

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

Book
970
Wilson

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

INDEX TO ISSUE OF NOVEMBER 2, 1931.

50,000,000 Radio Audience Estimated.....	2
Business Advantage for CBS Foreseen In New Paramount Setup.....	3
Marconi Discusses Extremely Short Wave Research Work.....	3
Lottery Ban Agreed Upon By Broadcasters.....	4
Westinghouse Stations Change Commercial Personnel.....	5
Radio Eliminates Distance.....	6
Sam Now Rich.....	6
Hearings Schedules By Federal Radio Commission.....	7
Business Letter Briefs.....	8
Harbord Was Slated For A.E.F. Command.....	8
Applications Received By Federal Radio Commission.....	9
Decisions Of The Federal Radio Commission.....	10

No. 483

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

50,000,000 RADIO AUDIENCE ESTIMATED

Twelve and a half million radio sets, fifty million listeners, is the estimate of the Associated Press of the size of the radio audience.

"Take the Census Bureau's word for the first figure", the dispatch from Washington November 2nd submits. "A number slightly above that will appear in a final report soon to be issued. The second is an estimate described as conservative. It comprises 41 per cent of the country's population.

"As to how many sets are switched on for any one program and how many people are listening, the Census Bureau will not commit itself.

"Statistics as to the number of radio sets in homes have been announced for 45 States and the District of Columbia. The percentage of families having receivers varies in different States, as does the number of persons per family. The number of sets in the three most populous States - New York, Pennsylvania and Illinois - has not yet been made public.

"These three States have more than a quarter of the total radio sets of the country, it is estimated, on the basis of returns from nearby States, and more than one-third of the country's total probable listeners.

"In the period since the census enumeration, a year and ten months ago, many more radio sets have been placed in homes and the listening audience thereby considerably increased.

"The number of probable listeners has not been estimated by the Census Bureau. It gives only the number of families reporting possession of radio sets, but the Bureau has reported the average number of persons per family in the various States. Applying that average to the number of radio receivers in each State gives an approximation of the number of listeners."

A total of 625,639 radio sets was reported for the State of New Jersey according to the Department of Commerce census figures, as of April 1, 1930. The number of families was 987,616, with the population per family 4.1. Therefore, 63.4 per cent of the families of New Jersey have radio reception.

X X X X X X

BUSINESS ADVANTAGE FOR CBS FORESEEN IN NEW PARAMOUNT SETUP

The announcement that the Paramount Publix Corporation, headed by Adolph Zukor, will add to its Board of Directors, John Hertz, founder and Chairman of the Yellow Cab Company, William Wrigley, Jr., and Albert D. Lasker, Chairman of Lord & Thomas and Logan, advertising agency, may be responsible indirectly for the turning of broadcasting business toward the Columbia Broadcasting System. Paramount owns 51 per cent of the stock of Columbia.

The three new Board members are among the most influential business men in Chicago. Wrigley is shortly to go on the air over a nationwide CBS hookup. It is not unlikely that the new members of the Board may, through their various affiliations, turn more than this one account Columbia's way.

X X X X X X

MARCONI DISCUSSES EXTREMELY SHORT WAVE RESEARCH WORK

In a wireless to the New York Times, Senator Guglielmo Marconi, having warned his interviewer that "too much importance" must not be attached at this stage to the experiments in short wave radio telephony and explaining there is still a great deal to be done, is quoted as follows:

"The great advantage of the utilization of very short waves so far," according to Senator Marconi, "is the complete absence of static disturbances like fading which are so troublesome on long waves. They are also economical, using only sixty watts.

"I have been working at short distances, about ten to twenty miles, with a 10 to 20 inch wave-length. There is perfect telephonic speech production. The waves are transmitted as a beam.

"My experiments tend to show that a great number of undisturbed wave-lengths are available, but I shall still further investigate these possibilities. A very short wave will penetrate the brick walls of Italian houses, but not American buildings, owing to the steel and iron in them. If the apparatus is placed on the roof of a skyscraper or on a hilltop, speech will travel a hundred miles.

"The waves will not cross the Atlantic, because a series of automatic relays would be necessary. The principal use of the short-wave telephone would be between the mainland and islands and for ships at sea."

Asked whether the method would be important in wartime, Senator Marconi replied, "very. It will make it possible to locate ships in any weather up to 100 miles distant."

Tests of the apparatus have taken place in the presence of Italian government experts at Spezia, the principal Italian naval port.

X X X X X X

LOTTERY BAN AGREED UPON BY BROADCASTERS

The Resolutions Committee, of the National Association of Broadcasters, meeting last week in Detroit, in making its recommendations on the prohibition of the broadcast of lotteries, stated that it was of the opinion that the bill introduced in the United States Senate last February was too specific in its working. The following resolution was passed:

"Resolved, by the National Association of Broadcasters, in convention assembled, that this association favors an amendment to Section 29 of the Radio Act of 1927 prohibiting the broadcasting of any statement, proposal, offer or other verbal communication which, if written or printed, would be subject to exclusion from the United States mails under the postal laws of this country."

This action places the broadcasters in accord with the contention of many newspaper publishers, according to Editor & Publisher, that the radio was using material for advertising purposes which the postal laws prohibited publishers from using resulting in unfair competition.

Taking cognizance of the growing resentment on the part of the public against the indiscriminate use of advertising to the detriment of the value of the programs to the listener, the Association went on record in favor of placing the following general principles at the beginning of its standards of commercial practices:

"1 - Service to the listener is a primary requisite to commercial success.

"2.- Quality of production should never be sacrificed to commercial expediency.

"3 - Each advertiser should be required to make a contribution to the entertainment or education of the listener, for the privilege of reaching the radio audience with his message.

"4 - It should be the objective of each commercial station to maintain itself on at least a self-sustaining basis, since any other basis may be characterized as unfair competition with other stations or other advertising media."

Another recommendation also accepted stated that station and commercial managers, in order to make radio campaigns most effective, should give close study to the use of additional merchandising tie-ups, and that they recommend to clients the use of such tie-ups as would best promote the success of broadcast advertising.

Editors Pleased By Lottery Resolution

The following is from the Editor & Publisher:

"Good sense is entering the field of radio broadcasting, if we may take as a criterion the resolutions passed by the National Association of Broadcasters at Detroit this week.

"It is recognized that the lottery abuse is grave and the situation is met by a resolution favoring an amendment to the Radio Act of 1927, prohibiting the broadcasting of any communication which would be subject to exclusion from the mails if printed in a newspaper.

"That hits the nail on the head. Will the broadcasters live up to it?

X X X X X X

WESTINGHOUSE STATIONS CHANGE COMMERCIAL PERSONNEL

Important changes in the commercial organization of Westinghouse Radio Stations are forecast in an announcement made public by Lloyd C. Thomas, General Commercial Manager.

Oliver Morton will go to Boston to assume the duties of commercial manager of the New England Westinghouse stations - WBZ, Boston, and WBZA, Springfield, effective November 1st. Mr. Morton has been with the Westinghouse stations for two years, at first in the commercial department of Station KDKA, at Pittsburgh, and subsequently in charge of the mid-West office at Chicago.

Milton W. Stoughton, who for more than two years has been commercial representative of WBZ-WBZA in western New England, located at Springfield, will represent the Western States and will be located at Chicago, November 1st.

Stanley L. Spencer for the past year identified with the KDKA commercial staff, will be placed at Springfield for WBZ-WBZA, also November 1st.

Continuing on the Boston commercial staff will be Norman E. Whittaker and Clyde A. Gordon, at Pittsburgh, William E. Jackson and Walter G. Horn, with Eugene O'N. Herron newly appointed, and at New York, F. E. Spencer, Jr.

X X X X X X

RADIO ELIMINATES DISTANCE

One of the most interesting communications received by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation - a great adventurer and explorer himself - is contained in a letter received from Dr. W. W. Perrett, Moravian Missionary at Hopedale, Labrador.

Dr. Perrett writes:

"During the past year we have had great satisfaction from the radio and I still claim that none of the sets around here beat the "Zenith". On several occasions I have had Rome, and that surely is a long stretch from Labrador. All the Winter I hadn't a Radio Call Book Magazine so could not verify stations as I caught their announcements, but I still frequently pick up stations I had not heard before. I will make out and enclose a list of the stations I have marked down. It is so nice during the Winter to pick up the 'Globe Trotter', 'Town Crier', etc., and listen in while they relate the chief items of the day's news. Labrador is no longer out of the world like it used to be. We have a Marconi wireless station open here during the Summer. It closes down for the Winter.

"With all good wishes and in pleasant remembrance,

Very sincerely yours,

(Signed) W. W. Perrett"

A list of broadcasting stations picked up by Dr. Perrett includes: W2XCR, WKBW, WSAI, WSMB, WNAC, CFNB, WOWO, WCAU, WAPI, WHAM; London, England; WLWL, WPG, KMOX, WTAM; Berlin, Germany; WTIC, KPHS, CFCF, WBZ, KDKA, CNRT, WCSH, CHNS, WJAS, WENR, WABC, WHAS, WGY, WEAN, WJZ, CKAC, WOR, WLW; Rome, Italy; CKG?; Glace Bay; St. John's; WEAJ, WLBZ, CNRA, WEEI; Daventry, and several European stations, German, French and Scandanavian.

Of special importance is the fact that Dr. Perrett is located in the center of the band of maximum frequency of the Aurora Borealis. Although in the heart of the Aurora, he reaches out over the world for radio reception.

X X X X X X X X

SAM NOW RICH

Intimations coming to the attention of this writer of newly found riches acquired by Sam Pickard, former Federal Radio Commissioner, and now Vice-President of Columbia in New York, are borne out by the story that Sam received a large part of the \$200,000 which is supposed to have been paid for Station WKRC, in Cincinnati, of which he was a part owner.

The report is also going around that Sam can now be seen on Fifth Avenue sporting a frock suit, silk hat, cane and spats. When last seen in Washington, the former Kansan was accompanied by a wolfhound almost bigger than he was.

X X X X X X

HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

November 3 - Television Laboratories, Ltd., San Francisco, Cal., for C. P. 2100 kc. or as assigned, time variable, 1500 w., others notified: National Broadcasting Co., New York City; RCA Victor Co., New York; General Electric Co., Schenectady, N.Y.; Westinghouse Electric and Manufacturing Co., E. Pittsburgh, Pa.; Chicago Daily News, Chicago, Radio Pictures, Inc., Long Island City, N. Y., and Don Lee, Inc., Los Angeles.

Indiana's Community Broadcasting Corp., Hartford City, Ind., C. P. 2750-2850 kc., 2 hrs. each day, 50 w., others notified: United Research Corp., Long Island City, N. Y., Purdue University, West Lafayette, Ind., and Atlantic Broadcasting Co., New York City.

November 4 - WCAT, South Dakota State School of Mines, Rapid City, South Dakota, renewal of license, unlimited time, 1200 kc., 100 w.

WPG, WPG Broadcasting Corp., Atlantic City, N. J., renewal of license, shares with WLWL, 1100 kc., 5 KW.;

WLWL, Missionary Society of St. Paul, the Apostle, New York City, renewal license, shares with WPG, 1100 kc., 5 KW.

KGIW, Leonard E. Wilson, Trinidad, Colo., voluntary assignment of license, 1420 kc., unlimited time, 100 w.

November 5 - Weber Jewelry & Music Co., Inc., St. Cloud, Minn., C. P. 1500 kc., share with KGFK, 50 w., others notified: KGFK, Moorhead, Minn., and KSTP, St. Paul, Minn.; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., renewal of license, 1500 kc., unlimited time, 50 w.

F. Koren, Wm. L. Dean, and Robert J. Dean, d/b as Capitol City Broadcasters Co., Pierre, S. Dakota, C. P. 580 kc., 12 hours daily, others notified: KGFX, Pierre, S. Dakota; KSAC, Manhattan, Kans.; WIBW, Topeka, Kans., WNAX, Yankton, South Dakota.

KGFX, Dana McNeil, Pierre, S. Dakota, renewal of license, 580 kc., daytime, 200 w., others notified: Capitol City Broadcasters Co., Pierre, S. Dakota.

November 6: WCOH, Westchester Broadcasting Corp., Yonkers, N.Y., modification of license, 1050 kc., unlimited time, 100 w., present assignment: 1210 kc., 100 watts, shares with WGBB, WJBI, and WMRJ, others notified: WTIC, Hartford, Conn., WBAL, Baltimore, Md., WQAO, New York, N. Y.; WHN, New York, N. Y.; WRNY, New York, N. Y., and WLWL, New York City.

WHDH, Matheson Radio Co., Inc., Boston, Mass., C. P. 830 kc., daytime, 1 KW, requests authority only to move transmitter, others notified: WRUF, Gainesville, Fla.; WABC, New York, N. Y.; and WGY, Schenectady, N. Y.

X X X X X X

:
: BUSINESS LETTER BRIEFS :
:

A visitor to Washington last week was Thomas Patrick Convey, of Station KWK, St. Louis, Mo. While in Washington, Mr. Convey called at the Federal Radio Commission where he transacted some business in connection with his station.

The appointment of David Sarnoff, President of the Radio Corporation of America, as head of the Motion Picture and Theatrical Division of the Federation for the Support of Jewish Philanthropic Societies in its campaign to make up a deficit of \$2,230,000, was announced last week by Paul Block, campaign chairman, at a luncheon meeting in New York.

Mr. Sarnoff suggested that the quota for this year for the group be \$150,000. Of this amount, \$67,000 already has been raised. Plans were discussed to hold a theatrical benefit on December 1st.

Big Crosby, said to have been the personal find of William S. Paley, President of Columbia, is now being sponsored by the Cremo people.

The Utah Oil Refining Company, large Salt Lake City advertiser, has discontinued radio advertising other than to call attention to its advertising in the newspapers. It is the first Utah advertiser to do this.

The Edward Hines Lumber Company has placed its radio account with Albert Frank & Co., Chicago, Ill.

X X X X X

HARBORD WAS SLATED FOR A. E. F. COMMAND

Gen. J. G. Harbord, according to the new book written by Col. Frederick Palmer, "America at War", was slated by Secretary of War Baker to receive the supreme American command if anything happened to General Pershing.

Colonel Palmer pays several tributes to the ability of General Harbord in the book. The compilation is based on the contents of papers and files of Woodrow Wilson, Secretary of War, and throws light on many events of the struggle only partially revealed in General Pershing's memoirs.

X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 28 - WAAT, Bremer Broadcasting Corp., Jersey City, N. J., C. P. to install new equipment; WJBK, James F. Hopkins, Inc., Detroit, Mich., C. P. amended to request 100 watts power when not operating simultaneously with WIBM; H. C. Hefling, E. D. Sharp, R. W. Rutledge, W. W. Hall, John Nolan, and M. C. Hefling, d/b as Eastern Ohio Broadcasting Co., New Philadelphia, Ohio, C. P., to erect a new station to use 850 kc., 500 watts, limited time; WTSL, G. A. Houseman, Laurel, Miss., license to cover C.P. granted 10/6/31 for removal of station to Laurel, Miss., from Shreveport, La.; WEBQ, First Trust & Savings Bank of Harrisburg, Ill., install automatic frequency control.

The following applications have been returned to the applicants:

KFQW, KFQW, Inc., Seattle, Wash., change equipment (station deleted); WTSL, G. A. Houseman, Laurel, Miss., change hours of operation (returned at request of applicant); KFXV, A. H. Shermann, Flagstaff, Arizona, change equipment (not necessary); May Ronsaville, Hollywood, Calif., new station on 820 kc., (did not comply with G.O. 102 and 40., also unsatisfactory transmitter).

October 30 - WGBS, American Radio News Corp., New York, N. Y., modification of C.P. granted 8/25/31, as to equipment, to extend completion date to 1/15/32, and change studio location from Hotel Lincoln to Ritz Tower, Park Avenue & 57th Street, N. Y. C.; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y., license to cover C. P. granted 6/26/31 for changes in equipment; KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla., license to cover C. P. granted 10/16/31 for change in equipment; WRBJ, W. E. Barclift, F. E. Barclift & P. L. Barclift, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss., modification of C. P. to change transmitter and studio from Forrest Hotel to Hattiesburg Hotel locally; WJBC, Wayne Hummer and H. J. Dee, d/b as Kaskaskia Broadcasting Co., LaSalle, Ill., modification of license to change hours of operation from sharing with WJBL to unlimited.

The following application was returned to the applicant:

Renzia Ortman, Batesville, Ark., new station on 1500 kc., (did not comply with G. O. 111, 115, 116, and 102).

Applications Other Than Broadcasting

October 30, 1931 - W2XAL, Shortwave Broadcast Corp., Coytesville, N. J., modification of C. P. for change in transmitter location to Boston, Mass., decrease in power to 5 KW and change in call letter to W2XAL; WPL, Northern States Power Co., St. Croix Falls, Wis., request for automatic frequency control, power; City and County of Honolulu, Honolulu, T. H., C. P. for 1712 to 2470 kc., specifically 2452 kc., 100 watts, police.

Also, Press Wireless, Inc.: W2XCK, license to cover C. P. for 23100, 24100, 26100, 31000, 37000, 45000, 55000, 65000 kc., 150 watts, experimental; WJU, Hicksville, N. Y., modification of C. P. for extension of time to 6/30/32, point-to-point; Empire Broadcast Corp. of Va.: W3XG (requested), Falmouth, Va., C. P. for 4797.5 kc., 500 watts, special experimental; W3XH, (requested) Glen Allen, Va., and W3XD, (requested) South of Alexandria, Va., C. P. for 1305 kc., 500 watts, experimental (special); W3XF (requested), Falmouth, Va., C. P. for 3492.5 kc., 500 watts, special experimental.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WGBB, Harry H. Carman, Freeport, N. Y., C. P. to move transmitter locally in Freeport; KIDO, Frank L. Hill and C. G. Phillips, d/b as Boise Broadcast Station, Boise, Idaho, modification of license to change frequency from 1250 to 1350 kc.; WFEA, Rines Hotel Company, Manchester, N. H., modification of C.P. to extend completion date from October 25th to December 29, 1931; WRBQ, J. Pat Scully, Greenville, Miss., modification of C.P. to extend completion date from Sept. 15th to October 15, 1931; KFJY, C. S. Tunwall, Riverdale, Iowa., consent to voluntary assignment of license to the Cedar Rapids Broadcast Co.

Also, WSYB, Philip Weiss, d/b as Weiss Music Co., Rutland, Vt., license covering removal of transmitter locally; KLO, Perry Building Co., Ogden, Utah, authority to install automatic frequency control; WMAQ, WMAQ, Inc., Chicago, Ill., consent to voluntary assignment of license to the National Broadcasting Co.; KFYR, Meyer Broadcasting Co., Bismarck, N. Dakota, authority to operate on the morning of Nov. 1st from 1 A.M. to 3:30 A.M., C.S.T. with 2½ KW power in order to broadcast a specially arranged program for the Newark News Radio DX Club.

Also, Aeronautical Radio, Inc.: at Wichita, Kans., and WEEC, Charleston, S. C., KGUD, San Antonio, Texas., licenses for aeronautical service; KFPE, City of Kansas City, Mo., Police Dept., modification of license to increase power from 250 to 400 watts; American Telephone and Telegraph Co.: at Ocean Gate, N. J., special experimental license to use transmitter now licensed for coastal service at Ocean Gate, Station WOO; W3XD, Portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of experimental license; National Broadcasting Co., Inc.: W10XAL, W2XCZ, W10XAO, New York City, authority to operate pickup transmitters W10XAL, Woodridge, N. J., W2XCZ on Dirigible Akron; #10XA) on ground Lakehurst, N. J., Oct. 25th to October 31st, incl., operation on dirigible Akron and on ground Lakehurst subject to approval of Navy Dept.; Portland-Calif. SS Co.: KDNK, On Board SS "Sunugentoo", and KDBS, on board SS "Surailoo", authority to operate the spark transmitter on board the steamer "Sunugentoo" pending receipt of and action on formal application for ship station licenses which has been filed with local supervisor; and same for "Surailoo".

Renewal of Licenses

KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, regular renewal of license; WCSC, Lewis Burk, Charleston, S. C., extension of existing license for 30 days from November 1st; KYW, Westinghouse Electric and Manufacturing Co., Chicago, Ill., and WTAW, Agricul. and Mechanical College of College Station, Texas, regular license and renewal applications dismissed from hearing docket.

Applications Denied

WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., denied authority to increase power to 1 KW on evening of November 5th between 6 and 8 P.M.; KWKH, Hello World Broadcasting Corp., Shreveport, La., denied permission to have oral argument on Examiners Reports Nos. 59 and 249.

Set For Hearing

KOY, Nielson Radio & Sporting Goods Co., Phoenix, Arizona, requests modification of license to change power from 500 w. to 1 KW.

Applications Dismissed (at request of applicants)

The Atlanta Journal Co., Atlanta, Ga., C.P., 2000-2100, 2750-2850 kc., 500 watts; Knoxville Journal Co., Knoxville, Tenn., C. P. 1330 kc., 1 KW; N. O. Clemensen, Payette, Idaho, C. P. 1200 kc., 100 watts; Frank E. Howe, Bennington, Vt., C. P. 1290 kc., 50 watts; Gimbel Bros. Television Development & Research Co., C. P. 2100-2200 kc., 500 watts.

Applications in the following cases were heretofore designated for hearing; applicants failed to enter appearances within time allowed and applications are therefore denied.

W2XTF, Faske Engineering Co., Brooklyn, N. Y., modification of C.P.; Sanabria Television Corp., Chicago, Ill., C.P., television service; WGL, Fred C. Zieg (Allen-Wayne Co.), Ft. Wayne, Ind., modification of license 1370 kc., 100 w., 250 w LS; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Cal., and C. P. 950 kc., 1 KW, 2½ KW, LS; Charles K. Cable, West Bridgewater, Pa., renewal of amateur license.

Licenses Renewed

WCHI, People's Pulpit Association, Chicago, Ill., granted extension of existing license for 20 days from November 1st; WCKY, L. B. Wilson, Inc., Covington, Ky., regular renewal of license granted.

Action On Examiners' Reports

WEVD, Debs Memorial Radio Fund, Inc., New York City, granted renewal of license to operate on 1300 kc., 500 w., share with WBBR, WHAP & WHAZ, reversing Examiner Pratt (Commissioners Saltzman and Starbuck dissented); WCKY, L. L. Wilson, Inc., Covington, Ky., granted modification of license to change hours of operation from 4/7ths to unlimited time, reversing Examiner Walker; WMBA, Leroy Joseph Beebe, Newport, R. I., denied renewal of license, sustaining Examiner Walker.

X X X X X X X X X X

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.~~ :: ::

Dist

File

INDEX TO ISSUE OF NOVEMBER 5, 1931.

No Major Radio Legislation Foreseen In Next Congress.....	2
WBZ Granted 25,000 Watts.....	4
WBBM, Chicago, Heard In India - Reception Phenomena.....	4
Radio Workers Increase.....	5
Copies Appeal Advertising Address Available In Printed Form.....	5
New Radio Fan Magazine.....	6
New York State Radio Census Figures.....	6
WLWL Asks More Time On WPG's Wave.....	7
Business Letter Notes.....	8
Applications Received By Federal Radio Commission.....	8
Decisions Of The Federal Radio Commission.....	9

No. 484

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

NO MAJOR RADIO LEGISLATION FORESEEN IN NEXT CONGRESS

While many radio bills will doubtless be introduced at the opening of the Seventy-second session of Congress here on December 7, those whose business it is to watch radio legislation at the Nation's Capitol are of the opinion that no major radio legislation will be enacted into law, although there is a possibility that some minor amendments to the present law may be passed.

It is now known definitely that the Federal Radio Commission will not recommend any legislation in its forthcoming annual report to Congress although it did last year. However, it is entirely probable that some legislation may be drafted later in the session by the Commission and sent to the appropriate committees.

The Commission has already carefully gone over the radio bills which were introduced at the last session of Congress, several of which passed one or the other Houses but never became law. It is understood that the Commission has taken no action as the result of the study of the bills which it has made.

One of the bills which was taken up in detail by the Commission was the White bill which passed the House but which was entirely rewritten by the Senate. This bill, among other things, provided for the transfer of the Radio Division of the Department of Commerce to the Radio Commission. It provided also for the disciplining by the Commission of broadcasting stations for infractions of the Commission's rules, for a period of not over thirty days.

The Commission also considered the Dill bill, which was the rewritten White bill and which provided for a general revision, clarification and amplification of the Radio Act. This bill also provided that the Commission could suspend broadcasting stations for infractions of rules and regulations as well as revoke their licenses for such offenses.

It is considered probable that bills will be introduced in both Houses of Congress allowing special privileges and facilities to labor, educational and agricultural interests. The National Association of Broadcasters will also present to Congress its resolutions adopted at its recent Detroit convention asking for the elimination of the zoning system, and the enactment of laws on lottery by radio and copyright matters.

Senator Wallace H. White, of Maine, former member of the House, feels that there is not likely to be any modification of that section of the Radio Act aimed against monopoly at this time.

"It is by no means certain, however", he said, discussing this point, "that an amendment should not be adopted permitting a merger of communication facilities in international communication. This would involve modification of Section 17 of the present Act."

In connection with radio legislation at the new session the Senator said, "I anticipate that few important changes in radio law will be made during the coming session of Congress. There are, however, a number of amendments that should be adopted.

"A defect in the amendment to the appeal section of the law, section 16, by the last session of Congress", he continued, "should be corrected. Obviously we should repeal the section of the law requiring construction permits or we should authorize an appeal from the decision of the Commission in respect to them. Also, there is constant pressure upon those of us who have been interested in radio legislation, to do something to restrict advertising on the air. "

Continuing his discussion of the legislative situation, Senator White said that "the action of the Senate in the last session of Congress and a knowledge of the general sentiment of the then membership of the House, convince me that should the coming session of Congress be persuaded that discrimination has been practiced against any group of our citizenship, or that there has been a disregard of the public interest in the granting, or the withholding of a license in a particular case, it would not hesitate to act. Its action would be intended not as a repudiation of the principle but as a necessary exception to it."

The Senator stated further that in his opinion, "Congress should keep its hands off the broadcasting band or it should make a complete distribution of it. This radio house cannot stand against divided administrative authority and action. It is not beyond doubt that either the Congress or the Radio Commission will sooner or later be faced with the task of establishing priorities as to subject matter. The increasing demand for an enlarged use of radio for governmental agencies, for educational purposes, the constantly increasing discussion of political and public questions, the reports of public events and the other uses of a public nature, are all bringing conflict of interest and confusion of desire."

Considerable interest is being evidenced in the leading personalities of the Houses of Congress who will deal with radio legislation. Senator James Couzens, of Michigan, author of the Communications Bill, is Chairman of the Committee on Interstate Commerce of the Senate, with Senator James E. Watson, of Indiana, majority leader of the Upper House, ranking Republican member. Senator Ellison D. Smith, of South Carolina is ranking Democratic member of the Committee.

Senator White, of Maine, who was Chairman of the House Committee on Merchant Marine & Fisheries, it is expected, will be made a member of this committee. However, Mr. White might want membership on the Commerce Committee for sentimental reasons. He was for years first assistant and then clerk of this committee when his grandfather, the famous Senator William P. Frye, of Maine, was Chairman.

Should the Republicans retain control of the House, Representative Frederick R. Lehlbach, of New Jersey, will be Chairman of the Merchant Marine & Fisheries Committee, but should the Democrats gain control, which appears likely, Judge Ewin L. Davis, of Tennessee, author of the now famous Davis Amendment, will become Chairman. In such an event, Representative Schuyler O. Eland, of Virginia, would be ranking Democratic member of the Committee.

X X X X X X X

WBZ GRANTED 25,000 WATTS

Station WBZ, of the Westinghouse Electric & Manufacturing Co., of Springfield, Mass., has had its application reconsidered and been granted an increase in power from 15 KW to 25 KW.

WBZ applied for the maximum power of 50,000 watts in the recent high power issue. This application was denied when the Commission awarded the maximum power in the First Zone to Station WOR, of Newark:

X X X X X

WBBM, CHICAGO, HEARD IN INDIA - RECEPTION PHENOMENA

Further radio phenomena was brought to the attention of WBBM engineering experts by the tale of Lieut John Richards of the Standard Oil Company of Yalla, India.

Lt. Richards, who is now in America on his first leave from India in 11 years, made a special trip to WBBM, Chicago, to report the fact that it was the only American radio station that they could get on their powerful superhetrodyne radio set, located at their post in Yalla, India. This post is 150 miles inland on the peninsula, and there is one spot, ten feet square, which they have staked off, in which the WBBM reception is perfect. Strangely enough, when the radio set was moved outside this area of ten square feet, English and European broadcasting stations cut in.

Engineers out there have several theories explaining this phenomena. One theory is that the radio waves come through the earth at this point; another is that the radio waves go around the earth, concentrating at this spot; and still another theory is that the mineral content of the earth at this spot attracts the radio waves.

X X X X X

RADIO WORKERS INCREASE

Employment in the radio industry increased 15.1 per cent in September over that in August and wages increased 2.7 per cent, the Bureau of Labor Statistics announced on Tuesday.

Reports to the Bureau from forty-four radio manufacturers gave their August employment as 23,944, as compared with 27,556 in September. The weekly payrolls in these plants was \$546,885 in August and \$561,450 in September.

X X X X X X

COPIES APPEL ADVERTISING ADDRESS AVAILABLE IN PRINTED FORM

The very thorough study of modern advertising uses and misuses which was incorporated by Joseph H. Appel, Chairman of the Board of the store of John Wanamaker, New York, in his address before the Advertising Council of the Chicago Association of Commerce recently, may now be had in printed form. While this material was presented from the point of view of a retail merchant, so many phases of it were of interest to all advertisers, that the New York Times devoted fully five columns to it on October 30th.

Mr. Appel proposed the full recognition of advertising as an industry the aim of the suggested conference being "to formulate a code of standards and practices, and to devise a method of enforcement." He suggested rules which might be made effective through the authority of the Trade Commission.

Mr. Appel said:

"Not being so familiar with national advertising, I asked one of its leaders to characterize the misuse as it prevails in that field. He wrote this:

"'In the national field there has been a good deal of undermining tactics, one advertiser slurring the other and reflecting upon either his merchandise or his statements about that merchandise. This kind of undermining tactics lessens faith in all advertising and has become one of the most troublesome bones of contention in magazine censorship of copy.

"'Another form of misleading advertising was the insincere testimonial, often purchased by the advertiser, which now, happily, is on the wane.

"'The misuse of scientific authority in supporting advertised products, or their use, is another evil which it is more difficult to watch, because of the lack of technical knowledge on the part of publishers. But there has been a good deal of it, much to the chagrin and disgust of scientific men, in food lines, in drug lines and in cosmetics. This is a subtler form of misuse, which the

public is not so quick to detect, but which eventually is bound to react against all advertising. One magazine publisher recently remarked that magazines are now printing advertising which no advertiser would have dared to offer them six or seven years ago.'

"To bring about a better way of advertising and make it more efficient four ways seem to be open, some of which are being tried with varying success:

"1. Through the Affiliated Better Business Bureaus, operating in about fifty principal cities and nationally.

"2. Through the various associations of organized advertising, national and local.

"3. Through the various trade industries and associations using advertising.

"4. Through censorship by newspapers and periodicals."

X X X X X X X

NEW RADIO FAN MAGAZINE

"Radio Guide", published weekly and priced 5 cents an issue, a new fan magazine, has just made its appearance in New York. It is published by five former Hearst men.

George d'Utassy is President and E. M. Alexander, is Vice-President.

X X X X X X

NEW YORK STATE RADIO CENSUS FIGURES

According to the figures just released by the Director of the Census, there were 1,829,123 radio sets in New York State, as of April 1, 1930. The number of families in the State was 3,162,118, with the population per family in 1930, 4.0 per cent.

