

# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

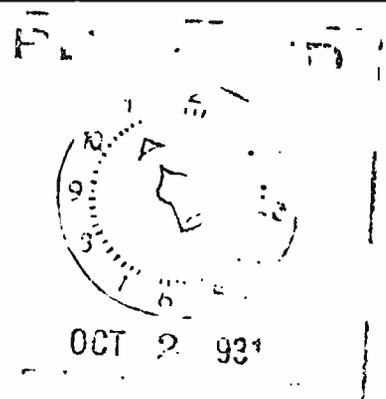
WASHINGTON, D. C.



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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

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No. 474

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## COMMISSION DESIGNATES ADDITIONAL 50 KW STATIONS

The Federal Radio Commission today made tentative grants of increased power for certain radio broadcasting stations to conform with General Order No. 42 as amended, which provides that high powered stations can operate only on four channels in each zone.

The following grants for 25 KW regular and 25 KW additional experimentally were made to fill vacancies in the different zones - the formal action of the Commission will not be taken until its Statement of Facts and Grounds for Decision are adopted:

### FIRST ZONE

WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., now operating unlimited time on 710 kc., with 5 KW.

Chief Examiner Yost recommended that this assignment be given to WJZ, New York, N. Y., operated by the National Broadcasting Co.

### SECOND ZONE

WCAU, Universal Broadcasting Co., Philadelphia, Pa., now operating unlimited time on 1170 kc., with 10 KW, sustaining Examiner Yost.

### THIRD ZONE

WBM, National Life & Accident Insurance Co., Nashville, Tenn., now operating unlimited time on 650 kc., with 5 KW, sustaining Examiner Yost.

WSB, Atlanta Journal Company, Atlanta, Ga., now operating unlimited time on 740 kc., with 5 KW, sustaining Examiner Yost.

### FOURTH ZONE

WCCO, Northwestern Broadcasting Inc., Minneapolis, Minn., now operating unlimited time on 810 kc., 5 KW.

WHO-WOC, Central Broadcasting Co., Des Moines, Ia., now operating on 1000 kc., with 5 KW.

For this zone, Examiner Yost recommended that the assignments be given to WCCO and WGN, operated by the Chicago Tribune Co., Chicago, Ill.

### FIFTH ZONE

KOA, National Broadcasting Co., Denver, Colo., now operating unlimited time on 830 kc., 12½ KW.

KSL, Radio Service Corp. of Utah, Salt Lake City, Utah, now operating unlimited time on 1130 kc., 5 KW.

KPO, Hale Bros. Stores, Inc., and The Chronicle Publishing Co., San Francisco, Cal., now operating unlimited time on 680 kc. 5 KW.

Examiner Yost recommended. When Mr. Yost made his report to the Commission February 16, 1931, only two vacancies existed in this zone. Since then Station KNX, Hollywood, Cal., surrendered its C.P. for 50 KW.

Mr. Yost recommended that the two vacancies existing when he considered the problem should be given to Stations KPO, San Francisco, and KOA, Denver.

Stations Given 25 KW Power

- WHAM, Stromberg-Carlson Tel. Mfg Co., Rochester, N. Y., now operating unlimited time on 1150 kc., 5 KW.
- WHAS, The Courier-Journal Co., and Louisville Times Co., Louisville, Ky., now operating on 820 kc., 10 KW.
- WBT, Station WBT, Inc., Charlotte, N. C., now operating on 1080 kc., 5 KW.
- WAPI, Alabama Polytechnic Institute University of Alabama, and Alabama College, now operating on 1140 kc., 5 KW, sharing simultaneously with KVOO.
- KVOO, Southwestern Sales Corp., Tulsa, Okla., now operating on 1140 kc., 5 KW, sharing with WAPI night, simultaneously day.
- KFAB, KFAB Broadcasting Co., Lincoln, Neb., now operating on 770 kc., 5 KW, sharing with WBBM-WJBT, not given full time.

Applications Denied

- WOWO, Main Auto Supply Co., Fort Wayne, Ind., application to erect 50 KW station on 1160 kc., unlimited time, denied.
- WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., application to erect 50 KW station, using frequency 1160 kc., unlimited time, denied.
- The above cases were heard together January 22, 1930.
- WCTL, Chicago Federation of Labor, Chicago, Ill., application for 50 KW on 720 kc., denied.
- WTMJ, Milwaukee Journal Co., Milwaukee, Wis., application for 50 KW on 870 kc., denied.

Before considering the high powered cases, Commissioner Lafount made a motion to rescind General Order No. 42 as amended. That motion was lost by a vote of 3 to 2, Commissioner Robinson voting with Mr. Lafount.

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WOR GRATEFUL FOR COMMISSION RECOGNITION.

Alfred J. McCosker, director and general manager of WOR, said in connection with the Federal Radio Commission decision to award the station 50,000 watts power: "We appreciate greatly the endorsement of our policy in programs indicated by the Radio Commission's awarding 50,000 watts power to WOR. The high power means to us new responsibility and increased opportunity for improved public service. The State of New Jersey has likewise been honored."

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## MODERN BROADCASTING PLANT IN PHILADELPHIA

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In a three-story structure to be built atop the twenty-one-story Franklin Trust Building, 15th and Chestnut Streets, Philadelphia, is soon to have one of the most modern and complete radio broadcasting studios in the world.

The Universal Broadcasting Company, known on the air by the call letters WCAU, carrying out plans made nearly a year ago, will build the three additional floors at its own expense under the terms of an agreement just concluded with the Franklin Trust Company. The unit, estimated to cost \$350,000, will house both studios and offices.

Incorporating the most modern equipment and employing every advance in acoustics making for the perfection of programs and the comfort of artists, the broadcasting facilities, including a television unit and seven complete studios of various sizes, adapted to accommodate every known type of program, will be installed with the aid of Leopold Stokowski in a supervisory capacity.

Dr. Stokowski, famed as conductor of the Philadelphia Orchestra, will have in the broadcasting unit, an especially designed experimental laboratory in which he will continue the studies and experiments in the transmission of music which he has been carrying on for some time, according to an announcement by officials of the radio concern.

Engineers of the Columbia Broadcasting System and the Western Electric Company are collaborating with architects and engineers of the local organization on the plans, which, according to Dr. Leon Levy, President of the Universal Broadcasting Company, and Secretary of the Columbia Broadcasting System, are near completion.

An exclusive innovation of Universal's new quarters will be a glass-enclosed, acoustically treated room outside the main studio for the conductor, where he may hear the program not as it sounds in the studio, but through loud speakers, as it sounds to the great audience outside in homes and clubs and other places. Standing on a platform flooded with light, behind a double-curved glass embracing his inclosure, the conductor and every move of his baton will be clearly visible to every musician in the orchestra.

In anticipation of the broadcasting of television programs, a television transmitter, special lighting equipment and dressing rooms for speakers and performers are included in the plans.

Provision is being made for large observation galleries.

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## ROYAL AND WITMER NEW NBC VICE-PRESIDENTS

Appointment of John F. Royal and Roy C. Witmer as Vice-Presidents of the National Broadcasting Company has been announced by M. H. Aylesworth, President.

Royal, who was formerly a newspaperman and showman, will be Vice-President in Charge of Programs. Witmer, successively a bank accountant, engineer and industrial sales manager, will be Vice-President in Charge of Sales.

Both executives have won rapid recognition in the broadcasting field. Their new promotion was voted at a recent meeting of the NBC Board of Directors.

Royal came to New York as Program Director in February, 1931, leaving his post as Director and General Manager of WTAM, Cleveland. He previously was General Manager of the Midwestern Division of the B. F. Keith Theaters, with whom he was associated for nineteen years. He entered the show world as a press agent after earlier years as a Boston newspaperman.

Witmer joined NBC in November, 1927, as an advertising salesman. He came to New York from Norwalk, Conn., after serving sixteen years as General Manager of machine manufacturing plants in the East. He was promoted to Assistant Sales Manager in 1929, and was advanced to Sales Manager last December. Witmer began his business career in California following his study of mechanical engineering at Leland Stanford University.

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## PRESIDENT WILL ADDRESS BROADCASTERS

President Hoover has accepted an invitation to address the opening session of the Ninth Annual Convention of the National Association of Broadcasters to be held at Detroit, Mich., October 26, 27 and 28. The invitation was extended by the Association through its President, Walter J. Damm, Milwaukee, Wis.; Frank M. Russell, Washington, D. C., member of the Executive Committee, and Philip G. Loucks, Washington, D. C., Managing Director.

The President's address will be carried by special wire from the White House to the convention hall in the Hotel Statler, Detroit, and at the same time will be broadcast to the public over the nationwide networks of the National Broadcasting Company and the Columbia Broadcasting System.

A half-hour broadcast, commencing at 12 o'clock noon, will mark the opening of the broadcasters' convention. The meeting will be called to order by President Damm, who will introduce Mayor Frank Murphy, of Detroit. Mayor Murphy's address of welcome will be

followed by a brief response from William S. Hedges, Chicago, Ill., former president of the Association. The Association's president will then introduce President Hoover, who will address the meeting from the White House.

Following an address by President Damm, Major General Charles McK. Saltzman, Chairman of the Federal Radio Commission, will speak briefly.

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#### ASSOCIATED BROADCASTERS WITHDRAW PROTEST AGAINST CBS BOOSTER

After receipt of assurances from officials of the Columbia System, the Associated Broadcasters of America today withdrew its protest filed with the Federal Radio Commission against the erection of a booster station in Washington.

Objection had been made by the Associated Broadcasters against the Columbia application for a 250-watt booster station in Washington on the ground that it was the first step toward a country-wide system of booster stations and that it would result in the displacement of existing stations on the Columbia network.

The Associated Broadcasters were informed that there had been unnecessary apprehension in this respect.

Columbia officials pointed out that after all synchronization is still largely experimental and that it is impossible at this time to tell how synchronization should be utilized to the best interest of the public, once it emerges from the experimental stage.

Officials of the Columbia System informed the A.B.A. that while nobody knows what the future may bring, Columbia has no plan for a national system of booster stations and that it has no intention of depriving stations now affiliated with the Columbia network or its programs, substituting booster stations for existing outlets.

The objection of the Associated Broadcasters being based largely on these two points, assurances having been given covering them, the Associated Broadcasters announced their intention of withdrawing their protest and today filed a letter to that effect with the Chairman of the Federal Radio Commission.

"As a matter of fact", the Columbia statement reads, "under the present allocation to broadcasting stations, a national system of booster stations would be impossible. A complete reallocation of wave-lengths would be necessary before a national booster system could be contemplated.

The letter of withdrawal sent by the Associated Broadcasters to the Federal Radio Commission, follows:

"Federal Radio Commission,  
Washington, D. C.

"Gentlemen:

"On September 3, 1931, this Association filed a protest with your Commission against the granting of an application made by the Columbia Broadcasting System for a booster station in Washington to operate on 860 kilocycles, synchronizing with WABC.

