

HEINL RADIO BUSINESS LETTER

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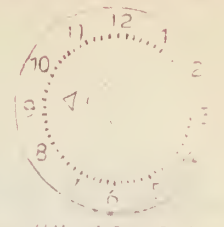
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JERSEY STATION COMPLAINS OF WJSV INTERFERENCE NEWS DESK

Apparently Station WJSV, Columbia station in Washington has met another difficulty in its effort to change the direction of its broadcasting waves so as not to interfere with other stations. By means of a directional antenna it had succeeded in eliminating a clash between itself and the Naval Research Laboratory about a mile away across the Potomac River, but in so doing, Station WHOM, of Jersey City has complained to the Federal Radio Commission that WJSV is deflecting the waves in its direction and causing interference.

Harry C. Butcher, General Manager of WJSV, said that his chief transmitter engineer, William Criz, had reported to him that WHOM had made the same complaint to the Radio Commission about two years ago. This was before Columbia had acquired the station and when WJSV was still located south of Alexandria, at Mt. Vernon Hills, Va. Mr. Criz was at that time the engineer at the old WJSV.

Mr. Butcher further declared that Columbia engineers in New York City had reported to him that since WJSV's directional antenna had been installed that the signals from WJSV were much weaker than before. Inasmuch as Jersey City is just across the river from New York, Mr. Butcher said that he was puzzled by this discrepancy.

He concluded by saying that it was the first complaint WJSV had received from anywhere under the new conditions.

Station WHOM operates on a frequency of 1450 kilocycles which is but ten kilocycles separated from WJSV. According to the mileage tables there should be no interference between these two stations and thus far there has not been but WHOM has now asked for a hearing before the Federal Radio Commission in order that it may show that the directional antennae of WJSV is now causing it trouble.

The Jersey City people, however, do not ask that WJSV be closed down or that it be restricted in any way until the Jersey station has had further opportunity to make additional observations.

Interference to WHOM perplexes engineers because it had been thought that the waves of WJSV had been directed north and south. The Naval Research Laboratory is east of WJSV and WHOM, in Jersey City, is northeast. The former station operates on 10,000 watts power and the latter 250 watts.

An investigation into the situation is being made by the Federal Radio Commission engineers but, as yet, no date has been set for the hearing, if one is to be held.

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NAB TO COLLECT TRADE STATISTICS

In line with the plans developed at the recent meeting of the Commercial Section of the National Association of Broadcasters at Grand Rapids, immediate steps are being taken by the Association for the collection of fundamental trade statistics regarding broadcasting and broadcast advertising.

"At the present time the broadcasters are less equipped to furnish fundamental statistics regarding their industry to business men or government agencies desiring such data than is any other advertising medium", Philip G. Loucks, Managing Director said. "It is impossible at the present date even to estimate the total amount of money being spent by companies for broadcast advertising. Other than figures regarding total network revenue from the sale of time, nothing is available in this field.

"Since it is estimated that the national network revenue comprises no more than one-half of the total amount spent on broadcast advertising in this country, national network figures are utterly inadequate as a measure of the trend of business in the radio field.

"It is highly necessary, therefore, that equally comprehensive information be secured regarding the trend in national spot broadcast advertising and in the volume of advertising being carried on by local business organizations over stations. It is also important that a close check be kept on the trend of broadcasting advertising volume in various industries, both as regards their general radio advertising and with respect to their use of network and spot broadcasting.

"Similarly it is necessary to have information as to the trend of broadcast advertising volume in different parts of the country, and to keep a close watch on the development of broadcast advertising as compared with the volume of business placed in newspapers, magazines, and other competing media.

"A plan covering these and other features has been developed for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Dr. Hettinger has been active in broadcast advertising and general merchandising research for some years. His present plan is the result of several months' investigation of the work being carried on by various trade associations and competing media. During the course of the investigation advertising agencies, market research experts, broadcasters, government officials and trade association executives were interviewed, while the records of leading organizations were studied thoroughly.

