

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

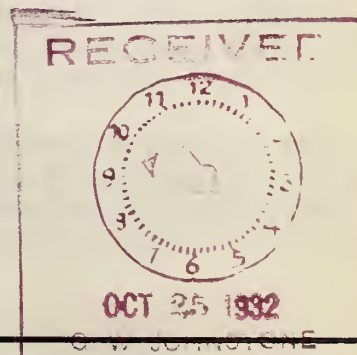
ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

INDEX TO ISSUE OF OCTOBER 24, 1932

National Broadcasting Company, Inc.
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Education Committee Urges Wider Use Of Radio In Campaign.....	2
Networks To Collect About \$30,000 For President's Detroit Speech.....	2
Radio and The Press Subject of Stahlman Address.....	3
Sees Chains Jockeying For Political Position.....	5
Politics Will Dominate Air Election Eve.....	5
Radio Counsellor Commerce Chamber Head.....	6
Radio Chairmanship May Await November Election.....	6
Chrysler Motors To Hold Radio Business Convention.....	7
Newspaper Head Buys Radio Station.....	7
Congress To Ask Check On Political Radio Time.....	8
Columbia Accounts - New and Renewals.....	8
Editor Cashed In On Radio Failure.....	8
NBC New Accounts, Renewals and Changes.....	9
Decisions of the Federal Radio Commission.....	10

No. 572



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EDUCATION COMMITTEE URGES WIDER USE OF RADIO IN CAMPAIGN

An open letter from the National Committee on Education by Radio to members of Congress demanded that radio broadcasting stations give more time to discussion of civic questions by political candidates.

The committee declares there has been a "breakdown of commercialized radio broadcasting in flagrant violation of the fundamental charter of radio as set forth by Congress" because candidates were not being given a full and impartial public hearing.

"Are not vital matters of Government more important than sales talks on tooth paste and cigarettes, which have abundant opportunity to advertise in other ways?", asked the letter, signed by Joy E. Morgan, chairman.

"Even the speech of ex-President Coolidge was not broadcast in the National Capital. An important national address by a United States Senator was cut off in the Capital City after 15 minutes to make way for a sales talk."

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NETWORKS TO COLLECT ABOUT \$30,000 FOR PRESIDENT'S DETROIT SPEECH

It has been estimated that it cost the Republican party about \$30,000 to distribute President Hoover's speech in Detroit Saturday night over 111 stations. The two major parties are going in for radio much more heavily than they had anticipated at the opening of the campaign. The 1932 radio expense may be nearly equal the sum spent in 1928 after November 7.

The Republicans, who four years ago spent nearly a half million dollars on the radio in electing President Hoover, are already up to the limit of their original 1932 budget of \$275,000, and are arranging for other important and expensive broadcasts.

The Democrats, whose 1928 radio bill was almost equal to the Republican expenditures, also will spend more than \$250,000 in broadcasting Gov. Roosevelt, Al Smith and others.

The Republican party allotted \$60,000 this year for the broadcasting of electrical transcription programs, common. This method has been found ineffective, Paul Gascoigne, Republican radio director said today, and the money thus allotted has been used for "live" speakers.

The Democrats are less skeptical of "canned" talk. The voice of Speaker Garner has been recorded in a series of addresses which the national committee is using widely.

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RADIO AND THE PRESS SUBJECT OF STAHLMAN ADDRESS

An address covering many phases of the battle between radio and the press was delivered by James G. Stahlman, of the Nashville Banner, before the two-day convention of the Inland Daily Press Association last week. Mr. Stahlman's talk forcefully brought to the attention of Inland publishers, declares Editor and Publisher, that radio is a competitor not only in the advertising field, but also in the editorial and news department of the newspaper.

"Mr. Stahlman, who is president of the Southern Newspaper Publishers' Association, pointed out that radio has taken over many of the newspaper's important features, including comics, serials, all forms of literary, dramatic and cinematic review, editorials, culinary science, beauty hints, household tips, financial and general market reports and in spot news, local, national and international. The speaker viewed this encroachment with concern and asserted that 'radio has the newspaper licked coming and going in the matter of speed, a very important element upon which the newspaper must depend.'