X X X X X X

WLWL ASKS MORE TIME ON WPG'S WAVE

A change in the radio quota status of New York and New Jersey was asked yesterday (November 4th) at a hearing before Chief Examiner Ellis A. Yost of the Federal Radio Commission.

Stations WPG, operated by the WPG Broadcasting Company, Atlantic City, N. J., and WLW, operated by the Missionary Society of St. Paul the Apostle, New York, have applied for renewal of licenses. The stations share time on 1100 kilocycle frequency, each operating with power of 5,000 watts. WLWL requests that the new licenses be granted with an increased share of time allotted to the New York station.

The present license of Station WLWL states that it operates from 6 to 8 P.M., daily, except on Fridays and Sundays, when the hours vary, and on holidays when the stations reach mutual agreements.

The Missionary Society station requests that the time split be adjusted to permit them to operate daily from 7:30 to 11 A.M., and from 6 to 10 P.M.

Thomas P. Littlepage, representing WPG, pointed out that WLWL's application was for renewal of license, and not for modification. He said that the hours for their broadcast were definitely regulated by the license, except where the license stated "and certain other specified hours." It was up to the Commission, he said, not to modify the license, but to renew it, interpreting and definitely stating a meaning for the phrase "certain other specified hours."

Mr. Littlepage pointed out that an increase in operating time of WLWL would increase the already overquota status of the State of New York, and would necessitate juggling the quota status of both New York and New Jersey.

Representing WLWL, William E. Leahy said that the station had for six years served public interest without any commercialism, and that it now wished to become commercial. In order to do this, he said, the station would have to broadcast more than its present allotment of two hours a day.

After considering the report of the Chief Examiner, the Commission will reach a decision in the matter.

X X X X X

: :
: BUSINESS LETTER NOTES :
: :

Herbert Liversidge, of Boston, Mass., recently joined the production staff of the National Broadcasting Company.

Prior to his association with NBC, he was for three years with WNAC, in Boston, where he served on the production staff and sang on radio programs.

Four Mills Brothers, colored radio act, have been placed through CBS for four weeks with Paramount at \$1,250 per week. Turn opens at the New York Paramount, November 13th for two weeks, then shifts to the Brooklyn Paramount for the remaining fortnight.

Through CBS, Flo Ziegfeld has engaged the colored radio act under a run-of-the-play contract for his next musical show.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 2- WFLA-WSUN, Clearwater Chamber of Commerce, & St. Petersburg Chamber of Commerce, Clearwater and St. Petersburg, Fla., C. P. to move transmitter locally and to install new transmitter; WCSC, Lewis Burk, Charleston, S. C., modification of license to increase power from 500 watts to 1 kilowatt amended to request the facilities of stations WDAG and KGRS; WCHI, People's Pulpit Association, Chicago, Illinois., modification of license to change hours of operation from sharing with stations WCKY and WJAZ, to sharing with WCKY (facilities of station WJAZ); WCAJ, Nebraska Wesleyan University, Lincoln, Neb., modification of license to increase power from 500 watts to 1 kilowatt; KPO, Hale Brothers Stores, Inc., and The Chronicle Publishing Co., San Francisco, Calif., to determine license power by direct measurement of antenna input.

November 3 - WMIL, Arthur Faske, Brooklyn, N. Y., C. P. to change equipment, change frequency from 1500 kc., to 1300 kc., power from 100 w., to 1 kilowatt, and hours of operation from sharing with WWRL, WLBX, WMBQ to sharing with WEVD, WBBR, WHAZ (facilities of WHAP); also, modification of license to change frequency from 1500 kc., to 1300 kc., requesting time now used by WHAP; Harry Richard Fischer, Paris, Arkansas, C. P. for a new station to use 1500 kc., 50 watts, day; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., C. P. to move transmitter locally and install new equipment, change power from 100 watts to 100 w., 250 w., LS; KSEI, Radio Service Corp., Pocatello, Idaho, C. P. to change equipment and increase power from 250 watts to 250 w., 500 w. LS; KIT, Carl E. Haymond, Yakima, Washington, C. P. to move station locally, install new equipment and change power from 50 to 100 watts.

Applications, Other Than Broadcasting

November 2 - W2XAL, Shortwave Broadcasting Corp., Coytesville, N. J., modification of C. P. for change in transmitter location to 70 Brookline Ave., and decrease in power to 5 KW, change in call letters to W1XAL; Press Wireless, Inc.; W6XAN, Los Angeles, Calif., modification of C. P. for extension of completion date to 6/30/32; WJQ, Hicksville, N. Y., license covering C. P. for 4715, 4725, 4735, 4745, 4925, 4935, 4945, 4955, 4965, 4975, 4985, 4995, 5285, 5295, 5305, 5315, 5325, 5335, 5345, 5355, 7850, 7925, 15730, 15760, 15850, 7955, 15700, 15910, 8810, 10010 kc., 5 KW, limited public service; KDG, Island of Oahu, Terr. Hawaii, modification of C. P. for extension of completion date to 3/31/32; KGWV, Electrical Research Products, Inc., Los Angeles, Calif., renewal of license for 1554 kc., 50 watts, motion picture service;

Also, Aeronautical Radio, Inc., Peekskill, N. Y., C.P. for 3238, 3244, 3452, 3460, 3468, 3484, 5600, 5630, 2326, 2344, 4140, 6260, 6275, kc., 50 watts, special experimental service; National Parks Airways, Inc., NC-10356, new license for 3105 kc., 50 watts, aircraft service; American Airways, Inc.: NC-412-H and NC-415-H, new licenses for 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts, aircraft service; W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in frequencies to 6935, 8930, 9490, 13840, 15970, 17880, 20180 kc., special experimental service.

X X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on November 3rd, took the following action:

Applications Granted

WFBC, The William F. Gable Co., Altoona, Pa., C. P. to install new transmitter; KGFX, Dana McNeill, Pierre, S. Dakota, modification of C. P. to extend completion date to December 20, 1931; WGAX, Burlington Daily News, Inc., Burlington, Vt., license covering removal of transmitter and studio locally and change equipment 1200 kc., 100 w., share with WNBX; KFUL, The News Publishing Co., Inc., Galveston, Texas, license covering changes in equipment 1290 kc., 500 watts, share with KTSA; KFXY, Albert H. Schermann, Flagstaff, Ariz., license covering removal and transmitter and studio locally, and installation of new equipment 1420 kc., 100 w., unlimited time; WGAL, WGAL, Inc., Lancaster, Pa., permission for WDEL to sign off at 8:30 P.M. E.S.T., Tuesday, Nov. 3rd, in order that station WGAL may use frequency 1120, until midnight November 3rd.

Also, KGWX, Atlantic Broadcasting Corp., Portable, initial location Los Angeles, Cal., renewal of license, temporary service for motion pictures; KFXY, Dr. A. H. Schermann, Flagstaff, Ariz., authority to continue program tests for 10 days, from October 30th pending action on license application; KMBC, Midland Broadcasting Co.,

Kansas City, Mo., extension of special authority to make tests between 12:30 and 6 A.M., C.S.T., October 31st to November 15th;

Also, W5YC, Chenier Business College, Beaumont, Texas, permission to operate amateur station at S. Texas State Fair in Beaumont, November 5th to 15th; Aeronautical Radio, Inc.; Ponca City, Okla., C. P. for aeronautical service; KDOB, Mackay Radio & Telg. Co., Steamship "ALA" authority to operate 3rd class ship station on board steamer "Ala" pending receipt of any action on formal application for license; KOMP, Mackay Radio & Telg. Co., Coahoma Co. Steamship, authority to operate 3rd class ship station on board steamer "Coahoma County" pending receipt of and action on formal application for license; KOFH, Same Co., on SS "Tomalva", authority to operate for temporary period, not to exceed 60 days, 3rd class ship station on board "Tomalva", pending receipt of and action on formal application for license.

Also, W3XX, The U. S. Daily Publishing Co., Washington, D.C., modification of C. P. (experimental) for extension of completion date to December 30th; W3XAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C. P. to move transmitter from Philadelphia to near Newton Square, Newton Township, and extend completion date to April 12, 1932; W2XN, Bell Telephone Labs., Inc., Holmdel, N. J., license, experimental service; W2XF, National Broadcasting Co., New York City, license, visual broadcasting; W2XBW, Globe Wireless, Inc., Garden City, L. I., New York, renewal of special experimental license.

Also, W2XH, American Radio News Corp., New York City, renewal of special experimental license; W2XDO, American Telephone & Telegraph Co., Ocean Gate, N. J., renewal of special experimental license; W3BIY, James I. Wendell for William H. Phinizy, Baltimore, Md., authority to operate amateur radio station at the football game on November 7th.

Renewal of License

WJKS, Johnson-Kennedy Radio Corp., Gary, Ind., renewal of license, 1360 kc., 1 KW with additional 250 watts LS, sharing with WGES as follows: WGES, 3/7ths time; WJKS, 4/7ths time (this license is issued pursuant to stay orders by Court of Appeals of October 31st, in the case of Nelson Brothers Bond & Mortgage Co., and North Shore Church)

Set For Hearing

C. J. Scott, Beaver Falls, Pa., requests C. P. for new station, 560 kc., 25 watts, unlimited time; The Journal Co., Milwaukee, Wis., requests C. P. for special experimental service.

WBZ, Westinghouse Electric & Manufacturing Co., Springfield, Mass., the Commission reconsidered and granted an increase in power from 15 KW to 25 KW. This station was one of the applicants for 50 KW in the First Zone, which was acted on by the Commission on October 1, 1931.

X X X X X X

PATENTS AND DESIGN

The following patents were granted during the week ending November 3, 1931:

- 1,829,740. Electrical Transformer. Frederick H. Drake and William D. Loughlin, Boonton, N. J., assignors, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed May 5, 1928.
- 1,829,783. Method And System of Secret Signaling. Roy W. Chesnut, Upper Montclair, N. J., and Harold J. Fisher, Port Washington, and Arthur J. Sanial, New York, N. Y., assignors to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 8, 1929.
- 1,829,791. Device For Recording Sound On Film. Herman A. DeVry, Chicago, Ill., assignor to Q.R.S.-De Vry Corporation, Chicago, Ill. Filed September 27, 1930.
- 1,829,801. Sound Reproducing System. Warren C. Jones, Flushing, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed February 21, 1929.
- 1,829,810. Electron Emitter. Howard T. Reeve, Millburn, N. J., assignor to Western Electric Co., Inc., New York, N. Y. Filed August 26, 1924.
- 1,829,899. Apparatus for the Rectification and Amplification of Sound Waves. Henry Newton James, Chicago, Ill. Filed June 27, 1930.
- 1,829,909. Stringed Loud Speaker. Chakir Midhat, Berlin-Eichkamp, Germany. Filed November 22, 1928, and in Germany May 18, 1928.
- 1,829,910. Loud Speaker. Chakir Midhat, Berlin-Eichkamp, Germany. Filed April 7, 1930, and in Germany, April 18, 1929.
- 1,829,965. Radio Receiving System. Dewey T. Simonds, Schenectady, N. Y., assignor to General Electric Co. Filed October 8, 1925.
- 1,829,991. Sound Amplifying System. Frank L. Hetzel, Los Angeles, Calif., assignor to C. E. Hooven, Hamilton, Ohio. Filed June 3, 1929.
- 1,830,162. Cathode And Process Of Making The same. August Gehrts, Friedenau, Berlin, and Hans Kolligs, Berlin, Germany, assignors to Siemens & Halske Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed April 2, 1928, and in Germany April 2, 1927.

- 1,830,329. Frequency Control for Oscillation Generators. Alexander McLean Nicolson, New York, N. Y., assignor, by mesne assignments, to Federal Telegraph Co. Filed August 23, 1927.
- 1,830,391. Arrangement for Reducing the Vapor Mass about the Anodes of Mercury Vapor Direct Current Rectifiers. Arthur Gaudenzi, Baden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie., Baden, Switzerland. Filed September 19, 1928, and in Germany September 21, 1927.
- 1,830,401. Electromagnetic Sound Reproducer. Benjamin F. Miessner, Short Hills, N. J., assignor to Miessner Inventions, Inc., Short Hills, N. J. Filed March 7, 1929.
- 1,830,402. Electromagnetic Sound Reproducer. Benjamin F. Miessner, Short Hills, N. J., assignor to Miessner Inventions, Inc., Short Hills, N. J. Filed August 24, 1929.
- 1,830,437. Mercury Vapor Rectifier. Heinrich Meyer-Delius, Mannheim, Germany, assignor to Aktiengesellschaft Brown, Boveri and Cie., Baden, Switzerland, Filed January 8, 1923, and in Germany, January 19, 1922.
- 1,830,532. Visibly Indicating Piezo Electric Crystal Resonator. Heinrich Eberhard, Berlin-Friedenau, Germany. Filed August 31, 1927, and in Germany September 2, 1928.
- 1,830,542. Radio-Frequency Amplifier. Sylvan Harris, Philadelphia, Pa., assignor to Stewart-Warner Corp., Chicago, Ill. Filed November 4, 1927.
- 1,830,546. Synchronizing System. Johannes Hermann, Berlin-Halensee, Germany, assignor to Siemens & Halske Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed May 21, 1930, and in Germany April 13, 1929.
- 1,830,586. Transmission of Pictures. Ernst F. W. Alexanderson, Schenectady, N. Y., assignor to General Electric Co. Filed August 9, 1926.
- 1,830,595. Tuning Device for Radio Apparatus. Donald R. DeTar, Schenectady, N. Y., assignor to General Electric Co. Filed June 6, 1927.
- 1,830,599. Vapor Electric Amplifier. Theodore S. Farley, Scotia, N. Y., assignor to General Electric Co. Filed June 13, 1928.
- 1,830,601. Sound Telescope. Louis Simon Frappier and Ewald Boecking, Brooklyn, N. Y., assignors to International Projector Corp., New York, N. Y. Filed October 3, 1928.
- 1,830,611. Method and Means for Receiving Wireless Waves. Siegmund Loewe, Berlin-Friedenau, Germany, assignor to Radio Corporation of America. Filed April 27, 1927, and in Germany, February 12, 1924.

1,830,642. Piezo Electric Crystal Controlled Oscillating System. Alfred Crossley, Washington, D. C., assignor, by mesne assignments, to Federal Telegraph Company. Filed June 11, 1928. Renewed Oct. 9, 1930.

Design

85,473. Radio Cabinet. Norman B. Geddes, New York, N. Y. Filed June 30, 1931. Term of patent 7 years.

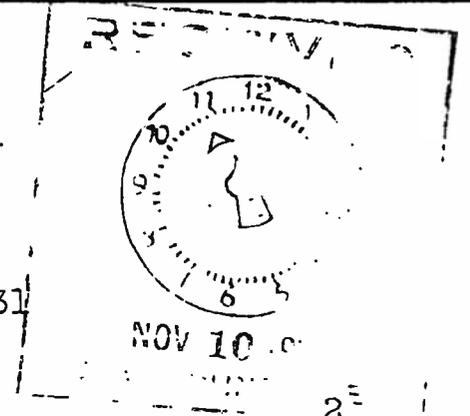
X X X X X X

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 NOVEMBER 9, 1931

German ¹ Radio Data Available For Loan Here.....	2
Radiomarine Corp. Asks Great Lakes Facilities.....	3
DeForest To Continue Receiving Tube Business.....	4
Brinkley Station Legal, Says Mexico.....	4
Annapolis Beam Station Ready.....	4
Film Shows General Harbord In Action.....	5
Newspaper Chain Makes Listener Test.....	5
Radio To Pay More For Music Copyrights.....	6
Proposal For Private Firms To Broadcast In Peru.....	7
RCA Seeks Wireless Business In Mexico.....	8
Radio Transmission Papers Printed.....	8
Foreign Trade Opportunities.....	8
Hearings Scheduled By Federal Radio Commission.....	9
Business Letter Briefs.....	10
Commission Reported To Have Tentatively Denied CBS Booster....	12
Communists Stage Impromptu Mexican Broadcast.....	12
New Radio Publication Appears.....	12
Applications Received by Federal Radio Commission.....	13
Decisions of the Federal Radio Commission.....	15

No. 485

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

GERMAN RADIO DATA AVAILABLE FOR LOAN HERE

A number of folders and pamphlets showing numerous types and prices of equipment at the Berlin, Germany, radio exhibition, which was held recently, are available in the Electrical Equipment Division of the Department of Commerce for loan to interested American firms. (Please refer to file No. 136078).

The radio industry believes that trade will receive a fresh impetus through the exhibition. This belief is based on the fact that, although economic conditions and the standard of living have declined, sales of radio apparatus and equipment showed advances since 1930. The census of April 1, 1931, showed 3,700,000 radio sets in use in Germany - that is, sets in 24.3 per cent of all households, as compared with 21.1 per cent on the same day of the previous year.

During the first half of the current year, the sales of radio equipment advanced approximately 30 per cent in volume and value, as compared with the same period of 1930, despite a curtailment of the German production volume. Nevertheless, both manufacturers and dealers still have considerable stocks on hand. Furthermore, the purchases in the current year centered chiefly on low-priced equipment, and the industry is rather afraid that sales for the entire year will show a decline from those in the previous year. All hopes are based on the establishment of better receiving conditions, through the erection of powerful transmitting station, and the erection of ultra short-wave transmitters, and further improvements of the broadcasting programs.

The export activity of the German radio industry has developed favorably. Shipments advanced from 6,100 metric tons in 1929 to 7,500 tons in 1930, or by approximately 23 per cent, while the value increased from 69,000,000 marks to 78,000,000 marks, or 14 per cent. Exports in the first half of 1931 showed a further increase of 23 per cent in volume and 10 per cent in value, as compared with the first half of 1930. Nevertheless, the industry is preparing to devote more attention to export trade - especially because difficulties are expected in the future through claims for patent rights in a number of foreign countries by which these markets would be closed to German radio products. The German producers are relying on the maintenance of their exports, based on the price advantages they can offer and on their foreign sales organizations.

Technically, the exhibition showed a certain stabilization of the radio equipment market, through the maintenance of a number of proven types of receivers and the discarding of others. At the same time, there is evidence of considerable activity in the development of new types which are adapted to the new receiving conditions brought about by the construction of powerful transmitting stations. More stress than hitherto is laid on selectivity. At the same time, attempts are being made to increase the general efficiency of sets,

to reduce their sensitiveness to disturbances, to increase the operating safety, to construct better battery eliminator sets for direct current and to reduce prices for the finished products.

Considerable price reductions have been made possible by a thorough rationalization in the factories and by using certain standard parts, which can be produced in large quantities for all types of receivers. In this way, prices have been cut without impairing the quality and efficiency of the sets. Furthermore, the prices for nearly all types of tubes have been reduced considerably, while their efficiency has been increased.

Though battery eliminator sets for direct current were regarded somewhat indifferently for some time, they have undergone rapid developments in recent months, for the reason that the manufacturers realized that 30 to 40 per cent of the electric light circuits in Germany are still direct current. New indirectly heated direct-current tubes have been produced which have the same efficiency as alternating-current tubes.

X X X X X X

RADIOMARINE CORP. ASKS GREAT LAKES FACILITIES

The applications of the Radiomarine Corporation of America for the use of a frequency to be used in point-to-point radio telegraph communication service on the Great Lakes were heard last week by E. W. Pratt, Examiner of the Federal Radio Commission.

The Radiomarine Corporation, which at present operates coastal stations in the Great Lakes area rendering coastal and marine relay service, contended that the establishment of the point-to-point service applied for was a necessary supplement to its existing facilities. The hearing was a continuation of hearings held on October 30th and 31st in connection with radio telegraph service in the Great Lakes area. At the hearings at that time, the Mid-West Wireless Company, Inc., appeared in support of its proposal to establish four coastal stations in the Great Lakes area rendering coastal, marine relay, and point-to-point radio telegraph communication service.

With the exception of the proposal to establish a station at Ishpeming, Michigan, the facilities of the Radiomarine Corporation of America would be duplicated by the granting of the Mid-West applications. The Radiomarine Corporation stated that it appeared at those hearings only for the purpose of bringing to the attention of the Federal Radio Commission the existing situation in the Great Lakes area, maintaining that the volume of business there at present is so small as to result in a net loss to the Radiomarine Corporation, and that there are already a total of 15 American coastal stations scattered along the Great Lakes.

X X X X X X

DE FOREST TO CONTINUE RECEIVING TUBE BUSINESS

Declaring that the conservative sales policy of the DeForest Radio Company has been misinterpreted by many to mean that the organization is quitting the receiving tube business, William J. Barkley, Vice-President, declares:

"During recent months the DeForest plant at Passaic, N. J., has been operating steadily, turning out a considerable volume of receiving tubes to meet profitable orders on hand. However, it is true that the DeForest organization has refused to solicit business entailing a loss. Consequently, the DeForest name is not to be found among those of tube manufacturers seeking business at any price."

X X X X X X

BRINKLEY STATION LEGAL, SAYS MEXICO

The radio station at Villa Acuna, Coahuila, Mexico, over which Dr. J. R. Brinkley, Kansas goat gland specialist, has been broadcasting lately, is being conducted legally, as far as Mexico is concerned, and does not interfere with United States radio stations, the department of communications said in a bulletin in Mexico City.

The bulletin inferred no action would be taken against the station, and stated:

"Any person has the right to use this station for announcements and commercial business.

"It is not true that a 75,000 watt station in Mexico can be considered as prejudicial to United States stations. Since this stations and those in the United States operate on different wave lengths, this one is in absolute compliance with the international regulations in force."

X X X X X X

ANNAPOLIS BEAM STATION READY

One of the duplicate arc transmitters in the high power radio station at Annapolis, Md., is to be removed to make room for the new 25 KW model TBC high frequency transmitter which is to go in service in January, 1932, using directional (beam) antenna, on the Washington-San Francisco circuit.

The Annapolis arc was installed in 1918 to work with FYL, the Navy-built Lafayette station at Croix d'Hins, France. While cable communication with France was used during the war, these two radio stations were to relieve the cables of some of their heavy load and to fill the gap in case the cables were cut. The war ended, however, before the circuit was established. The remaining arc transmitter at Annapolis will be replaced in about eighteen months with a 300 kilowatt tube transmitter."

X X X X X X

FILM SHOWS GENERAL HARBORD IN ACTION

Of interest to the radio industry is the presence on the screen of Maj. Gen. J. G. Harbord in the second of Floyd Gibbons', "Supreme Thrills" wartime film now being shown at the Keith's and other theatres throughout the country. General Harbord is shown in his wartime uniform, long before he ever dreamed of becoming head of the Radio Corporation of America.

With the wonderful background given by pictures and sound in realistic battle scenes, one seeing the picture almost felt as though he had been with Harbord and Gibbons at the turn of the tide near Chateau Thierry.

This was the best short war picture that we have seen. General Harbord was a splendid figure throughout. Gibbons did not talk as fast or as excitedly as he does on the radio, but more like he would speak were he telling an individual about the battle.

X X X X X X X X

NEWSPAPER CHAIN MAKES LISTENER TEST

Representatives of Gannett Newspapers in twelve Eastern cities and towns telephoned 1,197 houses Wednesday evening, October 28th, between 9 and 9:15 o'clock, to find out how many were listening to the radio.

The answer was 309, or 25.8 per cent of those called. Forty per cent of the people, numbering 479, were not listening; 160, or 13.3 per cent, owned no radio; and 249, or 20.8 per cent, were not at home when the investigators called.

Of the 309 who were listening, 217, or 18.1 per cent, could name the station they were hearing while the remaining 92, or 7.7 per cent, could not.

The most popular stations were WHAM, WGY and WJZ, each of which was entertaining about 2.6 per cent of the residences called. "It must have been a big night for radio advertisers", Frank E. Tripp, General Manager of the Gannett papers, who was in charge of the survey commented.

All calls made were to residences. Ten investigators worked in each city. Names were picked in the telephone book throughout the alphabet by dropping a pencil point on a page opened at random and by taking the residence number nearest the spot.

Three questions were asked: "Do you own a radio?", "Are you listening to the radio this evening?", and "To what station are you listening?".

X X X X X X

RADIO TO PAY MORE FOR MUSIC COPYRIGHTS

The broadcasters are charged with ruining the music publishing business, hence they will be asked to pay a higher price for the music they send to listeners in the form of sponsored programs. The American Society of Composers, Authors and Publishers, an organization of nearly 100 leading music publishers and 750 authors and writers, is seeking a new "yardstick" with which to gauge the amount individual stations will be taxed next year.

In the past year the sale of sheet music in the United States has fallen 90 per cent compared with the sales during the previous twelve months, according to J. C. Rosenthal, General Manager of the American Society. He contends that the revenues of the major broadcasting stations have materially increased in this period. A survey conducted among music dealers during the past eighteen months has revealed that 2,500 dealers were forced out of business. The encroachments of radio are blamed. Mr. Rosenthal asserts that practically the sole profit nowadays to music publishers accrues through the revenue from "performance rights" issued to organizations that broadcast or sponsor programs on the air.

All stations were notified last week that on or before January 1, 1932, the American Society of Composers, Authors and Publishers plans to announce new terms that will be made the basis of licenses to be issued in place of existing licenses, which become inoperative on February 1, 1932. The new rates have not been disclosed.

"Music publishers cannot exist any longer unless they secure a substantial increase in the amount of revenue now being paid by the radio stations", said Mr. Rosenthal. "We are trying to work out a yardstick to justly measure the value to us of the selections we control, which the broadcasters require, based on the amount of revenue radio receives as a result of the programs in which these selections are used. In our opinion, the radio audience is created and retained, or retarded, primarily by the musical part of the presentations. Such music is largely supplied and controlled by the American Society of Composers, Authors and Publishers. Without it, their commercial programs would be impossible. Because the music of our Society's creation is such an indispensable and important factor in making possible these broadcasting applications, which bring in revenue to the people who sponsor the programs, we believe it only fair and equitable that those who use our product shall be required to pay for it as a commodity on which we, the owners, fix the price.

"We control no symphonic music or operas. Our products are the novelties, largely, upon which all modern high-class entertainment is constructed. Stations must be licensed to use these selections and we reserve the right to restrict their rendition from time to time as we deem it necessary, in order that a selection may not be 'done to death'. Any reputable broadcaster can get permission to use a certain selection, but obviously we must exercise control. Certainly we could not permit a broadcaster to run through

the entire list of hits of a Broadway show. No one would go to the theatre if that was permitted. Then when the show reached Chicago, for instance, the tunes would be old and uninteresting to every one who had heard them over the radio.

"In arriving at an equitable arrangement with the broadcasters their commercial activities are always taken into account", Mr. Rosenthal continued. "This determines how much the station is assessed for the music. The whole scheme simmers down to the proposition of 'How much do you use our material and how much benefit do you receive from it?' Any other basis would be unstable and unjust. Obviously, we must demand a fair share of the proceeds of an organization that is living, primarily, on our substance.

"The phonograph put the first crimp into sheet music sales, when people began to collect and maintain large libraries of records. Now 'Mr. Public' gets his music over the radio, and the phonograph business has been depleted to almost nothing. When radio came, sheet music sales were murdered. Now the only recourse of the publishers is to get their revenue where they may - the broadcasters - or quit the business."

X X X X X X X

PROPOSAL FOR PRIVATE FIRMS TO BROADCAST IN PERU

For the past several months, the Lima broadcasting station, OAX (the only one in Peru on a regular schedule), has been threatened with closure, owing to lack of funds - there never having been a particular item in the budget providing for the expense of operation, according to Assistant Commercial Attache Julian D. Smith, of Lima.

Since October, 1926, the operation of this station has been in charge of Marconi's Wireless & Telegraph Co. (concessionnaires for handling mails and telegraphs in Peru) for the account of the Government. The director of OAX claims that funds for the maintenance of the stations have been forthcoming from the surplus earnings accruing from the operations of mails and telegraphs and that these are not now available, because of economic conditions.

A representative of Philips company of Holland last June, presented a petition to the Government, requesting that the administration of the station OAX be turned over to him for a period of three years.

X X X X X X

RCA SEEKS WIRELESS BUSINESS IN MEXICO

A contract which would permit the Radio Corporation of America to transmit both commercial and press messages between the United States and Mexico is being discussed by RCA representatives and the government.

Commercial messages between Mexico and the United States are now handled exclusively by the Compalia Telegrafica Mexicana, a Western Union subsidiary. The Press Wireless Corporation for several months past has been maintaining a service only for press dispatches, between its station at Little Neck, Long Island, and the government radio station in Mexico City.

X X X X X X

RADIO TRANSMISSION PAPERS PRINTED

Two papers written by Dr. L. W. Austin, in charge of the laboratory for Special Radio Transmission Research, Bureau of Standards in Washington, D. C., in the proceedings of the Institute of Radio Engineers, for September and October of this year respectively, have been reprinted. The title of the first paper is "A Method of Representing Radio Wave Propagation Conditions", and the second, "Long-Wave Radio Receiving Measurements at The Bureau of Standards in 1930."

Copies may be had by either writing to Dr. Austin or to The Institute of Radio Engineers in New York City.

X X X X X

FOREIGN TRADE OPPORTUNITIES

Information may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C., concerning the following foreign trade opportunities:

Radio Sets	*54651 Zurich, Switzerland	Sole Agency
Radio Sets	†54658 Rio de Janeiro, Brazil	Purchase & Agency
Radio Sets	*54748 Cape Town, South Africa	Both
Radio sets, especially midget sets	†54659 Christchurch, New Zealand	Agency
Radio sets, including cabinet sets and combination radio and phonograph sets	*54749 Stavanger, Norway	Purchase
Radio sets, midget, electric short and long wave	*54653 Strasbourg, France	Purchase
Radio tubes	*54654 Milan, Italy	Either
	X X X X X X	

HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

- November 10 - C. F. Hardy, C. F. Johnson & M. Snavely, d/b as Denison Radio Laboratory, Denison, Texas, C. P. 1310 kc., 15 watts, share with KFPM; others notified: KFPM, Greenville, Texas., KFXR, Oklahoma City, Okla., and KFPL, Dublin, Texas.
- Vernon Taylor Anderson, Big Springs, Texas, C. P. 1310 kc., 100 w., share with KFPM; others notified: KFPL, Dublin, Texas, WDAH, El Paso, Texas, KTSM, El Paso, Texas, and KFPM, Greenville, Texas.
- KFPM, Dave Ablowich, Tr. as The New Furniture Co., Greenville, Texas, renewal of license, 1310 kc., 15 watts, unlimited time.
- November 11 - W9HMK, Paul W. Larimore, LeRoy, Minn., amateur radio station license
- W9BSH and W6FCD, Vernon W. Kramer, North Hollywood, Cal., renewal of amateur station licenses.
- November 12 - WISN, Evening Wisconsin Co., Milwaukee, Wis., renewal of license, 1120 kc., 250 watts, shares with WHAD; others notified: WHAD, Milwaukee, Wis.
- WHAD, Marquette University, Milwaukee, Wis., renewal of license, 1120 kc., 250 w., shares with WISN; others notified: WISN, Milwaukee, Wis.
- Parkersburg Board of Commerce, Parkersburg, West Virginia., C. P. 1310 kc., 100 watts, unlimited time; others notified: WJAC, Johnstown, Pa.; WFBG, Altoona, Pa.; WSAJ, Grove City, Pa.; WADC, Akron, Ohio; WSAZ, Huntington, W. Va.; WEBR, Buffalo, N. Y., and WWVA, Wheeling, W. Va.
- November 13 - The Community Broadcasting Co., Toledo, Ohio, C. P. 1500 kc., 100 watts, unlimited time; others notified: WMPC, Lapeer, Mich.; WWSV, Pittsburgh, Pa.; WKBV, Connersville, Ind.; WKBZ, Ludington, Mich.; WCKY, Covington, Ky.; WJAZ, Chicago, Ill., WCHI, Chicago, Ill., WSPD, Toledo, Ohio (Intervenor)
- Clayton B. Johnson, Sandusky, Ohio., C. P. 1500 kc., 100 watts, unlimited time; Others notified: WMPC, Lapeer, Mich., WWSW, Pittsburgh, Pa., WKBV, Connersville, Ind.; WCKY, Covington, Ky., and WJAZ, and WCHI, Chicago, Ill.

