

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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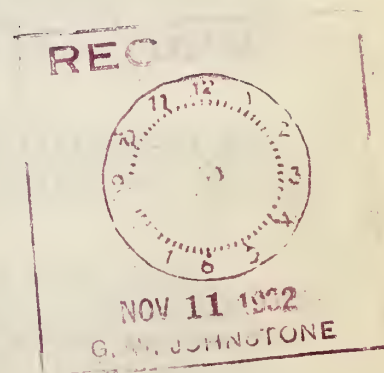
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## NEW DEMOCRATIC BROOM WILL SWEEP CLEAN

The new Democratic broom will make a clean sweep March fourth, or whenever the first Roosevelt Congress convenes, in the national radio control set-up. Senator Ellison D. Smith, D. of South Carolina will probably succeed Senator James Couzens, R. of Michigan, as chairman of the Interstate Commerce Committee, the group which has charge of radio in the Senate. If Senator Smith should prefer another committee assignment, then the radio czar of the Senate may be either Senator Pittman, of Nevada, or Senator Dill, of Washington, either of whom, under any conditions, will continue to have considerable prestige in radio matters in the Senate.

Since control of the Senate during the short session, from December to March, is in doubt the Democrats may take over the reins even earlier.

Missing from the Interstate Commerce Committee will be Senator James E. Watson, of Indiana, who, as much as anyone on the Hill, was responsible for the creation of the Radio Commission and who had much to do with the framing of the Radio Act of 1927.

Representative Schuyler Otis Bland, of Virginia, (D), is in line to head the House Merchant Marine and Radio Committee next session, succeeding Representative Ewin L. Davis (D), of Tennessee, author of the Davis equal radio facilities amendment, defeated in the primaries.

Almost half the members of the House radio committee fell by the wayside on November 8, among them Arthur M. Free (R) of California; Frank R. Reid (R), Illinois; Frederick W. Ma-grady (R) of Pennsylvania; Frank L. Bowman (R), West Virginia; Robert H. Clancy (R), of Michigan; Charles A. Kading (R), Wisconsin, and Robert D. Johnson (D), of Missouri.

The radio constituency of Henry Field (R), of Station KFNF, Shenandoah, Ia., did not put him over as had been widely forecast. Mr. Field was defeated for the Iowa senatorship by Lewis Murphy (D). Likewise Dr. Frank W. Elliott (R), formerly manager of Station WOC, at Davenport, failed to be elected a Representative from Iowa.

Also radio was not able to forestall the defeat of Rev. Robert Shuler by William Gibbs McAdoo, in California, and Dr. J. R. Brinkley for Governor of Kansas.

This Shuler-Brinkley development brought with it a sign of relief from the Federal Radio Commission as stations operated by both of them were ruled off the air a few months ago. If these men had been elected they might have gone after the scalps of the Radio Commissioners.



Securely entrenched with the new administration will be Owen D. Young, chairman of the General Electric Company, and Senator C. C. Dill, of Washington, co-author of the Radio Act. Both are mentioned for Cabinet positions.

Also John W. Davis, of West Virginia, former Democratic presidential candidate, who is counsel for the Radio Corporation of America.

If re-appointed when his term expires in February, Judge E. O. Sykes, Democratic member of the Federal Radio Commission, may be the next chairman of that body. There is considerable speculation as to whether or not President Hoover will fill the present vacancy on the Commission which, under his administration, would go to a Republican.

The theory is that he desires, for sake of economy, to reduce the Commission members from five, as now provided for, to three. In that case, the President would not re-appoint Judge Sykes, the Democrat.

It is argued that the Senate Democrats would not allow a Republican member to be confirmed now, should the President decide to appoint one, as that would give the Commission three Republicans and two Democrats, assuming Judge Sykes is re-appointed. If the present vacancy is not filled and Judge Sykes is not continued, the Radio Commission inherited by the Democrats would be composed of two Republicans-- Lafount, of Utah, and Thad H. Brown, of Ohio-- and one Democrat-- Starbuck, of New York, which still would not give them control.