"In his opening remarks, the speaker portrayed a 'major operation' in which 'Mr. Daily Press', once a powerful man in his old home town, is stretched upon the operating table, suffering from 'anemia and sleeping sickness'. 'Dr. Radio' removes a tumor called national advertising; an appendix-like affair known as the editorial page; and finally a vital organ which in 'journalistic anatomy' is known as news. He concluded this allegory with the picture of a memorial tablet in the halls of Radio City upon which is inscribed: 'To the Memory of Daily Press, a giant in his time, but just too dumb to live.'

"The speaker traced the rapid growth of the broadcasting industry, quoting figures in a recent issue of The Index, published by the New York Trust Company, which stated that "the gross receipts of the various individual stations last year ranged from a few hundred dollars to over \$1,500,000, aggregating \$38,461,302 for 525 stations. The receipts of these individual stations, plus that reported by the chain companies aggregated \$77,758,048. The revenues of the two major companies rose from \$10,252,497 in the year, 1928, to \$37,517,383 in the year 1931. Advertising revenues for one of these companies increased \$2,764,013 or approximately 22 per cent during the first six months of this year as compared with the corresponding period of the year 1931, while the increase for the other company amounted to \$1,948,036, or 33.9 per cent.

"Turning his attention to the use of radio in the current Presidential election campaign, Mr. Stahlman remarked that radio appears to have sold itself to politicians and men in public office. This was never more clearly demonstrated, he said, than during the two national party conventions held in Chicago, where the radio received all the courtesies as well as pay for the job, while the newspapers and press associations of the country, without hope of reward, functioned freely and generously out of sense of public duty.

"Mr. Stahlman warned the press association members that it is time newspapers and press associations made some effort to stop the growing tendency to 'say it over the radio first and then in the press'. He contended that political utterances at best are seldom little short of propaganda, but when they have been given first over the radio, nine times out of ten they are no longer news insofar as the newspaper is concerned. He said that politicians and office-holders can be 'sold' on the press, but it is up to the press to 'sell' them.

"As to the general problem of converting advertising away from radio channels and into newspapers, Mr. Stahlman suggested that publishers through their representatives and through such organizations as the A.N.P.A. Bureau of Advertising must continue to impress the agencies as well as advertisers that the newspaper is the dominant medium.

"By what particular quirk of mind can an advertiser or agency demand guaranteed circulation of a newspaper and then turn around and buy time on a radio station in the same town when he cannot possibly know how many there are in that intangible audience which is very generally enlarged upon by the crafty radio time-seller?", asked the speaker. "If audited circulation is required of newspapers, why not audited radio listeners?"

"As to radio competition in news reporting, Mr. Stahlman contended that this can be remedied by court decrees establishing the property right in news, if the various press associations care to exercise themselves about it. He showed that a majority of members and clients are opposed to press associations giving its news to the radio, according to a recent poll taken by H.A. Davis, Ventura (Cal.) Free Press. That poll was as follows:

"Total number of A.P. members expressing preference, 437; members opposed to present policy, 403 or 92 per cent; members favoring present policy, 34 or 8 per cent; members opposing all broadcasting of A.P. news, 375 or 86 per cent; members favoring extra charge for privilege of broadcasting A.P. news, 25 or 5 per cent; members favoring sale of A.P. news to all radio stations, 3 or 1 per cent.

"Total number of U.P. clients expressing preference, 346; clients opposed to present broadcasting policy, 317 or 92 per cent; clients favoring present policy, 29 or 8 per cent; clients opposing all broadcasting of U.P. news, 294 or 85.5 per cent; clients favoring extra charge for privilege of broadcasting U.P. news to all broadcasting stations, 2 or 0.5 per cent.

"Total number of I.N.S. clients expressing preference, 72; clients opposed to present broadcasting policy, 70 or 98.5 per cent; clients favoring present policy, 2 or 1.5 per cent; clients opposing all broadcasting of I.N.S. news, 63 or 93.5 per cent; clients favoring extra charge for privilege of broadcasting I.N.S. news, 5 or 3.5 per cent; clients favoring sale of I.N.S. to all broadcasting stations, 2 or 1.5 per cent."