X X X X X

: BUSINESS LETTER BRIEFS :
: :
: :

The Post Office Department of Great Britain, which has jurisdiction over radio, is said to have frightened some \$625,000 out of unlicensed radio set owners. About a month ago the Department circulated the report that it had developed an apparatus which moved about London on a motor truck and could detect radio receiving sets. Immediately nearly a quarter of a million radio set owners hurried to pay the \$2.50 license fee.

The Pilot Radio and Tube Corporation announced last week its purpose to take over the plant in Lawrence, Mass., in which its manufacturing operations were concentrated some time ago. The property, owned by Lawrence Factories, Inc., will be acquired for about \$330,000. The original cost, it was said, was between \$8,000,000 and \$10,000,000.

The first commercial air doubler is said to be Walter Winchell, who is appearing three times weekly for Lucky Strike, by arrangement with the Gerardine Company, for which he had been microphoning for several weeks.

To supplement the service of its classified advertising columns, the Philadelphia Public Ledger has added a radio service which it hopes will relieve the unemployment situation. Daily, at scattered periods, the "Help Wanted" and "Position Wanted" advertisements from the Public and Evening Ledgers are broadcast over Station WHAT.

The Mutual Telephone Company, of Honolulu, has opened radio telephone service on a commercial basis among four of the eight inhabited islands of the Hawaiian group. Residents of Oahu Island, of which Honolulu is the principal city, may talk by radio to inhabitants of the islands of Maui, Hawaii, and Kauai.

Company officials said the ultra high frequency wave bands used in the system were thus employed for the first time in the history of communication. All telephones on the four islands can use the system.

D. E. Replogle has been elected a Vice-President of the DeForest Radio Company, in addition to his previous office of Chief Engineer.

To celebrate the beginning of construction work on Radio City, the Sixth Avenue Association has planned a luncheon on Nov. 18th in the Hotel St. Moritz, to be attended by city officials and leaders of the Rockefeller development.

The speakers will include Merlin H. Aylesworth, President of the National Broadcasting Company; David Sarnoff, head of the Radio Corporation of America, Col. Hiram S. Brown, President of Radio-Keith-Orpheum and S. L. Rothafel.

The British Broadcasting Co. has announced that it will proceed immediately with plans for erection of a short-wave broadcasting station to which the whole British empire can listen.

A new book "Television: Its Methods and Uses" by Edgar H. Felix, has been published by McGraw-Hill. In it Mr. Felix has discussed television in all its phases.

Secretary Stimson has been utilizing the trans-Atlantic telephone so generally for prompt exchange of views in diplomatic situations, in which he requires the assistance of his official associates and expert advisers, that he has had special telephone equipment installed in his office at the State Department which enables as many as ten persons to participate in a conversation without impairing the transmission.

Police Commissioner Mulrooney said last week that a contract had been let to the Graybar Electrical Company, distributors for the American Bosch Company, for 250 radio receiving sets to be installed in the New York City department automobiles and motor-cycles to receive police alarms. The company was one of thirteen bidders and received the contract at a price of \$25,049.

A description of O. H. Caldwell's "electric home" was contained on a special article which he wrote for the New York Times Magazine yesterday (November 8th). Mr. Caldwell, former member of the Federal Radio Commission, is now editor of a radio magazine.

The Chicago American is no longer affiliated with radio station WIBO, owned and operated by Nelson Brothers Bond and Mortgage Co., Chicago, it was announced last week. While no official announcement has been made by the Chicago American management as to its present radio connections, the American carried a statement from the publisher, Herman Black, on Nov. 2, announcing that the American this week begins a daily broadcast over WENR-WLS, Chicago NBC outlet, featuring "What's the News?", a summary of news of the day broadcast by William J. Clark, radio editor of the American.

Y Y Y Y Y Y

COMMISSION REPORTED TO HAVE TENTATIVELY DENIED CBS BOOSTER

Although nothing official has been given out at the Federal Radio Commission, it is currently reported that the Commissioners voted last Friday on the question of whether or not the Columbia Broadcasting System should be allowed to erect a "booster" station in Washington, and tentatively decided to deny the Columbia application. The hearing was held nearly a month ago.

The vote is said to stand 3 to 2, According to our advices, Commissioners favoring the project were Judge Robinson and Mr. Lafount. It is understood, however, that this decision is not final and that one Commissioner may change his vote between now and next Friday, when it is expected the official report will be made.

Judge Sykes is absent from Washington for about two weeks. He is said to have left a proxy, with instructions that his negative vote remain unchanged.

X X X X X X

COMMUNISTS STAGE IMPROMPTU MEXICAN BROADCAST

Three alleged Communists, pistols in hand, entered radio station XEW, Mexico City, last night, according to a wireless to the New York Times, tied up the operator, Jose Pina, and proceeded to broadcast insults to President Ortiz Rubio, Minister of War Calles and Ambassador Clark, as well as accusations that American imperialism was attempting to provoke war on the part of China and Russia against Japan.

A large number of persons wishing to communicate by telephone with the station were unable to do so and a police detachment finally was sent to stop the broadcast. The police have been unable to make any arrests.

X X X X X X

NEW RADIO PUBLICATION APPEARS

The "National Broadcast Reporter", a weekly publication devoted to the radio field made its first appearance last week.

It is published in Washington, D. C., by Thomas Stevenson, formerly of the Stevenson Radio Syndicate. Leigh E. Ore is the advertising manager.

In the first issue are interviews with Chairman Saltzman, Commissioner Lafount of the Federal Radio Commission, and others.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 5 - John Brownlee Spriggs, Pittsburgh, Pa., C. P. for a new station on 800 kc., resubmitted amended as to equipment; W. G. Jasper, Greenville, S. C., C. P. for a new station to use 1370 kc., 50 watts daytime; Troy Broadcasting Co., Troy, Ala., C. P. for new station on 1500 kc., amended as to equipment and street address of station; KGFX, Dana McNeil, Pierre, S. D., modification of license to change frequency from 589 kc. to 630 kc.; KELW, Magnolia Park, Burbank, Calif., C. P. to make changes in equipment; KVL, KVL, Inc., Seattle, Wash., modification of license to change hours of operation from sharing with KFBL to unlimited; KSFG, Echo Park Evangelistic Association, Los Angeles, Calif., license to cover C. P. granted July 7, 1931, for changes in equipment.

The following applications have been returned to the applicant:

Malone Broadcasting Co., Malone, N. Y., C. P. for new station on 1250 kc. (does not comply with Government Order 102); Progressive Publishing Co., Muscatine, Iowa, C. P. for new station on 1170 kc., (does not comply with Government Order 102); WHBL, Press Publishing Co., Sheboygan, Wisc., modification of license for increase in hours of operation (returned at request of applicant).

November 6 - WCAX, Burlington Daily News, Burlington, Vt., C. P. to make changes in equipment, change frequency from 1200 kc., to 1340 kc., and increase power from 100 watts to 250 watts, 500 w. local sunset, increase hours of operation from sharing with WNBX to unlimited; WBBL, Grace Covenant Presbyterian Church, Richmond, Va., license to cover C. P. granted June 17, 1931, for change in equipment; WFBC, First Baptist Church, Knoxville, Tenn., voluntary assignment of license to Virgil V. Evans; WFDV, Rome Broadcasting Corp., Rome, Ga., modification of license to change frequency from 1310 kc. to 1500 kc., and increase hours of operation, amended to request facilities of WRBJ; WRBQ, J. Pat Scully, Greenville, Miss., modification of C. P. to extend completion date to Jan. 27, 1932.

Correction to report - Stuart Broadcasting Corp., Knoxville, Tenn., in addition to request for local transmitter move, new transmitter and increase day power, applicant requested to change from unlimited time to 3/4 time, and also requested the facilities of WFBC.

Applications Other Than Broadcasting

November 5 - City of Chicago, Bureau of Parks, new C.P. for 278 kc., 15 w., aeronautical service; W2XDF, Faske Engineering Co., Brooklyn, N. Y., modification of C. P. for extension of completion date to July 1, 1932.

The following applications were cancelled per letter from applicant dated October 14, 1931:

KHDDW, Transcontinental & Western Air, Inc., renewal for 3070, 3076, 3082, 3088, 5510, 5540, 3106 kc., 100 w., aircraft;

KHLQJ, KHLPK, Pacific Air Transport, Inc., renewal of aircraft license; KHSIR, KHSCX, National Air Transport, Inc., renewal of aircraft license; KHFEV, KHFHS, Pan American Airways, Inc., renewal for 333, 500, 3070, 5690, 8650, 1688 kc., 12 w., aircraft.

The following applications were cancelled per letter from applicant dated October 19, 1931:

KGSC, Aeronautical Radio, Inc., Oklahoma City, Okla., renewal for 2722, 2734, 4108, 6350, 8015 kc., 400 w., aeronautic, point-to-point service; WAED, Aeronautical Radio, Inc., Harrisburg, Pa., renewal of point-to-point aeronautical license for 2722, 2734, 4108, 6365, 8015 kc., 400 w.;

The following applications were dismissed at request of applicant October 19, 1931:

KGTQ, Aeronautical Radio, Inc., Springfield, Mo., KGTR, Robertson, Mo.; WAEC, Pittsburgh, Pa., WAEF, Newark, N. J., WAEG, Cresson, Pa.; WAEH, near Philadelphia, Pa.; WHG, Columbus, Ohio, renewal of point-to-point aeronautical licenses for 2272, 2734, 4108, 6365, 8015 kc., 600 and 400 w.; WQDU, Aeronautical Radio, Inc., Aurora, Ill., renewal of aeronautical license for 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 w.

November 6 - WIO, Tropical Radio Telegraph Co., Ft. Morgan, Ala., modification of license for additional frequency of 4172 kc., and change in power to 50 w. and 20 w., coastal service; W8XI, Westinghouse Electric & Manufacturing Co., portable within State of Pennsylvania, modification of license for change in transmitter to portable in State of Pennsylvania, special experimental service; KGWV, Fox Film Corporation, portable, renewal of license for 1552, 1556 kc., 250 w., motion picture service; John B. Brenna, Jr., new aircraft license for 4285 kc., 1 w.; City of New York, Police Department, New York, Bronx, Brooklyn, new C. P. for 1574 or other State frequency, 400 w., police service.

Also, Aeronautical Radio, Inc.: KTU, Airport, Redding, Calif., license covering C. P. for 3160, 3166, 3172, 3178, 5570, 5660 kc., 3182.5 kc., 400 w., aeronautical service; KGUR, Burbank, Calif., modification of license for change in frequency assignment to 3238, 3244, 3452, 3460, 3468, 3484, 5600, 5630 kc., aeronautical service; WEEM, Miami, Fla., license covering C. P. for 4164, 6320 kc., 350 w., and 2964, 5840 kc, 350 watts, aeronautical service; WHG, Columbus, Ohio, modification of license for correction in transmitter location to read 1 mile north of Airport, Pt. Columbus, Ohio

Also, State Bureau of Identification, Shreveport, La., new C. P. for 1574, or available frequency for La., 100 w., police service; KDP, Alaska Pacific Salmon Corp., Chomly, Alaska, KFN, Cape Chacon, Alaska, licenses to cover telegraphic authority dated Feb. 26, 1929, for 2320, 500, 425, 274, 252, 3166 kc., 100 w., coastal and point-to-point service; Mackay Radio & Telegraph Co.: KNW, Palo Alto, Calif., C. P. for new transmitter on 6815, 7745, 8850, 10170, 13960, 14710, 14740, 17680 kc., 5kw., point-to-point service; KNN, Kailua, Island of Oahu, T. H., C. P. for additional transmitter on 7655, 7662.5, 7737.5, 8970, 8980, 13015, 14680, 14755, 14770, 17140, 17420, 19560 kc., 5 kw., point-to-point service.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

November 6th the Commission took the following action:

Applications Granted

WAAM, Inc., Newark, N. J., C. P. to make changes in equipment to conform to G. O. 111, 115, and 116; WLAP, American Broadcasting Corp. of Kentucky, Louisville, Ky., C. P. to make changes in equipment to conform to G. O. 111, 115 and 116; KIT, Carl E. Haymond, Yakima, Wash., C. P. to change location of transmitter and studio locally in Yakima, install new transmitter and increase power from 50 to 100 w.; KGCU, Mandan Radio Association, Mandan, N. Dak., modification of C. P. to extend completion date to Nov. 5; WLBL, State of Wisconsin, Dept. of Agriculture and Markets, Stevens Point, Wis., modification of C. P. to move transmitter from Stevens Point to near Ellis, Wis., and extend completion date to Jan. 20, 1932

Also, KFXD, Frank E. Hurt, Nampa, Idaho, modification of C.P. to extend commencement and completion dates from Aug. 1 to Nov. 1, 1931, and from Nov. 1 to Dec. 1, respectively; WEBR, Howell Broadcasting Co., Buffalo, N. Y., modification of license to use old transmitter as auxiliary; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., modification of license for certain specified hours of operation, unlimited time except 12:30 to 2 P.M., daily, Sundays unlimited; KWK, Greater St. Louis Broadcasting Corp., St. Louis, Mo., modification of license to change name from Greater St. Louis Broadcasting Corp. to Thomas Patrick Convey, Inc.; KUT, Rice Hotel, Austin, Texas, consent to voluntary assignment of license to KUT, Broadcasting Co.; WHDL, Tupper Lake Broadcasting Co., Tupper Lake, N. Y., authority to operate until 5:15 P.M., E.S.T., Nov. 11 to broadcast special Armistice program; WTFI, Toccoa Falls Broadcasting Co., Athens, Ga. license covering installation of new equipment, 1450 kc., 500 w., unlimited time.

San Francisco Municipal Airport, San Bruno, Calif., C. P. for aeronautical service; Aeronautical Radio, Inc.: at Salt Lake City, Utah, C. P. for aeronautical service; KNAV, Oklahoma City, Okla. license, aeronautical service; at Washington, D. C., authority to use 5600 and 5630 kc., unlimited hours, on Brown Chain, granted modification of license to change frequencies on a number of aircraft which were licensed prior to adoption of General Order 99; authority to use Type A1 and A2 emission in addition to A3 emission for communication with aircraft by all Green Chain stations; WEEW, American Radio News Corp., Carlstadt, N. J., modification of existing license of multiple address radiotelegraph station to include Cuba as additional point of communication.

Also, W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., renewal of special experimental license; W3XT, ~~XXXXXXXXXXXXXXXXXXXX~~, ~~XXX~~, American Telephone & Telegraph Co., Lawrenceville, N. J., renewal of special experimental license; W2XAC, W2XAJ, Press Wireless, Inc., Hicksville, N. J., renewal of special experimental licenses; W9XA, Radiomarine Corp. of America., Suffield, Ohio, renewal of special experimental license; KGPD, City and County of San Francisco, renewal of license (police and fire);

Also, W10XAZ, Airplane and Marine Direction Finder Corp., on vessel "Navigator", granted renewal of special experimental license; W9XAB, Chicago Federation of Labor, Portable, Chicago, Ill., renewal of special experimental license; W6XC, Fred W. Christian, Los Angeles, Calif., extension of time to complete construction until Feb. 1, 1932.

Set For Hearing

Stewart A. Heigold, Yuma, Ariz., requests C. P. for new station, 1420 kc., 100 w., unlimited time (facilities of KFXV), also automatic frequency control; Press Wireless, Inc.: requests 7 C.P.s limited public service for stations in Los Angeles, Chicago, Little Neck, L. I. (2), Washington, D. C. (2), and Los Angeles; KOP, San Francisco, requests C. P. for new transmitter (press service), WJP Hicksville, N. Y., requests modification of license to change freqs.

Hearing Cancelled

WALR, Roy W. Waller, Zanesville, Ohio, hearing cancelled because Zanesville Radio Corp. withdrew application which caused this case to be set for hearing.

Applications Denied

The following applications were denied because applicants failed to enter their appearances within time allowed: Tate Mountain Estates, Inc., Jasper, Ga., C. P. 3280 kc., 7½ w.; Maurice D. Donnenswerth, Charlton, Iowa, amateur license.

Applications Dismissed (Applicants Request)

WCOH, Westchester Broadcasting Corp., Yonkers, N. Y., modification of license; WDIX, North Miss. Broadcasting Corp., Greenville, S. C., C. P. 1310 kc., 100 w.; Wade H. Dellinger, Charlotte, N. C., C. P. new station 880 kc., 250 w.; WXYZ, Kunsky-Trendle Broadcasting Corp., Detroit, Mich., C. P. 1340 kc., 5 kw.; Alexander T. Mirante, New Britain, Conn., C. P. 1210 kc., 100 w.; Franz Telewski, Bergen, N. J., C. P. 1100-12000 kcs., 150 w.; Television Labs., Inc., San Francisco, C. P. 2100 kc., 1500 w.; KWCR, Cedar Rapids Broadcasting Co., Cedar Rapids, Iowa., modification of license, 1310 kc., 100 w., dividing with KFCQ only.

Action On Examiners' Reports

Crosley Radio Corp., Cincinnati, Ohio, modification of license granted, to increase daytime power from 500 w to 1 kw., LS, reversing Examiner Hyde, Commissioners Saltzman and Starbuck, dissenting;

Paramount Broadcasting Corp., Brooklyn, N. Y., denied modification of license to change frequency from 1400 to 1300 kcs., and use certain specified hours now assigned to WEVD, reversing Examiner Pratt, Commissioners Saltzman and Starbuck dissented.

John W. Lieuallen, Moscow, Idaho, denied by default C. P. for new station to operate on 1420 kc., 100 w., daytime, sustaining Examiner Walker.

X X X X X X

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 NOVEMBER 12, 1931.

Television To Profit By Early Radio Mistakes.....	2
R.M.A. Board Will Meet At Cleveland.....	2
KOIL Joins NBC-WJZ Network.....	3
Harbord Appeals For World Court.....	3
Radio Exerting Weather Influence Called Bunk.....	4
Television Center Is Mid-West.....	5
Warner Pictures Blame Radio Write-Downs For Losses.....	5
Retiring RCA-Victor Head To Enjoy Life.....	6
RCA Reports 354% Gain In 9 Months.....	8
Seeks Opportunity To Build Up A Station.....	8
Business Letter Briefs.....	9
Eleventh Hour Conference May Avert RCA Court Battle.....	9
Applications Received By Federal Radio Commission.....	10
Decisions Of The Federal Radio Commission.....	11

No. 486

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

TELEVISION TO PROFIT BY EARLY RADIO MISTAKES

Television development will profit by the mistakes made in bringing radio to its present state, Commissioner Harold A. Lafount believes.

When the Commission was organized in 1927, there were 734 broadcasting stations operating in the United States, on haphazardly selected frequencies. There was no semblance of order or control until the Commission began to delete undesirable stations and reassign frequencies in an orderly manner. Today there are but 613 stations in operation. Engineers say the ideal situation would be attained if this number were reduced to about 300. Under such a condition, objectionable interference would be eliminated, stations would not have to share frequencies and split time, and the air would be orderly.

"Such a condition never will exist in the visual broadcasting field. The Commission has watched television grow from an idea to a practical science which engineers say may within a few years become universal and be as much a part of commercial and home life as radio broadcasting is today", Commissioner Lafount asserted.

"In watching this growth, the Commission has had constantly in mind the future of the industry, and has in all cases acted with a view toward creating an ideal situation of regulatory control in the field of television.

"The results of this careful control are not yet seen. However, they will be apparent in every home when television receiving sets amend or replace present-day radio sets. There will be no interference, for stations will be allocated to frequencies where they have wide cycle bands on each side of their assigned frequencies. There will be no squabbles between stations sharing the same frequency or splitting time. The whole visual broadcasting situation will be regulated and controlled in an orderly manner. The industry will have been raised by the Commission as parents rear a child, with a view toward creating for it an ideal future."

X X X X X X

R.M.A. BOARD WILL MEET AT CLEVELAND

President J. Clarke Coit of the Radio Manufacturers' Association has called a meeting of the Association's Board of Directors at Cleveland for November 19th. Also there will be a meeting at the same time of the Executive Committee of the RMA and a similar committee of the Radio Wholesalers' Association. Many merchandising problems are scheduled for discussion at this joint

meeting, while the RMA directors are expected to consider the pending radio patent problem and other matters.

The RMA Board will receive and is expected to approve preliminary plans of the Association's Show Committee, headed by B. G. Erskine, of Emporium, Pa., Chairman, for the Eighth Annual Convention and Trade Show at Chicago beginning May 23, 1932.

X X X X X X

KOIL JOINS NBC-WJZ NETWORK

Station KOIL, of Council Bluffs and Omaha, owned and operated by the Mona Motor Oil Company, will become an associate station of the National Broadcasting Company on December 1st, M. H. Aylesworth, President of NBC, announced on Tuesday last.

A full time station operating on 1260 kilocycles or 238 meters, and with 1000 watts power, KOIL will become a basic unit of the NBC-WJZ network.

Established in 1925, KOIL was associated with the Broadcasting Company of America, predecessor of the National Broadcasting Company.

The station maintains two studios, one in Council Bluffs, Iowa, and the other in Omaha, Nebraska. While listeners in that service area will still be privileged to hear programs of the NBC-WEAF network through WOW, Omaha, the new association of KOIL will bring them for the first time, service on the NBC-WJZ network.

The signal strength of the station will be improved for its listener area through technical alterations and improvements in the transmitting equipment.

X X X X X

HARBORD APPEALS FOR WORLD COURT

Warning that more rather than fewer causes for international disputes are bound to arise through the increasing complexity of modern life, General James G. Harbord, Chairman of the Radio Corporation of America, appealed for the adherence of the United States to the World Court in an address in the Old First Church in Newark last Monday night, which was broadcast over WOR.

General Harbord said that as a practical military man, he was not among those "who have seen a vision of an earth without wars", but that "a thoughtful consideration of the concrete problem of what means for settling disputes the United States may safely endorse" would prove a better basis for advancing international peace than "the wide - and somewhat vague - sentiment for peace that exists among many groups in this country."

X X X X X X

RADIO EXERTING WEATHER INFLUENCE CALLED BUNK

Assertions that radio at some times causes droughts and at others floods, are punctured by W. J. Humphreys, Chief of the Meteorological Physics Division of the Weather Bureau.

"Let us analyze somewhat nature's way of making rain, and from that see, if we can, just how and to what extent radio does affect precipitation", Mr. Humphreys said.

"The first action necessary to precipitation is evaporation, by which water in the gaseous form is gotten into and made a portion of the atmosphere. Now the chief factors that affect the rate of evaporation are (a) Temperature of the evaporation water; (b) area of the evaporating surface; (c) wind velocity; (d) dryness of the air.

"Of course, no one in the neighborhood of a powerful 'sending station' ever claims that any lake, reservoir or other body of water near by, spreads over a lot more ground when the station is in operation than it does when the station is silent. He knows, too, that the temperature of the water does not appreciably vary, if at all, with the wireless activity. Neither, so far as anyone can observe, does the wind round about a wireless station change with the amount of its broadcasting or receiving. We shall see presently, too, that radio does not alter the dryness of the air."

Obviously, since radio does not affect any of the things that themselves make for evaporation, neither does it affect evaporation itself, according to the argument.

"The next step by nature in producing rain is to condense the water vapor out of the air in the form of drops. To this end two things are necessary: (a) One of these is the presence of condensation nuclei, that is, excessively small particles of sea salt, certain kinds of land dust, or other substances that readily take up water vapor", the Weather Chief continued. "These nuclei about which cloud droplets form always are in the atmosphere in superabundance. Besides, they are not produced by wireless waves, as we know by direct experiment. (b) The other essential to get the water vapor condensed is an adequate cooling of the vapor, and with it (unavoidably) the other elements of the atmosphere. But the temperature of the air does not, go down about an active wireless station any more rapidly, nor to a lower degree, than it does at other similarly located places.

"Evidently, then, radio does not take water vapor out of the air and make it drier, thus increasing evaporation and subsequent rainfall. Neither does it prevent or decrease rainfall since it has no effect on any of the factors of either evaporation or condensation."

Again, drought may prevail in one region at the same time that another, with equal wireless facilities, is being flooded. Furthermore, droughts and floods, such as we now have, prevailed time and again throughout the world long before wireless was ever dreamed of.

"Finally, from purely theoretical considerations, we know that the relatively small amount of energy used in broadcasting is not sufficient by millions of fold to produce any appreciable change in the amount of precipitation over either the United States as a whole, or even any one of its units", Mr. Humphreys concluded.

"However much radio may be effected by the weather, especially by the thunderstorm, no element of the weather is affected in turn by radio. We know this from experiment and observation, and we know it from theory as well."

X X X X X X

TELEVISION CENTER IS MID-WEST

A survey of television activities of the nation reveals that a vast television empire is rising in the Central States, according to Arthur Stringer. Three television stations are in daily operation in this area, two in Chicago, and one in Milwaukee. Equipment has arrived for a fourth station in Kansas City; and apparatus for television stations in St. Louis and Iowa City was purchased recently.

In each instance the television stations are using, or will use, the system developed by the Western Television Corporation.

X X X X X X

WARNER PICTURES BLAME RADIO WRITE-DOWNS FOR LOSSES

Warner Brothers Pictures, Inc., and subsidiary companies lost \$7,918,605 net in the year ended on August 29th, according to the annual report of the company issued this week. This contrasts with a net income of \$7,074,621, equal after preferred dividends to \$2.27 a share on the common stock in the fiscal year ended on August 30, 1930.

During the last fiscal year a write-down of \$3,373,369 in respect to inventories and accounts receivable of the radio and record division of the company was charged to operations, while an additional write-down of \$2,073,230 in respect to owned properties of the record and radio division was charged directly to earned surplus.

"We are of the opinion that, owing to the special write-downs made during the past fiscal year", H. M. Warner, President of the company said, "and owing to changes in operating policies, the losses from the radio, record and music divisions will be minimized for the future."

X X X X X X

RETIRING RCA-VICTOR HEAD TO ENJOY LIFE

Edward E. Shumaker, President of the RCA-Victor Company, Inc., has looked at American business calmly and dispassionately and found it wanting.

Characterizing the high-pressure speed of industry as the "pace that kills", Mr. Shumaker has resigned his post in order to be a father to his son and to indulge in the pursuit of happiness.

Although only fifty years of age, he plans his retirement now while "still young and healthy enough to enjoy the pleasures in life." His retirement will become effective January 1, 1932.

"There is nothing of the fanatic about Mr. Shumaker", writes Evelyn Shuler in the Philadelphia Evening Ledger. "He is youthful-looking, smooth-shaven and well groomed - a typical business leader. His brown wavy hair has few, if any, streaks of gray. He walks with a stride which denotes lithe muscles. In habits he is methodical and orderly.

"Around him in his palatial office in Camden were all the outward evidences of a man who has 'reached the top' - the tasteful furnishings revealing a love of harmony and simplicity.

"Reviewing his twenty-eight years with the company, from which he is resigning as president, and outlining his plans for the future, Mr. Shumaker revealed himself as a philosopher and an idealist. His comments on American business methods were particularly illuminating.

"'Modern American business is a taskmaster', he said. 'Men become slaves to it. People in Europe live much more sanely than we. There, business is just a means to a livelihood. It isn't their whole life. Business there is incidental. Here we make the mistake of making it our whole life.

"'The pace here is so rapid a man can't do more than give every ounce of energy he has to his work. We have the wrong slant; it seems to me when we allow leisure to become a lost art.

"'My wife is Rumanian and we visited there recently. That is considered a backward country compared with the United States, but they live over there. They don't subscribe to a terrific pace. They're really living.

"'Here in America we're always trying to outdistance the other fellow. We are all straining at the leash - spending every ounce of energy we have. For what? Just to beat the other fellow.

"'If every one would slow down to a walk, we all would be relatively in the same position. There is a limit to which business men should go in burning themselves out.

"'It has been my ambition for many years to step aside at 50 and take life easy. I want to travel - to go around the world - wherever men go - while still young enough to enjoy it all.

"'Many set 60 as the proper age for retirement, but the difficulty is that men don't want to do things then. I want to do these things while still young and healthy enough to get the last measure of enjoyment out of them - the enjoyment I hope to get out of them.

"'Many of my friends tell me it is impossible to retire and be happy at my age. Some of my friends think I am foolish. Perhaps they are right, but I'll never be convinced that I can't be happy unless I carry the terrific pressure of business and the load of responsibility this entails. I would hate to think that I must keep on doing this all my life.'

"A spontaneous smile lighted his smooth-shaven face as he thought of his 17-year-old son, Edward, Jr., now a student at the Culver Military Academy.

"'You see, American business men are so crowded they often have to push fatherhood in the background. Now my boy and I can play together. Many evenings I would get home too tired or I would have work to attend to at night and I didn't really see as much of my son as I would like to have seen.

"'Now I may help him map out a career. Many professions are crowded. Perhaps I may be able to help him reach a decision. It is unfortunate that a man can't bequeathe to his sons any more than his worldly possessions.'

"Mr. Shumaker's life-story reads like a tale by Horatio Alger. He came to Philadelphia at the age of 22, and after trudging the streets in search of a job, found work at the Victor Talking Machine Company as stenographer at \$8 a week; later taking on the duties of office boy, in order to familiarize himself with the industry.

"Turning his thoughts to the future, Mr. Shumaker stated that he has no 'planned program of play.'

"'I'm going to try to avoid planning. I've spent my life doing that. Now I'm going to do something different. I'm going to take life as I find it. We may start on a trip around the world next Fall, but I'm not going to schedule my life any more.'"

X X X X X X

:
: BUSINESS LETTER BRIEFS :
:

General James G. Harbord, George S. Silzer, Charles W. Nichols and Dr. Jacob Gould Schurman have been elected trustees of the Central Savings Bank in New York.

Here is a bouquet for the stenographic department of the NBC.

"I can always tell a letter from the National Broadcasting Company", someone remarked. "I do not know of any organization whose typing is more neatly or uniformly done than that of the NBC."

A new edition of a booklet, "Across The Atlantic And Pacific Via RCA", giving information in regard to the Radio Corporation's transoceanic service, has been received from F. P. Guthrie, District Manager of R.C.A. Communications, Inc., in Washington. Chapters are devoted to how business may be quickly dispatched by radio regardless of what part of the world the principals happen to be. Also, the latest developments of photo radiogram, radio service to ships at sea, radio service to foreign travelers and a summary of the different classes of RCA service are discussed.

The booklet also contains an international time chart and changes in it in international regulations for counting and charging of foreign messages. There are numerous illustrations.

X X X X X X

ELEVENTH HOUR CONFERENCE MAY AVERT RCA COURT BATTLE

Although the Department of Justice is silent on the subject, it is believed that a conference was held in New York City yesterday in a last effort to make a settlement of the differences between the Radio Corporation of America, the affiliated companies involved, and the United States Government. While no statement has been forthcoming, it is believed the Government is standing pat in the matter and that the RCA must comply with all the Government's requirements which include creation of an open patent pool, the abandonment of certain cross-licensing agreements, and a stock reissue, before the suit is dropped.