The only way the Democrats could work it out, if the Commission is to have five members as the present law provides, would be to block the confirmation if the President should appoint a Republican at the present time, and have President Roosevelt appoint a Democrat after March 4. This would put the Republican candidates now mentioned to fill the chairmanship, out of the running.

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#### COIN OPERATION FOR RADIOS ADOPTED IN GREAT BRITAIN

Due to the success of selling electric refrigerators in the United States with the aid of coin-operated time clocks, the British are taking interest in this form of installment selling not only for refrigerators but also radio sets.

The idea for a coin-operated timing device in connection with radio sets is gradually forging ahead in Great Britain, it is pointed out. The use of an appliance of this nature, it is felt, will overcome many of the present difficulties of the installment or hire purchase business, since the money is collected gradually to suit the pockets of the poorer classes.

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## SEES SHORTAGE OF COMPETENT RADIO SERVICE MEN

Commending the University of Florida for establishing a course in radio servicing, K. A. Hathaway, of Chicago, executive secretary of the Institute of Radio Service Men made a strong plea for a higher grade and better paid group of mechanics to keep the vast number of radio sets in proper repair.

Mr. Hathaway declared that there are at least 100,000 men in the country who designate themselves as radio service men.

"Therein lies one of the evils that is hampering the progress of the high grade, well trained and fair minded individuals and firms who believe in the policy of satisfactory service and fair treatment", Mr. Hathaway went on. "It is remarkable that with such a vast number of men engaged in radio servicing, there is actually a shortage of men who are capable of handling the complicated sets of the present day in a satisfactory manner.

"It has been shown that the American public has sixteen and a half million radio receivers and that they pay \$200,000,000 a year to keep them operating. But, on the other hand, there are 100,000 men to take care of those sets and divide the income. Divide the 16,500,000 by 100,000 and see that the average number of radio sets for each man is 165. Then divide \$200,000,000 by 100,000 and find that each man's share of the gross return is only \$2,000. Two thousand dollars is the gross return, mind you, and we can estimate conservatively that 50 per cent of the amount is net to the service men, an average of \$1,000 per year, less than \$20.00 a week.

"If such a condition is allowed to continue unabated, the higher grade men will become discouraged at the outlook and will seek other fields of endeavor, leaving the radio set owners at the mercy of the incompetent and unreliable. The radio public, however, would object strenuously to the inefficiency and unfair treatment and would eventually forego radio in preference to being victimized. Several instances of this nature have been reported to us recently, the set lying idle for a period of eight months in one case."

Mr. Hathaway said that the Institute of Radio Service Men holds the opinion that the matter of service charges should be given secondary consideration and that when other discrepancies have been corrected, the financial returns will take care of themselves automatically.

"Experience has shown that the radio listeners do not complain about paying for service", he concluded, "nearly so much as they do about service they do not get. It is evident that unless satisfaction is given on the first call the service man has lost his chance of keeping a customer".



## ELECTION NIGHT BROADCAST SURPASSES ALL PREVIOUS EFFORTS

Even the most severe critics of radio had to admit that the handling of the election returns Tuesday night was a great piece of work and far ahead of anything heretofore attempted. As early as 9 o'clock listeners from coast-to-coast were acquainted with the probable magnitude of the landslide. From then on news details, accompanied by an explanation of the significance of the returns, were given. All parts of the United States were covered.

Illustrative of the thorough coverage was the introduction by M. H. Aylesworth of the principal editors of the country, who commented upon the situation for the benefit of the radio audience.

David Lawrence and William Hard for the NBC, Frederic William Wile and Edwin C. Hill for Columbia, brilliant newspaper correspondents each and every one, did the greatest radio work of their lives. Oliver Owen Kuhn, managing editor of the Washington Evening Star, concluded the political show last night (Wednesday) with a resume of the landslide by James Farley and Everett Sanders, Democratic and Republican national chairmen, respectively, during the weekly National Radio Forum.