SEES CHAINS JOCKEYING FOR POLITICAL POSITION

Paul Mallon comments as follows in the "National Whirligig" published by the McClure Newspaper Syndicate:

"That certain radio chain which showed earlier pro-Hoover tendencies appears to have partially relented. A prominent Democratic politician has been made vice president of the concern. Earlier tactics have been stopped, temporarily at least. It would not make much difference anyway as its competing chain has since developed pro-Roosevelt tendencies. That would make it all even as far as the public is concerned. As it stands at the moment Roosevelt probably has an edge.

"There is another point in Mr. Hoover's favor, however. A President is never cut off. This is a Federal Radio Commission rule. The Republicans pay for full time employed on campaign speeches at straight rates for time under this rule, without penalties. The Democrats claim they would have to pay penalties for cancelling programs of commercial advertisers if they worked under such an arrangement. The cost would be prohibitive."

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POLITICS WILL DOMINATE AIR ELECTION EVE

It is understood the Republicans will have the exclusive use of both the NBC and Columbia networks for the better part of the time on both chains the night before election. Also the Democrats will have an eleventh hour inning-- in fact, they may have the last word.

Preliminary arrangements are said to be for the Republicans to monopolize the air from 8 p.m. until 11 p.m. and the Democrats from 11 p.m. on. This would mean the cancellation of all the regular entertainment features for Monday, November 7. Both President Hoover and Governor Roosevelt will be heard in final appeals.

Republicans are receiving congratulations on having "outsmarted" the Democrats by securing a monopoly of what are generally regarded as the most desirable listening hours. The Democrats, on the other hand, are comforting themselves with the old adage that "he who laughs last, laughs best" and point to a decided advantage in their having an opportunity to put in the last word with the voters even though the hour be almost midnight.

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RADIO COUNSELLOR COMMERCE CHAMBER HEAD

Thomas P. Littlepage, counsel for numerous radio stations and well known to the industry, has been elected president of the Washington, D.C. Chamber of Commerce. Mr. Littlepage has been an active civic worker in the national capital for more than thirty-two years.

A native of Spencer County, Indiana, he spent eight years teaching school in his native State before coming to Washington as secretary to Senator Hemenway of Indiana.

Educated in the schools of Indiana, Littlepage took his law degrees at George Washington University, and has been actively engaged in law practice here for 23 years. He is a member of the Washington Board of Trade, University Club, Congressional Country Club, Metropolitan Club, Cosmos Club and the Masonic Order.

One of the matters discussed by the Washington Chamber of Commerce at its last meeting was the endorsement of an application to the Federal Radio Commission to increase the power of Station WMAL in Washington from 500 to 1000 watts.

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RADIO CHAIRMANSHIP MAY AWAIT NOVEMBER ELECTION

It looks as if a chairman of the Federal Radio Commission will not be elected until after the election is over. The choice will probably lay between Commissioner Thad Brown, of Ohio, and Harold A. Lafount, of Utah, Republicans, if President Hoover is re-elected.

If Governor Roosevelt is the victor it will be a Democrat -- likely Commissioner Eugene O. Sykes, of Mississippi. That is, if Judge Sykes is reappointed next February, at which time his term expires.

Judge Sykes is the only member of the original Radio Commission appointed by President Coolidge. If Sykes is not reappointed to the Radio Commission it is said that he is slated for a Federal judgeship.

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NOT BOTHERED BY SNOW OR FOGS

The Lighthouse Service, based upon advices received from the captain of the S.S. City of Chattanooga, reports that great reliance can be placed on the accuracy of the radio direction finder, as fogs, snow, or other thick weather does not interfere with either the volume or direction, as in the case with sounds from steam or other whistle signals.

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CHRYSLER MOTORS TO HOLD RADIO BUSINESS CONVENTION

A two-hour meeting of De Soto, Dodge and Chrysler dealers via radio has been announced by Walter P. Chrysler. Speaking from New York on November 1 over the Columbia Broadcasting System network, Mr. Chrysler and other executives of Chrysler Motors will address more than 75,000 persons concerned with the sale of Plymouth cars in practically every large city of the United States and Canada. Meetings will be held in 25 cities. Business plans and prospects will be the trend of the talks.

Mr. Chrysler's statement follows:

"Chrysler Corporation has one of the most important business matters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chrysler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chrysler dealer organization, would total about 20,000 persons. To bring such a group to Detroit would entail tremendous expense. With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers.