If this conference fails, it is expected that the Government will file new, and far more drastic, charges than those contained in the suit now pending in the Wilmington, Del., courts.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 9 - WABI, First Universalist Society of Bangor, Bangor, Maine, involuntary assignment of license from Pine Tree Broadcasting Corp.; WTAR-WPOR, WTAR Radio Corporation, Norfolk, Va., modification of license to increase power from 500 watts to 1 kilowatt; WNBR-WGBC, Memphis Broadcasting Co., Memphis, Tenn., license to cover C. p. issued 10/2/31 for local transmitter move; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., license to cover 3-P-B-1361, issued 5/15/31, for change in equipment and increase power from 50 watts to 100 watts; KGHI, O. A. Cook, Little Rock, Ark., modification of license requesting specified hours of operation - authority to operate less than 12 hours per day; J. E. Wharton and M. B. Cline, d/b as Wharton & Cline, Joplin, Missouri, C. P. to erect a new station (transmitter at Carterville, Mo.) to use 1420 kc., 100 watts, unlimited hours of operation, facilities of WMBH; WDAG, National Radio and Broadcasting Corp., Amarillo, Texas, modification of license to increase hours of operation from sharing with KGRS to unlimited; KSEI, Radio Service Corp., Pocatello, Idaho, license to cover C. P. granted 10/2/31 for changes in equipment.

November 10 - WCSH, Congress Square Hotel Co., Portland, Maine, determine license power by direct measurement of antenna input; WSYB, Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt., C. P. to move transmitter outside city limits, install new equipment, change frequency from 1500 kc. to 1340 kc. and increase power from 100 watts to 250 watts; KFUP, Sherwood H. Patterson, Denver, Colo., C. P. amended to omit increase in hours of operation.

The following applications have been returned to the applicants:

WREN, Jenny Wren Co., Lawrence, Kansas, C. P. to move transmitter, (similar application denied 10/16/31); Wm. H. McHale, trading as Superior Broadcasting Co., C. P. for new station on 1370 kc. (no answer to Commission's letters); East St. Louis Daily Journal Co., East St. Louis, Ill., C. P. for new station on 900 kc. (did not comply with G. O. 102).

Applications Other Than Broadcasting

November 9 - Division of Water Resources, Dept. of Public Works, Portable, State of Calif., new C. P. for experimental service, experimental bands, 10 watts; Aeronautical Radio, Inc.: at Oakland, Calif., new C. P. for special experimental service, frequencies not specified, 10 watts; KGT, Fresno, Calif., C. P. for new transmitter on 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 400 watts, aeronautical service; American Radio News Corp.: KGXQ, San Francisco, Cal., modification of C. P. for extension of time to 12/17/32; KIP, San Francisco, Calif., modification of C. P. for extension of C. P. from 11/30/31 to 12/1/32; KNK, Mackay Radio & Telegraph Co., near Palo Alto, Calif., modification of license for additional frequency of 15535 kc., point-to-point service.

November 10 - National Parks Airways, Inc.: NC-330-N, NC-326-N, NC-6880, NC-7048 and NC-6769, new licenses for aircraft on 3106 kc., 50 watts; Aeronautical Radio, Inc., Ponca City, Okla., license covering C. P. for 3160, 3136, 3172, 3182.5, 5570, 5660, 3178 kc., 50 watts.

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 10th)

KGEK, Elmer G. Beehler, d/b as Beehler Electric Equipment Co., Yuma, Colo., C. P. to make changes in equipment and increase power from 50 to 100 watts; KCRC, Enid Radiophone Co., Enid, Okla., modification of C. P. to extend completion date to December 10th; KPO, Hale Brothers Stores, Inc., & The Chronicle Publishing Co., San Francisco, Cal., authority to determine licensed power by direct measurement of antenna input in compliance with G. O. 115; WEBQ, First Trust & Savings Bank of Harrisburg, Ill., authority to install automatic frequency control to conform to G. O. 111, 115, and 116; WORC-WEPS, Alfred Frank Kleindienst, Worcester, Mass., license covering installation of new equipment, 1200 kc., 100 watts, unlimited time, also granted authority to determine license power by direct measurement of antenna input.

Also, WKAR, Michigan State College, East Lansing, Mich., license covering changes in equipment, 1040 kc., 1 KW, daytime; WTSL, G. A. Houseman, Laurel, Miss., license covering move of transmitter and studio, 1310 kc., 100 watts, share with KRMD; KSCJ, Perkins Bros. Co. (The Sioux City Journal), Sioux City, Iowa, license covering changes in equipment, 1330 kc., 1 KW night, 2½ KW LS, share with WTAQ; WMBH, Edwin Dudley Aber, Joplin, Mo., license covering changes in equipment, 1420 kc., 100 watts, 250 w LS, unlimited time; WMBO, George I. Stevens, d/b as Radio Service Laboratories, Auburn, N. Y., consent to voluntary assignment of license to WMBO, Inc.; WHBU, Citizens Bank, Anderson, Ind., consent to voluntary assignment of license to Anderson Broadcasting Corp.

Also, KLRA, Arkansas Broadcasting Co., Little Rock, Ark., 30 day extension of C. P. and test period thereunder; KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash., authority to operate from 8 to 10 P.M., P.S.T. Friday nights only, from Nov. 6 to Dec. 18th inclusive, to assist in relief programs; KGWX, Atlantic Broadcasting Corp., Hollywood, Cal., authority to use motion picture station Nov. 5th to 10th inclusive; WTSL, G. A. Houseman, Laurel, Miss., authority to broadcast a test Armistice Day Program, beginning at 10:30 A.M., E.S.T., November 11th; WEEW, American Radio News Corp., Carlstadt, N. J., modification of license to include any other station of the American Radio News Corp. and any station including those located in Cuba, with which a contract agreement may be entered into.

Also, WLCQ, Mackay Radio & Telegraph Co., on Board SS "City of Newport News", temporary authority to operate for period not to exceed 60 days, pending action on formal application; Pan American Airways, Inc., Sikorsky - S-40 Amphibian, extension of authority for 30 days, covering operation of radio equipment on Sikorsky S-40 Amphibian; WPM, Inland Waterways Corp., Birmingham, Ala., C. P. marine relay and coastal service; City and Co. of Honolulu, Hawaii, Honolulu, T. H., C. P. for police service, 2450 kc., 100 watts; W2XAL, Shortwave Broadcasting Corp., Coytesville, N. J., modification of C. P. to decrease power from 15 to 5 KW, change location to Boston, and change call letters; KSW, Berkeley Police Dept., Berkeley, Cal., modification of C. P. (police) to extend completion date to December 15, 1931.

Also, Press Wireless, Inc., modification of C. P. (point-to-point) service to extend completion date to April 18, 1932, stations in Cleveland, Salt Lake City, Seattle, New Orleans, Miami, Kansas City, Mo., Denver, Minneapolis, Dallas, Philadelphia, Memphis, Detroit, Atlanta, and Washington, D. C.; Aeronautical Radio, Inc.: KGSC, Oklahoma City, Okla., modification of C. P. (aeronautical) to extend completion date to Nov. 8, 1931, and change location approximately 3 miles; KGUD, San Antonio, Texas, license, point-to-point, aeronautical service; WPDZ, City of Ft. Wayne Police Dept., Fort Wayne, Ind., license 2470 kc., 100 watts.

Also, American Airways, Inc., aircraft license for NC-415-H; WLC, Central Radio Telg. Co., Rogers City, Mich., license, marine relay service; WAX, Tropical Radio Telg. Co., Hialeah, Fla., license, marine relay service; W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., modification of special experimental license; W8XAR, Westinghouse Electric & Manufacturing Co., Saxonburg, Pa., renewal of special experimental license.

Report Remanded To Examiner

WABI, Pine Tree Broadcasting Corp., Bangor, Maine, report remanded to Examiner Walker for additional testimony

Miscellaneous

KOB, New Mexico College of Agr. & Mechanical Arts, State College, N. M., licensee directed to file application for renewal of license on or before November 26th (facilities of this station have been applied for by Station KOY, Phoenix, Arizona)

Set For Hearing

WFIW, WFIW, Inc., Hopkinsville, Ky., request C. P. to increase power to 5 KW and install new equipment; Edmund J. Meurer, Mt. Clemens Mich., requests C. P. 1500 kc., 100 w., share with WMPC; Radio Vision Co., Pittsburgh, Pa., and the WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, requests C.P.s for visual broadcasting; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., requests C. P. and modification of license to install new transmitter and change frequency from 1290 to 920 kc.

X X X X X

PATENTS, TRADE-MARKS, DESIGN AND LABEL

The following patents were granted during the week ending November 10, 1931:

- 1,830,767. Commutated Compensation Winding. Rudolf Richter, Durlach Germany, and Alexander Fekete, Milan, Italy, assignors to Radio Patents Corporation, New York, N. Y. Filed December 10, 1927, and in Italy Dec. 22, 1926.
- 1,830,790. Electrical Adapter Device. Valentine Ford Greaves, St. Charles, and Bert E. Eisenhour, Aurora, Ill., assignors, by mesne assignments, to United Reproducers Corporation, St. Charles, Ill. Filed June 15, 1928.
- 1,830,800. Electromagnetic Pick-Up. Stanley McClatchie, Berlin-Wilmersdorf, Germany. Filed December 7, 1929.
- 1,830,801. Magnetic Pick-up Device. Stanley McClatchie, Berlin-Wilmersdorf, Germany. Filed December 7, 1929, and in Germany July 5, 1929.
- 1,830,802. Electrical Discharge Device. Frederick S. McCullough, Edgewood, Pa. Filed April 25, 1928.
- 1,830,812. Sound Clarifying Device. Edwin G. Schloss and Myron J. Schloss, New York, N. Y. Filed February 11, 1930.
- 1,830,825. Cathode. Hugh S. Cooper and Maurice D. Sarbey, Cleveland, Ohio., assignors to Kemet Laboratories, Co., Inc., Filed November 20, 1928.
- 1,830,837. Signaling Apparatus. Ernest R. Hentschel, Washington, D. C., John Olson, administrator of said Ernest R. Hentschel, deceased, assignor to Wired Radio, Inc., New York, N. Y. Filed April 18, 1929.
- 1,830,864. Elimination of Radio Interference Due to Printing Telegraph. Allan Weaver, Brooklyn, N. Y., assignor to American Telephone and Telegraph Company. Filed March 9, 1929.
- 1,830,880. Antenna Circuit. Harvey N. Misenheimer, Brooklyn, N. Y., assignor to American Telephone and Telegraph Company. Filed July 19, 1928.
- 1,830,948. Radio Receiving System. Frederick A. Kolster, Palo Alto, Calif., assignor to Federal Telegraph Company. Filed February 23, 1928.
- 1,830,982. Variable Tuning Device. Ernest G. Danielson, San Francisco, Calif., assignor to Gray & Danielson, Manufacturing Co., San Francisco, Calif. Filed July 13, 1927.
- pm

- 1,831,011. Radio Beacon System. Frederick A. Kolster, Palo Alto, Calif., assignor to Federal Telegraph Company, San Francisco, Calif. Filed June 23, 1928.
- 1,831,052. Variable Resistance Device. Carl L. Weichelt, Philadelphia, Pa., assignor to Wirt Company, Philadelphia, Pa. Original application filed August 7, 1929, divided and this application filed August 8, 1930.
- 1,831,235. Diaphragm Mounting. Frederick R. Farrow, Jr., Audubon, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed April 6, 1929, and in Great Britain February 13, 1929.
- 1,831,314. Photoelectric Tube. Archie J. McMaster and Charles E. Parson, Chicago, Ill., assignors to G-M Laboratories, Inc., Chicago, Ill. Filed June 14, 1930.
- 1,831,340. System For Counteracting Undesired Oscillations in Alternating Current Circuits. Thomas H. Burns, Newark, N. J. Filed April 28, 1926.
- 1,831,375. Electrical Tuning Device. William J. Adams, Jr., Hartsdale, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed October 29, 1930.
- 1,831,431. Electric Coupling Circuits. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corporation. Filed January 16, 1931.
- 1,831,465. Radio Compass System. George T. Royden, Palo Alto, Calif., assignor to Federal Telegraph Company, San Francisco, Calif. Filed December 28, 1926.
- 1,831,848. Radio Loud Speaker. Charles Hugh Duffy, Miami, Fla. Filed April 11, 1931.
- 1,831,515. Radio Receiving Apparatus. Adrian O. Stahel, St. Paul, Minn. Filed January 23, 1929.
- 1,831,516. Modulating System and Method. Ralph B. Stewart, Washington, D. C. Filed January 10, 1928.
- 1,831,519. Radio Receiving System. Foster J. Trainor, Daytona Beach, Fla., assignor to A. J. Malby, Daytona Beach, Fla., of one-half. Filed December 13, 1927.
- 1,831,638. Air Driving Tuning Fork. Richard Howland Ranger, Newark, N. J., and Carl Eric Nelson, Brooklyn, N. Y., assignors to Radio Corporation of America. Filed May 3, 1929.
- 1,831,640. Tuned Radio Frequency Coupling Device. Walter van B. Roberts, Princeton, N. J., assignor to Radio Corporation of America. Filed February 13, 1928.

- 1,831,744. Method And Apparatus For Measuring the Amplification Ratio of Electric Amplifiers. Torbern Laurent, Stockholm, Sweden, assignor to Telefonaktiebolaget L. M. Ericsson, Stockholm, Sweden. Filed March 30, 1929, and in Sweden, March 28, 1928.

Trade-Marks Applied For

- Ser. No. 318,476. The Crosley Radio Corporation, Cincinnati, Ohio. Filed August 27, 1931. Trade-Mark: "CHEERIO" for Radio Receiving Sets. Claims use since July 16, 1931.
- Ser. No. 318,477. The Crosley Radio Corporation, Cincinnati, Ohio. Filed August 27, 1931. Trade-Mark: "MERRY-MAKER" for Radio Receiving Sets. Claims use since July 16, 1931.
- Ser. No. 318,478. The Crosley Radio Corporation, Cincinnati, Ohio. Filed August 27, 1931. Trade-Mark: "PLAYBOY" for Radio Receiving Sets. Claims use since July 16, 1931.
- Ser. No. 318,479. The Crosley Radio Corporation, Cincinnati, Ohio. Filed August 27, 1931. Trade-Mark: "PLAY-TIME" for Radio Receiving Sets. Claims use since July 16, 1931.

Trade-Mark Registrations Granted

- 288,872. Radio Loud Speakers. Jensen Radio Manufacturing Co., Chicago, Ill. Filed July 13, 1931. Published August 25, 1931.
- 288,873. Radio Loud Speakers. Jensen Radio Manufacturing Co., Chicago, Ill. Filed July 13, 1931. Published August 25, 1931.
- 288,879. Radio Broadcast Receiving Sets. The Revere Radio Corporation, Mansfield, Ohio. Filed July 1, 1931. Published August 18, 1931.
- 288,888. Radio Receiving Sets. Westinghouse Electric and Manufacturing Co., East Pittsburgh, Pa. Filed June 27, 1931. Published August 18, 1931.
- 288,920. Radio Receiving Sets and Parts Thereof. The Crosley Radio Corporation, Cincinnati, Ohio. Filed June 20, 1930. Published September 1, 1931.
- 288,962. Radio Receiving Sets, Kits for Radio Receiving Sets, Electric Pick-Ups for Phonographs, accessories and parts consisting of aerials, battery eliminators, binding posts, chokes, coils, coil sets, condensers, dials, grid leaks, jacks, loud speakers, panel boards, potentiometers, Radio amplifying units, radio rectifying units, rheostats,

288,962. (Continued)

shields, transformers, electron tubes, tube sockets, tuning units, choke coils and wire and cable for Radio Sets and Apparatus. Silver-Marshall, Inc., Chicago, Ill. Filed April 3, 1931. Published September 1, 1931.

288,964. Radio Sending and Receiving Sets. United States Radio & Television Corporation., Marion, Ind. Filed May 11, 1931. Published August 18, 1931.

288,979. Radio Receiving Sets. United American Bosch Corporation, Springfield, Mass. Filed June 19, 1931. Published August 18, 1931.

Label

39,985 - Title: Eveready Radio B Battery. For Electric Batteries. National Carbon Co., Inc., New York, N. Y. Published May 26, 1931.

Design

85,520. Radio Cabinet. Norman B. Geddes, New York, N. Y. Filed August 15, 1931. Term of patent 7 years.

X X X X X X

HEINL RADIO BUSINESS LETTER

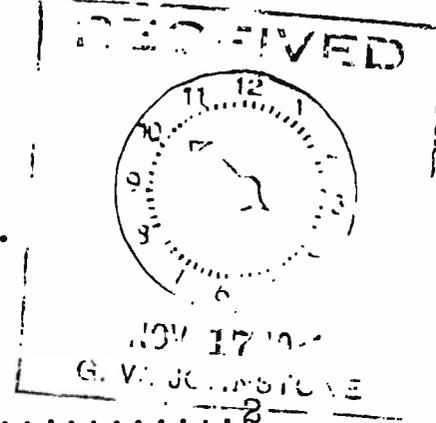
INSURANCE BUILDING

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. :: ::

Desk



INDEX TO ISSUE OF NOVEMBER 16, 1931.

PART I.

- I.C.C. Will Hear Radio Rate Case.....2
- Radio Exports Increase 50 Per Cent First 9 Months 1931....3
- Warner May Sell Radio Holdings.....4
- Prophet Sees Change For Better.....4
- Commission Orders Rev. Bob Shuler From Air.....5
- A.N.P.A. Takes No Action On Radio.....6
- Estimates 17,313,000 Sets In U.S.....7
- Navy And Western Union Have Race.....7
- Perryman Receivers Named.....8
- Foreign Trade Opportunities.....8
- Scientists To Seek Cure For Fading.....9
- Government-RCA Suit Parleys Near End.....10
- Commission Delays Booster Action.....10
- Radio Music Fees Give Concern.....10
- Business Letter Briefs.....11
- A.N.A. Hold Sessions In Washington.....12
- United Kingdom A Good Market For Radio Receiving Sets....12

No. 487

National Broadcasting Company, Inc.
711 First Street, N.W.
Washington, D. C.

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

I. C. C. WILL HEAR RADIO RATE CASE

Charges made by the Sta-Shine Products Co., Inc., of Freeport, N. Y., that the National Broadcasting Co. and Station WGBB, Freeport, exacted unreasonable and discriminatory rates for the "transmission of intelligence for hire in interstate commerce", will be considered by the Interstate Commerce Commission on December 14th at New York City before Examiner Cheseldine, according to information made available at the Commission.

This is the first case in the history of the Commission that a complaint has been received involving rates charged by radio stations for broadcasting, records disclose.

According to Commission records, the firm of Cravath, De Gersdorff, Swaine & Wood, of New York City, has been retained by the National Broadcasting Company to defend its position in the proceedings.

The Sta-Shine Company, which is engaged in the manufacture of furniture polish, charged in a complaint filed with the Commission September 19th of the current year that the rates charged by the defendant companies for "messages" sent via Station WGBB are "too exorbitant."

It was contended in the complaint that the station demanded \$146.48 per 15 minutes for transmitting the said messages through one station and \$1,480.49 for "so-called 'chain' transmission, all to the great damage of complainant. Also, it was charged, "the National Broadcasting Company has failed to furnish facilities."

In a letter from Frederick H. Wood of the firm retained by the National Broadcasting Company to conduct its defense, the Commission was advised that the radio concern has doubts as to the issue coming under the Interstate Commerce Act.

"My first impression of the complaint is", said Mr. Wood, "that it tenders no issue arising under the Interstate Commerce Act and that it furthermore fails in many important respects to comply with the rules of practice in that it does not contain a plain statement of the facts involved.

"If further study confirms these impressions, it will be my purpose within the period of extension (20 days within which to file answering brief) to direct the attention of the Commission thereto in such manner as may be appropriate. We do not represent the other defendant (Station WGBB), H. H. Carman, proprietor, but I am authorized to join him in the request for an extension, which it seems to me should appropriately cover him as the questions presented are common to both defendants and no expedition would result from answer by one without the other."

Mr. Wood sought and received a 20-day extension of time from October 31st within which to file his brief in answer to the Sta-Shine Company's complaint. The brief is due November 20th.

Under the Interstate Commerce Act the Commission is authorized to regulate the "transmission of messages by wire or wireless in interstate commerce." At the time the Act was written, there was no radio broadcasting as such and the Act was intended to cover such messages as are sent by Western Union or Postal Telegraph or by wireless stations. It dealt with the transmission of a message from one individual to another, whereas broadcasting is the transmission of intelligence from one individual to anyone who tunes in on the receiving set.

X X X X X

RADIO EXPORTS INCREASE 50 PER CENT FIRST 9 MONTHS 1931

Continuing in September, the marked upward trend of previous months, exports of radio receiving sets from the United States registered a total increase of over 50 per cent for the first three-quarters of the year as compared with the corresponding 1930 period, according to figures of the Electrical Division of the Department of Commerce made public Nov. 11th.

Although definite reasons for the excellent showing in radios, in the face of declining business in many luxury lines cannot definitely be set forth, it is probable that more intensified activity in the foreign fields inaugurated because of somewhat unfavorable domestic conditions, has been bringing good results, it was explained at the Department.

The following additional information was supplied:

The fact that American sets are now sold abroad at lower costs than formerly and that they are being made to pick up longer wave lengths may have been additional factors contributing to the increase in exports, for the United States manufacturers formerly did not make sets that could compete with great success in the foreign trade.

Most of the wave lengths in this country are not over 550 meters, and while in Europe the majority of stations are on the same lengths as American broadcasting stations, the majority of the large European sending outfits, such as that in the Eiffel Tower in Paris, are on longer lengths, of say 2,000 meters. The ability of recent American receiving sets to bring in these stations may have had something to do with their growing popularity.

Probably short wave reception has not yet received much attention abroad, and the manufacture of short wave equipment by American firms has perhaps not been as large a factor in the expanding foreign sales of United States-made sets. South America appears to be something of an exception where short wave reception is concerned because of the relative scarcity of broadcasting stations on the continent and the consequent desire to pick up American programs.

Total exports during the first nine months of 1931 amounted to \$9,980,159, a gain of \$3,371,965 over the total of \$6,608,194 recorded during the first three-quarters of last year. September shipments aggregated \$1,470,910, an increase of \$446,107 over the September, 1930, total of \$1,024,893.

The United Kingdom was the most important market for radio receiving sets in September, taking \$376,572 worth. Canada was next with \$183,316, and Switzerland third.

Receiving sets valued at approximately \$95,000 were shipped to Italy and those destined for Argentina totaled \$71,020. New Zealand, France, Brazil and Belgium also took fairly sizeable amounts of equipment.

X X X X X X X X

WARNER MAY SELL RADIO HOLDINGS

Conversations are being held between Warner Brothers Pictures, Inc., and the American Record Company regarding a sale to American Record of the Brunswick Radio Company, radio and phonograph subsidiary of Warner.

Warner Brothers bought the radio and phonograph company from the Brunswick-Balke-Collender Company in 1930, for a price in excess of \$1,000,000. The subsidiary is reported not to have been profitable to the motion picture company. The American Record Company makes phonograph records.

X X X X X X

PROPHET SEES CHANGE FOR BETTER

The turn of the tide in this depression is seen by Richard H. Waldo, of New York City, noted publicist, who has just returned from a swing about the country.

"The turn of the tide is at hand", Mr. Waldo, who has been speaking in behalf of the Advertising Federation of America, and whose addresses have recently been broadcast from Cincinnati, Louisville and other cities. "Depression talk is out. A hopeful sign is that they now say, 'We are not as bad off in this city as in some nearby or rival city which they mention.' The people wanted action and now that President Hoover and Mr. Gifford are giving it to them, a decided change for the better is foreseen."

All of which is quite significant, inasmuch as Mr. Waldo predicted the present financial crisis to this writer two years ago as accurately as he could describe it now that the depression actually has come to pass.

X X X X X X

COMMISSION ORDERS REV. BOB SHULER FROM AIR ✓

The Federal Radio Commission, at the close of its executive session late Friday afternoon, speeded a telegraphic order to the Rev. Bob Shuler, operator of Station KGEF, licensed in the name of the Trinity Methodist Church, South, Los Angeles, Calif., barring him from the air. The action is the result of a hearing held in Washington a few weeks ago, at which Shuler was present.

Shuler was given twenty days to appeal the Commission's decision through the courts, but must suspend all broadcasting until he can obtain a stay order in the District of Columbia Court of Appeals. Should the court refuse such an order, Shuler must go through a lengthy procedure to gain back, even temporarily, the radio privileges which the Commission has taken from him.

The Commission had intended to permit Shuler to operate for the twenty days' period of grace, but the unanimous opinion against him, and the strong condemnation of his activities that was written into the Commission's report, prompted the more drastic course.

Shuler has been a center of controversy for much of the five years his station has been in operation. The Commission found that Shuler's broadcasts rendered the station "undesirable and obnoxious to several religious organizations" thus serving to promote religious strife and antagonism. Shuler, according to the Commission's decision, "repeatedly made attacks upon public officials and courts which have not only been bitter and personal in their nature, but oftentimes based upon ignorance of facts, for which little effort has been made to ascertain the truth.

"When Shuler has not had possession of definite facts, he has proceeded by the well-known method of innuendo", the Commission said. "In two instances shown in this record, Shuler was convicted of having attempted by his radio talks to obstruct the orderly administration of justice and in the opinion of the Commission, such use of radio facilities does not meet the statutory standard."

The Commission's decision reversed the recommendation of its Chief Examiner, Ellis A. Yost.

"The press dispatches indicate that Shuler expects to appeal from the decision of the Federal Radio Commission in putting KGEF off the air and asking for a stay order", said Thomas P. Littlepage, Washington radio lawyer, who has fought for the removal of Station KGEF, as counsel for the civic interests of Los Angeles.

"I do not believe that the Court of Appeals will grant him a Stay Order in the face of the record and decision of the Commission. The attitude of the Court of Appeals on broadcasting of this type, as expressed in the KFKB decision is pretty well understood.

"The Superior Court of Los Angeles sent Shuler to jail on account of his broadcasting and this sentence was affirmed in a very strong opinion by the Supreme Court of the State of California. His broadcasts indicate that he has had but one slogan - 'Dominate or Destroy'. The principal objects of his attacks have been the Courts, Chamber of Commerce, Bar Association, Community Chest, the Jews, Catholics, public officials, including the Governor of the State, and many others. For the Commission and Courts to tolerate this type of broadcasting would make it possible for radio to become one of the most destructive and revolutionary factors in this country."

Mr. Shuler says he will carry the fight to the highest courts, and that his lawyers will seek a restraining order immediately.

* * * * *

In assailing the Commission's refusal to renew the license of KGEF, Bishop James Cannon, Jr., is quoted by the United Press as saying:

"Has any officer or Commission of our Government authority to prevent Protestant ministers from denouncing on the radio the efforts of the Romish hierarchy to destroy the 18th Amendment, by selecting as president its obedient son, Alfred E. Smith on the ground that such conduct will serve to 'promote religious strife and antagonism'?"

"Has the Radio Commission notified the Roman Catholic priest Coughlin of Royal Oak, Mich., that he cannot continue on the air because his speeches 'promote religious strife and antagonism'?"

"Protestants and Romanists alike have equal rights to use the air to present their views."

X X X X X

A.N.P.A. TAKES NO ACTION ON RADIO

The Fall convention of the American Newspaper Publishers' Association which was held recently in Los Angeles discussed problems of radio competition on request of the Board of Directors for an indication as to what attitude members desired it should assume on a measure pending in Congress to subject radio advertising to the same laws which govern other advertising mediums in respect to lotteries.

The sentiment of the convention was that no official action should be taken by the A.N.P.A. on the problems of radio advertising, since the publishers recognized the rights of the broadcasters to handle their own problems. A vote was refused but it was the feeling of members that radio advertising should be handled under the same regulations as other advertising.

X X X X X X

ESTIMATES 17,313,000 SETS IN U. S. C

There are more than 17,313,000 radio sets in the United States, according to an estimate by John Karol, Director of Market Research of the Columbia Broadcasting System, using the April, 1930, estimate of the United States Census Bureau as a basis. The Bureau, in a recent report, calculated that on April 1, 1930, there were 12,563,000 radio sets in operation throughout the country.

About 4,750,000 sets have been sold to homes not previously equipped with any kind of receiver, since the census count was made, according to the Karol estimate which is based on figures compiled by the trade magazine, Radio Retailing for the whole year 1930.

It is estimated that 2,250,000 radio sets, exclusive of replacements, were bought during the last nine months of 1930, and that an additional 2,500,000 sets were acquired for previously un-equipped homes during the first ten months of 1931. Replacements during the same period in 1930 are estimated at 620,000 sets, and during 1930, until October 31st, at about 600,000 sets. The network's Research Bureau does not use as high a figure in calculating the potential number of listeners as does the Census Bureau, it is disclosed by the Karol estimate. The Bureau uses 4.1 people as constituting the average size of the family listening to each set. The Columbia System statistical bureau, however, reduces the figure to 3 in order to eliminate infants and the dependent aged.

The Census Bureau estimated that the potential audience totalled about 50,000,000, on the basis of 4.1 persons for each of the 12,563,000 sets in use April, 1930. The Karol estimate, however, numbers the potential radio listeners at 52,000,000 for the up-to-the-minute figure of 17,313,000 sets. Had the Census Bureau's 4.1 persons per family been used, the potential audience figure in the network's estimate would have been about 72,000,000 persons.

X X X X X X

NAVY AND WESTERN UNION HAVE RACE

A message was filed in the Navy Department, at Washington, D. C., for transmission to the Commandant, Navy Yard, Puget Sound. The text of the message required the Commandant to furnish certain figures from the records of that Navy Yard. The outgoing message was filed with Western Union at the same time that it was sent to Navy Radio Central.

The Navy's radio message to Puget Sound required relay at San Francisco and presumably at least one relay was required by Western Union. The replies by Navy Radio and by Western Union were received simultaneously by the Navy Department, 52 minutes after the original messages were filed.

X X X X X X

PERRYMAN RECEIVERS NAMED

The Perryman Electric Company issued the following letter to its creditors under date of November 9th:

"Under date of October 27th, an order to show cause was filed in the Chancery Court of New Jersey against this Company. This order was returnable Monday, November 2nd, and was delayed until November 4th, at which time Vice-Chancellor Fallon named Messrs John Milton and Isaac Gross as statutory receivers for this company.

"It is our belief that the best interests of the creditors and stockholders will be carefully administered by the receivers. At this time it is impossible for us to definitely determine as to what our future plans may be. The officers of the Company are endeavoring to work out a solution of the difficulties in order that a definite proposal may be made to the Court within a very short time.

"The recent drastic cut of the list prices of radio tubes by the outstanding leader in the industry has caused others close to the operation of tube companies to conclude that the business, for the time being at least, is in a hazardous position, and it is doubtless due to these conditions that the action against this Company was instigated."

X X X X X X

FOREIGN TRADE OPPORTUNITIES

Informay may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C., concerning the following foreign trade opportunities:

Radio parts and accessories, and electric sound equipment	†54881 Toronto, Canada	Agency
Radio sets, especially midget sets	†54796 Auckland, New Zealand	"
Radio sets, long wave, low- priced, and dynamic speakers	†54880 Prague, Czechoslovakia	"

X X X X X X

SCIENTISTS TO SEEK CURE FOR FADING

Dr. J. H. Dellinger, of the Radio Research Laboratory has furnished the Naval Research Laboratory with suggestions for equipment necessary for making observations near the North Pole in an effort to determine the cause of fading. The Navy scientists are sponsoring an expedition which will leave Washington for the Arctic regions within the next few months.

Headquarters will be established at Old Fort Conger, about 600 miles from the Pole and they will broadcast their findings daily to scientists in the United States.