From start to finish not a detail which might add to the enlightenment or interest of the listener was overlooked. Altogether it was the most comprehensive and thorough news coverage of any event in the history of radio. The potential radio audience was estimated to be from 60,000,000 to 80,000,000 persons.

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## DILL CLAIMS FIVE MILLIONS SPENT ON RADIO

Estimating that about \$5,000,000 worth of radio time had been devoted to the Presidential campaign, Senator C. C. Dill, of Washington, co-author of the radio act of 1927, praised the "fair" attitude of both major broadcasting companies and the independent stations. He spoke over an NBC network from Spokane, Wash., the night before election.

Senator Dill revealed that the cost of a nation-wide hookup over the NBC red network of fifty-eight stations was \$12,250 an hour; over the blue network of fifty-five stations, \$10,110 an hour; and over the Columbia chain of ninety-one stations, \$15,600 an hour. He said that the three major parties spent approximately \$1,250,000 on national hook-ups alone.

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## FREE ADVERTISING FOR THE RADIO COMMISSION

Now that the line "by special permission of the copyright owners" has been dropped from radio announcements the next reform should be the omission of the stereotyped line that such and such station is "operating by authority of the Federal Radio Commission".

Everyone in the audience knows that all the stations operate by governmental authority else the operators would be subjected to imprisonment and a heavy fine. The Pennsylvania Railroad Company might just as well be required to say that it is operating under the authority of the Interstate Commerce Commission.

Requiring stations to announce that they "operate on a blank number of kilocycles by authority of the Federal Radio Commission" really doesn't mean a thing and is just that much free advertising for the Commission. This ruling was made immediately following the period when the Government temporarily lost control of radio stations, because of inadequate legislation but that stage has long since been passed.

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### WSM TO DEDICATE NEW TRANSMITTER

A special broadcast dedicating the new 50,000 watt transmitter of Station WSM in Nashville, Tenn. will be carried over an NBC-WEAF coast-to-coast network on Saturday, November 12, at 11:15 p.m. Pickups will be made from New York, Cleveland, Chicago, Denver, San Francisco and Nashville.

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### REQUEST FOR PUBLIC COASTAL STATION IS MILWAUKEE DISAPPROVED

Denial of the application of the Milwaukee Marine Radio, Inc., for the construction of a radio station in Milwaukee, Wis., for a public coastal service is recommended in a report submitted to the Federal Radio Commission by Examiner R. H. Hyde.

The applicant proposed to establish a station to handle messages between the Port of Milwaukee and ships plying the Great Lakes, Lake Michigan in particular. In surveying evidence presented by the applicant, the Examiner concluded that "the evidence submitted does not show that the applicant is qualified legally, technically or financially to construct a coastal station and operate it in the public interest. It was pointed out that the frequencies requested - 143, 410, 425, 454.5 kilocycles -- are now in use by coastal stations operating in the region which the Milwaukee company proposed to serve.

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## WJSV STIRS THINGS UP IN WASHINGTON

The prediction is made that Columbia's broadcasting with 10,000 watts power through the new Station WJSV is apt to be a forerunner of considerable development in the radio situation in Washington. Both Mr. Aylesworth of the NBC and Mr. Paley of Columbia believe the best is none too good for the national capital but they have encountered some difficulty in going ahead with their plans.

It took Mr. Paley several years to acquire a station and the next thing will be the building of adequate studios. Columbia's progress will mean renewed effort on the part of the NBC to meet it by securing an outlet at the Capital for their WJZ network.

WRC in Washington is on a split-network, using portions of both the WEAJ and WJZ programs. At the moment the NBC is endeavoring to sub-lease WMAL for the WJZ programs. A new chain being formed now also has its eye on WMAL.

If Columbia had acquired a 500-watt station, NBC would not necessarily have to bestir itself but with WJSV on 10,000 watts, and WRC on 500 watts, the former will have a decided talking advantage when selling time, notwithstanding the argument that WRC has a more desirable frequency than WJSV and covers Washington better.