"Objection was made by this Association to the application on the ground that it was the first step toward a national system of booster stations; and that adoption of such a policy would not only force many existing stations out of business but would result in a monopoly of broadcast communications.

"Officials of the Columbia Broadcasting System have given this Association adequate assurances that its fears in this respect are groundless. They have disclaimed any intent to erect a national system of booster stations. They have stated that they have no intention of withdrawing Columbia chain programs from stations at present affiliated with the network, substituting booster stations therefor. In fact, stations are being added to the Columbia network, rather than being withdrawn.

"These assurances of the Columbia Broadcasting System completely satisfy the objections of this Association.

"This Association therefore begs leave to withdraw its protest against the granting of the application of the Columbia Broadcasting System for a booster station in Washington.

"The Columbia Broadcasting System is undoubtedly rendering a very fine service to the people of the country. Any application which will extend that service should receive most solicitous consideration.

"Respectfully submitted,  
"ASSOCIATED BROADCASTERS OF AMERICA  
(Signed) "Thomas Stevenson  
"Executive Director"

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#### NEW LINER TO HAVE RADIO EQUIPPED LIFEBOATS

When the new Matson Liner "Mariposa" which is now under construction sails on her maiden voyage early next year, she will be equipped with radio facilities as complete as any steamship has ever possessed. She will have powerful radio telegraph apparatus of world-wide range, and a centralized radio system for the convenience of reproducing radio broadcast programs at various locations in the vessel.

One of their modern innovations will be the radio equipment for lifeboats as developed by the Radiomarine Corporation of America. The design and construction of this new equipment is considered an engineering achievement not only because such apparatus must represent the utmost in reliability, but also because its service must be accomplished under difficult conditions and with limitations not usually encountered in other applications of radio. C. J. Pannill, Executive Vice-President of the Radiomarine Corporation of America, outlined some of the features of the newly developed apparatus for this purpose.

"It is apparent that this new equipment had to be designed for minimum space and to be of the least possible weight", said Mr. Pannill. "There was also the necessity for having it completely protected from water and the corrosive action of salt air. If you weight these obstacles against the objective of producing equipment which would have flexibility of operation on short waves as well as the intermediate band and a reliable transmitting range of at least a hundred miles, it will be seen that the problem was one of no small proportions.

"Storage batteries will provide power for operation and the radio equipment of every lifeboat so furnished will consist of three units; the transmitter and receiver containing the vacuum tubes and the tuning apparatus, a charging panel by means of which power is controlled and a motor-alternator for the production of high voltages necessary to the operation of the vacuum tubes."

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#### "BROADCAST ADVERTISING" BY FRANK A. ARNOLD OFF THE PRESS

The radio industry will welcome the announcement that Frank A. Arnold, of the National Broadcasting Company, has written a modern, up-to-date book on Broadcast Advertising, which was published by John Wiley & Sons, Inc., New York City, on September 28th. The title of this book is "Broadcast Advertising, The Fourth Dimension."

Written by an advertising man, written from personal experience by one who has been a publisher, buyer of advertising, advertising agency executive and developer of radio broadcasting, this book will have a strong appeal for the man who wants authoritative facts which are first-hand and not a compilation from secondary sources.

"Broadcast Advertising" is written in entertaining narrative form. It deals with everything from the pioneering days of radio to an interesting discussion of its future. Obtaining radio circulation, planning programs and adapting them to subject and audience, reaching the audience, the advertising agency and re-selling the broadcast program, broadcasting as an aid to distribution, does broadcast advertising pay - these are only a few of the subjects discussed, which make the book invaluable for advertising agencies,

advertising departments of industry, and staffs of broadcasting stations and organizations. As a textbook for supplementary reading in schools and colleges which are establishing courses in broadcast advertising, it is valuable.

"Broadcast Advertising" goes straight to the point. There is no padding, no wandering into irrelevant though interesting by-paths. Mr. Arnold has written a straightforward, honest and accurate interpretation of broadcasting as the "fourth dimension of advertising".

Mr. Arnold is well-known to advertising men. For twelve years he was President and General Manager of "Suburban Life." He was an officer and director of the Frank Seaman Advertising Agency for nine years and resigned from that company in 1926 to assume his present position. For six years he was a Committee Chairman of the American Association of Advertising Agencies and Vice Chairman of its first Radio Advertising Committee. Many advertising men consider him the outstanding authority on Broadcast Advertising - and this he undoubtedly is when one considers that he has given over 400 addresses on Radio Broadcasting in more than 200 cities by special invitation. His book reflects this national experience in the soundness of his judgments and the conclusiveness of his facts.

The late Harry P. Davis, Vice-President of the Westinghouse Electric & Manufacturing Co., and "Father of Radio Broadcasting", says in the Foreword to "Broadcast Advertising", which was written only a few weeks prior to his untimely death:

"Broadcast Advertising is modernity's medium of business expression. It has made industry articulate. American business men, because of radio, are provided with a latchkey to nearly every home in the United States. When visiting in America's homes by means of radio programs, they are only asked to conduct themselves as good-mannered guests. An attentive public ear is attuned to this distinctly unique method of public information.

"The American public owes a great deal to those industries and businesses whose use of broadcast advertising has, for the individual citizen at least, provided without fee, instruction, entertainment and amusement. Night and day in our country, and in fact in all parts of the world, there is broadcast a panorama of events in which those who participate represent the highest and best attainments in their respective fields of endeavor. All this the public has come to expect, without expense, and at the turn of the dial. Broadcast advertising has been of vast service to the public.

"Radio broadcasting when first developed was conceived as a public service, and is today the greatest medium the world has yet known to perform that important function. Since 'public service' in the fullest meaning of the term, requires that the donor and the benefactor alike should receive a measure of satisfaction from their participation, it is a logical outcome that the advertiser and the public should benefit from broadcast advertising.

"Frank A. Arnold, Director of Development of the National Broadcasting Company, Inc., is thoroughly qualified to discuss the many interesting phases of broadcast advertising. His entire business life has been devoted to publishing and advertising and he brings to this new art a background of practical knowledge which is unique. His experience in this newest form of business expression is reflected in this book, which is an important contribution to radio and business literature."

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: BUSINESS LETTER BRIEFS :  
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That the business depression can be definitely capitalized by the enterprising radio manufacturer, is the opinion of W. J. Barkley, Vice-President of the DeForest Radio Company, based on his observations at the Radio-Electric World's Fair just brought to a close in New York City.

"Our DeForest line", said Mr. Barkley, "including as it does transmitting tubes and transmitters, solicited additional interest from those engaged in radio communication activities. Our latest transmitting tubes were critically examined and favorably commented upon, with more orders to work out transmitting tube department far beyond its normal day-time capacity.

"If radio manufacturers would pay more attention to their business opportunities and less to the general business situation, I am positive they would find a big improvement right now."

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More than 25,000 letters of commendation for Station WLWL have been received by the Paulist Fathers as a result of requests made over the air to its listeners to write in support of the station's appeal for more broadcasting time, according to a station representative. The station will have an oral hearing before the Federal Radio Commission tomorrow (Friday) morning.

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Announcement of the arrival of a baby boy - George Wilfred Johnstone, Jr., - was made by Mr. and Mrs. G. W. Johnstone of NBC, at Brooklyn Hospital on Wednesday, September 30th. Their other child Suzanne, is now three years old.

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Finis Farr, former Cincinnati and New York news reporter, short-story writer, and star of the NBC's continuity staff in New York City, is now affiliated with the continuity staff of the WLW broadcasting station in Cincinnati. He created "Mystery House", Forty Fathom Trawlers, the Crime Prevention series, etc. for NBC.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 28 - WEEI, The Edison Electric Illuminating Co., of Boston, Boston, Mass., direct measurement of antenna input; WBHS, W. T., M. M., W. C., & V. F. Hutchens, d/b as The Hutchens Co., Huntsville, Ala., modification of C. P. granted 5/15/31 to extend completion date to 3/3/32; WRJN, Racine Broadcasting Corp., Racine, Wis., C. P. resubmitted amended to request facilities of WJBC and WJAZ, also amended as to equipment (on 1370 kc); KFXV, Albert H. Schermann, Flagstaff, Ariz., modification of C. P. to make changes in equipment authorized and extend completion date to 11/1/31 (1420 kc), C. P. granted 5/12/31.

The following application was returned to the applicant: KGEW, City of Fort Morgan, Fort Morgan, Colo., C. P. to change equipment and increase day power on 1200 kc., (did not comply with G.O. No. 115, G. O. No. 102).

The following application was retired to files: KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, license to cover 5-P-B-1573 which was granted 9/2/30, superseded by 5-L-B-696.

September 29- WBEN, Evening News, Buffalo, N. Y., C. P. to make changes in equipment; WNAT, Broadcasting Co., Natchez, Miss., C. P. amended to request 1310 kc., 100 w., share with KRMD, facilities of KTSL, formerly requested 1500 kc.; KTAT, S. A. T. Broadcast Co., Inc., Aviation Building, Fort Worth, Tex., direct measurement of antenna input; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Calif., direct measurement of antenna input; KXL, Broadcasters, Portland, Oreg., C. P. to install a new transmitter; KOB, New Mexico College of Agriculture and Mechanic Arts, State College, New Mexico, C. P. to move station to Albuquerque, N. Mex., and make slight changes in equipment:

The following applications have been returned to the applicant: KFWF, St. Louis Truth Center, St. Louis, Mo., C. P. to change frequency to 1420 kc.,  $\frac{1}{2}$  time (does not comply with G.O. 102); San Joaquin Valley Broadcasting Co., Bakersfield, Calif., C. P. for a new station on 1460 kc., (did not comply with G.O. No. 102); KMJ, James McClatchy Co., Fresno, Calif., C. P. to change frequency to 1420 kc., increase power and change equipment (did not comply with G.O. 111 and 115).

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on September 29th granted the following applications:

WFBE, Radio Station WFBE, Inc., Cincinnati, Ohio, voluntary assignment of C. P. to The Post Publishing Co.; WBNX, Standard Cahill Co., Inc., New York City, license covering changes in equipment, 1350 kc., 250 watts, shares with WCDA, WMSG and WAWZ; WFBE, The Post Publishing Co., Cincinnati, O., license covering changes in equipment 1200 kc., 100 w., 250 w., LS, unlimited time; WKZO, WKZO, Inc., Kalamazoo, Mich., license covering removal of transmitter and studio, 590 kc., 1 KW, daytime; KQV, KQV Broadcasting Co., Pittsburgh, Pa.,

license covering installation of new transmitter, 1380 kc., 500 watts, simultaneous operation with WSHK until local sunset, shares with WSMK at night; KFWI, Radio Entertainments, Ltd., San Francisco, Cal., license covering installation of new transmitter, 930, kc., 500 w., shares with KROW; WRBT, Woodruff Furniture Co., Inc., Hattisburg, Miss., renewal of license 1370 kc., 10 watts, unlimited time (heretofore set for hearing).