This is expected to add impetus to renewed effort to overcome fading. The whole problem, according to Dr. Dellinger, hinges on variations of the "Heaviside layer."

Dr. Dellinger, in recent experiments, has come to the conclusion that there are two layers, one about 70 miles above the earth, and the other varying from 130 to 200 miles above. Other scientists believe that there is but one very thick layer, varying from 75 to 150 miles above the ground.

Fading is caused by variation in position of this layer, or, if there are two layers of the refracting layer. When a sky wave is refracted back to the earth "out of phase" with a ground wave from the same transmitter, it causes interference. Waves are said to be "out of phase" when the time required for transmission of one wave causes the other wave to arrive a fraction of a second before or after the first.

The refracting layer acts as a conducting strip against which the wave hits, then rebounds. The action of the sun on gases causes them to become ionized to give the atmosphere this quality.

The ground waves in local reception become weaker as they progress, and at a distance of about 20 or 25 miles from the transmitter, are not heard distinctly in the average receiver. The sky waves are received better at a distance up to hundreds of miles from the transmitter, varying with the height of the Heaviside layer.

It is to determine how transmitters may overcome the influences of the variations of the refracting layer that Federal scientists are experimenting. Should they evolve some method whereby transmission might be adjusted to the height of the layer, fading and "out of phase" reception, causing interference, might be eliminated.

X X X X X

GOVERNMENT-RCA SUIT PARLEYS NEAR END

Negotiations between the Government and the Radio Corporation of America and affiliated companies for a settlement out of court of the anti-trust suit brought by the Department of Justice some months ago are reported to be in a critical stage, although the conversations are being continued. It is believed the next two weeks may reveal whether an agreement is possible.

X X X X X

COMMISSION DELAYS BOOSTER ACTION

The Federal Radio Commission is still said to be tied in a knot as to whether or not to allow Columbia to put in a booster station in Washington. As told in the Heintz Radio Business Letter exclusively, the Commission is really understood to have voted on the matter a week ago and turned it down 3 to 2, with Commissioners Robinson and Lafount in the minority.

However, announcement has been delayed, according to current rumors, on the chance of getting one of the Commissioners to change his vote.

The outcome is of particular interest to Washingtonians because if Columbia relinquishes WMAL, NBC will very likely lease the station and so Washington will get full-time WJZ programs over WMAL, in addition to all the WEAJ programs over WRC, instead of the split WJZ-WEAF programs, as at present.

X X X X X

RADIO MUSIC FEES GIVE CONCERN

The new music copyright fees which the stations will have to pay to the American Society of Composers, Authors and Publishers after February 1st, are causing some worry among the broadcasters, according to Philip G. Loucks, Managing Director of the National Association of Broadcasters.

"Broadcasters take the position that the Society is entitled to a fair rate of compensation for the music it controls", he said, "but what the Society considers to be a fair rate may not be considered a fair rate by the broadcasters. Certainly, a rate which the broadcasters will be unable to pay cannot be considered reasonable."

X X X X X

:
: BUSINESS LETTER BRIEFS :
:

Coordination of radio, the theater and possibly opera in Radio City will bring added scope and quality to network broadcasting in the next five years, M. H. Aylesworth, President of the National Broadcasting Company, said last Saturday.

He foresaw, in a statement noting the Fifth Anniversary of NBC, the full maturity of broadcasting and with it an increased interest in fine drama and music in a new form for the general public. The National Broadcasting Company was five years old yesterday.

"We are trying to visualize broadcasting and studio development years ahead in the construction of NBC units in Radio City", Aylesworth said. "Organized broadcasting has made strides in its first five years and it promises to achieve significant advancement in the next half of the decade."

Final action in the high power issue was taken by the Federal Radio Commission last Friday, when it ratified its temporary action of October 1st. There was no change from the original decision. The issue involved award of permission to nine major stations in the Five Zones to broadcast with the maximum power of 50,000 watts.

The Gold Medal for good diction over the radio awarded annually by the American Academy of Arts and Letters went to John Holbrook, of the National Broadcasting Company, this year. Honorable mention was given William Abernathy, NBC, Washington; Sen Kaney, of the NBC-Chicago office; and David Ross, of the Columbia Broadcasting System.

The KSTP Weekly is the title of a program information sheet published "in the interests of Northwest Radio Listeners" by Station KSTP, St. Paul. The weekly is \$1.00 a year, or five cents a copy, and in addition to feature stories about the radio stars, it contains a full week's programs.

As part of India's economy program, two Government broadcasting stations in that country are likely to be closed at an early date, according to a report received in the Commerce Department from Assistant Trade Commissioner Wilson C. Flake, at Calcutta. Faced with a budget deficit, the Government recently appointed committees who have just recommended that the broadcasting stations be discontinued. Broadcasting in India has never been a success and the recommendation did not come as a surprise.

A.N.A. HOLD SESSIONS IN WASHINGTON

Broadcast advertising and television are topics which will be discussed at considerable length by members of the Association of National Advertisers, in convention here November 16-18th.

The annual banquet will be held tonight, with entertainment furnished by the Columbia Broadcasting System.

Arrangements are being made for a demonstration of television. Among the radio discussions are "How a Radio Station has Successfully Adapted the A.N.A. - Crossley Method", Benjamin Soby, Sales Production Manager, Westinghouse Radio Stations; "Television - Its Present Status and Its Possibilities as an Advertising Medium", Edgar H. Felix; and a talk by Kenyon Stevenson, of the Armstrong Cork Company.

X X X X X

UNITED KINGDOM A GOOD MARKET FOR RADIO RECEIVING SETS

Exports of radio receiving sets from the United States during September were valued at \$1,470,910, an increase of \$446,107 over last year, the gain for the first nine months of the year being \$3,371,965. Shipments of radio receiving set components registered a rise of \$99,395. Other items under this class registered decreases.

The United Kingdom was the most important market for radio receiving sets, taking to the value of \$376,572, Canada being next with \$183,316, and Switzerland third. Receiving sets valued at approximately \$95,000 were shipped to Italy and those destined for Argentine amounted to \$71,020. New Zealand, France, Brazil and Belgium also took fairly sizable amounts of this product.

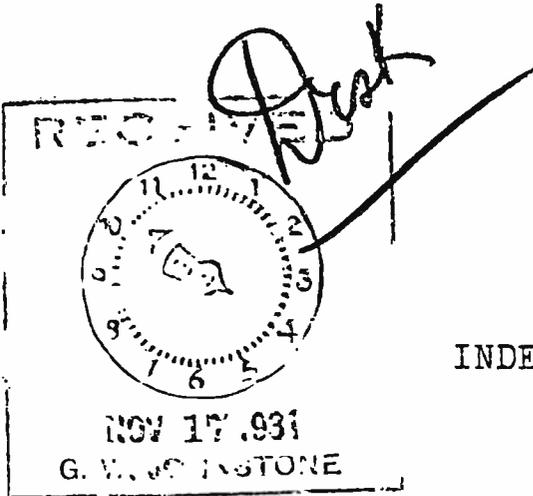
X X X X X

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 NOVEMBER 16, 1931

PART II.

Terrell Makes Annual Report.....	2
Radio Program Magazines Spring Up.....	3
European Broadcasting Inefficient Measured By American.....	5
Hearings Scheduled By Radio Commission.....	6
Applications Received By Federal Radio Commission.....	7
Decisions Of The Federal Radio Commission.....	7

No. 487.

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

TERRELL MAKES ANNUAL REPORT

During the last fiscal year, the annual report of W. D. Terrell, Director of the Commerce Department's Radio Division, shows, the number of licensed amateur radio stations rose to 22,739, indicating that amateurs are by far the largest users of transmitting radio stations in the United States.

Citing the comprehensive activities of his Division in the field of radio regulation, Mr. Terrell points out that during the fiscal period reviewed in his report, 19,458 inspections of all classes were made which was a substantial increase over the 1930 period. This figure included 11,433 ship installations, it is explained.

During the fiscal year 1931, the report shows, the Radio Division examined 11,850 applicants for operator's licenses as compared with 9,356 in the preceding fiscal period. Of the 1931 applications, 5,776 were for commercial licenses and 6,073 for amateur licenses. The total number of licenses issued in the fiscal year reviewed was 20,703, of which 5,506 were commercial and 11,541 amateur. These latter figures include renewal licenses which are issued without reexamination.

The Radio Division has in operation six fully equipped radio test cars, the report reveals. With these cars, it has been possible to make a large number of field strength surveys to determine the service areas of broadcast stations, and ascertain whether or not they render good broadcast service to radio listeners in their respective areas. It would not be possible today, the report states, to perform the field work required in connection with the monitoring of low-power radio stations without these test cars.

Describing the operations of the fixed monitoring broadcasting stations conducted by the Division at various points throughout the country, the report points out that although these stations maintain watches of less than eight hours out of the twenty-four during working days, they reported more than 76,000 frequency measurements during the last fiscal year, as compared with 45,700 for the previous year. A constantly increasing improvement in frequency control has been noted since the monitoring work of the Division was undertaken, the report declares.

"The large frequency monitoring station at Grand Island, Nebraska, was placed in operation during the last fiscal year. During the brief time this station has been functioning, highly accurate frequency measurements have been made daily on radio stations in the United States and foreign countries", Mr. Terrell points out. "Since last February, when it began to function this station has made a total of 3,029 measurements. At the end of the fiscal year, 167 different radio stations located in foreign countries had been measured, a total of 789 measurements having been made on these stations. A very large number of these foreign

stations failed to maintain their assigned operating frequencies, and in many cases were observed to be causing interference with radio telephone and telegraph stations operating in the United States. In addition to the foreign stations measured, 2,240 measurements were made at Grand Island on 650 individual radio telephone and telegraph stations in the United States."

At the end of the fiscal year, there were 303 planes equipped with radio as compared with 215 in the 1930 period.

X X X X X X X

RADIO PROGRAM MAGAZINES SPRING UP C

Newspaper advertising executives queried by Editor & Publisher correspondents this week expressed little concern about the springing up in various cities of weekly magazines devoted to radio programs and "fan" news. In some cities the new weeklies are said to have attained circulations as high as 25,000 or 35,000 but little advertising has been carried. Most of them have made much of the argument that when the newspapers edited commercial names out of radio programs, they left an unsatisfied public demand for further information about broadcasts.

The "Radio Guide", in Chicago, is a recent addition to the list. Although the name is the same as that of a similar magazine in New York City, it is published by a different company. Another New York program weekly is the "Radio Forecast".

The "Radio Dial", of Cincinnati, one of the oldest, has attained a street and newsstand sale of more than 25,000. However, Ed. R. Rosenthal, President of the Radio Dial Publishing Company, said response of advertisers had not been all he had hoped. The size of the "Dial" was cut down to eight pages this week.

Mr. Rosenthal said the "Dial" started to circulate in Louisville last week, and had done fairly well despite the fact that the "Louisville Herald-Post" got out a special radio section. Whether the "Dial" will enter Indianapolis, he said, will depend upon the success encountered in Louisville.

Mrs. Natalie Giddings Haburton, editor of the "Dial" said that beginning this week, the "Dial" would take over the "WLW Program", official publication of the Crosley radio station.

In Boston, the "Radiolog" has reached No. 33 of Volume I, this issue carrying one quarter-page advertisement by a broadcast sponsor. "Program of the Air", a weekly free booklet, has ceased.

Charles Burton, Manager of WEEI, Boston, said he considered such publications of little value. WBZ officials, on the other hand, expressed interest in the weeklies, feeling that the added publicity was a help.

In Indianapolis the "Hoosier Radio Announcer" is to make its appearance soon. For the present it will be published in Cincinnati. Five thousand copies are to be issued the first week.

Stanley E. Dorsey, 305 Goodman Street, Cincinnati, is the publisher of the "Hoosier Radio Announcer".

St. Louis has two program publications. One called "St. Louis Radio and Entertainment" is published by a St. Louis printer and supported by independent druggists. The circulation is said to be about 35,000 weekly. The other is the "Radio Guide", published as the St. Louis unit of a Chicago publishing house.

In Minneapolis, Station KSTP, is issuing its own "KSTP Weekly", offered at \$1 a year. Station WCCO has made arrangements with the "Shopping News" to have its complete program published, and reports no immediate plans for any magazine of its own.

At Birmingham, Ala., Carol Gardner, Managing station WAPI, said that plans were being made for a program weekly.

"In view of the fact that newspapers are not carrying adequate news of radio programs, there is a field for a publication giving this information", he said. "We have constant telephone calls from the public wanting information they cannot obtain from the newspapers."

Ben Pratt, publicity director of the National Broadcasting Company at Chicago, said he had received requests for weekly programs from other cities where such publications are planned. He named the following instances, in addition to some mentioned above:

Cincinnati - "Weekly Radio Guide", Eaton Publishing Co., 422 Elm Street.

Greensboro, N. C. - Dixie Radio Company, wholesale distributors of radio sets, planning to start a magazine. Also, in Greensboro, H. M. Durham Printing, Inc., planning a weekly.

Tulsa, Okla. - Linn Gruwell, 1108 South Rockford Street, planning magazine. Also, "Radio Programs", published by Fred L. Yates, P. O. Box 976.

Kitchener, Ont. - "Radio Calendar" published by Inaday Publishing Co., 209 Wilmont Street.

At both the offices of National and Columbia Broadcasting systems, it was said positively that the big chains are not backing the publication of any Radio Guides, nor are they contemplating any such action. Their participation is limited to furnishing advance programs when requested, it was stated.

X X X X X

EUROPEAN BROADCASTING INEFFICIENT MEASURED BY AMERICAN STANDARDS

Although the radio broadcasting situation in the United States is far from ideal, it is almost utopian when compared to that in Europe, according to a report submitted to the Federal Radio Commission last week.

The report, requested by Commissioner Harold A. Lafount, was made by Dr. Willis E. Everette, California radio engineer, who spent the last six months in Europe studying conditions there.

The industry as a whole throughout Europe is in a state of disorganized confusion, Dr. Everette declared. There is evidence on every hand of a lack of systematic control. Stations are operating haphazardly with no regard for each other or the listening public.

The situation is reminiscent of the tangled confusion of radio in this country before the organization of the Federal Radio Commission in 1927. At that time, 734 broadcasting stations were operating in the United States. There was no regulatory control board, and as a result, the stations did about as they pleased. It was only natural that disorganization and interference between stations resulted from such a state of affairs.

In Europe today the situation is just as bad, or possibly worse, than it was in this country before the Commission was organized. Stations are broadcasting simultaneously with little regard for other stations. The majority of these stations have tremendous power. In his survey, Dr. Everette found that the average power of the major stations was about 53,000 watts. Many stations broadcast with power of more than 100 kilowatts.

Because of poorly arranged programs and poor announcing, much time is wasted. Dr. Everette found that most European stations lose one hour in dead silence in every seven days' broadcasting. Inefficient methods of arranging programs cause lapses of time between different parts of a broadcast. An average of from 1 to 10 minutes of silence elapses between different sections of the same program.

Many stations keep a clock close to the microphone during these intermissions between program sections, in order that listeners may be sure their sets are working or the broadcasting station has not shut down. The "tick-tock" informs listeners that the station's power is still on, and that their sets are still functioning.

Methods of announcing are not efficient. In many cases a period varying from one-half to one hour elapses between station announcements. The announcers, Dr. Everette reports, seem to mumble their words, using poor enunciation, making it almost impossible to understand them.

Receiving sets in Europe are not so far advanced as in this country. The cabinet type set has not yet been manufactured by foreign companies, and as a result, American radio sets get wide sale abroad.

Because of the tremendous power of stations operating without systematic organization, the inefficiency of arrangement of programs and announcements, and the low quality of receiving sets, radio reception in Europe is far beneath that in the United States.

X X X X X X

HEARINGS SCHEDULED BY RADIO COMMISSION

November 18 - Joseph Lessard, Ishpeming, Mich. for License

November 17 - Mackay Radio & Telegraph Co., Las Vegas, Nevada, C. P. 4410, 6815 kc., unlimited time, 500 watts. Others notified: American Telephone and Telg. Co., N.Y. City and Western Union Telg. Co., New York City.

Tate Mountain Estates, Inc., Tate, Ga., C. P. 3280 kc., 7½ watts, daily 6 A.M. to 12 P.M., Others Notified: RCA Communication, Inc., New York City, and Mackay Radio & Telg. Co., San Francisco, Cal.

W9XD, The Journal Co., Milwaukee, Wis., C. P., 2850-2950 kc., 1 KW, unlimited time, (subject to division if interference results) - Television - present assignment: 43000-46000, 48500-50300, 60000-80000 kc., 500 watts, unlimited time (subject to division if interference results; Others Notified: Chicago Federation of Labor, Chicago, Ill.

State University of Iowa, Iowa City, Iowa, C. P. for television, 2000-2100 kc., 62 watts, approximately 3 hours daily.

November 19 - D. R. Wallace, Tulsa, Okla., C. P. 1210 kc., 100 watts, time not used by KGMP; Others Notified: KGMP, Elk City, Okla., KGNO, Dodge City, Kans.; KWEA, Shreveport, La., WREN, Lawrence, Kans., KVOO, Tulsa, Okla. (Intervenor)

KGMP, Homer F. Bryant, Elk City, Okla., renewal of license, 1210 kc., 100 watts, unlimited time; Others Notified: KGNO, Dodge City, Kans., KWEA, Shreveport, La., and WREN, Lawrence, Kans.

KGMP, Homer F. Bryant, Elk City, Okla., order revoking station's broadcasting license; others notified: D. R. Wallace, Tulsa, Okla.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 11 - Albert J. Gerardo, Sturgis, Mich., C. P. for a new station to use 1260 kc., 15 watts, 5 hours per day; Karl L. and Grant F. Ashbacker, d/b as Western Michigan Broadcasting Co., Muskegon, Mich., C. P. for a new station to use 1500 kc., 100 watts, share with WKBZ; WASH, WASH Broadcasting Corp., Grand Rapids, Mich., voluntary assignment of license to Kunsky-Trendle Broadcasting Corp.; Dr. F. P. Cerniglia, Monroe, La., C. P. amended to request 1420 kc., instead of 1310 kc., and to share with WJBO instead of KRMD; WREN, JennyWren Co., Lawrence, Kansas, C. P. to move transmitter to Tonganoxie, Kans., resubmitted; KSMR, Santa Maria Radio, Bakersfield, Calif., modification of C. P. granted 10/23/31 to change frequency from 1200 kc., to 1310 kc.; KFPY, Symons Broadcasting Co., Spokane, Wash., determine license power by direct measurement of antenna input.

Applications Other Than Broadcasting

November 11 - American Airways, Inc.: NC 739-N, NC-738-N, NC-737-N, NC-736-N, NC-735-N, NC-733-N, NC-734-N, NC-740-N, X-982-M, NC-732-N, NC-742-N, NC-741-N, NC-743-N, licenses for 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts, aircraft service.

November 12 - Mackay Radio & Telegraph Co.: WML, Sayville, N. Y., modification of license for additional frequencies of 16285, 16370 kc., 5 KW, limited public service; KWT, Palo Alto, Calif., modification of license for additional frequencies of 15535 kc., 5 KW; WPDx, Detroit Police Dept., Detroit, Mich., license covering C. P. for 2410 kc., 500 watts, police service; City of Fresno, Calif. new C. P. for police service, frequencies not specified, 100 watts; American Airways, Inc.: NC-747-N, NC-745-N, NC-746-N, NC-744-N, licenses for aircraft service on 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts; National Air Transport, Inc.: NC-434-H, license for 3106, 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 50 watts, aircraft service.

X X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 13th)

WJR, WJR, The Goodwill Station, Inc., Detroit, Mich., C. P. to make changes in equipment and increase power to 10 KW; KRMD, Robert M. Dean, Shreveport, La., authority to operate simultaneously with WTSL, Laurel, Miss., between 5 and 7 P.M., C.S.T., each afternoon during period Nov. 26th to Dec. 25th incl. in order to broadcast special educational programs which will be known as "Childrens' Theater of the Air"; WHOM, N. J. Broadcasting Corp., Jersey City, N.J.,

WNJ, Radio Investment Co., Newark, N. J., and WKBO, Camith Corp., Jersey City, N. J., WHOM granted modified renewal of license extending authority to operate to no later than 3 A.M., EST, May 1, 1932; WNJ and WKBO granted extension of temp. licenses for same period; WRBJ, Hattiesburg Broadcasting Co., Hattiesburg, Miss., consent to voluntary assignment of C.P. to W. E. Barclift, F. E. Barclift & P. L. Barclift, d/b as Hattiesburg Broadcasting Co.; also granted modification of C. P. to change location of transmitter and studio locally in Hattiesburg.

Also, WASH, WASH Broadcasting Corp., Grand Rapids, Mich., authority to reduce power from 500 to 350 watts for period of 2 weeks or less, in order to repair generator; KMCS, Dalton's, Inc., Inglewood, Cal., C. P. to move transmitter and studio from Inglewood to Los Angeles, and install new transmitter (application withdrawn from hearing docket); WAWZ, Pillar of Fire, Zarephath, N. J., authority to remain off the air on Thursday, November 12th, and reduce power from 250 to 100 watts Friday and Saturday, Nov. 13th and 14th.

Also, Aeronautical Radio, Inc., Peekskill, N. Y., C. P. for special experimental service; National Parks Airways, Inc., NC-10356 and American Airways, Inc., NC-412-H, granted aircraft licenses; WNB, American Tel. & Telg. Co., Lawrenceville, N. J., license point to point service; WJT, RCA Communications, Inc., San Juan, P. R., modification of license to change points of communication and power to 20 KW; WNGG, Radiomarine Corp. of America, on board vessel "Munorleans", temporary authority, not to exceed 60 days, to operate a ship station on board the "Munorleans" as 1st class ship station; KEPT, Mackay Radio & Telegraph Co., SS "Saco", temporary authority to not exceed 60 days, to operate pending receipt of form application.

Renewal of Licenses

The following stations were granted regular renewal of station licenses:

WABZ, New Orleans, WBAX, Wilkes-Barre, Pa.; WBBL, Richmond, Va.; WBEO, Marquette, Mich.; WBOW, Terre Haute, Ind.; WCBS, Springfield, Ind.; WCLO, Janesville, Wis.; WCLS, Joliet, Ill.; WCOD, Harrisburg, Pa.; WCOH, Yonkers, N. Y.; WCRW, Chicago; WCSC, Charleston, S. C.; WDAH, El Paso; WEBQ, Harrisburg, Ill.; WEDC, Chicago; WEXL, Royal Oak, Mich.; WFAM, South Bend, Ind.; WFBE, Cincinnati; WFDW, Flint, Mich.; WGBB, Freeport, N. Y.; WGCM, Gulfport, Miss.; WGH, Newport News, Va.; WHBY, Green Bay, Wis.; WIBU, Poynette, Wis.; WIBX, Utica, N. Y.; WJBI, Red Bank, N. J.; WJBL, Decatur, Ill.; WJW, Mansfield, O.; WKBB, Joliet, Ill.; WKBS, Galesburg, Ill.; WKJC, Lancaster, Pa.; WLAP, Louisville, Ky.; WLBC, Muncie, Ind.; WMRJ, Jamaica, N. Y.; WNBH, New Bedford, Mass.; WOL, Washington, D. C.; WORC-WEPS, Worcester, Mass.; WPAW, Pawtucket, R. I.; WPRO, Providence, R. I.; WQDX, Thomasville, Ga.; WRBQ, Greenville, Miss.; WSBC, Chicago; WSEN, Columbus, Ohio; WTAX, Springfield, Ill.; WTEL, Philadelphia; WWAE, Hammond, Ind.; KBTM, Paragould, Ark.; KDFN, Casper, Wyo.; KDLR, Devils Lake, N. D.; KFBK, Sacramento, Cal.; KFJB, Marshalltown, Ia.; KFOR, Lincoln, Neb.; KFVS, Cape Girardeau, Mo.

Also, KGCR, Watertown, S. Dak.; KGCX, Wolf Point, Mont.; KGDY, Huron, S. D.; KGEW, Fort Morgan, Colo.; KGFJ, Los Angeles; KGHI, Little Rock, Ark.; KIT, Yakima, Wash.; KMJ, Fresno, Cal.; KPPC, Pasadena, Cal.; KRMD, Shreveport, La.; KTLC, Houston; KTSM, El Paso, Tex.; KVOS, Bellingham, Wash., KWG, Stockton, Cal., KXRO, Aberdeen, S. Dak.; WBRE, Wilkes-Barre, Pa.; WHAT, Philadelphia and KGEK, Yuma, Colo.

The following stations were granted temporary licenses and designated for hearing because stations are not operating 12 hours per day:

WHBF, Rock Island, Ill., WOCL, Jamestown, N. Y.; WSAJ Grove City, Pa.; WSJS, Winston Salem, N. C.; WTJS, Jackson, Tenn.; KFPL, Dublin, Tex., KGCU, Mandan, N. D., KGEZ, Kalispell, Mont.; KGNO, Dodge City, Kans., and KGY, Lacey, Wash.

Station WGAL, Lancaster, Pa., was given temporary license and designated for hearing because of time-sharing agreement with WRAW.

The following stations were granted temporary licenses pending Commission's decision as result of hearing to be held regarding simultaneous operation in violation of G. O. 105:

WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.

The following station - WBBZ, Ponca City, Okla., was granted a temporary license pending hearing and decision thereon with respect to alleged violation of Sec. 3, G. O. 105, and also to permit an investigation with respect to alleged receivership having been created for this station.

Set For Hearing

WCSC, Lewis Burk, Charleston, S. C., requests modification of license to increase operating power from 500 watts to 1 KW;

Miscellaneous

KFXV, Albert H. Schermann, Flagstaff, Ariz., license requested to file application for renewal of license, through Supervisor of district in which the station is located on or before November 28, 1931; WKBV, Knox Battery & Electric Co., Connersville, Ind., granted renewal of license with reduction of time (Action taken Nov. 12th).

Action On Examiners' Reports

November 13 - WLBW, Radio Wire Program Corp. of America, Oil City, Pa., denied C. P. requesting authority to erect new transmitter at Erie, Pa., to operate in synchronization with present transmitter at Oil City, Pa., experimentally, on same frequency (1260 kc.) and power (500 w. night 1 KW day, unlimited hours), as Station WLBW, reversing Examiner Pratt.

WEDH, Erie Dispatch Herald Broadcasting Corp., Erie, Pa. denied C. P. to change frequency from 1420 kc. to 940, increase power to 500 w. night 1 KW day, unlimited hours, sustaining Examiner Pratt.

Palmer K. Leberman & Lois C. Leberman, d/b as Radio Distributing Co., Honolulu, T. H., denied C. P. for new station to operate on 1420 kc., 100 watts, unlimited time, reversing Examiner Yost.

KGEF, Trinity Methodist Church South, Los Angeles, Cal., denied renewal of license, now operating on 1300 kc., 1 KW, power sharing with KFAC, reversing Examiner Yost.

X X X X X X

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. :: ::

[Large handwritten signature or scribble across the top of the page]

INDEX TO ISSUE OF NOVEMBER 19, 1931.

New Service For Smaller Broadcasters.....	2
\$75,000,000 Radio Sales Tax Suggested.....	2
Census Of Radios For Nine States.....	2
Atwater Kent Announces Automotive Set.....	3
Headway Reported In Government-RCA Negotiations.....	3
Education And Advertising By Radio Discussed Editorially.....	4
Figures Quick-Heating Tubes Save Many Hours.....	5
Seek Elimination Of Television Double Image.....	5
Kahane Says RCA Saved RKO From Receivership.....	6
Radio Broadcasters Face U. S. Rate Regulation.....	7
New Radio Regulations Ready In Decemter.....	8
New RCA Institutes V-P.....	8
Business Letter Briefs.....	9
Correction.....	9
Radio Advertising Costs Hit; Television Discussed.....	10
Applications Received By Federal Radio Commission.....	11
Decisions Of The Federal Radio Commission.....	11

No. 488

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

RECEIVED



NOV 20 1931

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

UNSTONE

NEW SERVICE FOR SMALLER BROADCASTERS

An organization designed to supply small broadcasters in the New York area with part or all of their program requirements by wire lines from central studios, was announced this week by G. August Gerber, President of the Radio Times Sales Corporation. Offices and studios of the organization are located at 220 West 42nd Street.

Recorded programs are to be made for isolated broadcasters which cannot be economically reached by wire lines.

Mr. Gerber formerly was secretary of the Debs Memorial Radio Fund which operates Station WEVD.

X X X X X X

\$75,000,000 RADIO SALES TAX SUGGESTED

A tax revision plan suggested by Representative La Guardia (Rep.) of New York, during the discussion of additional tax legislation and sales tax in Washington this week, contemplates taxing the radio industry to the extent of \$75,000,000. Also Mr. La Guardia would place a tax on leases and rentals as well as sales of all mechanical reproduction of sound, which includes talking movies.

X X X X X X

ATWATER KENT ANNOUNCES AUTOMOTIVE SET

"A Atwater Kent, whose early manufacturing history is intimately interwoven with the automotive industry, has just announced an automotive radio set that has made a remarkable record during its long test period", according to a release from Thomas R. Shipp, Inc.

"The new automotive set has illuminated remote control which clamps on the steering column. It uses a specially developed tuned radio frequency circuit, with push-pull amplification, one bank of three condensers, automatic volume control, with a large-size improved electro-dynamic speaker.

"One of the outstanding features of this Model 81 is the ease with which it can be installed. The entire assembly consists of but three units; the combined set and battery container, which is designed to be supported from the underside of the floor board by four sturdy bolts; the dynamic speaker, which is usually mounted under the cowl, and the remote control. The antenna can be easily installed out of sight either in the car's top or under the running boards.

"It is necessary only to drill four small holes to install the set, and two for the speaker, making it possible to remove it from one car to another without affecting the resale value of the car.

"In power, the set consumes only about four amperes from the storage battery, for which the generator charging rate can easily be advanced to compensate. Noise suppressors are furnished to be mounted one on each spark plug and one in the distributor cap."

X X X X X X

HEADWAY REPORTED IN GOVERNMENT-RCA NEGOTIATIONS

It is reported that real headway is being made in the negotiations between the Department of Justice and officials of the Radio Corporation of America for settlement of the suit now pending in the Wilmington, Del., courts. A statement from the Department of Justice, announcing the settlement and terms thereof, may be expected during the next ten days or two weeks, according to advices received here.

X X X X X X

EDUCATION AND ADVERTISING BY RADIO DISCUSSED EDITORIALY

About two-thirds of a column on the editorial page of the New York Times yesterday was devoted to a discussion of the place of education in the radio scheme, which begins:

"Many who predicted for radio a bright future as an educational agent now are protesting that it is debased by advertisers. True, some fine programs are broadcast. But large numbers of people sympathize with Lee DeForest when he exclaims: 'Why should anyone want to buy a radio or new tubes for an old set when nine-tenths of what one can hear is the continual drivel of second-rate jazz, sickening crooning by degenerate sax players, interrupted by blatant sales talk, impudent commands to buy or try, actually imposed over a background of what might alone have been good music?'"

In an article in the November Harper's, James Rorty predicts "The Impending Radio War" between commercial broadcasters and educational forces seeking to utilize radio.

"To struggle for a due share of the air, the National Committee on Education by Radio was created", the New York Times editorial concludes. "It includes representatives of nine outstanding educational associations. They have endorsed the Fess bill which specifies that not less than 15 per cent of the radio broadcasting facilities under the control of the Federal Radio Commission shall be reserved for educational broadcasting.