WRC has a transmitter capable of broadcasting with 1000 watts power. One reason it cannot double its present power is the limited power quota in the District of Columbia. Should WRC be allowed to increase its power to more than 1000 watts, it would have to move its transmitter from the business and residential center to some place in the country.

This brings up the old plan of having a powerful station in Maryland, half-way between Washington and Baltimore which would supply both cities with either the NBC-WJZ or WEAJ network programs. For instance, if the station could supply Baltimore and Washington with the WEAJ programs, WRC and WBAL could give these cities the WJZ programs. Baltimore wants the WEAJ programs badly, as WBAL is only able to give them the WJZ network offerings at present.

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## CASHING IN ON THE LAPEL AMPLIFIER

A new wrinkle in advertising is a line in connection with the lecture of Daniel Frohman in Washington next week, which reads: "A lapel radio amplifier will be used."

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

WRC, National Broadcasting Co., Inc., Washington, D.C. granted CP to make changes in auxiliary equipment; KGFK, Red River Brdcastg. Co., Inc., Moorhead, Minn., granted CP to change type of equipment and increase operating power from 50 to 100 watts; WLBC, Donald A. Burton, Muncie, Ind., granted CP to move transmitter locally in Muncie, Ind.; KPQ, Westcoast Brdcastg. Co., Wenatchee, Wash., granted CP to make changes in equipment and increase power from 50 to 100 watts; also

KREG, J. S. Edwards, Santa Ana, Calif., granted CP to make changes in equipment; WFDV, Rome Brdcastg. Corp., Rome, Ga. granted mod. of license to change part of specified hours as follows: Change morning hours from 6 to 9 a.m., to 7 to 10 a.m.; WHBY, St. Norbert College, Green Bay, Wis., granted consent to voluntary assignment of license to WHBY, Inc.; WFBG, The William F. Gable Co., Altoona, Pa., granted consent to voluntary assignment of license to The Gable Broadcasting Co. (lessee); KFWI, Radio Entertainments, Ltd., San Francisco, Calif., granted renewal of license, 930 kc., 500 w., shares with KROW. (The application for WFWI's facilities requested by KROW has been withdrawn); and

WHBF, Beardsley Specialty Co., Rock Island, Ill., granted renewal of license, 1210 kc., 100 w., unlimited time. (Application for WHBF's facilities has been withdrawn); WCBG, Wilbur Glenn Voliva, Zion, Ill., granted extension of working of Rule 145 to Nov. 30; KGVO, Mosby, Inc., Missoula, Mont., granted extension of working of rule 145 to Nov. 30; Portable, John T. Bruggeman, portable in State of New Jersey, granted two general experimental CPs, 100,000 to 600,000 kc., 40 w.; also

Northern Radio Co., Seattle, Wash., granted gen. exp. CP, frequencies 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,000, 34,600, 41,000, 51,400, 60,000 and 400,000, 401,000 and above; power up to 1000 w.; Lt. Kenneth R. Cox, Berkeley, Calif., granted special experimental construction permit, 60,000-400,000, 401,000 and above, 100 w.; and

KGUF, Aeronautical Radio, Inc., Dallas, Tex., granted aviation point-to-point aeronautic CP, frequencies, 2,316, 2,356, 4,115 kc., unlimited, 6,540, 6,550, 6,560, 8,015, kc., day only; W2BF, W.G.H. Finch, portable and mobile, New York City, granted license for general service, 1,594, 2,398, 3,492.5, 4,897.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,000 kc., 50 w.; KGZH, City of Klamath Falls, Klamath Falls, Oreg., granted police service, license, 2,442 kc., 25 w.; and



KGQZ, Aeronautical Radio, Inc., San Diego, Calif., granted aviation aeronautic license, 3,162.5, 3,172.5, 3,322.5, 5,572.5, 5,582.5, 5,592.5, 5,662.5 (red chain) 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 5,602.5, 5,612.5, 5,632.5 kc. (brown chain), 400 w.; also