Also, WGED, Radiomarine Corp. of America, Ship SC.B Tampico, owned by the Texas Co., authority to operate radio equipment on board SC.B Tampico, sailing from Beaumont Texas, about Oct. 1st; WRDR, Twp. of Grosse Pointe, Grosse Pointe Village, Mich., C. P. for change location of transmitter locally in Grosse Pointe (police service); Mackay Radio & Telegraph Co.: WXIA, SS "City of Havre" (Ex SS "Victorious), authority to use radio equipment on board SS "City of Havre", on trial trip Oct. 1st; WGXBK, Portable for use on San Francisco Bay & Los Angeles Harbor; and WGXD, Same Co., Palo Alto, Cal., renewal of special experimental licenses; KGWV, Fox Film Corp., portable, renewal of license, motion picture service; WNBZ Earl J. Smith & Wm. Mace, d/b as Smith & Mace, Saranac Lake, N. Y., renewal of license for a period of one month ending Nov. 1, 1931, pending receipt on renewal application;

Also, KFWB, Warner Bros. Broadcasting Corp., Hollywood, Cal., temporary renewal of license pending result of investigation which has not been concluded; W2XCZ, National Broadcasting Co., New York, portable, license, temporary broadcast pickup service, frequencies 2392 kc., 1584 kc., 7½ watts, to be used only after express authorization; W9XG, Purdue University, Lafayette, Ind., license for visual broadcasting; WNN, Tropical Radio Telegraph Co., Mobile, Ala., license for marine relay service; WBC, Pan American Airways, Inc., Scarborough, Me., aeronautical license, also, point-to-point aeronautical license; American Airways, Inc., NC-489-E, aircraft license;

Also, Aeronautical Radio, Inc.: at Ft. Worth, Tex., C. P. for aeronautical service ; WSDO, Buffalo, N. Y., WEEJ, Jacksonville, Fla., WEEH, McRae, Ga., WSDG, Chicago, Ill., KGUK, Shreveport, La., WSDI, Cincinnati, Ohio, licenses for point-to-point aeronautical service; KGUK, Shreveport, La., WEEJ, Jacksonville, Fla., WEEH, McRae, Ga., WSDK, Memphis, Tenn., WSDG, Chicago, WSDO, Buffalo, N. Y., WAEB, Columbus, Ohio, and WNAK, Cleveland, O., aeronautical licenses; WSDB, Jackson, Miss., modification of aeronautical license for additional frequencies and change in hours of operation.

#### Action Taken September 28, 1931

KSEI, KSEI Broadcasting Association, Inc., Pocatello, Idaho, renewal of license, this application was heretofore set for hearing because their facilities had been applied for. This request has now been withdrawn, also because applicants had failed to comply with G.O.s 105, 111 and 115; they have now complied with these G.O.s, and hearing will be cancelled.

#### License Extended

WQDQ, WFO, WCQ, Ford Motor Co., Dearborn, Ill., Lansing, Ill. licenses extended to Oct. 30th pending decision on applications for renewal.

## Set For Hearing

Plattsburg Broadcasting Corp., Plattsburgh, N. Y., requests C. P. for new station 1370 kc., 100 watts, share with WBGF; Frank E. Howe, Bennington, Vt., requests C. P. for new station 1290 kc., 50 watts, certain specified hours; R. E. Willson, Thurman Barrett, Henry Lee Taylor, d/b as Capitol Broadcasting Co., Austin, Texas, requests C. P. for new station, 1500 kc., 100 watts, share with KUT; Vernon Taylor Anderson, Big Spring, Texas, requests C. P. 1310 kc., 100 watts, share with KFPM; Universal Broadcasting Corp., Kearney, N. J., requests C. P. for television service; Sanabria Television Corp., Portable, requests C. P. for visual broadcasting service; The State University of Iowa, Iowa City, Ia., requests C. P. for visual broadcasting service; W2XDF, Faske Engineering Co., Brooklyn, N. Y., requests modification of C. P. (Spec. experimental service), for additional frequencies for television;

## Hearings Dismissed

KOAC, Oregon State Agricultural College, Corvallis, Ore., station now complying with order requiring full use of facilities; KWSC, State College of Washington, Pullman, Wash., because application of KFPM, Spokane, for facilities of KWSC were withdrawn, KWSC to get regular license.

## Hearing Granted

Power Oil Co., Macon, Mo., order of default on hearing Sept. 11th, rescinded and applicant granted hearing Oct. 6, 1931.

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## Calendar Of Hearings

Oct. 6 - Harry Byron Lee, Lamar, Colo., C. P. 1310 kc., daytime, 100 w. Others Notified: KFUP, Denver, KFXJ, Grand Junction, Colo.  
KFUP, Fitzsimons Gen. Hospital, U.S. Army, Denver, Colo., renewal of license 1310 kc., 100 w., share with KFXJ. Others notified, Harry Byron Lee, Lamar, Colo, and KFXJ.  
KFUP, Same, also voluntary assignment of license and C.P., and modification of C.P.  
KFXJ, H. G. & Chas. Howell, Western Slope Broadcasting Co. Grand Junction, Colo., modification of license, 1310 kc., 100 w., unlimited time, at present shares with KFUP. Others notified: KFUP, Denver, and Harry Byron Lee, Lamar.

Oct. 7 - Monumental Radio, Inc., Baltimore, Md., C. P. 2000-2100, 2850-2950, 2100-2200, 2750-2850 kc., 500 w., unlimited time, visual broadcasting;  
Hochschild, Kohn & Co., Inc., Baltimore, Md., C. P., visual broadcasting, 2850-2950 kc., unlimited time 500 w.

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## PATENTS, PATENT SUIT, TRADE-MARK, AND DESIGN

The following patents were granted during the week ending September 29, 1931:

- 1,824,784. Communication System. Fred Benjamin Monar, Washington, D. C., Filed May 15, 1928.
- 1,824,803. Method And Apparatus For Receiving Wireless Signals. William M. Bruce, Springfield, Ohio. Filed April 30, 1928
- 1,824,805. Electrical Condenser. William Dubilier, New Rochelle, N. Y., assignor to Dubilier Condenser Corp., New York, N. Y. Filed March 19, 1926.
- 1,824,806. Electrical Condenser, William Dubilier, New Rochelle, N. Y., assignor to Dubilier Condenser Corp., New York, N. Y. Filed August 4, 1926.
- 1,824,819. Electrical Filter. Harry W. Houck, Mount Vernon, N. Y., assignor to Dubilier Condenser Corp., New York, N. Y. Filed May 17, 1926.
- 1,824,827. Radio Signaling System. DeLoss K. Martin, West Orange, N. J., assignor to American Telephone & Telegraph Co. Filed Sept. 25, 1925.
- 1,824,847. Phonograph Stop, Automatic. Emil Traub, Newark, N. J. Filed April 14, 1928.
- 1,824,999. Synchronizing Device. August Jipp, Berlin-Spandau, Germany, assignor to Siemens & Halske, Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed Nov. 5, 1926, and in Germany Nov. 6, 1925.
- 1,825,070. Radio Receiving Set. William J. Kayser, Little Rock, Ark. Filed November 13, 1929.
- 1,825,105. Inductance Coil For Radio Frequencies. Frederick Emmons Terman, Stanford University, Calif. Filed June 15, 1927.
- 1,825,232. Radio Receiving Loud Speaker. Walter H. Huth and Byron B. Minnium, Chicago, Ill., assignors to Story & Clark Radio Corp., Chicago, Ill. Original application filed October 9, 1928. Divided and this application filed September 15, 1930.
- 1,825,303. Radio Transmitting System. Clarence A. Boddie, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed January 29, 1927.
- 1,825,340. Electrooptic Cell, Noel Deisch, Washington, D. C. Filed June 15, 1927.

- 1,825,438. Photo-Electric Sound Recording or Reproducing, Aloysius J. Cawley, Pittston, Pa., assignor to Radio Corporation of America. Original application filed January 8, 1921. Divided and this application filed Sept. 16, 1929.
- 1,825,439. Sound Recording or Reproducing Apparatus. Aloysius J. Cawley, Pittston, Pa., assignor to Radio Corporation of America. Original application filed January 8, 1921. Divided and this application filed September 16, 1929.
- 1,825,440. Sound Recording or Reproducing Apparatus. Aloysius J. Cawley, Pittston, Pa., assignor to Radio Corporation of America. Filed original application Jan. 8, 1921. Divided and this application filed Sept. 16, 1929.
- 1,825,441. Sound Recording Process And Apparatus. Aloysius J. Cawley, Pittston, Pa., assignor to Radio Corporation of America, New York, N. Y. Filed January 8, 1921.
- 1,825,486. Scanning Disk. Alfred Orde Tate, Toronto, Ontario, Canada. Filed December 29, 1928.
- 1,825,487. Scannint Device. Alfred Orde Tate, Toronto, Ontario, Canada. Filed May 22, 1929.
- 1,825,511. Adjusting Or Tuning Device for Variable Condensers. James E. Denton, Irvine, Ky., assignor to one-fourth to John A. Wallace and Betty A. Wallace, Irvine, Kay. Filed January 4, 1930.
- 1,825,534. Tube Base Adapter. Aristote Mavrogenis, Milwaukee, Wis. Filed August 17, 1927.
- 1,825,548. Tube Testing Apparatus. Alan C. Rockwood and Warren R. Ferris, Schenectady, N. Y., assignors to General Electric Company. Filed April 30, 1929.
- 1,825,551. Electrical Recording. Robert Serrell, Haddon Heights, N. J., assignor to General Electric Co. Filed June 18, 1930.
- 1,825,561. Cone-Type Loud Speaker. John S. Timmons, Philadelphia, Pa., assignor to J. S. Timmons, Inc., Philadelphia, Pa. Filed December 9, 1926.
- 1,825,598. Process For Producing Combined Sound And Picture Films. Hans Vogt, Berlin-Wilmersdorf, Joseph Massolle and Josef Engl, Berlin-Grunewald, Germany, assignors, by mesne assignments, to American Tri-Ergon Corporation, New York, N. Y. Filed March 29, 1922, and in Germany April 14, 1921.

Patent Suit

1,128,292, E. H. Colpitts, Electric wave amplifier; 1,231,764, F. Lowenstein, Telephone relay; 1,426,756, R. C. Mathes, Circuits for electron discharge devices; 1,432,022, R. A. Heising, Circuit connections of electron discharge apparatus; 1,448,550, H. D. Arnold, Thermionic amplifier circuit; 1,504,537 same, Power limiting amplifying device; 1,483,273, D. G. Blattner, Circuit for heating the filaments of audions; 1,493,595, same, amplifying with vacuum tubes, D. C., W.D., N. Y., Doc. 7, Western Electric Co., Inc., et al., v. S. Wallerstein. Dismissed as to 1,231,764 and 1,483,273, decree for plaintiffs July 31, 1931.

Trade-Mark Registration Not Subject To Opposition

287,671. Vreeland Corporation, New York, N. Y. Filed August 17, 1929. "BAND SELECTOR" for Radio Receiving Sets. Claims use since about August 12, 1929.