"The radio meeting will be conducted in two parts. The first hour, from one until two P.M., EST., will be devoted to a dramatized presentation depicting the evolution of the new Plymouth Six in the plant in Detroit. It will be divided into several scenes carrying the listeners through various departments of the factory. Executives of the Corporation will conduct the presentation. The second half of the program will be on the air from 2:45 to 3:15 p.m., and, during this half hour, dealers' questions will be answered. The entire program will be knit into a unified business conference."

"This program, of course, is designed solely for the attention of Plymouth dealers and it will be necessary to take up regular broadcasting time for this business meeting. We offer apologies to the radio public for depriving them of this hour and a half of regular entertainment, but, at the same time, we extend a cordial welcome to all who wish to listen to the proceedings of this radio conference."

William S. Paley, president of Columbia, said the program will be the first of its kind to be undertaken by any business corporation.

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NEWSPAPER BUYS RADIO STATION

A controlling interest in WODX, Mobile, Ala., has been acquired by Frederick I. Thompson, publisher of the Montgomery (Ala.) Journal and the former publisher of the Mobile Register.

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CONGRESS TO ASK CHECK ON POLITICAL RADIO TIME

A complete check on all of the time utilized on every radio station in the country for political purposes during the campaign will be demanded in the Senate when Congress reassembles.

If the national political committees do not make what seems to be a full report of money expended for radio broadcasts, there will be a Senate resolution calling on every individual broadcasting station to give the hours and by whom paid for.

Senator Dill, of Washington, declared in a telegram to a Washington news service from Spokane that he would sponsor such an inquiry.

One of the charges made by Democrats is that in addition to extensive G.O.P. committee hookups there are others where speakers and organizations are paying for their own time. It is also alleged, that many hours of time have been purchased for State and regional hookups which are unlikely to be reported to the Clerk of the House.

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COLUMBIA ACCOUNTS- NEW AND RENEWALS

New, The Musterole Co., (Musterole). Agency: Erwin, Wasey & Co., Program: "Whispering Jack Smith" - Musical. Mon. Wed. 8:00-8:15 p.m., Basic network.

New, Southern Dairies, Inc. (Ice Cream and Dairy Products). Agency: McKee & Albright, Philadelphia. Program: "Inside News by Ted Husing". Thursday 7:30-7:45 p.m., Dixie network.

New, John F. Jelke Co., Chicago (Margarine). Agency: Blackett-Sample-Hummert Co., Inc., Program: "Captain Jack" Dramatic Show. Mon. Thurs. Fri. 5:15-5:30 p.m., ten stations.

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EDITOR CASHED IN ON RADIO FAILURE

Some tell us that radio broadcasting doesn't interfere with newspaper reporting, but we have never believed this to be a fact, Editor and Publisher comments. It is not conceivable that the report of a political speech, for instance, published hours after the words have been poured into a microphone, can be regarded by the general listening public as anything less than a twice-told tale.

These comments are apropos of an action taken this week by the Philadelphia Record. It appears that "something happened" to prevent the radio in Philadelphia from reporting the speech of U.S. Senator Norris. The speech did not go over the air, and the editor of the Record cashed in. He put an 8-column streamer on page one reading: "The Radio Failed! Full Text of Senator Norris' Speech in This Newspaper". This reflects a condition which we earnestly believe is against public policy. Is the only dependable medium that operates for an informed electorate to be discouraged and hampered?

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NBC NEW ACCOUNTS, RENEWALS AND CHANGES

Renewal, The Texas Co. (gasoline), 135 E. 42nd St., NYC.,
Agency: Hanff Metzger, Inc., NYC. Starts: Oct. 25, 1932 for
52 weeks. Time: Tuesdays- 9:30 - 10:00 p.m., EST. Network: WEAf,
WEEI WJAR WTAG WCSH WFI WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ
KSD WOC WHO WOW WDAF WFBR CFCF WIBA WEBC KSTP WTMJ WDAY KFJR WIS
WRVA WJAX WIOD WFLA WWNC WSM WMC WSB WJDX WSMB KVOO WKY KTHS WBAP
KPRC WOAI KTBS KGIR KGHL KOA KDYL KGO KFI KGW KOMO KHQ KTAR KFSD
Program: Ed Wynn and the Texaco Firechief Band"- 35-piece orches-
tra under direction Don Voorhees, Graham McNamee announcer, Ed
Wynn, the Perfect Fool, four male voices.