Will A. Shaw, granted gen. exp. license, 41,000, 51,400, 60,000-400,000 kc., 10 w.; WJM, Press Wireless, Inc., Washington, D.C., granted mod. of CP to extend completion date to July 1, 1933, and change frequencies to 4,715, 4,725, 4,735, 5,295, 5,305, 5,315, 5,335, 5,345, 6,920, 7,340, 7,355, 7,820, 7,850, 7,955, 8,810, 10,010, 15,640, 15,700, 15,910 kc.; and

WRDF, Press Wireless, Inc., Memphis, Tenn, granted mod. of CP extending completion date to July 1, 1933, and change frequency to 5,300 kc.; W8XAM, The Sparks-Withington Co., Jackson, Mich., granted spec. exp. license, 1,550, 1,600-1,700, 43,000-46,000, 48,500-50,300, 60,000-80,000 kc., 100 w.; W9XAK, The Kansas State Agricultural College, Manhattan, Kans., granted exp. visual broadcasting license, 2,100-2,200 kc., 125 w.; W1XAK, Westinghouse E. & M. Co., Chicopee Falls, Mass., granted renewal of spec. exp. license, 990 kc., 50 kilowatts;

WRL, Radiomarine Corp., of America, Duluth, Minn., granted renewal of point-to-point telegraph license, 177 kc., 1 kilowatt, hours 8 a.m. to 8 p.m., EST, daily, plus such additional hours as traffic conditions necessitate; KSU, Western Radio Telegraph Co., Breckenridge, Tex., granted renewal of public point to point telegraph license, 182 kc., 750 w.; KJM, Western Radio Telegraph Co., Bargesville, Okla., granted renewal of public point-to-point telegraph license, 182 kc., 4,000 w.; W2XAA, Bell Telephone Laboratories, portable, granted special authority to operate an existing licensed general experimental station for two months in the special experimental service, 1,594 to 8,655 kc., 100 w.

#### Set For Hearing

New, John Tindale, Abilene, Tex., requests CP, 1420 kc., 100 w., share with KABC equally.

#### Amateur Licenses

The Commission also granted 310 amateur station licenses, of which 139 were new, 118 renewals, and 53 modifications.

## BROADCASTING APPLICATIONS RECEIVED

WJEJ, A. V. Tidmore, Hagerstown, Md., license to cover CP issued July 8, 1932, for new station to use 1210 kc., 100 w. daytime; WELL, Enquirer-News Co., Battle Creek, Mich., modification of CP issued Aug. 9, 1932, extend date of completion to Jan. 9, 1933; KOCW, J.T. Griffin, Chickasha, Okla., change transmitter and studio locally, make changes in equipment, amended location of transmitter "to be determined"; New, Radio Service Company, Temple, Tex., CP for new station to use 1340 kc., 100 w. night, 250 w. LS, unlimited hours, amended to request 1210 kc., 100 w., unlimited hours, change street address of transmitter and studio; and

New, Coleman-Dobbins Company, Atlanta, Ga., CP for new station to use 890 kc., 250 w. night, 500 w. LS, unlimited hours. Requests facilities of WGST, Atlanta, Ga.; New, Station WBHS, Huntsville, Ala., CP for new station to use 1200 kc., 100 w. share time with WFBC, to use six-sevenths time. Requests facilities of WBHS, Huntsville, Ala.; WMBH, W. M. Robertson, Joplin, Mo. modification of license for increase in specified hours of operation; KSO, Iowa Broadcasting Co., Des Moines, Ia., license to cover CP issued Sept. 30, 1932, move station from Clarinda, Iowa, change frequency power and hours from 1380 kc., 500 w., simultaneous day, share night with WKBH to 1370 kc., 100 w. night, 250 w. LS, unlimited hours; also

WTAD, Illinois Broadcasting Corporation, Quincy, Ill., CP to move transmitter and studio to East St. Louis, Ill.; WMBH, W. M. Robertson, Joplin, Mo., CP to install new transmitter and make other changes in equipment; KOIN, Inc., Portland, Oreg., CP, change equipment and change transmitter location, one-tenth mile outside city limits, Portland, Oreg.; KFXJ, Western Slope Broadcasting Company, Grand Junction, Colo., modification of license to change frequency from 1310 to 1200 kc.