Design

85,244. Cabinet For Radio Receiving Apparatus. Arthur Atwater Kent, Ardmore, Pa. Filed Sept. 4, 1930. Term of patent 7 years.

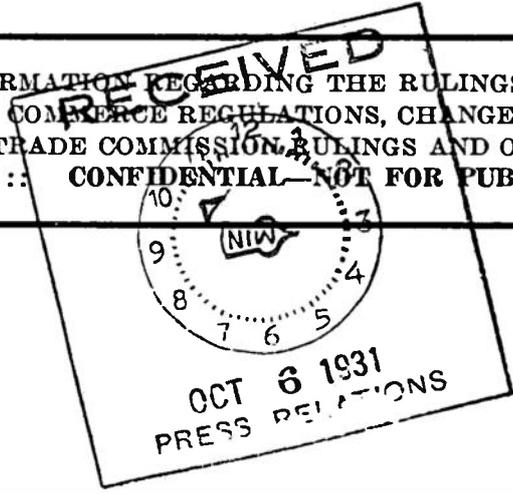
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# HEINL RADIO BUSINESS LETTER

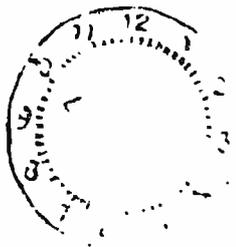
INSURANCE BUILDING

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 scribbles and signatures]*



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No. 475

## HIGH POWER ACTION PRAISED BY RMA

Action of the Federal Radio Commission in granting applications of fifteen broadcasting stations for substantially increased power was strongly commended by the Radio Manufacturers' Association through Bond Geddes, Executive Vice President of the national organization which includes virtually every prominent radio maker.

"The radio listening public and the radio industry should give the Federal Radio Commission a rousing big vote of thanks", said Mr. Geddes.

"The radio public will enjoy greatly improved reception. The high power will increase the signal strength and reduce static or interference. Especially in the Southern and Western States will the benefit of the increased broadcasting power be appreciated. The broadcasting radius of fifteen of the finest and most representative stations of the country will be greatly widened. In some areas the improvement will be limited to better reception and less interference in the operation of radio receiving sets. In other sections, where stations with low power have been unable to penetrate satisfactorily, the enjoyment of radio will be possible to many thousands of homes. To this extent the market for receiving sets and other radio products will be greatly extended.

"A year ago the Radio Manufacturers' Association, joined by its associates in the electrical manufacturing industries, the National Electric Light Association, and the National Electrical Manufacturers' Association, strongly urged the Commission to grant applications of broadcast stations for high power on all clear channels. The action of the Radio Manufacturers' Association was unanimous both from the standpoint of engineering and merchandising. While the Radio Commission's orders granting the increased power, from double to ten times the present broadcasting power of stations affected, are tentative, it is the firm belief of virtually all radio engineers that the higher power will prove so satisfactory to the radio public that the orders will be made permanent. Also, it is hoped that the Radio Commission will, as urged by the Radio Manufacturers' Association, eventually provide for maximum power broadcasting for stations on all clear channels. There will be some delay by the fifteen stations granted the higher power in equipping their broadcasting plants with modern apparatus to conform to the Commission's orders, but the unquestionable improvement in radio reception from all of the stations granted the increased power will be immediately noted in the vast areas affected."

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## TWO MORE STATIONS FOR THE NBC NETWORKS

Two broadcast stations of the Southeast, WWNC, of Asheville, N. C., and WIS, of Columbia, S. C., each operating on a power of 1000 watts, will become associated with the National Broadcasting Company networks Saturday, October 10th.

WWNC is owned by The Asheville Citizen and The Asheville Times and is operated by The Citizen Broadcasting Company, Inc. It operates on 570 kilocycles. Station WIS is owned by the Liberty Life Insurance Company and is operated by the South Carolina Broadcasting Company, Inc. It operates on a frequency of 1010 kilocycles.

Charles A. Webb, President of The Asheville Citizen and The Asheville Times, and W. Frank Hipp, President of the Liberty Life Insurance Company, made arrangements with M. H. Aylesworth, President of NBC, for the new association. Donald P. Sanders is Managing Director of WIS, and G. O. Shepherd, President and Director of Station WWNC.

Station WIS is the first South Carolina station to become affiliated with the NBC networks, and WWNC is the second North Carolina station, WPTF, of Raleigh, being the first such station of that State.

The addition of the two stations makes a total of eighty-two stations associated with NBC, including WEAJ and WJZ, the two New York outlets.

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## N. E. A. HEAD AGAINST R. C. A. SETTLEMENT

An appeal for organized newspaper protest against compromise in the Government's dissolution suits against the Radio Corporation of America, was sounded September 24th by Lee M. Nichols, Bristow, Okla., President of the National Editorial Association. Nichols' appeal went to 10,000 newspapers, addressed to secretaries and managers of newspaper associations in all States.

"Freedom of the air and free speech are involved in the suits and publishers of America should be vastly concerned about both", said Mr. Nichols. "Reports that patent suits filed by the Radio Corporation against independents have been settled out of court also bring prophecies that the dissolution suits against the monopoly will be dropped by the Attorney General.

"I urge publishers to protest such possible action."

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## I. C. C. REGULATION OF BROADCASTER SOUGHT

For the first time in the history of the Interstate Commerce Commission that regulatory body has been asked by a corporation to compel a radio broadcasting company to reduce the rates it charges for the "transmission of intelligence for hire in interstate commerce", on the ground that such charges are unreasonable and in violation of the Interstate Commerce Act (Docket No. 24738).

The Sta-Shine Products Company, Inc., of Freeport, N. Y., engaged in the sale of furniture polish, has just filed a complaint with the Commission against the National Broadcasting Company and Station WGBB, of Freeport, together with H. H. Carman, proprietor of the station.

The complaint alleged that the defendants are engaged in the transmission of intelligence for hire in interstate commerce and therefore subject to the provisions of the law to regulate commerce.

It was claimed that the furniture company has sent messages via the Freeport radio station to points in Connecticut and has paid for the same, and that while the company still desires to continue sending messages, it is restrained from doing so by the fact that the rates are too "exorbitant".

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

It was charged that the rates stated are "unjust and unreasonable in violation of Section 1 of the Act to Regulate Commerce", and that they are "unlawfully discriminatory, because all persons are not accorded similar treatment, all to the great damage of complainant."

It was further asserted that the broadcasting company has violated the law by failing to file tariffs with the Commission and that it has not submitted its properties for valuation nor filed annual reports in compliance with the law.

The Commission was urged to institute an investigation into the charges alleged in the complaint and require the defendants to cease and desist from the violations of the law charged, and that reparation be awarded to the corporation "in such sum as may be determined upon proof adduced by complainant."

The complaint was signed by Henry A. Giesler, President of the St-Shine Products Company, Inc.

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## RADIO DEFAMATION PUNISHABLE JUDGE RULES

Defamatory spoken words usually come under the law of slander, but when spoken into a radio transmitter, they are given the status of printed words and come under the more serious classification of libel, Judge R. M. Webster ruled in the District Court in Spokane, Wash.

The ruling by Judge Webster was given when he held that a complaint by Sheriff Miles was sufficient in his \$25,000 damage suit against Station KHQ in Spokane. It broadcast an anti-prohibition article, which, the sheriff charged, conveyed the idea that he aided bootleggers.

The action is against Louis Wasmer, Inc., a corporation; Louis Wasmer and Elizabeth Wasmer, husband and wife; Charles C. Lantry and Eva Lantry, husband and wife, and William H. Castner and Agnes A. Castner, husband and wife.

It is alleged that William H. Castner of "Public Opinion", a publication, submitted a written speech and that the station reserved the right to change the manuscript and did change it before it was broadcast.

It is alleged that the message was false and libelous in that the sheriff and his deputies were not aiding moonshiners, nor did they confiscate outfits of moonshiners and sell them cheaply.

Judge Webster gave his views on the law involved and the status of the law of libel as it pertains to broadcasting, in part, as follows:

"In this complaint, it is charged that Charles C. Lantry and Louis Wasmer not only received and broadcast this matter, but that they reserved the right to change and alter the manuscript supplied to them, and that, as a matter of fact, they did edit and change the original manuscript and did read it as changed.

"They, then, would be connected, not only with the broadcasting or the announcing, but with the preparation. And if the matter involved in the statement were untrue and defamatory, it seems to me that they would be chargeable with a libel.

"Everybody knows, I think, or most people know when they hear a statement over the radio, that that statement is not an extemporaneous affair, that it is a prepared statement and that it represents deliberation and reflection and preparation of the announcer or person who has submitted it for broadcasting.

"It undoubtedly must be true, then, that we will have to regard the prepared statement submitted to the radio company for publication over the radio as in the same category with a libel. I do not see how it can be regarded otherwise."

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## HOW COMMISSION VOTED ON HIGH POWER ALLOCATIONS

The following is a record of the voting on the high power allocations made last Thursday by the Federal Radio Commission. The concurrence of Judge Robinson with Commissioner Harold A. Lafount, who moved that General Order No. 42 as amended be rescinded, is taken to mean that the former's opinion in the high power matter has been changed and that he now views the use of maximum power with favor. Commissioner Lafount has long been of the opinion that a maximum power would greatly benefit the entire industry.

When the Commission convened, Commissioner Robinson moved that consideration of applications for power of 50 kilowatts be indefinitely postponed. The motion was lost.

Commissioner Lafount moved that General Order 42 as amended be rescinded. The motion was lost. Lafount and Robinson, Commissioners, voted yea.

The Commission then took the following action with respect to the applications for high power:

FIRST ZONE - WHAM, WMZ, WOR, WJZ

The Commission reversed the Examiner in his recommendation that WJZ be granted power of 50 kilowatts. The Commission granted the application of Radio Station WOR for the construction of a 50 kilowatt station, 25 KW, regular and 25 KW experimental power. Saltzman, Starbuck, Commissioners, voted to grant the application of Station WHAM.

SECOND ZONE - WCAU, WHAS

The Commission sustained the Examiner and granted the application of Station WCAU for the construction of a 50 kilowatt station, 25 KW regular and 25 KW experimental power. Saltzman and Starbuck, Commissioners, voted to grant the application of WHAS.

THIRD ZONE - WAPI, WBT, WSM, WSB, KVOO, WREC-WOAN

The Commission sustained the Examiner and granted the applications of WSM and WSB for the construction of a 50 kilowatt station, 25 KW regular, and 25 KW experimental power. Robinson, Commissioner, voted to grant the application of WBT in preference to Station WSM.

The Commission denied the application of WREC which sought the facilities of Station WSM.