Renewal, Westinghouse Elec. & Mfg. Co., 150 Broadway, NYC,
Agency: Fuller & Smith & Ross, 49 W. 45th St., NYC. Started
Oct. 12, 1932 for 13 broadcasts. Time: Wed. & Fri., 12:00 -
12:15 Noon, EST. WJZ only. Program: "Bill and Henry" - songs
and patter.

New, Great Atlantic and Pacific Tea Co., 420 Lexington
Ave., NYC. Agency: J. A. Simpson, 1013 Grant Bldg., Pittsburgh.
Started Oct. 17, 1932 - 6 programs. Time: Monday, Wednesday
and Friday, 5:00-5:15 p.m., EST. Network: WJZ, WBZ, WBZA, WBAL,
KDKA, WENR, KWK, WREN, KOIL. Program: "Maude and Cousin Bill"
-Booth Tarkington's sketch of child life.

Change, Swift & Co., WJZ. Program: Pat Barnes in Person.
Day and Time: Monday, Tuesday 8:45-9:00 p.m. Change: October 31
and thereafter program will be heard Monday, Tuesday, Wednesday,
8:45-9:00 p.m. Network: On Wednesday WJZ and network groups up
to and including Chicago.

Change, Malted Cereals, Inc., WEAf. Program: "The Ad-
ventures of the Maltex Safety Soldiers". Day & Time: Wednesday,
Friday, 5:00-5:15 p.m., EST. Change: October 26 and thereafter
this program will be changed to Wed. & Fri., 5:45-6:00 p.m. WEAf
WEEI WTIC WJAR WTAG WCSH WGY WBEN WTAM WWJ.

Change, General Electric Company, WEAf. Program: "GE
Circle". Day & Time: Mon. Wed. & Fri., 5:45-6:00 p.m. Changed
Oct. 17 to daily except Sunday & Tuesday, 6:45-7:00 p.m. -7:00-7:15
p.m., EST. Network groups: 6:45-7:00 p.m. Basic Red up to and
including Chicago only. 7:00-7:15 p.m., Basic red west of Chicago
only plus NW, KOA, KDYL Orange.

Change, National Sugar Refining Co., WJZ. Program:
"Jack Frost Melody Moments". Day & Time: Wed. 8:30-9:00 p.m., EST.
Change on Oct. 31 and thereafter to Monday, 9:30-10:00 p.m., EST.
Network groups: WJZ, WBAL WHAM KDKA WGAR WJR Cincinnati, Chicago.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WMAL, M. A. Leese Radio Corp., Washington, D.C., granted CP to install auxiliary transmitter, max. power 1 KW; KGGM, New Mexico Brdcastg. Co., Albuquerque, N. Mex., granted CP to move transmitter within same building and make changes in eqpt.; WSAJ, Grove City College, Grove City, Pa., granted license covering local move of station and installation of new equipment; 1310 kc., 100 w., specified hours; KSEI, Radio Service Corp., Pocatello, Idaho, granted license covering change in freq. increase in day power and installation of new eqpt. 890 kc., 250 w. night, 500 w. LS., unlt'd. time; KCMC, No. Miss., Brdcastg. Corp., Texarkana, Ark., granted authority to install automatic freq. control; also

WEEU, R.A. Gaul, H.O. Landis & H.S. Craumer, d/b as Berks Brdcastg. Co., Reading, Pa., granted consent to Vol. assign. of lic. to Berks Broadcasting Co., a corporation; KOCW, Oklahoma College for Women, Chickasha, Okla., granted temp. renewal of license and set application for renewal for hearing; KGDA, Mitchell Brdcastg. Corp., Mitchell, S. Dak., granted authority to move main studio from transmitter location to 417 N. Main St., Mitchell; and

