1 year, frequencies 153, 157, 160, 400, 410, 454, 468, 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 kw; Westinghouse Electric & Manufacturing Co.: W10XAQ, portable on any aircraft, granted general experimental C.P. to operate ground station at Hampden, Mass., regular licensed frequencies power variable to 250 w.; also, at Chicopee Falls, Mass., general experimental C.P. and license, frequencies 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400 kc., 60000-400000 and above, 250 w.

Renewal of Licenses

The following stations were granted regular renewal of licenses:

WAAM, Newark, N. J.; WAAT, Jersey City; WGCP, Newark, N.J.; WJAS, Pittsburgh, Pa.; KFOX, Long Beach, Calif.; KGHL, Billings, Mont. KRKD, Los Angeles, KROW, Oakland, Calif.; WCAP, Asbury Park, N. J.; WIS, Columbia, S. C.; WKAQ, San Juan, Puerto Rico; WRC, Washington, D. C.; and auxiliary WRC; KFBB, Great Falls, Mont.; KGCU, Mandan, N. Dak.; KRGV, Harlingen, Tex., and KWNG, Brownsville, Tex.

Also, WNAD, University of Oklahoma, Norman, Okla., granted temporary license subject to Commission's decision as a result of an investigation now being conducted as to whether transmitter is being operated in accordance with the Radio Act; WTAG, Worcester, Telegram Publishing Co., Inc., Worcester, Mass., granted special authorization to operate with day power of 500 watts for period beginning October 1, and ending March 1, 1933, subject to termination by the Commission at any time without notice or hearing if the need arises.

The following stations were granted renewals on a temporary basis only, subject to such action as the Commission may take on licensees' pending applications for renewals:

WCAL, Northfield, Minn.; WCAM, Camden, N. J.; WFIW, Hopkinsville, Ky.; WHN, New York;; WIBG, Glenside, Pa.; WLB-WGMS, Minneapolis; WQAO-WPAP, New York; WRHM, Minneapolis; WRNY, New York, and KFMX, Northfield, Minn.

Set For Hearing

J. E. Richards, James J. Hart, Arthur Taubman, doing business as Roanoke Broadcasting Co., Roanoke, Va., requests C.P. for new station to operate on 1410 kc., 250 w., share with WHIS, facilities of WRBX; WHIS, Daily Telegram Printing Co., Bluefield, W. Va., requests modification of license to change hours of operation from sharing with WRBX to unlimited; facilities of WRBX; Intermountain Broadcasting Corp., Ogden, Utah, requests C.P. for new station to operate on 1400 kc., 500 w., unlimited time, facilities of KLO.

Miscellaneous

KFH, Radio Station KFH Co., Wichita, Kans., denied authority to operate simultaneously with Station WOJ during world baseball series from 2 to 3 P.M., CST each day with 500 w. power; WKAV, Harold E. Wescott, temporary receiver, Laconia, N. H., dismissed application for consent to voluntary assignment of license from the Laconia Radio Club to Harold E. Wescott, temporary receiver. Mr. Wescott has been dismissed by the court as receiver for WKAV and John H. Dolan has posted bond for the Laconia Radio Club for payment of creditors of the station.; KICK, Red Oak Radio Corp., Red Oak, Iowa, the Commission directed that its action of Sept. 13, granting C.P. to move station KICK from Red Oak to Carter Lake, Iowa, be held in abeyance, because of stay order issued by the Court of Appeals dated Sept. 17th to determine the issues raised by the appeal.

Amateur Licenses

The Commission also granted licenses for 405 amateur stations, of which 138 were new, 196 renewals and 71 modifications.

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