"When the bill comes up in Congress, there will be a lively discussion. Its friends can point to the achievements of the Ohio School of the Air and to similar work by other State universities. Business interests will protest their devotion to education and acclaim the National Advisory Council on Radio in Education which has accepted the existing organization of broadcasting 'to the extent at least of working with it and through it.' Many slogan-sick listeners-in will offer support to the Fess bill. Others, given to pessimism, will ask: 'Isn't it possible to be amused and entertained in a civilized way without being educated? Is there no choice between hearing about yeast and being lectured by professors?'"

"Hope may be gleaned from the fact that in Canada, commercial broadcasters entered into an agreement to permit no advertising 'other than the mention of the sponsor's name, address and nature of his business or produce', after Feb. 15, 1931. This decision was reached only a few months after a government commission had recommended public ownership of radio facilities."

X X X X X X

FIGURES QUICK-HEATING TUBES SAVE MANY HOURS

Incredible as it seems, a portion of the American radio public is daily mulcted of millions of hours of broadcasting enjoyment at a staggering cost, not alone to the listener but to advertisers of sponsored programs.

A recent survey clearly shows according to Jack Geartner, Advertising Manager of the Arcturus Radio Tube Company, New Jersey, that there are approximately 10,000,000 a.c. radio sets in use in the United States. Most of these radios use the 7-second quick-acting tubes but there are still a goodly portion that use the antiquated slow-heating tubes which require 30 or more seconds to operate.

"Multiplying the various factors involved", says Mr. Geartner, "the number of a.c. sets by the twenty-three second additional lag necessary with slow-heating tubes, we find a daily waste of approximately 64,000 hours when the set is turned on only once a day.

"In man hours, this loss represents enough labor to keep 100 men busy for a period of 3 months. At the average rate for chain broadcasting, it would cost sponsors of radio programs well over a hundred billion dollars every day to pay for the time lost by slow-heating tubes.

"Inversely, this means that with the universal use of quick-acting tubes, close to twenty-four million additional broadcasting hours would be yearly available to the listening public."

X X X X X X

SEEK ELIMINATION OF TELEVISION DOUBLE IMAGE

Studies of the Heaviside layer are now being carried on at the Bureau of Standards Naval Research Laboratory and at many television experimental stations. Scientists and engineers of the Federal Radio Commission are watching developments closely, and are helping in every possible instance.

From this cooperative study may come, within the next year or so, knowledge which will cause the end of the double image in television.

Other experiments in methods of eliminating the two picture effect are being carried on at television experimental stations throughout the country. These stations report to the Commission, telling of developments and progress.

One recent experiment consists of placing a large metal sheet over the antenna of the transmitting station. This sheet absorbs all sky waves or refracts them back to earth before they

emanate far from the transmitter, and causes the ground wave to be sent out alone. Although it is possible to eliminate the double image in this way, signals sent under these conditions may be heard only a short distance from the transmitter. It is the sky wave which travels farther and remains strong longer.

In the high frequencies, which at the present stage of development seem most suited to television, the ground wave becomes weaker, and the sky wave is lowered somewhat, taking the form of a beam cast from a searchlight. When the metal sheet is placed over the antenna of a transmitter whose signals are sent out on frequencies between 43000 and 80000 kilocycles, the weaker waves are absorbed, and the beam-like wave emanates intensely. Although experiments in this field have not been carried far enough to show definite results, it is possible that this may be a solution of the problem. When only one wave goes out from the transmitter, there is no chance of receiving a double image at any distance from the emanating point.

X X X X X X

KAHANE SAYS RCA SAVED RKO FROM RECEIVERSHIP

The Radio Corporation of America had been the savior of the Radio-Keith-Orpheum Corporation and was the only underwriter that would consider any one of twenty plans devised by the latter concern as a means of keeping out of a receivership, B. B. Kahane, Vice-President of Radio-Keith-Orpheum, said in making the announcement. He added that he hoped the stockholders' committee, which had described the plan of refinancing announced by the company as "an involuntary assessment of \$5 a share on the Class A shares" and as giving to the Radio Corporation the privilege of acquiring three-quarter control of the company for no investment, would come forward with a plan less "drastic" to the stockholders. He said, also, that the letter to stockholders announcing the plan had been worded unfortunately, and that a second letter, explaining that a vote for the plan did not mean a subscription to the proposed debentures, was being prepared.

A totally unexpected decrease in the income of Radio-Keith-Orpheum had made \$1,000,000 necessary to the company on November 1st, Mr. Kahane asserted, and the Radio Corporation had advanced the money only on condition that the present plan of financing would be undertaken. He said that the method had been adopted by the company only after numerous other plans had been submitted to bankers and that the company had found it impossible to enlist banking aid in refunding any indebtedness.

Unless the present plan, or some alternative that would supply the company with at least \$4,000,000 was adopted by January 1st, he said, he was satisfied that the company would be put into the hands of receivers by the Commercial Investment Trust and the Chemical Securities Corporation, holders of \$6,000,000 of short-term obligations of the company.

X X X X X X

RADIO BROADCASTERS FACE U. S. RATE REGULATION

Radio broadcasting companies and stations are facing the possibility of Federal regulation of their rates.

"The first test of the Government's right to supervise charges", writes Leo R. Sack, in the Washington Daily News, "will come in New York next month when an Interstate Commerce Commission examiner conducts a hearing on a complaint brought by an advertiser against Station WGBB, of Freeport, N. Y., and the National Broadcasting Company.

"By docketing the case the Interstate Commerce Commission has automatically assumed jurisdiction under Section 1 of the Interstate Commerce law which applies to common carriers engaged in transmission of intelligence by wire and wireless. Broadcasting companies, through the National Association of Broadcasters, will deny that they are 'common carriers' and will insist that scheduled programs differ from commercial message transmission.

"The case is regarded by the radio industry as of vast potential importance, in that it will go into the rate structure of the industry in the same exhaustive manner that the Commission investigates applications for freight rates. Broadcasters deny theirs is a comparable industry in that broadcasting is not subject to expansion of facilities and carrying of increased loads but is restricted to a limited time.

"The original complaint alleged that the advertiser desired to 'send messages' via the NBC but that the rates and charges 'are too exorbitant.'

"Even though it has authorized the New York hearings, the Interstate Commerce Commission apparently is divided as to whether it has jurisdiction over broadcasting. Commissioner Joseph Eastman, former Chairman, recently told broadcasters that, in his opinion, the Commission had no authority to regulate rates.

"Regardless of the outcome of the New York hearing, radio stations may have to face the question of charges during the coming session of Congress. Senator Couzens, of Michigan, Chairman of the Interstate Commerce Committee, announced that he will reintroduce his bill to establish a Communications Commission.

"Extensive hearings have been held on the Couzens measure which sets up a new agency to take over all of the activities of the Radio Commission, and of the Commerce Department as they pertain to radio, and of the Interstate Commerce Commission as they apply to regulation of telephone and telegraph rates by wire and wireless."

X X X X X X

NEW RADIO REGULATIONS READY IN DECEMBER

Although the new radio rules and regulations will not become effective until February 1, 1932, the Federal Radio Commission, through Commissioner Harold A. Lafount, announces it will distribute the book about the middle of December.

"Broadcasting stations need fear no inconvenience or added expense as a result of the revised radio code", he said. "Existing General Orders undergo no radical change. The only revisions involved will be welcomed by both the Commission and the broadcasters."

Describing the publication containing the rules as a "broadcasters' bible", Commissioner Lafount said it would be a time, labor and worry saver to the Commission and all broadcasting stations.

As to the rules themselves, the Commission does not wish to make public any of the revisions at this time.

The revised regulations will be issued in a loose-leaf book, divided into sections covering every phase of radio communication. When the Commission amends or changes any regulation, new pages will be sent to broadcasters, who can insert them in the book and remove the discarded rule.

One feature of the publication will be the first completely annotated printing of the Radio Act of 1927. The Commission's annotations will be listed in full to June 30, 1931.

The Commission has been nearly a year preparing the new rules.

X X X X X X

NEW RCA INSTITUTES V-P

J. C. Van Horn, of Philadelphia, has been made a Vice-President of R.C.A. Institutes, Inc. He will be in charge of the four resident schools of New York, Chicago, Philadelphia and Boston.

Mr. Van Horn has a service in radio extending over a period of twenty-two years. His connection with instruction activities started in 1911, when the Philadelphia School of Wireless was formed. This school became a unit of the R.C.A. Institutes two years ago.

Mr. Van Horn served for four years as Chairman of the Philadelphia Chapter of the Institute of Radio Engineers and is a member of the American Institute of Electrical Engineers.

X X X X X X

: :
: BUSINESS LETTER BRIEFS :
: :

The denial by the Federal Radio Commission of a renewal permit to Rev. John W. Sproul to operate broadcasting station WMBJ, located at Pittsburgh, Pa., was upheld by the Court of Appeals of the District of Columbia in a decision handed down Monday.

A contract has just been awarded to the DeForest Company for five high frequency, type T-17, transmitters for the Coast Guard. These sets will be small in size to permit installing them on the four Tampa class ships where space is limited; they will be of special design and will be crystal controlled with an output of 300 watts. The first two sets are scheduled for delivery about March 1st.

Arthur Stringer, press representative of the Chicago Radio Show, was in Washington for a short time early this week.

An informal application was received by the Federal Radio Commission this week from the Atlas Broadcasting Corporation of New York City, asking for half time on a frequency of 1450 kilocycles, now used by several New Jersey stations.

The Atlas Company has among its honorary directors, Representative DePriest of Illinois and Judge James A. Cobb, of the Municipal Court.

Under the title, "Marriage of Miracles", television is discussed in the Liberty Magazine for November 21, 1931. "The Magic Carpet of Television" is the title of a box by Merlin Hall Aylesworth, President of the National Broadcasting Company, in which he declares "Television is not only around the corner. It is with us now - in the experimental laboratory. It will be with us everywhere within fifteen months or two years."

X X X X X

CORRECTION

In a story captioned "Business Advantage For CBS Foreseen in New Paramount Set-up", it was stated that Paramount owns 51 per cent of the stock of the Columbia Broadcasting System.

Harry C. Butcher, of the Washington office of Columbia, informs us that Paramount owns but 50 per cent. An additional 1 per cent of the stock would give Paramount control of CBS, which it has not.

X X X X X X

RADIO ADVERTISING COSTS HIT; TELEVISION DISCUSSED

Excessive costs of radio advertising were deplored yesterday by William H. Rankin, of New York, President of the advertising agency which bears his name and the man who did the pioneering work in starting one of the three first programs of national radio broadcasting, told the Association of National Advertisers in convention here.

There are many more reasons why radio advertising rates should be reduced rather than newspaper rates, Mr. Rankin declared, pointing out the high cost of radio talent, constantly mounting, as one of the chief reasons why radio advertising is so expensive.

The reason it pays the advertiser to engage costly talent, Mr. Rankin said, is the publicity given to the programs by the newspapers. "Without this publicity, the price wouldn't be worth it", he said.

Pointing out radio advertising as having served to increase the volume of newspaper advertising, Mr. Rankin believes there should be the closest kind of cooperation in the use of these media on the part of manufacturers and business firms wishing to get the most return out of expenditures.

Mr. Rankin believes the day is not far off when television will appear as a rival of the established advertising field. In a matter of two or three years, he declared, television will be perfected to an extent where it will offer exceptional opportunities in advertising.

Television, in its present stage of development, has virtually nothing to offer as an entertainment, much less as an advertising medium, declared Edgar H. Felix, radio consultant.

"Clearly television is not here", Mr. Felix said. "It is needless to discuss the program possibilities of television of this standard; you might as well try to start a symphony orchestra with a penny whistle."

Lee H. Bristol, of the Bristol-Myers Co., of New York, was reelected president of the organization. Four Directors were elected to fill vacancies on the Board. They were Bennett Chappie, American Rolling Mills Co., Middletown, Ohio; Paul B. West, National Carbon Co., New York City; William B. Griffin, William Rogers Manufacturing Co., Meriden, Conn., and W. L. Schaeffer, National Tubing Co., of Pittsburgh.

Other officers reelected were: Vice-Presidents, Stuart Peabody, the Borden Co., New York City; W. A. Grove, Edison General Electric Appliance Co., Chicago, and P. J. Kelly, the B. F. Goodrich Rubber Co., Akron; Managing Director and Secretary-Treasurer, Albert E. Haase, New York City, and Assistant Managing Directors, G. S. McMillan and A. W. Lehman, New York City.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 17 - WAWZ, Pillar of Fire, Zarephath, N. J., license to cover C. P. granted 7/31/31 for change in equipment; WMSG, Madison Square Garden Broadcasting Co., New York, N. Y., modification of license to increase hours of operation (facilities of WCDA); Pillar of Fire, College Hill, (Cincinnati), Ohio, C. P. for a new station to use 1420 kc., 100 watts, unlimited; KLRA, Arkansas Broadcasting Co., Little Rock, Ark., license to cover C.P. granted 6/26/31 for local station move.

Correction to report of 11/9/31: WTAR-WPOR, WTAR Radio Corp., Norfolk, Va., modification of license to increase power from 500 watts to 500 watts night, 1 kilowatt day.

Applications Other Than Broadcasting

November 17 - R.C.A. Communications, Inc.: WGU, San Juan, Porto Rico, modification of license for decrease in power to 20 KW, change in transmitter to normally #37 and to communicate with Trinidad, Havana, Caracas, New Orleans; KDK, Kahuku, Terr. of Hawaii, modification of C.P. for decrease in power to 50 KW and extension of completion date to 12/31/31; W9XD, The Journal Co., Milwaukee, Wis renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 500 watts; also C. P. for change in location of transmitter; KGUI, Aeronautical Radio, Inc., Fort Worth, Texas, license covering C. P. for 3160, 3166, 3172, 3178, 3182.5, 5660 kc., 50 watts; W2XCZ, National Broadcasting Co., Inc., Portable, initial location, N. Y. City, renewal of special experimental license for 1584, 2392 kc., 7½ watts

(see bottom of page 12 for applications receive Nov. 16)

X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 16)

WAAT, Bremer Broadcasting Corp., Jersey City, N. J., C.P. to install new equipment to conform to General Orders 111, 115 and 116; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C. P. to move transmitter and studio locally in Cedar Rapids; KGUR, Aeronautical Radio, Inc., Los Angeles, Calif., modification of license to change frequencies; KFSG, Echo Park Evangelical Association, Los Angeles, Calif., 15-day extension from Nov. 16th to conduct program test; WOBA, Director of Radio, S.S. "Crapo", use of 500 kc., for testing automatic alarm device under direction of Supervisor of Radio at Detroit, on board S.S. "Crapo" from November 14th to 23rd; KDTZ, Mackay Radio & Telegraph Co., S.S. "Southern Cross", temporary authority to operate for a period not to exceed 60 days.

Renewal of Licenses

WLCI, The Lutheran Association of Ithaca, Ithaca, N. Y., granted renewal of license 1210 kc., 50 w., to operate from 10:45 A.M. to 12:15 P.M. on Sundays only; KMLB, J. C. Liner, Monroe, La., granted temporary license subject to decision as result of investigation concerning improper broadcasts in connection with an alleged lottery; operating without licensed operator and making changes in equipment without authority.

Set For Hearing

WJBC, Kaskaskia Broadcasting Co., LaSalle, Ill., requests C. P. to move transmitter and studio from LaSalle, Ill., to Racine, Wis., make changes in equipment, change frequency from 1200 to 1500 kc., and change hours of operation from sharing with WJBL to half-time; WRNJ, Racine Broadcasting Corp., Racine, Wis., requests C.P. to install new equipment, increase day power to 250 w. (facilities of WJBC); WOMT, Francis M. Kadow, Manitowoc, Wis., renewal of license set for hearing because station appears to be operating less than 12 hours daily; temporary license issued pending hearing and decision; WJBC, Kaskaskia Broadcasting Co., La Salle, Ill., renewal application set for hearing and temporary license granted pending decision of WRNJ's application for this station's facilities; WRBL, WRBL, Radio Station, Columbus, Ga., renewal applications set for hearing and temporary license granted pending decision as result of hearing to be held in re violation by licensee of General Orders 111 and 115, also as to alleged improper broadcasts over station.

Application Dismissed

WJBK, James F. Hopkins, Inc., Detroit, Mich., C.P. 1370 kc 100 watts, share WIBM.

Application Denied

W9BNF, Louis W. Thomsen, Luvern, Minn., denied permission to operate amateur transmitter on Nov. 17, 18 and 19, at Sioux Falls, S. Dak. in connection with a radio broadcast convention to be held in Coliseum.

X X X X X X

Applications Received by Radio Commission - Nov. 16th:

WDEL, WDEL, Inc., Wilmington, Del., C. P. to move station locally; WRDO, WRDO, Inc., Augusta, Me., modification of C.P. to extend commencement and completion dates to Nov. 15, 1931, and Dec. 31, 1931, respectively; WJMS, Johnson Music Store, Ironwood, Mich., license to cover C.P. granted May 15, 1931 for new station; KIT, Carl E. Haymond, Yakima, Wash., modification of C. P. granted Nov. 6, 1931, to omit change in transmitter and studio location which was granted; RCA Communications, Inc.: WAD, New Brunswick, N. J., modification of C.P. for extension of completion date to May 11, 1932, and change in location to Rocky Point, N.Y.; point-to-point service; WAE, and WAC, modification of C. P. for extension of completion date to May 11, 1932, and decrease in power to 40 kw.

X X X X X X

PATENTS, TRADE-MARKS AND DESIGN

The following patents were granted during the week ending November 17, 1931:

- 1,831,817. Radio and Television Cabinet. William J. McGill, Homestead, and Edward L. Stalnecker, Munhall, Pa. Filed December 30, 1930.
- 1,831,829. Piezo-Electric Translating Device. Adolph A. Thomas, New York, N. Y., assignor to Wired Radio, Inc., New York, N. Y. Original application filed March 24, 1925. Divided and this application filed February 17, 1928.
- 1,831,881. Radio Signal Measuring Device. Ralph K. Potter, Netcong, N. J., assignor to American Telephone and Telegraph Co. Filed September 12, 1929.
- 1,831,921. Short Wave Radio Antenna System. DeLoss K. Martin, West Orange, N. J., assignor to American Telephone and Telegraph Co. Filed May 24, 1927.
- 1,831,924. Television Receiving Device. George H. Morse, Harrisburg, Pa. Filed May 22, 1930.
- 1,831,933. Frequency Modulation System. Albert H. Taylor, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed April 18, 1929.
- 1,831,950. Gaseous Electric Discharge Device. Hans Ewest and Martin Reger, Berlin, Germany, assignors to General Electric Co., Filed Sept. 10, 1929, and in Germany November 10, 1928.
- 1,831,977. Vacuum Tube Pickup Device. Thomas W. Sukumlyn, Los Angeles, Calif. Filed July 28, 1930.
- 1,832,093. Antenna for Radio Apparatus. Richard Cameron, Buffalo, N. Y. Filed December 13, 1926.
- 1,832,098. Condenser. Samuel I. Cole, New York, N. Y., assignor to Aerovox Wireless Corporation. Filed April 2, 1925.
- 1,832,175. Tuning Mechanism for Radio Reception, Etc. Milton Alden, Springfield, Mass., assignor, by mesne assignments, to Radio Inventions, Inc. Original application filed December 14, 1926. Divided and this application filed January 24, 1927.
- 1,832,237. Radio Telegraph System. Marsena A. Noss, New York, N. Y. Filed June 7, 1928.
- Sym*

- 1,832,261. Non-Singing Amplifier. George H. Stevenson, Sound Beach, Conn., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 10, 1928.
- 1,832,288. Radio Tube. Julius Faigl, Providence, R. I. Filed September 26, 1929.
- 1,832,345. Time Period Device. George Maurice Wright, Great Baddow, Chelmsford, England, assignor to Radio Corporation of America. Filed October 21, 1929, and in Great Britain October 22, 1928.
- 1,832,366. Electrical Communication System. Homer W. Dudley, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed July 8, 1930.
- 1,832,431. Electric Wave Transmission System. Leon J. Sivian, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed August 29, 1930.
- 1,832,466. Resistance Unit. Winthrop J. Means, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 26, 1927.
- 1,832,607. Photo Electric Tube. Vladimir K. Zgorykin, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 15, 1926.
- 1,832,621. High Frequency Radio Circuits. Robert L. Davis, Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed March 27, 1928.
- 1,832,640. Amplifying System. Vernon D. Landon, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 27, 1929.
- 1,832,646. Unidirectional Current System. Benjamin F. Miessner, Short Hills, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed May 3, 1929.
- 1,832,672. System of Television. Virgil E. Trouant, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed Feb. 5, 1929.
- 1,832,707. Amplifying System. Albert W. Holl, Schenectady, N. Y., assignor to General Electric Company. Filed June 24, 1929.
- 1,832,763. Acoustic Chamber. William M. Campbell, North Vancouver, British Columbia, Canada. Filed Sept. 26, 1927. Renewed December 12, 1929.

- 1,832,797. Automatic Phonographic Apparatus. David S. Swarthout and Paul H. Smyth, Jr., Evanston, Ill. Filed May 23, 1928.
- 1,832,832. Sound Reproducing Means. Adriaan Nagelvoort, Wilmington, Del., assignor to Delaware Chemical Engineering Co., Wilmington, Del. Filed January 9, 1930.

Trade-Mark Applications

- Ser. No. 236,841. The Kurz-Kasch Co., Dayton, Ohio. Filed Sept. 3, 1926. For articles and parts formed inwhole or in part from molded plastic insulating compounds consisting of sundry electrical insulating parts comprising electrical panels, etc., etc., etc., Radio Receiving and sending apparatus parts of insulating material, electrical condensers, sockets, rheostats, resistances, radio and television tube bases, etc., radio knobs, dials and pointers, etc. Claims use since July 12, 1922. Trade-Mark: "K" and "K" written backward and frontward in circle.
- Ser. No. 319,553. United American Bosch Corporation, Springfield, Mass. Filed Sept. 29, 1931. For Radio Receiving Sets. Claims use since May 23, 1930: Trade-Mark: Picture of Crest.

Trade-Mark Registration Not Subject To Opposition

- 289,174. Arcturus Radio Tube Co., Newark, N. J. Filed September 24, 1930. Serial No. 305,993. "The Tube With The Life-Like Tone". For Electron Emissive Tubes and Parts Thereof. Claims use since Sept. 2, 1930.

Design

- 85,582. Radio Panel or Similar Article. Isaac Kaplan, Brookline, Mass., assignor to Kaplan Furniture Co., Cambridge, Mass. Filed January 12, 1931. Term of patent 7 years.

X X X X X X X

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.

RECEIVED

NOV 24 1931
G. V. JOHNSTONE

File

INDEX TO ISSUE OF NOVEMBER 23, 1931.

Commission Denies CBS Booster Application.....	2
Says Agencies Misuse Radio.....	2
+ NBC Says Rates Not Subject To Interstate Commerce Law.....	3
Ormandy Made Minneapolis Orchestra Conductor.....	4
Commercial Sponsor Sought For Army-Navy Game.....	4
Industry Will Inaugurate Secondary Selling Season.....	5
Capital Inventor Sued For \$550,000.....	5
Great Falls, Mont., Puts Up Fight For NBC Programs.....	6
Foreign Trade Opportunities.....	6
Congress May Put U. S. Tax On Radios.....	7
RMA Directors Consider Problems.....	8
+ Metropolitan Opera Broadcast Planned.....	8
Business Letter Briefs.....	9
Atwater Kent To Aid His Own Unemployed.....	10
Radio Tube Is Huge Welding Project In Miniature.....	10
Hearings Scheduled By Radio Commission.....	11
California Press Association Favors Government Control.....	12
Applications Received By Federal Radio Commission.....	13
Decisions Of The Federal Radio Commission.....	14

No. 489

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

NOTE: THURSDAY, NOVEMBER 26TH, BEING THANKSGIVING DAY, THERE WILL BE NO ISSUE OF THE BUSINESS LETTER

COMMISSION DENIES CBS BOOSTER APPLICATION

The Federal Radio Commission denied last Friday the Columbia Broadcasting System's application for permission to erect a "booster" station at Washington, D. C. Three Commissioners voted for denying the request and two for granting it.

Such a station would have been experimental and would have reenergized the programs of Station WABC, of New York, the key of the Columbia Broadcasting System, it was pointed out in the application filed on August 28th. With a power of 250 watts, the station would have synchronized for 17 hours daily with the New York station and would have represented the first instance in which a key station of a network would have been linked on its own wave length with a "booster", according to the application.

The Associated Broadcasters of America on September 4th filed with the Commission a protest against the application. Although later withdrawn upon assurance by Columbia officials that the construction of a "booster" station at Washington would not be a step toward the establishment of a nation-wide system of such stations, the protest was based on the Association's claim that the adoption of the policy set forth in the application "would inevitably result in a monopoly of broadcast communications", and would drive out of existence some of the most efficient stations in the country.

Those voting to deny the Columbia System's application were Chairman Charles McK. Saltzman and Commissioners William D. L. Starbuck and Eugene O. Sykes, Commissioners Harold A. Lafount, and Ira E. Robinson voted to grant it. Mr. Lafount presented the application in the form of a motion.

X X X X X

SAYS AGENCIES MISUSE RADIO

Advertising agencies are to blame for "the nauseating, futile, silly, stupid, ineffective advertising ballyhoo" on the air, Hugh Russell Fraser, Radio Editor of Albany (N.Y.) Evening News said in his column November 17th, according to the Editor & Publisher. He based the charge on an independent investigation he made among several large radio advertisers.

Of the agencies' connection with radio announcements, Fraser wrote:

"In their petty, conceited, short-sighted way, they are insisting on ballyhoo; they are bringing pressure to bear on the networks. They are handling accounts worth millions of dollars, and they are trying to tell the networks what to do, how to run their business, and what should or should not go on the air. The result is a battle is on already between the networks and the advertising agencies."

X X X X X

NBC SAYS RATES NOT SUBJECT TO INTERSTATE COMMERCE LAW

The National Broadcasting Company is not a common carrier, and is not engaged in the transmission of intelligence by wire or wireless, or in any other business subject to the Interstate Commerce Act, the Interstate Commerce Commission was advised November 20th by the radio broadcasting firm in reply to a complaint of the Sta-Shine Products Company of Freeport, N. Y., that the radio concern exacted exorbitant charges for radio "messages."

The complaint filed with the Commission Sept. 19th of this year by the Freeport furniture polish manufacturing concern, is the first of its kind ever brought before the Interstate Commerce Commission, records of the Commission show. Radio Station WGBB, of Freeport, is named with the National Broadcasting Company as defendants in the case.

The complainant company asserted that the defendants violated the Interstate Commerce Act by charging \$146.48 per 15 minutes for transmitting the "messages" through one station, and \$1,480.49 for the so-called "chain broadcasting." It was further charged that the National Broadcasting Company refused to provide the furniture polish manufacturer with facilities to transmit its messages.

The reply of the National Broadcasting Company denied these charges in toto.

The broadcasting concern admitted that it did not publish tariffs and file them with the Commission, but asserted that its failure to do so was not in violation of law since it was held that the provisions of the Interstate Commerce Act did not apply to the present instance.

The reply was signed by Frederick H. Wood, of the firm of Cravath, De Gersdorff, Swaine & Wood, counsel for the National Broadcasting Company.

Ernie Adamson, of New York, counsel for the Sta-Shine Company, conferred with Commissioner Joseph B. Eastman November 20th in connection with the case.

Hearings will be held in New York City December 14th before Examiner Cheseldine.

X X X X X X

ORMANDY MADE MINNEAPOLIS ORCHESTRA CONDUCTOR

It is seldom success hits anyone with such a bang as it did Eugene Ormandy. Three weeks ago when Toscanini was unable to keep his engagement as guest conductor of the Philadelphia Symphony Orchestra, in the Philadelphia series, Ormandy, who is but 30 years old, was asked almost overnight by Stokowski to step into the great conductor's shoes.

In the meantime, in addition to his regular radio feature over NBC, "Melody Moments", Ormandy was made a member of Columbia's musical staff. They featured him in a new program known as "Eugene Ormandy Presents--".

However, so spontaneous was his reception in Philadelphia, that a call came to him to act as guest conductor of the Minneapolis Symphony Orchestra.

Ormandy duplicated his Philadelphia success in the Northwestern city, and the next word from there was that he had been appointed regular conductor of the Minneapolis Symphony Orchestra. He succeeds the famous Belgian conductor, Henri Verbrughen.

As Hans Kindler, leader of the Washington Symphony Orchestra, is with the 'cello, Ormandy is a gifted violinist, and started to make that his career. However, like the newspaper man who yearned to be a reporter but spent most of his life as a Managing Editor, Ormandy was always in demand as a conductor. He was concert master of the Bluetner Orchestra in Berlin, head of the Master School of Music at the State Conservatoire in Budapest, and conductor of the Capitol Theatre Orchestra in New York, where he was one of the stars who helped put Roxy on the map.

This last experience almost brought disaster because just before he was to play a violin solo before President and Mrs. Coolidge, in Washington, with Roxy's Gang, he ripped the seat of the pants of a brand new dress suit he had bought for the occasion. Wee Willie Robyn came to the rescue with a couple of pins, but poor Ormandy was in agony for fear there might be a further catastrophe while he was appearing before the President of the United States.

X X X X X X

COMMERCIAL SPONSOR SOUGHT FOR ARMY-NAVY GAME

The opportunity that every broadcaster dreams of is being offered to large advertisers in connection with the Army-Navy football game in New York City for the benefit of the unemployed December 12th. A letter sent out by Maj. P. B. Fleming, graduate manager of athletics at the United States Military Academy, points out that both the National Broadcasting Company and the Columbia Broadcasting System have offered to broadcast the game, that no other big games will compete for listeners on the air, and that "the program is one of commanding interest and will be of at least two and one-half hours' duration, during which there will be opportunities for probably ten credit announcements."

It is stated no bids under \$50,000 will be considered.

X X X X X X - 4 -

INDUSTRY WILL INAUGURATE SECONDARY SELLING SEASON

The radio industry has taken a leaf out of the book of experience of the refrigeration industry which from the first refused to recognize seasonal sales limitations. To overcome self-imposed sales handicap, it has proposed, as a starter, the inauguration of a secondary selling season to begin right after the holiday slump and continue well into the spring.

Presidents of four radio set manufacturing companies approve the idea: E. F. McDonald, Zenith Radio Corp.; B. J. Grigsby, Grigsby-Grunow Company; C. B. Smith, Stewart-Warner Corporation; and Eugene R. Farny, All-American Mohawk Corp. It also has the approval of R. Calvert Haws, President, Shuman-Haws Advertising Co. (Chicago); St. Clair Carver, member of the firm, Henry Hurst & McDonald (Advertising agency, Chicago); and Dave Goldman, New York City, and Henry C. Bonfig, Kansas City, Mo., nationally known radio distributors.

"It's the selling idea, energetically pushed, and not the season of the year that is important", says the radio men.

X X X X X X

CAPITAL INVENTOR SUED FOR \$550,000

A suit for \$550,000 damages was filed in the District Supreme Court, Washington, against Charles Francis Jenkins, noted inventor of radio and television appliances, last week by the Radio Service Corporation of New York City.

Jenkins, and the company he formed to hold his radio and television patents, the Jenkins Laboratories, Inc., were charged in the suit with having failed to fully comply with an agreement made with the corporation to market Jenkins's inventions.

Through this arrangement Jenkins was put in touch with Arthur D. Lord, a New York attorney, who in turn introduced Jenkins to a group of New York capitalists, James W. Garside, Wiley H. Reynolds and Dr. Lee DeForest, who formed a company and took over the patents, the bill sets forth.

This new company was known as the Jenkins Television Corporation. The Radio Service Corporation claims that it was entitled to a 20 per cent commission on an estimated sale price of \$2,275,000.