KFJB, Marshall Elec. Co., Inc., Marshalltown, Ia., granted special authority to operate from 9 to 11 p.m., CST, Oct. 22 and 28, and from 3 to 5 p.m., CST, Nov. 11.; WBAA, Purdue, Univ., W. Lafayette, Ind., granted spec. authority to operate from 1:45 to 5:00 p.m., CST, Nov. 19, provided stations WCMA and WKBF remain silent; WCAC, Conn. Agricultural College., Storrs, Conn., granted spec. authority to operate from 2:30 to 5 p.m., EST, Oct. 29, and from 2 to 4 p.m., EST, Nov. 12, provided station WICC remains silent; and

WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., granted spec. authority to operate from 8 p.m. to midnight, EST, Oct. 21 and 28, with consent of WJBU; WBNX, Standard Cahill Co., Inc., New York City, granted spec. authority to use temporarily the transmitting apparatus of WCDA; from 3 a.m., EST, Nov. to May 1, 1933, subject to Commission's decision on licensee's pending appl. for renewal of license; WMSG, Madison Square Garden Brdcastg. Corp., New York., granted special authority to use temporarily the transmitting apparatus of WCDA, from Nov. 1, 1932 to May 1, 1933, subject to Commission's decision on applicant's pending appl. for renewal of license; KLRA, Arkansas Brdcastg. Co., Little Rock, Ark. granted special auth. to use auxiliary tube in the power amplifier stage without interlocking switch, for period of 30 days until satisfactory interlocking switch is installed; also

New, Thos. Morgan Hale, Syracuse, N.Y., granted CP for gen. exp. service, freqs. 51,400 and 60,000-400,000 kc., 15 w.; New, R.C. Powell & Co., Inc., New York, granted CP for gen. exp. service, 60,000-400,000 kc., 100 w., unlimited time; New, R.C. Powell & Co., portable and mobile in New York and New Jersey, granted 2 CP for gen. exp. service, 60,000-400,000 kc., 1 w.; and

New, National Brdcastg. Co., Inc., portable and mobile, granted 2 CP for gen. exp. services, freq., 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; New, City of Muskegon, Mich., police department, granted CP for police service, freq. 2442 kc., 50 w.; New, City of Highland Park, Ill., police department, granted CP for police service, freq. 1712 kc., 50 w.; KGPA, Seattle Police & Fire Dept., Pier #1, Seattle, Wash., granted CP for police service, to install new eqpt. with new Marconi type antenna; and

New, Missouri Brdcastg. Corp., portable, St. Louis, Mo., granted temp. broadcast pickup CP, 2342 kc., 50 w.; New, National Brdcastg. Co., Inc., portable and mobile, granted 2 gen. exp. licenses, freq. 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; WLXK, Westinghouse Elec. & Mfg. Co., portable and mobile, Chicopee Falls, Mass., granted gen. exp. license, 1594, 2398, 3492.4, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26,000, 27100, 34,600, 41000, 51400, 60,000-400,000, 401,000 and above, 250 w.; also

WLXH, New England Te. & Tel. Co., Boston, Mass., granted spec. exp. license 2322 kc., 50 w., unlt. time; WLXAI, Trustees of Tufts College, portable, granted renewal of gen. exp. license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 1 KW; WLOXAF, Larry L. Smith, portable in State of Kentucky, granted renewal of gen. exp. license, 2398 kc., 5 w.; W3XS, Phila. Storage Battery Co., Philadelphia, Pa., granted renewal of gen. exp. license, 8655, 17310 kc., 1500 w.; KGWX, Atlantic Brdcastg. Corp., portable, initial location, Los Angeles, County, Calif., granted renewal of license for temp. motion pictures, 1525 kc., 15 w.; W6XS, Don Lee Brdcastg. System, Los Angeles, Cal., granted ext. of time from Nov. 1 to Dec. 1, in which to complete constr. of exp. visual brdcastg. station; WSUJ, Jesse H. Jay, on Cruiser Sue J., granted auth. to operate ship transmitter as broadcast pickup station in temp. serv. Nov. 3 and 4, in connection with international radio program to be rebroadcast over WIOD, Miami, 2342 kc., 10 w.; W3XAU, Universal Brdcastg. Co., Philadelphia, Pa., granted ext. of time to conduct eqpt. tests under Rule 217.

Renewal Of Licenses

The following stations were granted a regular renewal of licenses: WCOA, Pensacola, Fla.; KGB, San Diego; KGHF, Pueblo Colo.; KLRA, Little Rock, Ark., and KMO, Tacoma, Wash.