FOURTH ZONE - WBBM-WJBT, WCCO, WGN-WLIB, WMAQ, WHO-WOC  
WCFL, WTMJ

The Commission sustained the Examiner and granted the application of WCCO for the construction of a 50 kilowatt station, 25 KW regular, and 25 KW experimental power. The Commission reversed the Examiner in his recommendation to grant WGN's application and

granted the application of WHO for the construction of a 50 kilowatt station, 25 KW regular and 25 KW experimental power. Starbuck, Commissioner, voted to grant Station WCFL authority to operate with power of 50 kilowatts on 970 kilocycles experimentally in preference to Station WHO.

The Commission denied the application of WCFL which sought the facilities of Station WGN.

The Commission denied the application of Station WTMJ which sought the facilities of Station WLS and WENR.

In Docket 691 (WOWO) and 692 (WFBM) the Commission denied the applications.

FIFTH ZONE - KGO, KOA, KPO, KSL

The Commission sustained the Examiner and granted the applications of KOA and KPO for the construction of a 50 kilowatt station, 25 KW regular and 25 KW experimental power. Starbuck, Commissioner, voted to grant the application of KGO in preference to the application of KPO.

Station KNX having been defaulted (Minutes May 15, 1931) in their construction permit to build a 50 kilowatt station, created a third vacancy. The Commission filled this vacancy by granting the application of KSL for the construction of a 50 kilowatt station, 25 KW regular and 25 KW experimental power.

In Docket 906, Examiner's Report No. 42, Station KFAB, the Commission granted the application in part. The Commission granted Station KFAB authority to construct a radio station with power of 25 kilowatts and to divide time with WBBM as at present, Saltzman and Sykes, Commissioners, dissenting.

Commissioner Sykes moved that the recommendation of the Chief Examiner in his report No. 40 that the Commission grant power of 25 kilowatts to all unsuccessful applicants for 50 kilowatts power be denied. The motion was lost. Saltzman and Sykes, Commissioners, voted yea.

Commissioner Starbuck moved that Station WHAM be granted power of 25 kilowatts. The motion carried. Saltzman and Sykes, Commissioners, voted nay.

Commissioner Lafount moved that Station WBZ be granted power of 25 kilowatts. The motion was lost.

Commissioner Lafount moved that Station WHAS be granted power of 25 kilowatts. The motion carried. Saltzman and Sykes, Commissioners, voted nay.

Commissioner Robinson moved that Station WBT be granted power of 25 kilowatts. The motion carried. Saltzman and Sykes, Commissioners, voted nay.

Commissioner Lafount moved that Stations WAPI and KVOO sharing time, each be granted power of 25 kilowatts. The motion carried. Saltzman and Sykes, Commissioners, voted nay.

Commissioner Starbuck moved that Station WCFL be granted power of 25 kilowatts experimentally. The motion was lost. Robinson and Starbuck, Commissioners, voted yea.

Commissioner Starbuck moved that Station KGO be granted power of 25 kilowatts. The motion was lost.

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: BUSINESS LETTER BRIEFS :  
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Sale of insurance by radio is illegal in Idaho when the insurance company is not authorized to do business in the State, W. H. Bakes, Director of the State Insurance Bureau, has advised Station KTFI, of Twin Falls. Other radio stations in the State are offering similar contracts, it is understood by Mr. Bakes, and an investigation is under way to prevent violation of the State insurance laws. Broadcasting corporations cannot be licensed as insurance agents under the Idaho law, Mr. Bakes declared. The announcer who advertises the policy and solicits business for the insurance company must comply with the insurance regulations and procure an agent's license, he said, and this can be done only when the company is admitted to the State.

Mr. Bakes' ruling is based on an opinion of the Attorney General in the Twin Falls case.

Radio programs in New York World-Telegram, which have been printed in "program" style now are being "run in", saving six to eight inches a day in space. Program numbers are carried in paragraphs.

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#### CALENDAR OF HEARINGS

October 8 - Missouri Broadcasting Co., St. Louis, Mo., C. P.,  
2200-2299 kc., 500 w., visual broadcasting, limited time  
Greater St. Louis Broadcasting Corp., Kirkwood, Mo.,  
C. P. visual broadcasting, 2850-2950 kc., 500 w.,  
unlimited time.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 30-WOAX, WOAX, Inc., Trenton, N. J., modification of C. P. granted 6/24/31 to change equipment authorized and extend completion date to 12/1/31; WFIW, Hopkinsville, Ky., modification of C. P. granted 8/12/31 to move transmitter locally and make changes in authorized equipment; KGVO, Mosby's, Inc., Missoula, Montana, modification of license to change hours of operation from 10 A.M. to 6 P.M. daily to 9 A.M. to 9 P.M. daily; KFJR, Ashley C. Dixon, tr. as Ashley C. Dixon & Son, Portland, Oregon, voluntary assignment of license to Ashley C. Dixon-KFJR, Inc.

The following applications were returned to the applicants:

WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C. C. P. to change equipment and increase day power on 1010 kc., (returned at request of applicant); WRBJ, W. E., F. E. and P. L. Barclift, and J. H. Harbour, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss., C. P. to move station locally, install new equipment and operate unlimited time on 1370 kc. (not considered necessary).

October 1 - WMBO, George I. Stevens, tr/as Radio Service Laboratories, Auburn, N. Y., voluntary assignment of license to WMBO, Inc.; WSAR, Doughty & Welch Electric Co., Inc., license to cover C.P. granted 7/25/31 for changes in equipment; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., license to cover C. P. granted 7/14/31 for changes in equipment; KGFF, KGFF Broadcasting Co., Inc., Shawnee, Oklahoma, C. P. to install new transmitter; Irene Reynolds, Jacksonville, Florida, C. P. to erect a new station to use 1200 kc., 100 watts, unlimited time.

Applications Other Than Broadcasting

September 30 - Aeronautical Radio, Inc., WEEQ, Atlantic City, N. J., C. P. for new transmitter and increase in power from 20 watts to 100 watts, aeronautical and point-to-point aeronautical service; KGWX, Atlantic Broadcasting Corp., Portable, initial location, Los Angeles, Calif., renewal of license for 1552, 1556, 1554 kc., 15 watts, temporary service for motion pictures; W6XAD, James W. Whiteford & Milton A. Ausman, San Francisco, Calif., license covering C. P. for 2398, 3256, 4795, 8650 kc., 1 KW, experimental service; W3XT, American Telephone & Telegraph Co., Lawrenceville, N. J.

Also, General Electric Co.: W2XAK, South Schenectady, N. Y., renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 250 watts; W2XCH, Schenectady, N. Y., renewal of experimental license for 2398, 3256 kc., 300 watts; Alaskan Airways, Inc.: NC-9153, NC-9193, NC-539-V, NC-174-H, NC-154-H, NC-153-H, KHTEV, KHTGT, KHTDW, KHTCX, KHTBY, KHTAZ respectively, assignment of licenses to American Airways, Inc.

The following application was cancelled at request of application per letter 9/24/31: WAY, Radiomarine Corp. of America, New Brunswick, N. J., renewal of coastal license for 6500, 12550 kc., 80 KW.

The following application was withdrawn at request of applicant 8/3/31: WOA, Pan American Airways, Inc., New York, N. Y., renewal of aeronautical license for 278, 2662, 3070, 5690 kc., 300 watts.

October 1: Superstition Mountain Exploration Expedition, Portable, Superstition Mountain region, Ariz., new C. P. for 110 meters, 150 watts, point-to-point service; Town of Arlington (Police Dept.), Arlington, Mass., new C. P. for 2442 kc., 50 watts, emergency police service; WPEB, City of Grand Rapids, Grand Rapids, Mich., license covering C. P. for 2440 kc. 100 watts, police service; Libby Communications, Inc.: KGOS, Oahu, Hawaii, and KGOT, Mauna Loa, Hawaii, renewal of coastal and point-to-point licenses, for 2854, 2596 kc., 200 watts; WPDH, City of Richmond, Ind., Richmond, Ind., C. P. to change location of transmitter to City Bldg., Richmond, police service; KOQ, Press Wireless, Inc., San Francisco, Calif., modification of point-to-point service license for additional frequency of 10010 kc.; WNB, American Telephone & Telegraph Co., Lawrenceville, N. J., license to cover C. P. for 6755, 10675 kc., 500 watts, point-to-point service.

Also, Alaska Pacific Salmon Corp.: KXX, Funter Bay, Alaska, renewal of point-to-point license for 246, 3166 kc., 100 watts, also renewal of coastal license for 500, 2320, 460 kc., 100 watts; KGM, Ketchikan, Alaska, renewal of coastal license for 2320 kc., 50 watts, and renewal of point-to-point license for 3160 kc., 50 watts; KJC, Rose Inlet, Alsaks, renewal of point-to-point license for 274, 3166 kc., 100 watts, and renewal of coastal license for 500, 2320, 460 kc., 100 watts; KLW, Port Althrop, Alaska, renewal of point-to-point license for 246, 3166 kc., 100 watts, and renewal of coastal license for 500, 2320, 460, kc., 100 watts; Government of Porto Rico: WGW, Dept. of the Interior, Munoz Rivera, Vieques, P. R., C. P. for new equipment on 171, 194, 500 kc., 30 watts, coastal & Point-to-point service; Same for WKK, Bureau of Insular Telegraph, Ceiba, Porto Rico.

October 2nd - Aeronautical Radio, Inc., Chicago, Ill., C. P. for 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 watts, aeronautical service; W2XDA, Atlantic Broadcasting Corp., portable, initial location, New York, N. Y., renewal of special experimental license for 1544 kc., 50 watts, (temporary pickup service); W1XJ, Harvard University, Cambridge, Mass., renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850 kc., 500 watts; R.C.A. Communications, Inc.: WKW, Rocky Point, N. Y., modification of license for decrease in power to 40 KW., and change in point of communication to Paris, point-to-point; WDA, Rocky Point, N. Y., modification of license for decrease in power to 40 KW, and change in normal transmitter to #41, point-to-point.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission granted the following applications on October 2nd:

WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter locally in Brooklyn; WNBR-WGBC, Memphis Broadcasting Co., Memphis, Tenn., C. P. to move transmitter locally in Memphis; WBOW, Banks of Wabash, Inc., Terre Haute, Ind., C. P. to move transmitter from 5 miles east of Terre Haute to S. 25th St., near Nulman St., Terre Haute; KSEI, Radio Service Corp., Pocatello, Idaho, C. P. to make changes in equipment and install automatic frequency control (application withdrawn from hearing docket); WSAZ, WSAZ, Inc., Huntington, W. Va., authority for direct measurement of antenna input; WRBQ, J. Pat Scully, Greenville, Miss., modification of C. P. to extend completion date to Oct. 15, 1931; WOCL, A. E. Newton, Jamestown, N. Y., license covering installation of new equipment increase in power and moving of main studio locally, 1210 kc., 50 w., unlimited time.