"Dr. Hettinger will have supervision of the establishment of the trade statistics service of the Association, and has consented to act as consultant to the Association in this capacity during the next several months."

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KIPLING PROVES SPLENDID BROADCASTER

The broadcast from London by Rudyard Kipling, G. K. Chesterton and Marquess of Crew from the Royal Society of Literature's luncheon for Canadian authors, doubtless will be remembered by all who had the good fortune to hear it.

Although this was his first appearance before the microphone, and broke a self-imposed rule against broadcasting, which he had followed since radio came into being, Mr. Kipling showed not one iota of fright in a speech polished and effective to the last comma. Nowhere was his salient ability to get things across with no lost motion better demonstrated.

The Marquess made an excellent introductory talk, and Mr. Chesterton gave America listeners many chuckles occasioned not only by his remarks but by his typical British verbalisms.

A thing which struck us in listening to the affair was its contrast to some of our luncheons. There was no story about the two Irishmen, no slap-stick comedy, no girls in from the vaudeville theater, and no second-rate music. The orchestra, as was everything else connected with the British luncheon, was subdued. All, in fact, was what seemed to us tremendously good taste.

One rarely hears a softer or more pleasing voice than that of Kipling, whose remarks he addressed to "My lords, ladies, and gentlemen". Chesterton, over the radio, came most to sounding like a "stage" Englishman but even so, was delightful as was the whole affair.

It was too bad that it came so early in the morning that so few could take time to tune it in because listening to the luncheon (which we did before we had had our breakfast) was like a visit to old England itself. The broadcast was by far the clearest we have ever heard from overseas and gives an idea of the improvement in transatlantic broadcasts and what we may expect in the future.

Kipling in 1901, in his book "Traffics and Discoveries", wrote "Wireless", one of the first fiction stories ever written about radio.

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RADIO ANNOUNCERS AND NEWSPAPER MEN TAX EXEMPT

Radio announcers, newspaper reporters, photographers, telegraphers and persons of similar vocation, who are admitted free to any place for the purpose of performing special duties in connection with the event, and whose special duties are the sole reason for their presence at the event and for free admission thereto, are not liable for any tax on admission, according to a ruling by the Commissioner of Internal Revenue.

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SOUTHWESTERN RADIO CO. CONSPICUOUS BY ABSENCE

Upon the calling of the case of the Southwestern Radio Telegraph Co., of San Diego, Cal., which had applied to the Federal Radio Commission for a construction permit for a new public coastal station of 2 kw, no one appeared on behalf of the applicant. Accordingly Ralph L. Walker, the Examiner, recommended that the application be denied as in cases of default.

Spencer Gordon and Fontaine C. Bradley appeared for the Mackay Radio & Telegraph Company, respondents, and Frederick Leuschner appeared for Radiomarine Corporation of America, respondents.

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RCA VICTOR INCREASES PAY

The RCA Victor Company, effective July 24, will increase wages for all hourly rated and piecework employees 10 per cent, according to an announcement by W. R. G. Baker, Vice-President. The company is taking this step, Mr. Baker said, to further the efforts being made by the national government to increase buying power and to increase employment. It is estimated that this wage increase will affect about 80 per cent of the employees of the company.

This wage increase, it is said, will be subject to such modification as may be necessary upon the establishment of a code for the radio industry.

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COLUMBIA BEATS NBC TO BALBO

Columbia put over a fast one on its rival, the National Broadcasting Company, by bringing the voice of Air Minister Gen. Italo Balbo into the United States shortly after the Italian seaplanes arrived in Shediac, New Brunswick, Thursday. What the cause of the NBC disadvantage was is not known but Columbia had General Balbo all to itself for about a half an hour.

It was a surprise broadcast with no time to give listeners advance notice. The Air Minister declared that speaking into a microphone was not a natural thing for him to do and he would much rather fly. The cheering crowds could be distinctly heard and the greatest enthusiasm prevailed.