WKBH, WKBH, Inc., La Crosse, Wis., granted reg. renewal of lic. 1380 kc., 1 KW, hours of operation: Nov. and Dec. 6 AM to 5 P.M.; 5:30 to 7 P.M.; 8 to 9 P.M.; 10 to 11 PM. Jan. 6 AM to 5:15 PM.; 5:35 to 7 P.M.; 8 to 9 P.M., 10 to 11 P.M., CST.

The following stations were granted temporary licenses subject to such action as the Commission may make on their pending applications for reenwal of licenses: WAWZ, Zarephath, N.J., WKAB, Harrisburg, Pa., WBMS, Hackensack, N.J.; WBNX, New York City, WCDA, New York, WFAB, New York, WMSG, New York, WSMK, Dayton, O. and KQV, Pittsburgh, Pa.

The following stations were granted temp. licenses, subject to such action as the Commission may take on their applications for renewal, which were designated for hearing: KGER, Long Beach, Cal., and KLO, Ogden, Utah.

Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., renewal of license; New, J. E. Richards, Pine Bluff, Ark., requests CP for new station, 1340 kc., 250 w. daytime operation,

Applications Dismissed

The following applications were dismissed without prejudice, at request of applicants: New, J. B. Sanders, Center, Tex., CP, 1310 kc., 100 w., spec. hours (facilities of KFPM); and New, W.B. Neal, Gallipolis, Ohio, CP, 1500-2000 kc., 30 w., Tues. 2-4 PM Thurs. and Fri. 10 PM to 1 AM.

Amateur Licenses

The Commission also granted 376 licenses for amateur stations of which 109 were new, 213 renewals and 54 modifications.

Action On Examiners' Reports

WMT, Waterloo Brdcastg. Co., Waterloo, Ia. (Ex. Report No. 352) granted renewal of license to operate on 600 kc., with 500 w. regular power, unlt'd. time, sustaining Examiner Ralph L. Walker, except in power assignment; WMT (Ex. Report No. 358) Denied appl. to move transmitter and studio from Waterloo to Des Moines, Ia., with no change in operating assignment, sustaining Examiner Ralph L. Walker; WKBB, Sanders Bros. Radio Sta., Joliet, Ill., (Ex. Report No. 405), affirmed grant of CP to move transmitter and studio from Joliet to near E. Dubuque, Ill., with operating assignment of 1500 kc., 100 w., half time, specified hours, sustaining Chief Examiner Ellis A. Yost. (Acting Chairman Harold A. Lafount filed a dissenting opinion).; Amateur, Kenneth J. Stanford, New York City, (Ex. Report No. 411), granted appl. for new amateur station to be located in New York City, sustaining Examiner R.H.Hyde.

Oral Arguments

KQV, KQV Brdcastg. Co., Pittsburgh, Pa. and Stanley M. Krohn, Jr., Dayton, O., involving renewal of license and appl. to operate unlt'd. time on 1380 kc., 500 w. (Ex. Rep. No. 412); WNAX, The House of Gurney, Inc., Yankton, S.Dak. (Ex. Rep. 414), involving appl. for increase in power from 1 KW to 1 KW night, 2½ KW, LS, on 570 kc., unlt'd. time; KGDA, Mitchell Brdcastg. Co., Mitchell, S.Dak., (Ex. Rep. 414) involving renewal of license and authority to remove KGDA from Mitchell to Aberdeen, S.Dak., reconstruct transmitter and change freq. from 1370 to 1420 kc.

Ratification Of Acts Of Commissioners

KNX, Hollywood, Calif., granted auth. to extend eqpt. test for 10 days (Action taken Oct. 15); WSBR, Mackay Radio & Tele. Co., San Francisco, Cal., granted 60 day auth. to operate aboard Vessel California Standard, freqs. in accordance with Rule 285 A, (Action taken Oct. 17); WSBO, Radiomarine Corp. of America, NY, granted 60 day auth. to operate add. trans. aboard vessel Vagabondia, freq. range 8200 to 17100 kc., 50 w. (Action taken Oct. 17); WCCO, Minneapolis, Minn., granted license 810 kc., 50 KW., unlt'd. time (Action taken Oct. 19).

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