Also, WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., modification of C. P. to approve location of transmitter at  $1\frac{1}{2}$  miles east of Presque Isle, Maine, and to change equipment authorized in C. P.; KSMR, Santa Maria Radio, Santa Maria, Cal., modification of C. P. to extend commencement date from June 15 to Sept. 15th and extend completion date to Dec. 15, 1931; WJBY, Monmouth Broadcasting Co., Red Bank, N. J., license covering changes in equipment, 1210 kc., 100 w., shares with WGBB, WCOH, and WMRJ; KCHI, Berean Bible Class, Little Rock, Ark., license covering changes in equipment 1200 kc., 100 w., unlimited time; WCAJ, Nebraska Wesleyan University, Lincoln, Neb., license covering changes in equipment 590 kc., 500 w. shares with WOW; KTSA, Lone Star Broadcast Co., Inc., San Antonio, Texas, modification of license to increase day power from 2 KW to  $2\frac{1}{2}$  KW.

Also, WMAZ, Macon Jr. Chamber of Commerce, Macon, Ga., consent to voluntary assignment of license to Southeastern Broadcasting Co., Inc.; KREG, Pacific-Western Broadcasting Federation, Ltd., Santa Ana, Cal., consent to voluntary assignment of license to J. S. Edwards; WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., permission to extend authority to remain silent from September 30th to October 15th; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, authority to operate at reduced power; WHA, University of Wisconsin, Madison, Wis., authority to operate until 5:45 P.M., CST, on Sunday, Oct 4th, in order to broadcast an address.

Also, Aeronautical Radio, Inc.: at Chicago, Ill., C. P. for aeronautical service; WEEM, Miami, Fla., C. P. for aeronautical and point-to-point aeronautical service; also, authority to use frequency 3182.5 kc., for aeronautical service on Red Chain between New York and Chicago, in order to secure slightly greater frequency separation between East and West end of chain; also, authority to use two frequencies on Green Chain until Feb. 1st, when G. O. 119 becomes effective; Pan-American Airways, Inc.: WKDL, Miami, Fla., C. P. for aeronautical and point-to-point service, aeronautical;

Also, Sikorsky-S-40 Amphibian plane, temporary authority to test and operate the radio equipment installed on two new Sikorsky Amphibians; KDAJ, Tropical Radio Telegraph Co., SS "San Jose", temporary authority to operate radio equipment on board SS "San Jose", which sails about Oct. 5th, pending receipt of formal application, for modification of existing 1st class license to change this license to 3rd class.

Also, WEEW, American Radio News Corp., Carlstadt, N. J., license, multiple address radio-telegraph service; KGPO, City of Tulsa, Okla., Tulsa, Okla., license for police service, 2452 kc., 100 w.; WBA, Commonwealth of Pa., Pa. State Police, Harrisburg, Pa., license for police service, 257 kc., 300 watts; W8XA, Radiomarine Corp. of America, Suffield, Ohio, license for special experimental service; Bell Telephone Laboratories, Inc.: W2XDE, W2XDG, W2XDH, W2XDI, W2XDJ, W10XAA, W2XAV, W2XBX renewal of experimental licenses.

#### Set For Hearing

John E. V. Jasper, Sherman, Texas, requests C. P. 1500 kc., 50 w., share with KGKB, also to use portable to test for location; WKBV, Knox Battery and Electric Co., Connorsville, Ind., consent to voluntary assignment of license to Eastern Indiana Broadcasting Corp.; United Radio Utilities Co., Ltd., Los Angeles, Cal., requests C. P. for visual broadcasting service; Knickerbocker Broadcasting Co., Inc., New York City, requests C. P. for visual broadcasting service; W9XD, The Journal Co., Milwaukee, Wis., requests C. P. for television service; Tate Mountain Estates, Inc., Tate, Ga., requests C. P. for point-to-point private service; Tate Mt. Estates, Inc., Jasper R.F.D., Ga., requests C. P. for private point-to-point service.

#### Action On Examiners' Reports

C. L. and P. E. Morris, G. E. and O. W. Wray, Almena, Kans., Denied C. P. for new station to operate on 1420 kc., 100 w., daytime, sustaining Examiner Pratt; Gillette Stanford, Chico, Cal., Denied C. P. for new station to operate on 1500 kc., 100 w., daytime, sustaining Examiner Walker; KTSL, G. L. Houseman, Shreveport, La., Granted C. P. to move transmitter and studio to Laurel, Miss., but denied as to increase in hours of operation, sustaining Examiner Yost; KRMD, Robert M. Dean, Shreveport, La., Granted, renewal of license, 1310 kc., 50 watts, share with KTSL, sustaining Examiner Yost; Indiana's Community Broadcasting Corp., Hartford City, Ind., Denied C. P. for new station to operate on 600 kc., 500 w., unlimited time, sustaining Examiner Walker.

Also, Owosso Broadcasting Co., Inc., Owosso, Mich., Denied C. P. for new station to operate on 950 kc., 1 KW, unlimited time, by default, sustaining Examiner Yost; Winters Jones & Hugh H. Jones, Baltimore, Md., Denied C. P. for new station to operate on 880 kc., 250 watts, daylight hours, sustaining Examiner Hyde; Ohio Broadcasting Corp., Canton, Ohio, Denied C. P. for new station to operate on 1200 kc., 100 watts, unlimited time except to share with WNBO Sundays, sustaining Examiner Walker; WBCM, James E. Davidson, Bay City, Mich., Denied modification of license to change frequency from 1410 to 940 kc., sustaining Examiner Hyde.

Also, WDRG, WDRG, Inc., Hartford, Conn., denied modification of license to increase power from 500 watts to 1 KW, sustaining Examiner Hyde; William J. Hayes, Portsmouth, Ohio, denied C. P. for a new station to operate on 1310 kc., 100 watts, unlimited time, sustaining Examiner Hyde; Howard B. Hoel & Chas. M. Dean, Norwood, Ohio, Denied C. P. for new station to operate on 1420 kc., 100 watts, unlimited time, sustaining Examiner Hyde.

#### Renewal Of Licenses Set For Hearing

KFKA, Mid-Western Radio Corp. Greeley, Colo., KPOF, Pillar of Fire, Inc., Denver, Colo., and KYW-KFKX, Westinghouse Electric & Manufacturing Co., Chicago, Ill. These stations are set for hearing because their facilities have been applied for.

#### Miscellaneous

KFJZ, Estate of H. C. Meacham, Deceased, Ft. Worth, Texas, the Commission directed the Secretary in accordance with G. O. 114, to request this applicant to file application for renewal of license through office of Supervisor on or before October 17, 1931.

#### Applications Dismissed

The following applications were dismissed at applicants' request:

J. G. Burbank & J. A. Dalton, Laramie, Wyoming, C. P. 880 kc., 500 w., LS, share with KPOF and KFKA; WRDO, WRDO, Inc., Lewiston, Me., modification of C. P. to change location of transmitter; Missouri Broadcasting Co., St. Louis, Mo., C. P. 2200-2299 kc., 500 watts; Monumental Radio, Inc., Baltimore, Md., C. P. 2000-2100 kc., 500 watts, unlimited time.

#### Applications Denied

The following cases were designated for hearing but applicants failed to make their appearances within the time allowed:

WFBG, Wm. F. Gable Co., Altoona, Pa., C. P. 1310 kc., 100 w., 250 w., LS; L. I. and E. T. Hall, Canton, N. C., C. P. 1310 kc., 50 watts; John Wilbur Jones, Newburgh, N. Y., C. P. 1390 kc., 100 watts; Berkshire Broadcasting Service, Pittsfield, Mass., C. P. 1310 kc., 100 watts.

#### Action Taken October 1, 1931

WMCA, Knickerbocker Broadcasting Co., Inc., New York City, granted regular renewal of license; Ozark Radio Corp., Cartersville, Mo., denied right to amend application in case already heard by Examiner; KVOA, Robert M. Riculfi, Tucson, Ariz., denied right to repeat another station's chain report on World Series.

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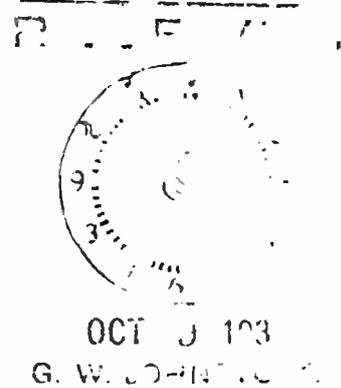
# HEINL RADIO BUSINESS LETTER

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. :: ::

*W.S.D. -  
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No. 476

## GOVERNMENT--RCA CASE BACK ON ATTORNEY GENERAL'S DESK

After all the expectations of the industry that the radio trust suit would be settled at the conferences held in New York last week, the whole matter has again been returned to Attorney General William D. Mitchell. When the group, representing the companies involved, met with Judge Warren K. Olney, Special Department of Justice Assistant, it was a foregone conclusion that the differences to be ironed out were slight.

However, the day the negotiations were to be continued, Owen D. Young, Chairman of the Board of the Radio Corporation, sent word that he would place before the Attorney General a plea that the Government modify its demand, under the anti-trust laws, for reformation of the radio industry. It is believed the patent pool, as practically agreed upon at the first meeting, was still satisfactory to both sides and that the Radio Corporation was willing to drop its exclusive patent agreements. Therefore, Mr. Young's objection was believed to have been to the terms of the stock re-issue which the Government demanded.

The Government now has two courses open. It may press the suit as it stands, or it may substitute for the complaint already filed in the Wilmington, Del., Court a much more far-reaching one. It is believed that Judge Warren Olney and John Lord O'Brien, Assistant to the Attorney General, will urge the latter course. The Attorney General has been devoting his time to the Department budget for the past few days and is not expected to reach this matter until tomorrow (Friday) morning.

The delay in organizing a patent pool is particularly discouraging to the industry just now. It had been expected that it would be in operation by the first of the year. If the case against the so-called trust goes into the courts, it may be months before the matter can again be considered.

The companies involved are Radio Corporation of America, General Electric, General Motors, American Telephone & Telegraph, and Westinghouse Electric and their subsidiaries.

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## NUMBER OF CITY STATIONS MAY BE REDUCED

It seems inevitable that the number of radio stations in and near cities such as Chicago and New York will have to be reduced, declares Federal Radio Commissioner Harold A. Lafount. With channels crowded as they are in these regions, he does not believe that splitting of time and stabilization of frequencies will eliminate interference.

"In an effort to lessen or altogether eliminate interference in crowded zones", Commissioner Lafount continued, "the

Commission ruled that many of the 615 broadcasting stations now on the air should operate only on part time, especially at night. By this method the total number of stations operating simultaneously at night has been reduced to about 450. Although there is actually a greater number in simultaneous operation, broadcasting time is split on regional and local channels so that the total time of night operation is equal to that of 450 stations broadcasting full time.

"On June 22, 1932, General Order 116 will go into effect and will considerably lessen interference. This order provides that all stations operating between 550 and 1500 kilocycles shall maintain the assigned frequency between the limits of 50 cycles per second above to 50 cycles per second below their assigned frequency. Stations will be required to check their frequency variations, and when any station varies more than 50 cycles above or 50 cycles below their assigned frequency, it will be violating a Commission regulation and will be subject to penalty.