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SEES RADIO INDUSTRY AS VULNERABLE TO REFORMERS

A second article "Static Ahead!" by Allen Raymond in the "New Outlook" magazine for July, of which former Governor Alfred E. Smith is editor, is even more critical of radio than was the first article of the series published in the same magazine last month.

Mr. Raymond, a former London correspondent of the "New York Times" in his most recent article writes, in part, as follows:

"When Congress, yielding to the political pressure of reformers and other persons with axes to grind, comes to consider what shall be done with this strange mixture called Radio - part show business, part newspaper, with a dash of the schoolmaster and an overdose of house-to-house peddler - the commercial broadcasters are likely to awaken to the fact they have very few friends.

"Was there ever an industry which in a few brief years made so many enemies?"

"The newspapers are hostile competitors in news dissemination. They feel that they have been exploited and gulled into giving the new radio 'art' barrels of free publicity, and are aggrieved at a lamentable lack of quid pro quo in paid advertising.

"The amusement world is far from friendly, though radio as an industry has become inextricably entwined with the movies, and has yielded rich salaries to comedians, crooners, saxophone players, and night club maestros. Nevertheless, Broadway considers that radio has destroyed more performers than it has created."

"In September and October, 1932, there were at least twenty-five coast-to-coast hook-ups, and listening to these, the movie men figures, were about 40,000,000 persons. At least one in five of those would very probably have sought surcease from human sorrow at his local theatre, if he had not been, able to get free entertainment at home. Eight million persons, depositing a quarter apiece twenty-five times in the course of two months, would have swelled the revenues of Hollywood."

"Tin Pan Alley, as represented by the American Society of Authors, Composers and Publishers, has been fighting the broadcasters violently for years, and so crucial is their battle now that they have engaged the subtle Ivy Lee to mould public opinion against their foes in the radio field.

"To be sure, the talents of that master publicist, Oswald F. Schuette, have now been summoned to the aid of the broadcasters in their fight with the musicians. But Mr. Schuette, within the last few years, made so remarkable an assault on the 'Radio Trust'

and the 'Radio Racketeers', (hiw own coined expressions) as to be credited with having forced the dissolution of a vast, illegal monopoly. However much that great campaign within the courts of public opinion may have gained for the surviving independent radio manufacturers, radio as an industry will be many a year in allaying the popular suspicions of its purposes, and the popular antagonism toward its leadership, which Mr. Schuette and his backers so cleverly aroused."

"In other words, radio as it exists today is so vulnerable that it would be a push-over for a real first class reformer like the late Wayne Wheeler. And it fights for its life on airways that it never can own, because Congress has recognized them as public property. Every six months the commercial broadcasters have to go before the political representatives of the American people and get renewed permission to use the 'frequencies' which have been allotted to them temporarily by the government on grounds of 'public interest, convenience and necessity.'

"All the broadcasters' investments in luxurious studios and expensive transmitters are predicated on the gamble that they can continue to convince the politicians that they, rather than some other agency, can best serve the public. No wonder Roy Howard scoffed, at the Associated Press meeting in April, at the idea of radio broadcasters going to war with the press. 'Not while their property rights in the air rest on so flimsy a foundation', he asserted.

"Yet now the war is on, and all the enemies of commercial broadcasting are heartened. For the broadcasters make enemies on two counts, primarily by the quality of their programs, and secondarily by the character of their trade practices."

"The brief preamble of Senate Resolution No. 129, introduced by Senator James Couzens, of Michigan, is perhaps the most significant portion of it. In seventeen pungent words it sets the seal of Senatorial approval upon a popular indictment of radio programs as infantile twaddle mingled with impudent salesmanship.

"'Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising', the resolution starts. It under-states a fact so obvious that it is beginning to be perceived by the masters of radio themselves, high in their ivory towers and surrounded by yes-men. The number of radio critics increases. Their Bronx cheers grow violent.

"The spear-head of a rising popular demand that broadcasting as we know it today be drastically altered is undoubtedly the National Committee on Education by Radio, with headquarters in Washington, D. C., of which Dr. Joy Elmer Morgan is chairman. This organization has supporters by no means contemptible, though the broadcasters sneer at it as 'an uplift racket.'