## Applications Other Than Broadcasting

W1XG, Shortwave & Television Corporation, portable, renewal of visual broadcasting license; W10XAA, W2XBX, Bell Telephone Laboratories, renewal of special experimental license; W3XR, Bell Telephone Laboratories, Mendham Township, N.J., renewal of special experimental license; WPD, George Collins Warner, Jr., Tampa, Fla., CP to replace high frequency transmitter for coastal telegraph station; Pacific Alaska Airways, Inc., Anchorage, Alaska, CP for a new aeronautical and point-to-point aeronautical station; KIEE, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, California, license to cover CP for special emergency station; KIEH, Red River Lumber Company, portable Westwood, Calif., license to cover CP for a special emergency station; also

WLD, Pere Marquette Radio Corp., Ludington, Mich., renewal of point-to-point telegraph station license, 169 kc., 200 w.; WEEW, American Radio News Corp., Carlstadt, N.J., modification of



CP for fixed public press service. Request extension of commencement date to Jan. 3, 1932, and extension of completion date to July 1, 1933; W2XAK, Bell Telephone Laboratories, South Plainfield, N.J., renewal of special experimental station license; KGUF, Aeronautical Radio, Inc., Dallas, Texas, CP for new equipment, frequency and power same as existing license; WAD, RCA Communications, Inc., Rocky Point, N.Y., modification of CP for change in emission to A1, A2 and special, change in equipment, and change in frequencies to 4,550, 13,465 kc., point-to-point telegraph station; W6XX, Don Lee Broadcasting System, Inc., Los Angeles, Calif., renewal of special experimental license for frequencies in amateur bands, 500 watts; and

Victor George Martin, Rochester, N.Y., new CP for 300,000, 100,000, 45,000, kc., 50 w., general experimental; KGTZ, Aeronautical Radio, Inc., Spokane, Wash., license covering CP for 3162.5, 3172.5, 3,182.5, 3,322.5, 5,572.5, 5,582, 5,592.5, 5,662.5 kc., 50 w., aeronautical; WSDO, Aeronautical Radio, Inc., Buffalo, N.Y., license covering CP for 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 4,917.5, 5,602.5, 5,612.5, 5,632.5 kc., 400 w. aeronautical station. License covering CP for 2,316, 2,356, 4,115 kc., 400 w. Aeronautical point-to-point station.

The following applications for renewal of license have been received:

KFXM, Lee Bros. Brdstg. Co., San Bernardino, Calif., 1210 kc., 100 w., shares KPCC; KGY, Inc., Olympia, Wash., 1210 kc., 100 w., specified hours; WPRO-WPAW, Cherry & Webb Brdstg. Co., Providence, R.I., 1210 kc., 100 w., unlimited hours; WHBQ, Memphis, Tenn., 1370 kc., 100 w., unlimited hours; WWRL, Long Island Broadcasting Corp., Woodside, N.Y., 1500 kc., 100 w., shares WMBQ and WMIL; WENC, Americus Broadcast Co., Americus, Ga., 1420 kc., 100 w., daytime; WBBL, Grace Covenant Presbyterian Church, Richmond, Va., 1210 kc., 100 w., spec. hours, Sundays only; WABI, First Universalist Society of Bangor, Me., 1200 kc., 100 w., specified hours; also

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., 1310 kc., 100 w., unlimited hours; WJBL, Commodore Brdstg., Inc., Decatur, Ill., 1200 kc., 100 w., shares WJBC; KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., 1200 kc., 100 w., shares WIL; WMBR, F. J. Reynolds, Tampa, Fla., 1370 kc., 100 w., unlimited hours; WPFB, Hattiesburg Brdstg. Co., Hattiesburg, Miss, 1370 kc., 100 w., unlimited hours; and