"Although the Commission is legally restricted from taking any station off the air unless the station does not abide by Commission regulations, it is apparent that a gradual weeding out has taken place. From 733 stations operating when the Commission was founded, the number has been reduced to 615. Inefficient stations have been ruled off the air, and competently operated ones have been rewarded. The Commission appreciates an efficiently operated small station of 100 watts just as much as it does one with maximum power of 50,000 watts.

"With such a reduction already brought about, it is to be expected that the Commission will further reduce the number of stations, providing the 50-cycle order does not prove effective where stations are closely grouped. This reduction will be felt in crowded zones in large cities, and, as conditions are now, seems inevitable in the progress toward an ideal broadcasting station."

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#### HALF BAY STATE FAMILIES HAVE SETS

The number of families in the State of Massachusetts on April 1, 1930, was 1,024,527, as compared with 874,798 in 1920. The population per family in 1930 was 4.2, as compared with 4.4 in 1920. The number of families reporting radio sets in 1930 was 590,105, or 57.6 per cent of the total.

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## PHILCO MAKES BIG PREPARATIONS FOR INITIAL STOKOWSKI BROADCAST

Philco will spread itself Monday night, October 12th, when Stokowski, conductor of the Philadelphia Orchestra, will be heard in the first of his third series of Philco broadcasts. It will be a regular concert broadcast from the Philadelphia Academy of Music, beginning at 8:15 P.M., E.S.T., will last until 10 o'clock, and will be carried by every Columbia station. The lengthy broadcast will be made possible by five national program sponsors stepping aside for the occasion.

Included in the equipment will be a new type of microphone, the electro-dynamic, new input equipment; volume control apparatus for Stokowski's use; a ton and a half movable control booth in the wings of the stage; and the new B-22 cable for transmission services throughout the greater part of the system.

After the performance, there will be a special reception for Stokowski. Press arrangements for Philco's part in the affair will be in the hands of Samuel D. Fuson, of Erwin, Wasey & Company, New York City.

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## FORTUNE TELLING MAY COST KTAB LICENSE

In accord with its statement of May 7, 1931, pointing out that radio stations broadcasting fortune telling or games of chance would have their applications for renewal of licenses set for hearing, the Federal Radio Commission on October 6th set for hearing the applications of two stations charged with such violations.

The stations are KTAB, operated by the Associated Broadcasters, Inc., at San Francisco, Cal.; and WCAB, operated by B. Bryan Musselman, at Allentown, Pa.

Station KTAB had its application set for hearing because (1) information being broadcast over KTAB is not in public interest; talks of one "Zoro" during September were not in public interest; (2) the licensee of KTAB permitted use of station to others for their own personal benefit; (3) "Zoro" used station to deliver personal messages to private individuals.

The application of Station WCAB was set for hearing on complaint of certain individuals who charge the station is being operated for personal interest of private individuals; programs are not in public interest; licensee has permitted broadcasting by astrologer with questions and answers not in public interest; licensee permitted false and misleading advertisements to be broadcast.

The policy of the Commission was expressed in a statement made public May 7th. It stated that "upon frequent occasions there has been brought to the attention of the Commission complaints against radio stations broadcasting fortune telling, lotteries, games of chance, gift enterprises, or similar schemes offering prizes dependent wholly or in part upon lot or chance."

In commenting on these complaints, the Commission stated that "there exists a doubt that such broadcasts are in the public interest. Complaints from a substantial number of listeners against any broadcasting station presenting such programs will result in the station's application for renewal of license being set for hearing."

"Copies of this statement were this day ordered by the Commission to be mailed to each broadcasting station licensed by the Commission."

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#### IMPROVED PLANE RECEIVERS EXPECTED JANUARY 1ST

Considerable progress has been made in the design of a receiving set for use with the simultaneous radiophone and range beacon. The equipment at present available is not suitable for this service primarily because of poor audio-frequency characteristics and low-power output.

Experimental work has shown that an undistorted power output of 400 milliwatts is desirable to insure satisfactory service during conditions of severe atmospheric disturbances. Likewise, it is essential that the receiving set have a uniform response for frequencies from 50 to 3,000 cycles.

A series of conferences has been held with several manufacturers of aircraft radio equipment and tentative specifications have been drawn up for a receiving set which will meet present day requirements. Two companies are building sample receivers to meet these specifications. When these are completed, they will be given a series of tests by the Aeronautics Research Division to determine if they are satisfactory.

After these tests, final specifications will be written and future equipment held to conform with them. It is expected that by the end of the year, the receiving sets will be available for the use of the operating companies.

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## REVIEW BOARD FOR RADIO PROCEEDS DESPITE PROTESTS

The following has been received from the National Radio Board of Review:

"Despite protestations from various of the broadcasting stations and officially from the National Association of Broadcasters, the National Radio Board of Review, sponsored by George Perryman who, as a tube manufacturer, has been associated with the radio industry since its commercial inception, is going forward with its plans. The protests which have been made in general are based upon the fact that the broadcasters and their association regard the Board of Review as censorship. This, Mr. Perryman emphatically denies.

"In his letter to the National Association of Broadcasters, concerning their stand, of which he has only read in the newspapers, since the Association has not seen fit to address him personally, Mr. Perryman stated in part, 'I believe that my proposed National Board of Review may possibly avoid censorship. Of course, it may be contended by the broadcasters whom you represent that fan mail presents a cross-section of broadcasting public opinion, yet all the figures available indicate that only one per cent of the broadcast audience ever takes its pen in hand. The intelligent majority apparently either enjoys or tolerates its programs in silence.'

"Mr. Perryman reports that of the 250 organizations addressed, more than 50% have made plans to cooperate with the planned Radio Board of Review and others are placing the aims and plans of the Board before their membership at their annual meetings. Among the latter is the National Federation of Music Clubs, whose interest in radio is more than that of the average women's club."

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## SPONSORS BROADCAST OF FIRE IN OWN STORE

W. L. Katz, Marquette, Michigan, merchant, claims credit for sponsoring the most unique commercial radio program ever put on the air. He sponsored a radio description of a fire which recently damaged his dry goods store.

"Late one evening just as WBEO, of Marquette, was about to sign off, the city fire bells rang out summoning the volunteer firemen to a blaze near the station's studios", Broadcast Advertising relates. "Bob Kaufman, station director, and an ex-newspaper man, grabbed a portable amplifier and rushed to the scene. Station engineers strung wires from the transmitter to the amplifier and Bob went on the air describing the fire fighting.

"Al Loomis, WEBO advertising manager, following the microphone, spotted Mr. Katz in the crowd. Al suggested that the merchant sponsor the broadcast and tell the listeners about the inevitable fire sale which would follow. Mr. Katz assented and now reports excellent business at his fire sale."

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## PRODUCER SUES TO RESTRAIN SONGS FROM AIR

An order to show cause why they should not be restrained from using any of George White's "Scandals'" songs has been served against NBC, CBS and WOR in injunction proceedings started by the producer against the three broadcasters to enjoin them from using any of the "Scandals'" music, according to Variety. White is also asking for damages, to be fixed later. Order to show cause was signed by Judge Albert Cohn, New York Supreme Court.

White is contesting the claim of right of a publisher or songwriter to transfer the broadcasting rights to songs to the American Society of Composers, Authors & Publishers, if those songs are show tunes for which the producer is paying a royalty.

On Sept. 23, 1931, White sent out a notice to all broadcasting stations requesting them to discontinue using the "Scandals'" score or songs.

White received but one answer from the stations in regard to his notification. This, he says, was from WOR, which replied:

"Station WOR pays the American Society of Composers, Authors & Publishers a fee for the use of all numbers in its repertoire and such numbers as may be restricted may be used upon asking special permission. We understand the numbers from "Scandals" are in the repertoire of the American Society and so can't see how anyone but the American Society has jurisdiction over same. The American Society advised us that if they gave their permission, no other party has a say in the matter."

White contends that the broadcasting of the songs may endanger his by shortening its New York run and by affecting its road value.

White's suit against the broadcasting stations is the first of its kind. The custom, according to the contracts between publishers and songwriters is to transfer the radio rights to their music to the American Society, which licenses the radio stations to use same and splits the fees between writer and publisher. Production songs, or any other songs, have always been restricted from the air by the American Society at the request of the publisher, who takes this action at the producer's request.

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## WOL PROTESTS CBS BOOSTER

WOL, owned and operated by the American Broadcasting Company, of Washington, has filed a protest with the Federal Radio Commission against the granting of a license to the Columbia Broadcasting System for the erection of a 250-watt "booster" station in Washington, D. C.

The objection to the increasing of wattage in the District is based on the fact that a frequency has not been found for the 250-watt operation of WOL, which increase in power was granted by the Commission, May 20, 1929.

According to the protest, WOL applied April 6, 1929, to be replaced on 1270 kilocycles from which they were removed November 11, 1928, and for 250 watts power.

The application was granted and the Commission's department was instructed to locate a frequency other than 1270 and report its findings. In two and one-half years, the engineers have failed to make a report. The Commission denied WOL 1240 kc., a frequency suggested as an alternative for 1270 kc., in a subsequent petition.

Said application was set for hearing on November 14, 1929. A petition was filed with the Commission October 22, 1929, thereby placing the hearing subject to call on the calendar. This hearing has not yet been held.

WOL was removed from 1270 kilocycles, in order to place WFBR, of Baltimore, thereon.

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### S.W.P.A. NOT CONCERNED WITH PERFORMING RIGHTS

The following letter has been received from J. C. Rosenthal, General Manager of the American Society of Composers, New York City:

"Sometime ago your news contained an article under the heading 'Koenigsberg To Direct New Song Writers' Association', wherein you stated that 'evidently the association is to work along the line, and perhaps try to enter the field of the American Society of Composers'.

"Let me assure you that the inference is incorrect as the Song Writers' Protective Association has nothing whatsoever to do with performing rights."

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## SEES CHAIN BROADCASTERS RIDING FOR A FALL

If network broadcasters care what one member of their audience has to say about them, they may read the following letter recently received from an irate listener:

"I feel more strongly than ever that sooner or later something revolutionary will have to be done to put the whole gigantic business on a fairer basis to the public at large", he writes. "Whether the English system of taxing each set owner and refusing to permit advertising is ideal, I would not be bold enough to say. But in my humble opinion, it is a long step nearer to the idea than present conditions in this country.

"I can't regard Mr. (here the head of one of the major networks is named) as anything more than a high pressure salesman. I don't think he has any artistic ideals. If he has, he has certainly chloroformed them. He is simply out for the money, first, last and all the time. And what is the result? Contracts at which he should gag according to the most rudimentary standards of art and real public interest, he accepts readily. Witness the terrible performances of the (here is named a well known dance organization) orchestra, which takes a solid hour out of the heart of three evenings a week. Why should any one advertiser be permitted to monopolize the air with such a tawdry and blatant program to the exclusion of a lot of better stuff?