X X X X X X

GREAT FALLS, MONT., PUTS UP FIGHT FOR NBC PROGRAMS

C

The following appeared in "Dial Flashes" by Robert D. Heinl in the Washington Post:

"Every now and then there is an explosion in Congress about the evils of chain programs but there was quite another kind of an explosion when the citizens of Great Falls, Mont., learned that the NBC contemplated going into Montana with outlets at Billings and Butte and were passing up Great Falls.

"Evidently they made it so hot for M. H. Aylesworth, President of the NBC, in New York, that he took to the tall timbers. Whereupon F. A. Buttrey, of Station KFBB, Great Falls, began burning up the long distance telephone wires into Washington (at \$6.75 for the first three minutes, and \$2.25 for each additional minute) to see if anybody here could do anything to help them get to Aylesworth.

"Buttrey, who thinks less of making the 3,000 mile trip to Washington than some of our people do of a pilgrimage to Alexandria, offered to take the next airplane East, if that would do any good, but in the meantime appealed to the friends of Great Falls to please get busy as with 'only Butte and Billings', the NBC could not possibly reach half of the Montana audience.

"Doubtless the networks could cite many such instances where cities are clambering to get aboard. One we know about was Baltimore, which put up the biggest kind of a fight and wasn't satisfied until it secured the WEAJ network in addition to WJZ which it already had.

"As a result of this Baltimore has it on Washington. In addition to Columbia, it now has the full-time programs of both the NBC networks, while the best the Capital can do is split programs on the three."

X X X X X

FOREIGN TRADE OPPORTUNITIES

The following foreign trade opportunities may be looked into by addressing the Bureau of Foreign and Domestic Commerce, Washington, D. C.:

Radio sending and receiving apparatus, airplane; and electrodynamic loud-speakers	154920 Muiden, Netherlands	Purchase or Agency
Radio sets and Parts	*54914 Lyon, France	Agency.

X X X X X X X

CONGRESS MAY PUT U. S. TAX ON RADIOS

When Congress devises new tax legislation to help the Nation out of the sea of red ink, radio likely will be called upon to contribute a portion of that revenue, writes Robert Mack, in the Washington Star.

A sales tax on receiving sets and possibly an income tax on revenues derived by broadcasting stations may be placed on the new tax schedules. That, in any event, seems to be the view of members of Congress who have gathered in Washington. And it seems likely that the radio industry as a unit will endeavor to block such a move, and will advance the argument that radio is not a luxury, but a vital part of the new American living standard.

The staggering sum of \$100,000,000 has been established by one member of Congress as the contribution the radio industry should make. Others questioned were not ready to set the figure but preferred to examine the schedules to be prepared by the Treasury, which already has mentioned radio as a possible source of substantial revenue. The Treasury's tentative proposal is for a nominal tax on retail sales of receivers, and does not go into the business of broadcasting.

Representative La Guardia (Republican), New York, advances the proposal for a blanket tax on the radio industry. He said if the statements of leaders in broadcasting and other phases of the industry as to their prosperity are true, then they should be called upon to help the United States out of this financial plight.

Declaring he had analyzed figures given out by the radio networks and by manufacturers, Mr. La Guardia said this industry could yield \$100,000,000 in Federal taxes. He proposed that a flat tax of 25 per cent be levied on the revenue derived by broadcasting stations and networks on advertising contracts for time sold on the air. A flat rate of 10 per cent would be fixed for sales of apparatus of all kinds, such as receiving sets, transmitters, tubes and other apparatus used not alone for broadcasting, but for the radio industry as a whole. Talking movie apparatus and related electronics fields would be taxed similarly.

Mr. La Guardia said the schedule could be so devised that the revenue on receiver sales would come from the manufacturer rather than from the consumer. He said unequivocally that it should be paid by the Radio Corporation of America, charging that "this group controls radio anyway and gets a large royalty from almost all receiving set manufacturers."

Leaders of both the House and the Senate, consulted about the proposed new tax schedule, indicated that radio probably would be considered along with other items classified as semi-luxuries. There is no desire, they insisted, to hamper development of the radio, or any other industry, and ample opportunity should be allowed all interests to present their cases.

X X X X X X

RMA DIRECTORS CONSIDER PROBLEMS

Sales promotion plans, television, the patent problem, the proposed sales tax on radio and many other important industry problems were considered by the RMA Board of Directors at their meeting November 19th, at the Hotel Cleveland in Cleveland, Ohio. Preliminary plans for the 8th annual RMA convention and trade show at Chicago, beginning May 23, 1932, the only official industry show, also were approved. J. Clarke Coit of Chicago, President of the RMA, presided at the Directors' meeting.

Probability of Treasury recommendations to Congress of a manufacturers sales tax on radio products was presented to the RMA Board by Frank D. Scott, the Association's Washington legislative counsel. Action in the sales tax matter was deferred by the Board, to await developments in Washington. It is planned to take any necessary and appropriate action with due regard to the Government's revenue needs and conditions of the radio industry, in cooperation with other radio and industry organizations. The RMA Legislative Committee, of which Mr. H. B. Richmond, former RMA President, is Chairman, is in charge of the matter.

President Coit and other Chairmen reported progress on the patent problem, in which negotiations and conferences have not been completed.

Deploring many false reports regarding television and "blue sky" television stock promotions, the RMA Board took steps to advise the industry and the public regarding the true progress at present of television. A special statement on the actual status of television will be prepared and issued by the RMA.

X X X X X X

METROPOLITAN OPERA BROADCAST PLANNED

If the plans of the National Broadcasting Company meet with success, grand opera will be broadcast next Saturday afternoon from the Metropolitan Opera House. All that stands in the way, it was disclosed, is the completion of financial details.

Gerard Chatfield, technical art director, and O. B. Hanson, manager of plant operations of the broadcasting company, NBC officials said, have succeeded in making satisfactory "pick-up" and have decided upon the dress circle for the control station. The engineers would have liked to place it in the "golden horse-shoe, but with every box subscribed, there was no room.

Next Saturday's scheduled opera is "L'Elisir d'Amore" (the elixir of love). Gigli will sing Caruso's favorite role of Memorino, and others in the cast will be Fleischer, Falco, De Luca and Pinza. Serafin will conduct.

X X X X X X

: :
: BUSINESS LETTER BRIEFS :
: :

Eighty per cent of the radio industry of Canada is concentrated in Toronto, according to a recent government survey made for the Radio Manufacturers' Association of Canada and reported to the Department of Commerce by Trade Commissioner L. A. France, at Toronto, Canada.

Contrary to predictions in the late Fall of 1929, sales of receiving have shown an increase. Production for 1930 totaled \$22,776,000 (223,228 sets), as compared with about \$20,775,000 for the previous year. In 1930, 170,082 units, valued at \$19,196,936 were completely manufactured or assembled in Canada, while the remainder were manufactured to some extent north of the border. In 1927, production totaled only about \$8,790,000. Ontario absorbed approximately half of the 1930 output.

Newcomb Carlton, President of the Western Union and Colonel Sosthenes Behn, Chairman of International Telephone and Telegraph Corporation announced, in a statement from the latter, that an arrangement between Western Union and Postal Telegraph Companies whereby what is hailed as a new era in the telegraph industry will begin, as early as December 1st, when those companies will separately and jointly present to the public a new type of telegraph service.

The new service comprehends the typing of messages by patrons in their own offices on automatic telegraph printers supplied by the telegraph companies, and a subsequent mechanical handling or switching which will cause a printer in the office of the addressee to print the message in its exact original form.

The charges for this new service will not be on the customary word basis, but will be regulated by the number of minutes the telegraph wires are used. A minimum period of three minutes will be charged for. In the three minutes period from 100 to 180 words can be transmitter according to the skill of the operator.

The two telegraph companies have already over 10,000 printers installed linked with their main offices by direct wires, operated by the same printer telegraph apparatus that will be used in the new service.

Inaguration of the new service will not be accompanied by the elimination of any telegraph services now given to the public.

X X X X X X

ATWATER KENT TO AID HIS OWN UNEMPLOYED

A. Atwater Kent, radio manufacturer, announced plans last night (Sunday) for a relief program of his town to aid former employees who are in need, according to an A. P. dispatch from Philadelphia.

His announcement came two weeks after he had refused to contribute to the Philadelphia United Charities drive and said that the entire resources of the Atwater Kent Foundation, endowed with more than \$1,000,000 had been placed in the hands of a committee for the assistance of several thousand men and women who had previously worked in the Atwater Kent factory.

In addition, Mr. Kent said, he was keeping his factory operating at a loss of \$250,000 rather than reduce his present force.

In announcing his plan, Mr. Kent said:

"These are trying times and thousands of deserving and industrious men and women in Philadelphia, as elsewhere, find themselves in unfortunate circumstances. My first thought is for those who have been in my employ and who may be in need of assistance this Winter. It is for them my plan is intended, giving first attention to those longest in Atwater Kent service and who need help most. Each application will be investigated carefully.

"In this way I feel I can render the greatest service in the present unemployment situation."

Only persons who have worked for the company at least one year, either before or after December 1, 1929, will be eligible for relief, Mr. Kent said. The plan is expected to be put in operation November 30th.

Mr. Kent's committee declined to estimate the possible percentage of eligibles actually in need.

"But every one will be cared for", a spokesman said, "and if our resources permit, we will extend the plan to former employees who have had only six months' service.

Needy families will be supplied with orders for food, clothing and fuel under the plan, but no cash will be given.

X X X X X

RADIO TUBE IS HUGE WELDING PROJECT IN MINIATURE

That the production of a radio tube parallels a tremendous industrial task, in miniature, was pointed out by George Lewis, Vice-President of the Arcturus Radio Tube Company, Newark, N. J., at a recent meeting of industrial engineers.

Aside from the numerous fine elements used in the construction of a tube which could be termed analagous to minute girders, braces, cross members, etc., there are 186 various spot welds in the final assembly of the elements.

This is equivalent to the number of welds required in laying a 3/4 mile pipe line, with each section of pipe 20 feet long. This would be sufficient to weld all steam and water pipe connections in the average home; or, in the marine field, to weld a mammoth anchor chain 93 feet long for one of the big ocean liners. In aviation, a complete plane including the frame and fuselage could be securely welded with this large number of operations.

"It is hardly believable", says Mr. Lewis, "that this great number of welds are necessary in a small article like a radio tube. But fine wire and small parts are used which require a weld no larger than a pin-head."

X X X X X X

HEARINGS SCHEDULED BY RADIO COMMISSION

November 24 -- WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., hearing on order revoking station's license; also for C. P. 1220 kc., 1 KW, daytime, sharing with WCAD. Others Notified: WCAX, Burlington, Vt., WNAC-WBIS, Boston, WCAD, Canton, N. Y. WHDL's present assignment 1420 kc., 100 w., daytime.

WCAD, St. Lawrence University, Canton, N. Y., renewal of license, 1220 kc., 500 watts, daytime; Others Notified: WHDL, Tupper Lake, N. Y.

KGRS, E. B. Gish, (Gish Radio Service), Amarillo, Texas, renewal of license, 1410 kc., 1 KW, shares equally with WDAG; Others notified: WDAG, Amarillo, Tex.

WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, renewal of license, 1410 kc., 1 KW, shares equally with KGRS; Others Notified: KGRS, Amarillo, Tex.

WEAO, Ohio State University, Columbus, Ohio, renewal license, 570 kc., 750 watts, shares with WKBN; Others Notified: WKBN, Youngstown, Ohio.

WKBN, WKBN Broadcasting Corp., Youngstown, Ohio, renewal license, 570 kc., 500 watts, shares time with WEAO; Others Notified: WEAO, Columbus, Ohio.

W9AJD, Joy P. Miller, Ashland, Neb., hearing on order revoking amateur license.

X X X X X X

CALIFORNIA PRESS ASSOCIATION FAVORS GOVERNMENT CONTROL

Adoption of a resolution favoring government supervision of all radio programs featured the annual business convention of the California Press Association in San Francisco recently. Friend W. Richardson, former Governor of California and President of the Association for the past 25 years presided.

Text of the resolution adopted by the convention, which was attended by nearly 100 publishers, follows:

"Resolved, that we favor government supervision of all radio programs along the lines followed in Continental Europe, and a stricter control of the air, in the interests of better entertainment for the people."

Action on the radio question followed extensive consideration of this type of competition in an open forum discussion following an address on the subject by Homer W. Wood, publisher of the Porterville Recorder, Justus F. Craemer, Vice-President of the Association, and publisher of the Orange News, told of the views presented at the American Newspaper Publishers' Association convention in Los Angeles. Ed Wilder, San Francisco office manager for the California Newspaper Publishers' Association, quoted the Gannett Newspapers' radio survey. President Richardson said that the radio problem could be solved by government programs, and stated his belief that united action by publishers could obtain this type of program.

Speaking on the subject of radio competition with the newspaper, Mr. Wood said that he had found in personal surveys that the "adless radio" is an almost universal desire.

"I myself several years ago adopted a remote control plan for the radio in my home", he said, "having an electrician install a device enabling me to turn off the radio from any part of my home when I found it tiresome. I found that invariably I was reaching for the cut-off button when the advertising announcement started.

"Many of you publishers are now advertising a device made by the General Electric Company providing not only a cut-off but a change of stations from any portion of the room. From the popularity indicated for this invention, I believe the value of radio advertising will be proven overestimated.

"We must treat radio as a fair and magnanimous experiment. It is a benefit to mankind, particularly to the blind. We must meet radio competition, but radio will not kill us. We are going ahead just the same."

There has been too much discussion of radio and too little action, warned H. R. Judah, publisher of the Santa Cruz Evening News, who presented greetings from the California Newspaper Publishers' Association, of which he is president.

X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 19 - WEVD, Debs Memorial Fund, Inc., New York, N.Y. C. P. to move transmitter from Forest Hills, N. Y., to Brooklyn, N.Y., and install new equipment; Theo. F. Zemla, E. Leroy Pelletier and Harold T. Coughlan, Pontiac, Mich., C. P. to erect a new station to use 800 kc., 500 watts, daytime; WJTL, Oglethorpe University, Oglethorpe University, Ga., license to cover C. P. granted 9/4/31 to move transmitter to Atlanta; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., special authority to operate on 970 kc., from 3:00 to 6:30 P.M., C.S.T., on January 1, 1932, only.

The following application was returned to the applicant:

WROL, Stuart Broadcasting Corp., Knoxville, Tenn., C. P. to move transmitter and increase day power (facilities of WFBC not sufficient).

November 20 - WAGM, Aroostock Broadcasting Corp., Presque Isle, Maine, modification of C. P. granted 5/26/31 to change equipment and extend completion date; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., move transmitter and studio locally and make changes in equipment; WBTM, L. H., R. G., and A. S. Clarke, d/b as Clarke Electric Co., Danville, Va., voluntary assignment of license to Piedmont Broadcasting Corp.; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., modification of license amended to request change from 1360 kc., to 1430 kc. (facilities of WNBR-WGBC).

The following application was returned to the applicant:

WFEA, Rines Hotel Co., Manchester, N. H., assignment of license to New Hampshire Broadcasting Co. (improperly executed)

Applications Other Than Broadcasting

Nov. 18 - R.C.A. Communications, Inc.; K6XO, Kahuku, Hawaii, modification of license for change in class of service to special experimental, change in frequencies to 6890, 7520, 11680, 15985, 16030 kc., 80 KW; W6XI, Bolinas, Calif., modification of license for change in service to special experimental, change in frequencies to 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., change in power to 80 KW; Miami Broadcasting Co., Inc., Portable, Miami, Fla., new C.P. for 2368 and 2342 kc., after 2/1/32, 15 watts, special experimental.

Also, Radiomarine Corp. of America: W10XL, Plane NC-9779, renewal of special experimental license for 333, 375, 500, 1594, 1706, 2316, 2398, 3082.5, 3105, 3492.5, 4797.5, 4917.5, 5520, 5692.5, 6425, 8220, 8655, 12330, 12862.5, 17310 kc., 100 watts; W8XJ, West Dover, Ohio, renewal of special experimental license for 3106, 3082, 3088, 3160, 3172, 3178, 5570, 5540, 5660 kc., 350 watts; National Broadcasting Co., Inc.: W10XAO, portable, renewal of special experimental license for 1584, 2392 kc., 50 watts; W10XAL, portable, renewal of special experimental license for 1584, 2392 and 1566, 2390 kc., effective 2/1/32, 50 watts.

Nov. 19 - KIM, Kennecott Copper Corp., Latouche, Alaska, renewal of coastal and point-to-point license for 500, 425, 219, 187 kc., 100 watts; Town of Arlington (Police Dept.), Arlington, Mass new C.P. for 1712 kc., 100 watts, emergency police service; WPDT, City of Kokomo Police Dept., Kokomo, Ind., renewal of police license for 2470 kc., 50 watts; Ray-O-Vision Corp. of America, Los Angeles, Calif., new C. P. for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000 to 400000, 401000 kc., 75 watts, experimental service; WOX, New York Telephone Co., St. George, Staten Island, N. Y., license covering C. P. for 2530 kc., 400 watts, coastal service; Radiomarine Corp. of America, New York, N. Y., C. P. for 12862.5, 17310, 23100, 25700, 34600, 41000, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 60000-400000 kc., 350 watts, experimental service.

X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 20th)

KGEW, City of Ft. Morgan, Ft. Morgan, Colo., C. P. to make changes in equipment to conform to G.O.s 111, 115 and 116; WRBQ, J. Pat Scully, Greenville, Miss., modification of C. P. to extend completion date to January 27, 1932; WGBS, American Radio News Corp., New York City., modification of C. P. to change studio location from Hotel Lincoln to Ritz Tower; change type of equipment and extend completion date to January 15, 1932; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y., license covering changes in equipment 1400 kc., 500 watts, shares with WLTH, WCGU, and WFOX; KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla., license covering installation of new equipment 1420 kc., 100 watts, unlimited time; KOIL, Mona Motor Oil Co., Council Bluffs, Ia., authority to determine licensed power by direct measurement of antenna input.

Also, WNY, Radiomarine Corp. of America, Brooklyn, N. Y., C. P. coastal and marine relay service; WOE, Same Co., Palm Beach, Fla., modification of C. P. to extend completion date to December 12, 1931; State of La. Bureau of Identification & Investigation, Shreveport, La., C. P. for police service, 1574 kc., 100 watts; W9XD, The Journal Co., Milwaukee, Wis., C. P. to change location of transmitter locally in Milwaukee; KZS, A. A. McCue, Boca de Quadra, Alaska, C. P., coastal point to point service; WPL, Northern States Power Co., St. Croix Falls, Wis., authority to install automatic frequency control; KOW, Pacific Tel. & Tel. Co., in or near Seattle, modification of C. P. covering approval of exact location of transmitter; National Parks Airways, Inc.: 5 aircraft licenses, new planes; KUP, Examiner Printing Co., San Francisco Cal., modification of license for change in equipment; KGPD, City and Co. of San Francisco, Dept. of Electricity, San Francisco, modification of license (police and fire) to change frequencies.

Aeronautical Radio, Inc.: KGT, Fresno, Cal., KGUZ, Ponca City, Okla., WEEM, Miami, Fla., granted aeronautical licenses; WEEM, Miami, Fla., license, point to point aeronautical service; Mackay Radio & Telg. Co., Inc.: WSL, Sayville, N. Y., C. P. for new transmitter to replace existing arc transmitter; KEX, Hillsboro, Ore., marine relay license; KONZ, New York City, authority to operate radio station aboard vessel "City of Alton", pending receipt of formal application; American Radio News Corp.: WEEW, Carlstadt, N. J., WAI, Atlanta, Ga.; WEEEX, Tinley Park, Ill.; NGRU, Denver, Colo., modification of C. P. to extend completion date to read "within 60 days after Feb. 1, 1932, and July 1, 1932"; KGWW, Fox Film Corp., Beverly Hills, Cal., renewal of license, temp. service for motion pictures; KGWV, Same Co., portable, renewal of motion picture license; W6XF, Ralph M. Heintz, on board SS "President Coolidge" and SS "President Hoover", authority to operate portable station for 60 days from Nov. 20th on board the two ships; WGEN, Radio Corp. of America, N. Y. City., authority to operate for period of 60 days pending receipt of formal application, station aboard vessel "Mariposa"

Renewal of Licenses

The following stations were granted regular renewal of licenses: WFDV, Rome, Ga.; WJBW, New Orleans, La.; WKBC, Birmingham, Ala.; KFCQ, Boone, Ia.; KFJY, Riverdale, Ft. Dodge, Ia.; KFXM, San Bernardino, Cal.; KSMR, Santa Maria, Cal.; KWCR, Cedar Rapids, Ia.; WEBR, Buffalo, N. Y.; and WSOC, Gastonia, N. C.

KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, renewal of license 900 kc., 500 watts, hours of operation 11 A.M. to 2 P.M. and 6 P.M. to 12 P.M. daily.

The following stations were given temporary licenses and applications set for hearing: WCAX, Burlington, Vt.; WMBG, Richmond, Va.; WNBX, Springfield, Vt.; WSIX, Springfield, Tenn.; KFWF, St. Louis, Mo., and KGFW, Ravenna, Neb.

KFXJ, D/b as Western Slope Broadcasting Co., Grand Junction, Colo., temporary license to Jan. 1st, pending decision on hearing held; WROL, Stewart Broadcasting Co., Knoxville, Tenn., regular license and application removed from hearing docket.

Set For Hearing

WMPC, The First Methodist Protestant Church of Lapeer, Lapeer, Mich., and WOPI, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn., applications for renewal of licenses set for hearing because facilities have been applied for; Troy Broadcasting Co., Troy, Ala., requests C. P. for new station 1500 kc., 50 watts, day-time hours; S. A. Lutgen, Wayne, Neb., requests C.P. new station 1310 kc., 100 watts, share with KGFW.

Application Denied

WCHI, People's Pulpit Association, Chicago, Ill., denied renewal of license; consent to voluntary assignment of license to Midland Broadcasting Co., and mod. of lic. to increase hours of operation.

Action On Examiners' Reports

A. B. Murray & T. P. Singletary, Baton Rouge, La., denied C. P. for new station, 1500 kc., 100 watts, unlimited time, sustaining Examiner Hyde (Commissioners Sykes and Lafourt dissenting); WSK, The C. Reiss Coal Co., Sheboygan, Wis., denied license for marine relay service, 171 kc., 1 KW, sustaining Examiner Yost; WAAT, Bremer Broadcasting Corp., Jersey City, N. J., denied, modification of license to change frequency from 940 to 930 kc., power from 300 watts to 250 watts, and daytime operation to unlimited, sustaining Examiner Walker; WCBM, Baltimore Broadcasting Corp., Baltimore, Md., denied modification of license to change frequency from 1370 kc. to 1210 kc., sustaining Examiner Hyde.

WICC, Bridgeport Broadcasting St., Inc., Bridgeport, Conn., granted renewal of license, 600 kc., 250 w., 500 w. LS, shares with WCAC, sustaining Examiner Hyde; WCAC, Conn. Agr. College, Storrs, Conn., granted renewal of license, 600 kc., 250 watts, shares with WICC, sustaining Examiner Hyde; Sherwood H. Patterson, Laramie, Wyo. application for new station withdrawn without prejudice, sustaining recommendations of Examiner Yost; WPCC, North Shore Church, Chicago, Ill., denied C. P. for increase in power to 1 KW, sustaining Examiner Yost.

Miscellaneous

WBSO, Babson's Statistical Org. Inc., Needham, Mass., application for assignment of license, set for hearing on Sept. 10th, reconsidered and granted.

Action Taken Nov. 19, 1931

WSAR, Doughty & Welch Elec. Co., Fall River, Mass., granted regular renewal license and application removed from hearing docket (set for hearing because of failure to operate 12 hours daily in compliance with G.O. 105); WMRJ, Peter J. Prinz, Jamaica, N. Y., temporary license and application for renewal set for hearing, because of violations of various general orders; WIBR, George W. Robinson, Steubenville, Ohio, denied petition for rehearing in matter of renewal of license; W2AOR, William N. Ferrell, E. Rutherford, N. J., amateur license revoked because station had been operating at an address different from that contained in license.

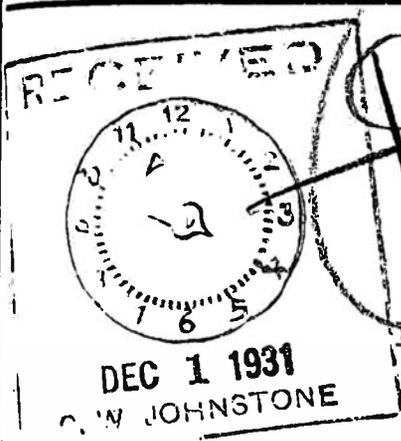
X X X X X X X

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. :: ::



Handwritten: *Book* (circled) and *File* (circled)

INDEX TO ISSUE OF NOVEMBER 30, 1931.

Meeting Of Radio Commission And Program Sponsors Suggested.....	2
Jenkins Television To Enforce Its Patent Rights.....	4
Radio Count In Illinois.....	4
Court Asked To Clarify Communications Channels Ruling.....	5
Executive Committee of N.A.B. Formulates Program.....	5
Industry To Oppose Radio Wave Raids.....	6
Commission Still Weeding Out Stations.....	7
Long Line Frequency Control Permits Use Of Ultra-Short Waves....	8
Young Man Seeks New Radio Connection.....	8
12,078,346 Families Have Radio Sets.....	9
Freed Offers Sight And Sound Receiver.....	9
Hearings Scheduled By Radio Commission.....	10
Foreign Trade Opportunity.....	10
Business Letter Briefs.....	11
Applications Received By Federal Radio Commission.....	12
Decisions Of The Federal Radio Commission.....	13

No. 490

MEETING OF RADIO COMMISSION AND PROGRAM SPONSORS SUGGESTED

The following appeared in "Dial Flashes" in the Washington Post, by Robert D. Heinl:

"It seems strange though Major Gen. Charles McK. Saltzman, Chairman of the Federal Radio Commission is apparently becoming more critical of the character of some of the advertising over the radio that no move has ever been made by either General Saltzman or the program sponsors or their advertising representatives to get together and talk the thing over. The Commission members frequently confer with representative organizations of broadcasters and radio manufacturers, individual members of these organizations, engineers, educators who stage broadcasts, and occasionally someone supposed to represent the public though the last named are few and far between.

"Never, to our knowledge has General Saltzman or members of the Commission conferred with commercial program sponsors as a group or those who prepare the advertising. Yet he has apparently had them on his mind for sometime. He sounded a warning against too lengthy advertising announcements and the character of certain radio advertising at the Broadcasters' Convention in Cleveland a year ago. The General would have let them have it a lot stronger at that time had he not been persuaded to be lenient on a chance they might mend their ways.

"At this time one to whom the General turned to for advice suggested that rather than the Commission heaving bricks at the advertisers, wouldn't it be better for them to get together in Washington and perhaps reconcile their differences?

"General Saltzman said he thought this was a fine idea. Likewise when it was put up to several sponsors, representative heads of advertising agencies with large radio accounts, and chain broadcasting officials, they agreed that such a meeting between advertisers and the Commission would be an excellent thing.

"However, no one ever made a move. In the meantime, programs were loaded down more heavily than ever before with advertising, prices began to be mentioned even on evening programs, many signs of resentment on the part of the listening public were noted, and finally Chairman Saltzman declared in his address to the Broadcasters' Association in session at Detroit that if advertisers were wise, they would correct complaints now quite prevalent concerning sales talks over their stations and 'otherwise improve their programs.

" 'There are sponsored programs and sponsored programs', the Federal Chairman concluded, 'programs in which advertising is palatable, and programs in which the sales talk is nauseating. Advertisers, if they listen to the trend of public opinion, will take steps to make these sales talks more palatable.'

"While the Radio Commission has no authority by law to censor or in any way edit programs unless they be obscene, nevertheless they are finding many ways to correct situations which are obnoxious to the listening public or of which listeners complain.

"Therefore, it would seem very advantageous not only to the advertisers but to the public if there could be a friendly conference between the advertisers and the Commission. This could likewise be attended by the program sponsors themselves, if they chose to join the group.

"Since, in the opinion of those well informed, the subject of overloading commercial with advertising may come up for discussion in Congress, it might not be a bad idea to include some of the people on the Hill in such a conference. Men like Representative Ewin L. Davis, Democrat, of Tennessee, who as long as two years ago predicted that radio advertisers were 'killing the goose that lays the golden egg.' If the Democrats get the break, Judge Davis, who was the author of the Davis Amendment, which brought about an equalization of broadcasting facilities, may be the next Chairman of the House Committee which deals with radio.

"If not, it will be Representative, F. R. Lehlbach, Republican, of New Jersey. Senator Couzens, of Michigan, is Chairman of the Senate committee having to do with radio.

"Senators Dill, of Washington, and White, of Maine, authors of the Radio Act, have also been watching the advertising development. Senator White remarked in a recent interview that 'there is constant pressure on those of us who have been interested in radio legislation, to do something to restrict advertising on the air.'

"All these legislators could properly be invited to attend should a conference between the Commission and radio program sponsors be called.

"The subject of advertising by radio seems all the more timely for the consideration of the Radio Commission, as well as commercial program sponsors and advertisers, in view of the fact that in Canada, commercial broadcasters entered into an agreement to permit no advertising "other than the mention of the sponsor's name, address and nature of his business or products, after February 15, 1931. This decision was reached only a few months ago after a government commission had recommended public ownership of radio facilities."

X X X X X X

JENKINS TELEVISION TO ENFORCE ITS PATENT RIGHTS

That the Jenkins Television Corporation intends to enforce its patent rights, thereby safeguarding the very substantial investments in capital and effort made during the past half dozen years of television pioneering, is conveyed in the statement issued by its President, Leslie S. Gordon.

"Because of the sudden interest which has recently been shown by the public in connection with demonstrations of television", states Mr. Gordon, "the question of the patent situation is naturally coming to the fore. As is the case with any new art, opportunities for questionable exploitation present themselves, and in many instances the exploitation is pursued with the main object of making capital out of a temporary public curiosity and in total disregard of the rights of those who have really fostered the art from its early stages and who own patents thereon.

"And because of the inimical effect of such unauthorized appropriation of its patented inventions on television, the Jenkins Television Corporation and its associate, the DeForest Radio Co., are planning to take steps to enforce their patent rights in the television field. Heretofore, the Jenkins organization has refrained from enforcing its patents where to do so would merely result in the hindrance of legitimate technical development. However, the march of recent events indicates the possibility of its patent rights being violated by organizations whose sole apparent object is to reap a profit based on the temporary curiosity of the public, rather than with any object of advancing the television art in its technical and useful aspects.

"It is the intention of the Jenkins Television Corporation, therefore, to use its patents not for the purpose of preventing legitimate technical development of the art, but mainly to eliminate, as far as possible, the mere opportunist who pays little, if any, regard to the patent rights of others. The natural result of this plan on the part of the Jenkins Television Corporation and others in the same situation will probably be to place the industry on a firmer footing, based on the efforts of those who are legitimately endeavoring to foster the future of the art."

X X X X X

RADIO COUNT IN ILLINOIS

The whole number of families in the State of Illinois on April 1, 1930, was 1,934,445, as compared with 1,534,077, in 1920. The population per family in 1930 was 3.9, as compared with 4.2 in 1920. The number of families reporting radio sets in 1930 was 1,075,134, or 55.6 per cent of the total.

X X X X X

COURT ASKED TO CLARIFY COMMUNICATIONS CHANNELS RULING

The Federal Radio Commission has filed a petition with the Court of Appeals of the District of Columbia, asking that the court clarify its mandate of January, 1931, in which it gave the Commission permission to allocate to a selected applicant 40 communication channels left vacant when the Universal Wireless Communication Company, of Buffalo, N. Y., became insolvent.