KARK, Arkansas Radio & Equipment Co., Little Rock, Ark., 890 kc., 250 w., unlimited time; KDB, Santa Barbara Broadcasters, Santa Barbara, Calif., 1500 kc., 100 w., unlimited hours; WMPC, First Methodist Protestant Church, Lapeer, Mich., 1500 kc., 100 w. specified hours (This application was returned to the applicant as it was not in proper form for Commission consideration and is now being resubmitted); KGFL, Inc., Raton, N. Mex., 1370 kc., 50 w. shares KICK; KGHI, O. A. Cook, Little Rock, Ark., 1200 kc., 100 w. unlimited hours; WMBC, Michigan Brdstg. Co., Detroit, Mich.

1420 kc., 100 w. n., 250 w. LS, unlimited hours; WCBS, Inc., Springfield, Ill., 1210 kc., 100 w., shares WTAX; KGEK, Beechler Electrical Equipment Co., Yuma, Colo., 1200 kc., 100 w., specified hours; WFDV, Rome Broadcasting Corp., Rome, Ga., 1500 kc., 100 w., specified hours; WHDF, Upper Michigan Brdcstg. Co., Calumet, Mich., 1370 kc., 100 w. n., 250 w. LS, unlimited hours; KFPW, Southwestern Hotel Company, Fort Smith, Ark., 1210 kc., 100 w., unlimited hours; and

KGFI, Eagle Brdcstg. Co., Corpus Christi, Texas, 1500 kc., 100 w. n., 250 w., LS, unlimited hours; KGIX, J. M. Heaton, Las Vegas, Nevada, 1420 kc., 100 w., specified hours; KSCJ, Perkins Brothers Co., Sioux City, Iowa, 1330 kc., 1 KW n., 2½ KW LS, shares with WTAQ; KVL, KVL, Inc., Seattle, Wash., 1370 kc., 100 w., shares KFBL; KPQ, Westcoast Broadcasting Co., Wenatchee, Wash., 1500 kc., 50 w., unlimited hours; WTBO, The Interstate Broadcasting System, Inc., Cumberland, Md., 1420 kc., 100 w. n., 250 w. LS, unlimited hours.

The following applications for renewal of license have been resubmitted:

KPPC, Pasadena Presbyterian Church, Pasadena, Calif., 1210 kc., 50 w., shares KFXM; WILM, Delaware Brdcstg. Co., Wilmington, Del., 1420 kc., 100 w., specified hours; KGCC, Golden Gate Broadcasting Co, San Francisco, Calif.; WRAW, Reading Brdcstg. Co., Reading, Pa.; WFAM, The South Bend Tribune, South Bend, Ind., 1200 kc., 100 w., shares WWAE; WRBL Radio Station, Inc., Columbus, Ga., 1200 kc., 100 w., unlimited hours; WSJS, Winston-Salem Journal Co., Winston-Salem, N.C., 1310 kc., 100 w., unlimited hours; WWAE, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., 1200 kc., 100 w., shares WFAM.

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#### COLUMBIA'S NEW AND RENEWED ACCOUNTS

The Ex-Lax Co., Brooklyn, N.Y. (Ex-Lax) . Agency: The Joseph Katz Co., New York City. Program: "The Magic Of a Voice" - script act - Tuesdays and Saturdays, 8:15-8:30 p.m. Basic network, 22 stations. Broadcasts will be omitted on Nov. 26, Dec. 17, 1932, Jan. 7, March 18 and April for Philadelphia Orchestra broadcasts.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 Gas, ethyl gas and motor oil). Agency: Lambert & Feasley, Inc., New York City. Program: "Phillips 66 Flyers" - orchestra, daily except Sunday, 7:00-7:30 p.m. Five stations - Minneapolis, Oklahoma City, Waterloo, St. Louis and Wichita. Wichita ordered for Mondays, Tuesdays, Thursdays and Saturdays only.

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