"Specifically it asks that fifteen percent of available air channels be set aside for educational broadcasting, as may be required by state and private educational institutions. It is the belief of the committee that a development of radio by non-commercial agencies is quite as essential to the welfare of the country as is the development of broadcasting by commercial agencies, and it maintains that whenever a non-commercial agency and a commercial have come into conflict, the commercial has won, for several understandable reasons."

"The basic argument which assailants of commercial broadcasting count upon most surely to rally a great popular following is the unanswerable statement that radio programs under commercial auspices have been terrible. Awful! Unfit for human consumption!"

"The illusion of the ignorant, so carefully fostered by propaganda of the broadcasters, that listeners escape paying for their radio entertainment because commercial sponsors pay the immediate fees for it, will not stand an instant's thoughtful examination. Consider the testimony of Harold L. Stuart, president of the financial house of Halsey, Stuart & Co., early this year, before a Senate committee. This was the concern which sponsored a program of advice on investments, in the late lamented boom days, and made \$36,000,000 in paper profits ballyhooing the utilities stocks of the Insull companies. Halsey, Stuart & Co., acting on the advice of Merlin H. Aylesworth, president of the National Broadcasting Company, hired a college professor with an 'honest sounding' fatherly voice to take the air under the pseudonym of 'Old Counsellor', and to 'educate the public on investment topics.' In other words, 'Old Counsellor' was set to work, talking in the homes of the uneducated, warning them of the pitfalls before unwary investors, and counselling them to have faith in the stocks that Halsey, Stuart & Co., as a reputable concern, was handling."

"What a wealth of ammunition is in the reformers' locker! All the evidence which led to the dissolution of the R.C.A.-General Electric-Westinghouse tie-up, by direction of the Federal Courts. All the evidence from those suits against the Radio Corporation which Lee De Forest won before the struggle broke him. And the visible presence of Merlin Aylesworth at the head of the nation's biggest chain of broadcasting stations, -- a chain owned lock, stock and barrel by RCA.

Mr. Aylesworth is an able organizer. Astute and personable. Ingratiating, even. But because of his record as head of the now defunct National Electric Light Association, there is scarcely a liberal in the country who does not distrust him."

"It was Aylesworth who urged public utility executives to subsidize professors of economics in the colleges, and who informed them they need not mind the expense, because the public was bound to pay the expense. Quotations from his advice to the

utility men form part of the standardized anti-radio propaganda of today, because the power and public utility interests, whose servant was the N.E.L.A., are undoubtedly the most unpopular commercial group in the country with the possible exception of the bankers."

"Dissatisfaction with the present system of trying to govern a commercial broadcasting business by a board of political appointees, acting for six-year terms at modest salaries, is rampant even in the industry itself. Following a recent decision by the United States Supreme Court which strengthened the Commission's grip on radio, making its power to give or take away a wave length absolute, except for provable caprice, Broadcasting, the trade publication of the studios, said editorially that the decision had thrown a wave of fear into owners of studios in thirty 'over-quota' states."

"Congress is bound to thresh out this whole business of commercial broadcasting and its regulation at the next regular session. Specific broadcasting stations and chains have their friends in the House and Senate, but commercial broadcasting as a whole has been acquiring enemies even faster than advertising contracts.

"There will be far more non-commercial broadcasting in the hands of governmental units, universities, churches, and endowed foundations than there has been in the past - after the smoke of political conflict clears away."

A third article in this series on radio by Mr. Raymond will appear in the August issue of "New Outlook".

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CAPT. GREENLEE NEW HEAD OF NAVAL RESEARCH LABORATORY

Capt. Halford R. Greenlee, U.S.N., Director of the Naval Engineering Experiment Station at Annapolis, has been ordered to duty as Director of the Naval Research Laboratory at Bellevue, D.C. He will succeed Commander E. D. Almy, U.S.N., who has gone to duty at the Mare Island Navy Yard.