Because conditions have changed since the court's January decisions, it is necessary that a modified ruling on the case be made. The Commission requests information as to what action it should take in the case, and asks permission to hold further hearings, according to the petition.

X X X X X X

EXECUTIVE COMMITTEE OF N.A.B. FORMULATES PROGRAM

A constructive program having as its objective greater stability for the broadcasting industry was formulated during a two-day meeting of the Executive Committee of the National Association of Broadcasters.

Legislation which would further restrict the operations of broadcasting stations or result in additional burdens being placed upon the industry will be vigorously opposed in the Congress, the Committee decided. In line with the action of the membership of the Association at its Detroit meeting, the Executive Committee considered ways and means to combat any attempt on the part of Congress to allocate frequencies under any system other than that established by the present Radio Act. Committees of Congress handling legislation affecting the broadcasting industry will be notified that the Association desires to be heard at any hearing during which bills affecting the industry are considered.

The Committee also inaugurated a more intensive study of international broadcasting problems and decided to request the Board of Directors at its next meeting to authorize a delegate from the Association to attend the International Radio Telegraph Conference at Madrid in September, 1932.

Any attempt on the part of Congress to classify radio receiving sets as a luxury for the purposes of taxation will be resisted by the Association on the ground that a radio receiving set has now become a necessity in the average American home.

The Committee meeting was attended by Henry A. Bellows, Minneapolis, Minn., Chairman; Frank M. Russell, Washington, D. C., and William S. Hedges, Chicago, Ill., members of the Committee; Harry Shaw, Waterloo, Iowa, President of the Association and Philip G. Loucks, Washington, D. C., Managing Director.

X X X X X

INDUSTRY TO OPPOSE RADIO WAVE RAIDS

With the certainty that the Fess Bill, which would set aside 15% of all the present broadcasting facilities for use of educational institutions, will be reintroduced when Congress convenes next month, broadcasters are expected to put up a stiff fight to prevent its passage.

The Glenn Amendment, which would reserve one of the cleared channels for the exclusive use of labor, also likely to come up for Congressional consideration, will likewise find the broadcasters on the firing line. Just so the Shipstead-Sirovich Bill, the purpose of which is the same as the Glenn Amendment, also will have a warm reception if it is re-introduced. Although they are not saying much for publication, broadcasters term these bills as "Wave Grab" of special interests.

Henry A. Bellows, Chairman of the Legislative Committee of Broadcasters, goes so far as to call it "chiselling" legislation aimed to cripple the present system of American broadcasting.

In their fight, the broadcasters are to be aided by the Radio Committee of the American Bar Association.

"The records of the Federal Radio Commission show that in May, 1927, there were 94 educational institutions licensed to broadcast in the United States, out of a total of over 700 stations", Louis G. Caldwell, former General Counsel of the Commission, Chairman of the Committee, declared. "On March 9, 1931, the number had diminished to 49 out of a total of about 615 broadcasting stations. Yet to quote from a recent address by a member of the Commission (Commissioner Harold A. Lafount): 'The Commission has never cancelled a single license of an educational institution. The reduction in the number of educational stations since 1927 has occurred by virtue of voluntary assignment or surrender by educational stations of their licenses, because either they were unable for financial reasons to maintain them, or because they did not have sufficient program material to continue operation.'"

Of the 49 stations now licensed to broadcast from education institutions, Commissioner Lafount found as a result of a questionnaire that only one-third of the time assigned for their use is being utilized, "out of the precious limited total."

"Of the 1,229,28 hours per week so used, only 283,85 hours have been devoted to education. Even this figure does not take into account the fact that many of the 49 stations close down for the Summer.

"With respect to commercial stations, the compilation showed that 3,457 out of a total of 33,784 hours, better than 10 per cent are being used for educational broadcasts, a larger percentage of total time than that of the educational institutions themselves. . ."

Concerning the Glenn Amendment and the Shipstead-Sirovich proposal, Mr. Caldwell states that they differ from the Fess Bill "in degree only and not in principle. All three proposals conflict with the conception of a broadcasting station which was announced by the Commission in one of its decisions and which the Committee believes to be sound:

"Broadcasting stations are licensed to serve the public and not for the purpose of furthering the private or selfish interests of individuals or groups of individuals. The standard of public interest, convenience, or necessity means nothing if it does not mean this . . .

"There is not room in the broadcast band for every school of thought, religious, political social and economic, each to have its separate broadcasting station, its mouthpiece in the ether. If franchises are extended to some, it gives them an unfair advantage over others, and results in a corresponding cutting down of general public service stations. It favors the interests and desires of a portion of the listening public at the expense of the rest."

X X X X X X

COMMISSION STILL WEEDING OUT STATIONS

Following its previously announced intention of clearing the ether of stations which it feels are not giving the maximum in the way of public service, the Federal Radio Commission granted temporary renewals of licenses to the following stations:

WABI, Bangor, Me.; WCAT, Rapid City, S. Dak.; WHBC, Canton, Ohio; WIL, St. Louis, Mo.; WJBU, Lewisburg, Pa.; WKAV, Laconia, N.H.; WLBG, Petersburg, Va.; WNBO, Silver Haven, Pa.; WNBW, Carbondale, Pa.; WRAW, Reading, Pa.; WTSL, Laurel, Miss.; KFPM, Greenville, Texas; KFXR, Oklahoma City, Okla.; KGDE, Fergus Falls, Minn.; KWEA, Shreveport, La.

Also, KFUP, Denver, Colo.; KGMP, Elk City, Okla.; KMED, Medford, Ore.; KGBX, St. Joseph, Mo.; WHBU, Anderson, Ind.

It is likely several of these licenses will not be renewed at the expiration of the temporary extensions, January 1, 1932.

X X X X X X

LONG LINE FREQUENCY CONTROL PERMITS USE OF ULTRA-SHORT WAVES

What constitutes the first practical employment of ultra-short radio waves, which for many years have remained one of the curiosities of radiotelegraph experimental work, has been accomplished with the establishment of the new, inter-island radio telephone system of Hawaii, according to the Radio Corporation of America.

The development is regarded as an important milestone of radio, as it taps an altogether new reservoir of wave lengths for commercial utilization. Such an ultra-short wave communications system lends itself to duplication in other archipelago, and particularly in those of the tropical regions. For this and similar short distance communication purposes the ultra-short waves provide definite advantages in reliable, continuous communication, although the efficiency of frequencies now employed for long range communication remains unchallenged.

Attempts to establish inter-island telephone service for Hawaii were begun by the Mutual Telephone Company in 1912, when a survey disclosed that the channels between the islands were too deep to make the use of cables for voice communication practicable. The successful system eventually was established through the cooperation of RCA engineers with the Mutual Company, which called upon R.C.A. Communications, Inc., for assistance following extensive research and experimental work by RCA in the ultra-short wave field.

The system links the islands of Hawaii, Kauai, Oahu and Maui. A radiotelephone service in which the Mutual Telephone Co. is interested between Hawaii and the North American mainland will be opened probably before Christmas this year. For the mainland service, transmitting and receiving stations in Hawaii will be owned and operated by the R.C.A. Communications, Inc., and the transmitting and receiving stations in California will be owned and operated by the American Telephone and Telegraph Company. Connection to the Hawaiian land telephone network as well as to the new, inter-island radiotelephone service will be made through the Mutual Telephone Company.

X X X X X

YOUNG MAN SEEKS NEW RADIO CONNECTION

Young man, 25 years old, with five years' radio experience, plays banjo, sings, announces, knows sports, continuity work and production. Has always worked in home city and is anxious to change to another locality.

Address Heinl Radio Business Letter, 405 Insurance Building, Washington, D. C.

X X X X X X

12,078,346 FAMILIES HAVE RADIO SETS

Of the 29,980,146 families in the United States in April, 1930, when the decennial census was taken, 12,078,346, or 40.3 per cent, owned radio sets, the Census Bureau announced this week. But as some families had two or more sets, the total for the country was considerably above the census figure.

The States reporting more than 1,000,000 families with sets were: New York with 1,829,123, Pennsylvania, 1,076,770, and Illinois 1,075,134.

New Jersey led in percentage of families having radio sets, with 63.3 per cent, and New York was second with 57.8. Only 5.4 per cent of the families in Mississippi had sets.

The number of families returned in 1930 represents an increase of 5,628,470, or 23.1 per cent, as compared with the 24,351,676 families in 1920. But there has been a decrease in the average size of the family, the population per family being 4.1 in 1930, as compared with 4.3 in 1920, 4.5 in 1910, 4.7 in 1900 and 4.9 in 1890.

X X X X X X

FREED OFFERS SIGHT AND SOUND RECEIVER

The following is from J. M. Koehler of the Freed Television and Radio Corp., Long Island City:

"The newest broadcast receiver of sight and sound presented by the Freed-Eisemann organization (The Freed Television and Radio Corporation) is housed in a cabinet seventeen inches deep, fifty-seven inches high and seventeen inches wide. It employs sixteen tubes - eight tubes in the sound (radio) receiver - seven tubes in the television receiver and one crater type neon lamp. The cabinet is marked by its simple lines (no attempt at modernity) with the screen upon which the broadcast picture is received slightly larger than five by six inches. Only six knobs are visible on the set and no regulation is required within the cabinet itself. When not in use the picture screen is hidden by a cover which, when pulled out, forms a hood keeping all extraneous light from the screen.

"The framing of the picture is accomplished very simply, the vertical framing through the means of one of the knobs which rotates the entire shank of the motor and the on and off switch which brings the motor into step thereby framing the picture horizontally. The volume control, which contributes considerably to the quality of the reception, permits of rather minute variation in the highlights of the received picture. Optional equipment with this all purpose receiver is a short wave adapter so that sound broadcasts not within the regular wave band may be received when synchronized with picture broadcasts,

"The seven tube television circuit employed utilizes three stages of tuned radio frequency with flat resistance coupled amplification. Two variable mus are used, one type '27 as a detector, one '24 and one '27 in the audio circuit with one '45 in the output stage. The signal received activates a crater type neon lamp with a specially designed square aperture which permits of a maximum brilliancy without blur or fuzz. The scanning disc is of the single spiral lens type 12 inches in diameter employing sixty specially ground and matched lens. The lens are one-half inch in diameter. The light passing through these lens is projected upon a special screen much as the pictures are at present projected in the Trans-Lux motion picture theatres.

"It is believed that the price of the Freed combined sight (television) and sound (radio) receiver will be between \$250 and \$300, the difference between accounted for by the optional equipment. The picture receiver is also available by itself for \$150."

X X X X X X

HEARINGS SCHEDULED BY RADIO COMMISSION

December 3 - WJR, The Goodwill Station, Inc., Pontiac, Mich., C.P. 2000-2100 kc., 500 w., 12 hrs. day, 7 hrs. night. Also, C. P. 42000-46000, 200 w., 48500-50300, 60000-80000 kc., unlimited time, for experimental purposes only. Others Notified: Jenkins Laboratories, and Jenkins Television Corp., Washington, D. C.; DeForest Radio Co., Passaic, N. J.; Western Television Corp., Chicago, Ill.

The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio. C. P. 43000-46000, 48500-50300, 60000-80000 kc., 200 w., unlimited time, for experimental purposes only.

December 4 - Weber Jewelry & Music Co., Inc., St. Cloud, Minn., C. P., 1500 kc., 50 w., share with KGFK. Others Notified: KGFK, Moorhead, Minn., and KSTP, St. Paul, Minn.

KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., Renewal of license, 1500 kc., 50 watts, unlimited time.

X X X X X X

FOREIGN TRADE OPPORTUNITY

The following foreign trade opportunity may be investigated by addressing the Bureau of Foreign and Domestic Commerce, Washington, D. C.:

Radio sets and parts, combination short and long wave	Curacao, Netherland	Purchase
	*55022 West Indies	& Agency

X X X X X X X

: :
: BUSINESS LETTER BRIEFS :
: :

All records for radio mail were said to have been broken at the NBC during the week ending November 21st, when 382,000 letters, or more than were received in an entire year when the company was organized were delivered to the organization's offices in New York.

The total number of letters received in 1923 was approximately 87,000, and even as late as 1929, the monthly average was less than 113,000, Thursday November 19th's total. Of the 382,000 letters written to the company during the week, about 201,000 came to the New York office, 166,000 to Chicago, and 15,000 to San Francisco.

Negotiations looking toward the construction of the long-talked-of new Metropolitan Opera House in Radio City are still in progress and one of the most valuable locations in the project is still being held pending decision on the opera house site.

The Philadelphia Storage Battery Company, manufacturers of Philco Radios, has appointed the F. Wallis Armstrong Company, Philadelphia agency, to handle its advertising.

Station WMCA has just issued (as of November 15th) the first number of their new monthly publication, "WMCA MONTHLY NEWS".

Representatives from Massachusetts, New Hampshire, Rhode Island, and Vermont attended the Fall meeting of the New England Members of the Associated Press in the Copley-Plaza Hotel, Boston, November 16th. Joseph DeWolf, Associate Editor, Worcester (Mass.) Telegram-Gazette, Chairman, presided. The members adopted a resolution recommending to the A. P. Board that the same restrictions applied to the publication of news by members be enforced in the broadcasting of news.

X X X X X X

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 27 - WBZ, Westinghouse Electric & Manufacturing Co., Boston, Mass., modification of C. P. granted Nov. 17, 1931, for 25 Kw., requesting approval of proposed equipment and proposed transmitter location at Millis Township, Mass.; WCAU, Universal Broadcasting Co., Philadelphia, Pa., modify C.P. granted Nov. 17, 1931, for 50 kw., requests approval of transmitter location at Newton Square, Pa.; LaGrange Broadcasting Co., LaGrange, Ga., C.P. to erect a station to use 1120 kc., 100 w., unlimited; Albert Rosenstein, Savannah, Ga., C. P. to erect a station to use 1400 kc., 7½ w. day, 20 w. night, 8 hours per day; KGRS, Gish Radio Service, Amarillo, Texas, modification of license requesting specified hours of operation; WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, modification of license requesting specified hours of operation; WOAI, Southern Equipment Co., San Antonio, Texas, C. P. to erect an auxiliary transmitter to San Antonio, Texas, to use 5 KW for emergency purposes; KWEA, Hello World Broadcasting Corp., Shreveport, La., C. P. to make changes in equipment; KGDM, E. F. Peffer, Stockton, Calif., modification of license to change from daytime hours to limited time hours.

Applications Other Than Broadcasting

November 21 - WLD, Pere Marquette Radio Corp., Ludington, Mich., C. P. for change in location to Pere Marquette Railway Co., Steamship Dock, Ludington, Mich.; W2XBB, Radio Corporation of America New York, N. Y., renewal of experimental license for 25700, 34600, 60000-400000, 401000 and above, 1 KW; R.C.A. Victor Co., Inc.: W3XAJ, Camden, N. J.: renewal of experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W3XAI, Camden, N. J., renewal of experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above 401000 kc., 500 watts.

November 23 - Knickerbocker Broadcasting, Inc., New York, N. Y., new C. P. for 46 megacycles, 500 watts, visual broadcasting; KJD, Humble Oil & Refining Co., Portable #18 in Texas and Louisiana, renewal for 1600, 1652, 1664, 1680, 1704 kc., 20 watts, geophysical service; also, KJA, KGZ, KFY, KFG, KFF, KLA, KLE, KLT, KLG, KLI, KLY, KMD, KMI, KMS, KMX, KMY, KMZ, same Co. for portables #1 - 17 inclusive, nature of application same as for KJD.

November 27 - WPDH, City of Richmond, Ind., license to cover C. P. for 2416 kc., 50 w., police service; Ford Motor Co., Lansing, Ill., new License to cover apparatus erected at WCQ for special experimental service 389 kc., 1 kw.; also, at Dearborn, Mich., new license to cover apparatus constructed for WQDW, 389 kc., 1 kw, special experimental; to cover apparatus constructed prior to Feb. 23, 1927, for 389 kc., 1 kw, special experimental; to cover apparatus constructed for WQDW, for airport service, 278 kc., 15 w.

X X X X X X X X X

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 24th)

WBHS, W. T., M. M. W. C., & V. F. Hutchens, d/b as The Hutchens Co., Huntsville, Ala., modification of C. P. approving selected site for transmitter location; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., license covering installation of new equipment and increase in power to 100 watts, 1210 kc., unlimited time; WJAK, The Truth Publishing Co., Inc., Elkhart, Ind., license covering installation of new equipment and removal of transmitter and studio, 1310 kc., 50 watts, shares with WLBC; WJBL, Commodore Broadcasting, Inc., Decatur, Ill., authority to remain off the air for 14 days from Nov. 21st, on account of partial destruction of transmitter by fire; WAAT, Bremer Broadcasting Corp., Jersey City, N. J., authority to operate from 12 midnight Dec. 19th to 6 A.M., Dec. 20th, in order to broadcast special benefit program; KGPK, City of Sioux City, Sioux City, Ia., C. P. (police service) to increase power to 100 watts.

Also, City of Wichita, Wichita, Kans., C. P. for police service, frequency 2452 kc., 100 watts; Aeronautical Radio, Inc.: at Oakland, Cal., C. P. for special experimental purposes; WHG, Columbus, Ohio, modification of license, aeronautical service for correction in transmitter location from municipal Airport, Columbus; KTU, Redding, Cal., aeronautical license; KGNB, Western Radio Telg. Co., modification of C. P., point to point service, extending completion dates to April 18, 1932, for stations near Wink and Crane, Texas, and Jal. N. Mexico; KOQ, Press Wireless, Inc., San Francisco, Cal., modification of license, point to point service, for additional frequency; John B. Brennan, Jr., NR-914; aircraft license; KGPM, City of San Jose, San Jose, Cal., license for police service, 2470 kc., 50 watts; W3XP, Bell Telephone Labs., New York City, authority to temporarily increase power from 1 KW to 50 KW, from Nov. 19th to Dec. 31st, 1931.

Granted November 27:- WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., license covering changes in equipment and studio move, 1210 kc., 100 w., shares with WPAW; KLRA, Arkansas Broadcasting Co., Little Rock, Ark., license covering removal of transmitter and studio locally, 1390 kc., 1 KW, shares with KUOA; WNBR-WGBC, Memphis Broadcasting Co., Memphis, Tenn., license covering removal of transmitter locally, 1430 kc., 500 watts, unlimited time; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, license covering removal of transmitter locally and installation of new equipment; 900 kc., 500 watts, unlimited time; KSEI, Radio Service Corp., Pocatello, Idaho, license covering changes in equipment, 900 kc., 250 watts, unlimited time; KFDY, So. Dak. State College, Brookings, S. Dak., authority to remain silent from Nov. 26th to date of filing application for license to operate with new equipment being installed - estimated date Dec. 19th; KLRA, Radio Station KLRA, Little Rock, Ark., extension of program test for period of 15 days.

Also, City of Fresno, Cal., Fresno, Calif., C. P. for police work, 2416 kc., 100 watts; City of Houston, Houston, Texas, C. P. for police service, 1712 kc., 150 watts; W2XDF, Faske Engineering Co., Brooklyn, N. Y., modification of C. P. for extension of time to January 1, 1932; WLXQ, American Tel. and Tel. Co., Bradley, Maine, and W2XAG, So. Schenectady, N. Y., renewals of special experimental licenses; WPDx, Detroit Police Dept., Detroit, Mich., license, police service, 2410 kc., 500 watts; KGTE, Aeronautical Radio, Inc., Wichita, Kans., aeronautical service license; KGRQ, Radiomarine Corp. of America, New York, authority to operate transmitter aboard yacht "Thalia" in addition to existing authorizations; W10XAQ, Westinghouse Electric & Manufacturing Co., NC-5211, experimental license for additional frequencies and change in location to portable, initial location on airplane NC-1771 (can be moved from one plane to another); American Airways, Inc.: licenses for 17 planes; National Air Transport, Inc., NC-434-H, aircraft license.

Applications Dismissed

The following applications were dismissed at request of applicants:

Jersey City, N. J.

Nov. 24 WHOM, New Jersey Broadcasting Corp., /modification of license 1050 kc., 250 watts, daytime to sunset on Pacific Coast; Mackay Radio & Telg. Co., Las Vegas, Nev., C. P. 4410-6815 kc., 500 watts; W9XD, The Journal Co., Milwaukee, Wis., C. P. 2850-2950 kc., 1 KW and C. P. 1550 kc., 250 watts, unlimited; WJR, WJR, The Goodwill Station, Inc., Pontiac, Mich., C. P. 750 kc., 50 KW; The Tribune Co., Chicago, Ill., C. P. 2850-2950 kc., 750 watts;

Nov. 27 - Congress Square Hotel Co., Portland, Me., C. P. 43 to 46 megacycles, 48.5 to 50.3 and 60 to 80 megacycles; $\frac{1}{2}$ to 5 KW, 4 hrs. daily; Press Wireless, Inc.: WJP, Hicksville, N. Y., modification of license; WJM, Washington, D. C., Two C.P.'s 18580 kc., 19140 kc., 5 KW; WEE, Hicksville, N. Y., Two Cps. 19900, 18500, 21020 kc. 5 KW, unlimited time; at San Francisco, Cal., Two C.P.s 19940, 20340 kc. 5 KW, continuous service; WJA, Chicago, Ill., C.P. 19380 kc., 5 KW, unlimited time; KPG, Los Angeles, Two C.P.s, 17820, 20540, 15100, 20940 kc. unlimited time, 5 KW.

Application Denied

WPTF, Durham Life Insurance Co., Raleigh, N. C., denied modification of license to move transmitter to about 10 miles NW of Raleigh, and increase power to 5 KW.

Action On Examiners' Reports

November 27 - Lancaster Broadcasting Co., Lancaster, Pa., denied C. P. to erect new station to operate on 1000 kc., 1 KW, daytime operation, sustaining Examiner Yost; York Broadcasting Co., granted C. P. for new station to operate on 1000 kc., 1 KW, daytime hours, sustaining Examiner Yost; John E. Hess, York, Pa., denied C. P. for new station to operate on 1500 kc., 100 watts, unlimited time, sustaining Examiner Walker; Clarence M. Doyle, Philadelphia, Pa., dismissed as in default application for new station to operate on 930 kc., 50 watts, share with WIBG, sustaining Examiner Yost; Charles Smuck, Springfield, Mo., denied as in default, C. P. for new station 1500 kc., 100 watts, share with KGIZ, sustaining Examiner Pratt.

X X X X X X X X

NO COMMISSION MEETINGS DURING HOLIDAYS

There will be no regular meetings of the Federal Radio Commission during December 22nd and January 4th, 1932.

X X X X X X

Renewal Of Licenses

The following stations were granted regular renewal licenses:

WJAK, Elkhart, Ind., WROL, Knoxville, Tenn.

Also, WALR, Roy W. Waller, Zanesville, Ohio, granted temporary license subject to decision upon applications heretofore heard and now under advisement, and decision upon investigation of alleged violation of the law by this station; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., temporary license subject to decision as a result of investigation to determine whether station has used power in excess of that authorized by G.O. 105, or otherwise violated the order; WFBC, First Baptist Church, Knoxville, Tenn., granted extension of existing license to January 1, 1932, pending action on licensee's application for renewal of license; WMBO, WMBO, Inc., Auburn, N. Y., granted extension of existing license to January 1, 1932, pending receipt and action on licensee's application for renewal; WFBG, The William F. Gable Co., Altoona, Pa., and WJAC, The Johnstown Automobile Co., Johnstown, Pa., granted renewals of licenses for regular period (Action of November 13th, granting in part and designating for hearing renewal application, reconsidered).

Set For Hearing

Nov. 24 - WCAX, Burlington Daily News, Inc., Burlington, Vt., requests C. P. to install new 500 watt equipment, change frequency to 1340 and increase power to 250 watts night and 500 w. LS and change hours of operation from sharing with WNBX to unlimited; WLAP, American Broadcasting Corp. of Ky., Louisville, Ky., requests authority to extend special authorization which expires Nov. 25th to operate experimentally on 1010 kc., 250 w., unlimited time, but with 3/4th time license (At expiration of special authorization, station will operate on 1200 kc., 100 w., night, 250 watts day).

Nov. 27 - Dr. F. P. Corniglia, near Monroe, La., requests C. P., 1420 kc., 100 watts, share with WJBO; WIBM, WIBM, Inc., Jackson, Mich., requests modification of license to reduce power from 100 to 50 watts; WJBK, James F. Hopkins, Inc., Detroit, Mich., requests modification of license to increase power from 50 to 100 watts.

Miscellaneous

WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., granted permission to intervene in the application of O. H. Stephens for C. P. for 100 watt station, 1500 kc., to share with KGKB; WPCC, North Shore Church, Chicago, denied informal request for permission to install a transmitter in same location from which station is now broadcasting under a Stay Order from Court of Appeals of the District of Columbia.

Action On Examiners' Reports

November 27 - Lancaster Broadcasting Co., Lancaster, Pa., denied C. P. to erect new station to operate on 1000 kc., 1 KW, day-time operation, sustaining Examiner Yost; York Broadcasting Co., granted C. P. for new station to operate on 1000 kc., 1 KW, daytime hours, sustaining Examiner Yost; John E. Hess, York, Pa., denied C. P. for new station to operate on 1500 kc., 100 watts, unlimited time, sustaining Examiner Walker; Clarence M. Doyle, Philadelphia, Pa., dismissed as in default application for new station to operate on 930 kc., 50 watts, share with WIBG, sustaining Examiner Yost; Charles Smuck, Springfield, Mo., denied as in default, C. P. for new station 1500 kc., 100 watts, share with KGIZ, sustaining Examiner Pratt.

X X X X X X X

NO COMMISSION MEETINGS DURING HOLIDAYS

There will be no regular meetings of the Federal Radio Commission during December 22nd and January 4th, 1932.

X X X X X X

PATENTS AND TRADE-MARKS

The following patents were granted during the week ending November 24, 1931:

- 1,832,851. Amplifying Horn. Joseph J. Auerhaan, Brooklyn, N. Y. Filed August 23, 1929.
- 1,832,909. Vacuum Tube. George Lewis, Elizabeth, N. J., assignor to Arcturus Radio Tube Co., Newark, N. J. Filed Dec. 21, 1928.
- 1,832,910. Radio Receiving And Amplifying System. Henry G. Maerlender and Hugo A. Maerlender, Cleveland, Ohio. Filed July 18, 1928.
- 1,833,055. Diaphragm For Sound Reproducing Apparatus. Frank Allen Mitchell, Wandsworth, London, England, assignor to Columbia Phonograph Company, Inc., Bridgeport, Conn. Filed October 21, 1926, and in Great Britain, Oct. 25, 1925.
- 1,833,070. Electromechanical Translating Device. George B. Crouse, New York, and Victor L. Osgood, Brooklyn, N. Y., assignors to Conner Crouse Corp., New York, N. Y. Filed April 15, 1929.
- 1,833,074. Sound Reproducing Apparatus. Leon V. Foster, Irondequoit, N. Y., assignor to Bausch & Lomb Optical Co., Rochester, N. Y. Filed June 29, 1929.
- 1,833,075. Sound Reproducing Apparatus. Leon V. Foster, Irondequoit, N. Y., assignor to Bausch & Lomb Optical Company, Rochester, N. Y. Filed August 6, 1929.
- 1,833,085. Volume Control. Vernon C. MacNabb, Philadelphia, Pa., assignor to Atwater Kent Manufacturing Co., Philadelphia, Pa. Filed August 18, 1930.
- 1,833,117. Method And Arrangement for Dispersing Magnesium in Vacuum Tubes. Siegmund Loewe, Berlin, Germany. Filed October 27, 1927, and in Germany, October 26, 1926.
- 1,833,157. Sound Resonator. William O. Erbes, Everett, Wash., Filed May 30, 1930.
- 1,833,235. Radio Receiving Apparatus. Lloyd Q. Slocumb, Ferguson, Mo., Filed July 22, 1925.
- 1,833,316. Electromagnetic Coupling Device. Arthur Henry Cooper, Iver, England, assignor to Victor Talking Machine Co. Filed Feb. 5, 1931, and in Great Britain Feb. 4, 1930.

- 1,833,323. Arrangement For The Reception Of Electric Oscillations. Fritz Fischer, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie m.b.H., Hallesches, Berlin, Germany. Filed December 23, 1925, and in Germany February 17, 1925.
- 1,833,392. Electrical Condenser. William Dubilier, New Rochelle, N.Y., assignor to Dubilier Condenser Corp., New York, N. Y. Filed Dec. 29, 1925.
- 1,833,592. Wireless Receiving Apparatus. Joseph Louis Routin, Paris, France. Filed July 11, 1929, and in Germany August 8, 1928.
- 1,833,638. Electrical Amplifier Circuit. Frederick H. Drake and Paul O. Farnham, Boonton, N. J., assignors, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed June 7, 1928.
- 1,833,639. Volume Control. Frederick H. Drake, Boonton, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed July 24, 1929.
- 1,833,640. Microphonic Material and Method of Producing the Same. Hal Frederick Fruth, Chicago, Ill., assignor to Western Electric Co., Inc., New York, N. Y. Filed December 31, 1928.
- 1,833,714. Radio Loud Speaker. Aubrey M. Kennedy, New York, N. Y. Filed March 22, 1928.
- 1,833,735. Radio Signaling System. Irving F. Byrnes, Schenectady, N. Y., assignor to General Electric Co. Filed August 7, 1928.
- 1,833,750. Electrical Apparatus. James M. Kendall, Scotia, N. Y., assignor to General Electric Company. Filed June 1, 1927.
- 1,833,762. Sound Amplifier and Reproducing Apparatus. Louis W. Thompson, Schenectady, N. Y., assignor to General Electric Co. Filed May 10, 1928.
- 1,833,788. High Frequency Electrical Apparatus. John T. McLamore, Scotia, N. Y., assignor to General Electric Co. Filed May 18, 1928.
- 1,833,789. Sound Reproducing Instrument. Theodore R. Mitchell, Wichita, Kans. Filed April 3, 1929.

Adverse Decision In Interference

In interference involving the indicated claims of the following patent, final decision has been rendered that the respective patentee was not the first inventor with respect to the claim listed:

Pat. 1,794,855. A. A. Kent, Radio speaker, decided November 2, 1931, claims 19 and 20.

Reissue

- 18,255. Apparatus For and Method of Photographically Recording Sounds. Bernard Kwartin, Brooklyn, N. Y., assignor to Radio Corporation of America, New York, N. Y. Original No. 1,759,580, dated May 20, 1930, filed April 2, 1928. Application for reissue filed March 26, 1931.

Trade-Mark Application

- Ser. No. 315,777. John A. Alexander, doing business as Visionaire Devises, New York, N. Y. Filed June 13, 1931. Trade-Mark: "VISIONAIRE" in old English lettering. For short and long wave receiving and transmitting radio and wireless television instruments, loud speakers, loud speaker units, power amplifying units; radio tubes - namely, rectifying, receiving, amplifying, and transmitting tubes; audio and radio transformers, inductance coils, audio and radio frequency choke coils, photoelectric cells, mercury switches, relays, high intensity lamps, incandescent lamps, glow tubes, condensers, microphones, electrical pick-ups for reproducing sound from phonograph record discs and from photographic motion films, storage batteries, "B" batteries, variable resistors. Claims use since October, 1930.

Trade-Mark Registrations Granted

- 289,287. Electric Pick-Ups for use with phonograph disc records, unitary electric audio amplifying mechanism, and unitary electric sound projection devices. Williams, Brown & Earle, Inc., Philadelphia, Pa. Filed June 12, 1931. Published September 15, 1931.
- 289,366. Radio Receiving Sets and Component Parts Thereof, Etc. The Rudolph Wurlitzer Co., Cincinnati, Ohio. Filed August 4, 1931. Published September 15, 1931

X X X X X X X X