As commanding officer of the Bellevue station, Captain Greenlee will supervise the work in conducting tests and maintaining specifications for machinery and inventions. The Bellevue station also carries on work in electrical engineering and on special scientific and technical problems.

Captain Greenlee was born in Lyndon, Ill., in 1881, and was appointed to the Naval Academy in 1901. During the World War he served as engineer officer on the "U.S.S. Nevada" and later as executive officer of the "U.S.S. Louisiana". In 1919 he was attached to the Bureau of Steam Engineering and in 1925 was appointed as aide on the staff of the commander of the Destroyer Squadrons, Battle Fleet. He returned to the Bureau of Engineering in 1927, and has been on duty as the Director of the Naval Engineering Experiment Station since 1930.

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WTMJ SEEKS NEW FACILITIES

The Milwaukee Journal, which operates Station WTMJ, made two important applications to the Federal Radio Commission last week. The first was for a construction permit for a new station to use the frequency of 900 kcs. with 1000 watts power at night, and 2500 watts to local sunset time. Unlimited hours were asked for and a request was made for the frequencies of WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

The second application filed by the Milwaukee Journal was for a modification of license to change the frequency and power of WTMJ from 620 kcs. with 1000 watts power at night and 2500 watts power to local sunset, to 670 kcs., and 5000 watts power. In doing this, the Journal requested that it be allowed to avail itself of the frequency of WMAQ, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

At the present time, Station WMAQ, which was taken over from the Chicago Daily News by the National Broadcasting Company some time ago, is operating on a clear channel with a frequency of 670 kilocycles and 5000 watts power.

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AUTO RADIOS MEET FAVOR IN ENGLAND

Radio receiving sets for installation in automobiles are catching the public fancy in Great Britain and there are indications that they will become an important item in the radio trade.

A report received in the Electrical Equipment Division of the Commerce Department from Trade Commissioner Floyd E. Sullivan, London, says that one of the most currently popular models measures about 12 inches by 7 inches by 5 inches, is mounted in a single cellulose-sprayed steel cabinet and may be installed within easy reach of the driver. The superheterodyne circuit comprises four tubes.

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Col. Thad Brown, of the Federal Radio Commission, was called to Ohio on account of the death of his mother-in-law.

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JENKINS TELEVISION ASSETS SOLD FOR \$200,000

All property and other assets of the Jenkins Television Corporation were sold at auction today at Wilmington, Del. to the receivers for the DeForest Radio Co. for \$200,000.

The assets include all patents of the Jenkins Corporation and shares of stock in the Jenkins Laboratories, Inc.; the Canadian Television Co., Ltd., and the Jenkins Television Co. of New Jersey.

The sale to the DeForest Company, the only bidder, was made by the receivers of the Jenkins concern.

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NBC NEW AND RENEWAL ACCOUNTS

CHANGE - G. Washington Coffee Refining Co., WJZ, original time Wednesday 9:00-9:30 P.M., 12:15-12:45 Midnight, on Sept. 27, 1933, and thereafter this program will be changed to Wednesday, 8:30-9:00 P.M. on WEAF and network 12:15-12:45 midnight. Program not scheduled to start until Sept. 27; Station List; WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WHO-WOC WOW WDAF CRCT CFCF 8:30-9:00 P.M.; KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KFSD KTAR 12:15 - 12:45.

NEW - F. W. Fitch Co. (Fitch Shampoo), Des Moines, Iowa; Agency - L. W. Ramsey Co., Davenport, Iowa; Starts September 24, 1933, Sunday 7:45-8:00 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF; Program - undetermined.

RENEWAL - Larus & Bro. Co., (Edgeworth Tobacco), Richmond, Va.; Agency - Batten, Barton Durstine & Osborn, 383 Madison Ave., New York City; Starts July 5, Wednesday 10:00-10:30 P.M. EDST; Network WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WOW WDAF WTMJ KSTP WIBI WEBC WDAY KFYZ KGO KFI KGW KOMO KHQ KOA KDYL KGIR KGHL; Program - "Corn Cob Pipe Club of Virginia" - informal rural singing and novelty program; humorists, negro spirituals, novelty orchestra, barnyard imitations and other features.

NEW - Ford Dealers (Automobiles), Cleveland, Ohio; Agency - Critchfield & Co., Cleveland, Ohio; Starts July 3, 1933; Mon. to Thurs. incl. 7:30-7:45 P.M. WEAF WFBR WRC WGY WBEN WTAM; Mon. to Thurs. incl. 7:45-8:00 P.M. WLW; Mon. to Thurs. incl. 11:15-11:30 P.M. WENR KSD WOC WHO WKBF WTMJ; Friday 10:30-11:00 P.M. WEAF WLIT WFBR WRC WGY WBEN WTAM KSD WENR WOC WHO WKBF WTMJ; Program - "Lum and Abner" - Mon. to Thurs. incl.; "Lum and Abner Sociable" Friday.

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WHB, Kansas City, Mo., WHDH, Boston, WHEB, Portsmouth, N. H.; WJR, Detroit, Mich.; WLS and auxiliary, Chicago; WAAQ, Chicago, WMAZ, Macon, Ga., WMBI, Chicago; WNYC, New York; WOAI, San Antonio and auxiliary; WOC-WHO, Des Moines; WOI, Ames, Ia.; WOR, Newark, N. J.; WOV, New York; WPG, Atlantic City; WPTF, Raleigh, N. C.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTAM, Cleveland, Ohio; WTIC, Hartford, Conn.; KDKA, Pittsburgh; KEX, Portland, Ore.; KFEQ, St. Joseph, Mo.; KFI, and auxiliary, Los Angeles; KGDM, Stockton, Cal.; KGO, San Francisco; and auxiliary; KGU, Honolulu; KIEV, Glendale, Cal.; KJBS, San Francisco; KJR, Seattle, Wash.; KMOX, St. Louis, Mo.; KMPO, Beverly Hills, Cal.; KNX, Los Angeles; KOA and auxiliary, Denver; KPCB, Seattle, Wash.; KPO and auxiliary, San Francisco; KRLD, Dallas, Tex.; KSL, Salt Lake City; KTHS, Hot Springs National Park, Ark.; KVOO, Tulsa; KWJJ, Portland, Ore.

Miscellaneous

WOW, Woodmen of the World Life Insurance Association, Omaha, Neb., reconsidered and granted application for full time on 590 kc., application of WCAJ for facilities of WOW retired to closed files; WCAJ withdrew its objections and consented to grant of full time to WOW; the license of WCAJ is to be surrendered; KOAC, Oregon State Agriculture College, Corvallis, Ore., application for renewal of license designated for hearing.

Ratifications

Action taken June 29 - KEBZ, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Exporter" as 1st and 3rd class, pending receipt of formal application; Action taken June 30: KPDJ, Mackay Radio & Telegraph Co., San Francisco, granted 60 day authority to operate station aboard vessel "La Placentia", 100 watts, frequency range 375 to 500 and 100 watt tube range 5500 to 22000; WLER, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station as "North Wind" instead of "Nosa Duke", pending receipt of formal application; Action taken July 3: KDFN, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional 50 watt transmitter aboard steel "Voyager", 375 to 500 kc., pending receipt of formal application; WHDL, Tupper Lake Broadcasting Co., Tupper Lake, N. Y., special temporary authority granted to operate until 9 P.M. months of July and August; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., granted authority to take depositions of 20 witnesses in New York on July 11th; New - Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., granted special temporary authority to operate general experimental station WLXAK as special experimental station; any frequencies in the band 2000 to 4525 kc., allocated to Navy Dept., subject to requirement that frequencies are to be used only upon specific order of the Navy Department; Action taken July 5: KGRO, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Thalia" pending receipt of formal application, frequency range 17100 to 8200 kc., 50 watts.

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