"The ratio of selling talk to the rest of the programs continues to increase, thus keeping step with the rapidly ascending advertising income of the NBC which I understand is now up to \$25,000,000 per annum. The chain broadcasting system has gotten to a point where, as far as I am concerned, there are only four sources to which I can go for anything I could hope to find of first-class quality, viz: The WEAf chain, the WJZ chain, the Columbia chain and the WOR chain. Because of this, I am frequently compelled to shut off my set when I am eager to hear something worth hearing.

"Unless the American public is even more moronic than anything H. L. Mencken claims, this sort of thing cannot go much farther without a grand bust-up."

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## SEES DAYTIME PROGRAM IMPROVEMENT

In the early days of radio, the good programs were confined to the evening hours. But not so today, observes Frank M. Russell, NBC Vice-President in Washington.

"The schedule of WRC, in Washington, is rapidly becoming filled with programs of unusual merit, comparing favorably with the nighttime features", Mr. Russell continued. "The improvement

in daytime programs was very gradual at first, but in the past few months, there has been a decided change. Every sort of program, featuring many of radio's outstanding stars, is now being heard in the daytime hours. As a result, there has been a marked increase in the day time audience."

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 3 - WNBC, John Brownlee Spriggs, Silver Haven, Pa., install automatic frequency control; WEEU, Raymond A. Gaul, Harold O. Landis, and H. S. Craumer, d/b as Berks Broadcasting Co., Reading, Pa., modify C. P. granted 6/12/31 for a new station, as to equipment, and to move transmitter slightly, also extend completion date of C.P.; KCIL, Mona Motor Oil Co., Council Bluffs, Iowa, direct measurement of antenna input.

October 5 - WJR, WJR, The Goodwill Station, Inc., Detroit, Mich., C. P. to make changes in equipment, and increase power from 5 KW to 10 KW; O. H. Stephens, tr. as The Voice of Montgomery, Montgomery, Ala., C. P. to erect a new station to use 1500 kc., 100 watts, daytime, share with KGKB; WFDV, Dolies Goings, Rome, Ga., modification of license to change frequency from 1210 kc., to 1500 kc., and hours of operation from daytime to unlimited.

Also, WHBF, Beardsley Specialty Co., Radio Station WHBF, Rock Island, Ill., C. P. to move station locally; KMPC, R. S. MacMillan, Beverly Hills, Calif., modification of C. P. granted 6/17/31, change equipment authorized and extend commencement and completion dates; KGEW, City of Fort Morgan, Fort Morgan, Colo., C. P. to make changes in equipment.

October 6 - Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., WHDL, C. P. amended to request authority to move station locally instead of Lake Placid, N. Y., also amended as to equipment (original application requested change in frequency to 1220 kc); KFLX, Geo. Roy Clough, Galveston, Texas, license to cover C. P. granted 6/17/31 for changes in equipment; WRBJ, W. E. Barclift, F. E. Barclift, P. L. Barclift & J. H. Harbour, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss., J. H. Harbour requests authority to assign his interest in WRBJ's license to W. E., F. E., and P. L. Barclift, d/b as Hattiesburg Broadcasting Company.

Also, KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, Hawaii, modification of license requesting 750 kc., 2 KW, full time experimentally; also, C. P. requesting 750 kc., 2 KW, full time experimentally, also changes in equipment.

Applications Other Than Broadcasting

October 5 - W2XA, American Telephone & Telegraph Co., Rocky Point, N. Y., renewal of special experimental license for 45 to 75 kc., 190 KW; W3XP, Bell Telephone Laboratories, Inc., Whippany, N. J., renewal of special experimental license for 650, 1100, 1480 kc., 1 KW; W10XAW, Standard Shipping Co., on Ship "STANDARD", renewal of special experimental license for 516 kc., 2 watts; Aeronautical Radio, Inc., Chicago, Ill., new C. P. for 278 kc., 15 watts, aeronautical service; Press Wireless, Inc., San Francisco, Calif., special license for 11640, 19340 kc., 1500 watts, to use transmitter of KOQ, point to point service.

Also, Atlantic Broadcasting Corp.: W2XDX, W2XDW, W2XDY, W2XDZ, portables in New York City, licenses covering C. P.s for 1544, 2476 kc., 1 watt (2 licenses) and 50 watts (2 licenses), special pickup service.

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# HEINL RADIO BUSINESS LETTER

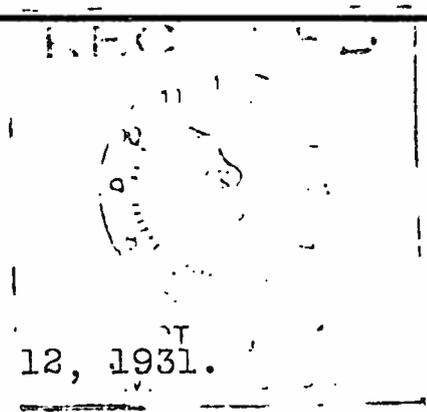
INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 477

## TEST OF EXTREME WAVES PLANNED

An application for permission to conduct experiments to determine the feasibility of using the ultra high radio frequencies for public communication was received October 8th by the Federal Radio Commission.

The petition, filed by the International Communications Laboratories, Inc., at Hillsborough, N. J., requested permission to construct two transmitters to operate on a frequency between 1,000,000 and 3,000,000 kilocycles in point-to-point communication service.

The transmitters, which are to have a maximum power of 5 watts, are proposed for construction at Hillsborough and Tweksbury, N. J., towns 17 miles apart.

Construction will be financed by the International Telephone & Telegraph Corporation, of New York, and Maryland, of which the International Communications Laboratories is a subsidiary.

The following information was made available at the Commission:

Should the application be granted, the stations will use concentrated beams in wave lengths with a range of 10 to 30 centimeters, and will operate on unlimited time.

Experiments on the ultra high frequencies are comparatively new in this country. Although some have been conducted, their results have never been made public. If these two new stations should prove successful, their experiments will open a new frequency for use of all except broadcasting stations.

The transmitters, as proposed, will cost about \$3,000 each, and will be operated within a range of 3 per cent of their assigned frequency.

At present, the highest frequency used in commercial broadcasting is 28,000 kilocycles. The Commission recently increased the limit for commercial communication from 23,000 kilocycles. The band between 28,000 and 75,000 kilocycles is considered the "great unknown field of radio." Experiments on the ultra high frequencies may provide new frequencies beyond the unknown field.

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## HEARST MAY GET WGBS

An expansion of William Randolph Hearst's radio interests was presaged last week by an application to the Federal Radio Commission by Station WGBS, of New York City, for authority to assign its license and construction permit to the American Radio News Corporation, a Hearst organization.

WGBS has applied for a change of frequency and power, and for a television permit. Should the assignment be granted, it was stated, the call letters will be changed to WINS, presumably standing for the International News Service.

Portable Station WLOXAO, National Broadcasting Company also applied for a license covering a construction permit to replace its present transmitter for special pickups for rebroadcast purposes.

Station WGBS will become the property of the American Radio News Corporation, owned by William Randolph Hearst, in a transfer of title to be made formally to him, according to Joseph V. Connolly, General Manager of the radio organization. The station will not be owned by Hearst newspapers, but personally by Mr. Hearst, who will retain all the stock, it was announced.

About \$100,000 is to be spent immediately in improving the station. The program of expansion is to be directed by Clark Kinnaird, who will be in charge of all activities. Mechanical improvements will include a new transmitter, probably installed at a new location near Radio City, Mr. Kinnaird said. The television features associated with WGBS, at 655 Fifth Avenue, will be retained for the present. Later both sound and sight broadcasting facilities will be placed in the same building. WGBS is now in the Hotel Lincoln.

The transmitter is to be planned by W. G. H. Finch, chief engineer of the radio news organization.

Beginning today, WGBS is to be on the air continuously from 7 A.M. to 7:30 P.M., with synchronized television programs from 4 o'clock each afternoon until 7:30 P.M.

The Hearst organization now owns and operates WISN at Milwaukee, Wis. It leases KYW, at Chicago for full time on the air, and is reported to be about to purchase another prominent station of the country.

WGBS was brought into being in 1924 by Gimbel Brothers and was taken over in 1928 by Mr. Daily Paskman, President, and other stockholders of the General Broadcasting System, Inc., which has since operated it.

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## NEWEST SHIP RADIO BORROWS FEATURE FROM AUTOMOBILE

An interesting development in shipboard radio transmitters has resulted from successful tests of the latest model vacuum tube transmitter of the Radiomarine Corporation of America on a voyage of the S. S. "Santa Maria."

Combining several new features making for compactness, convenience of operation and efficiency, the new transmitter is regarded as a distinct step forward in the design of marine radio apparatus.

Speaking of the results of these tests, Mr. C. J. Pannill, Executive Vice-President of the Radiomarine Corporation of America, said:

"Among the many innovations in radio design which this new transmitter embodies, perhaps the most important is the feature of using the same vacuum tubes and most of the other apparatus for its operation on two widely separated frequency bands.

"The design and construction of transmitters to operate in the short wave length band has always been a problem requiring special engineering consideration. Connecting wires must be kept at the minimum length - a necessity which has hampered designers in their efforts to provide the proper spring suspension to enable the apparatus to withstand the vibration and movement of the ship. In Model ET-3674, this difficulty has been met by the ingenious mounting of the entire transmitting panel on four, half-elliptical automobile springs. Thus, instead of suspending certain parts within the case on springs, the entire transmitter is made to 'float' on automobile springs which insulate all parts against vibration and shock.

"For the practical testing of this new transmitter", continued Mr. Pannill, "we installed it on the S.S. "Santa Maria", in addition to her regular radio equipment. This enabled us to make direct comparison of its performance with the regular equipment under exactly the same conditions. The results obtained with the new model are more than gratifying, as the log shows. During the first day's sail from New York on her trip south, the "Santa Maria" was in communication with the station at Portished, England, as well as San Francisco and Norddeich, Germany. All reported strong signals. Two days later a radio station in Otchishi, Japan, also reported loud signals from the "Santa Maria".

"The principal advantage of being able to employ a single transmitter for both intermediate and short wave length work is that it makes possible the greatest efficiency of a given power under all conditions. For example, communication over average distances of a few hundred miles are most often best accomplished on the intermediate frequencies. On the other hand, the high frequency or short wave length band usually proves best on very long distance work."

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## BROADCASTING DIVISION FOR OFFICE OF EDUCATION

Plans are now being formed to make the United States Office of Education the repository of all facts and theories on education by radio, according to Dr. C. M. Coon, Specialist in this phase of research at the Federal office.

It is the aim of this division to collect any material or information dealing with broadcasting which is of educational nature, whether sponsored by private commercial stations or publicly controlled educational stations he pointed out.

The Federal Office of Education is primarily an information center. In sponsoring the new branch of research, it is organizing an informational service. In executing its task, the division will collect material and information on the whole scope of the subject. It will make this information readily available.

It is especially interested in keeping the educational and governmental interests of the country posted and alive to the importance of this new educational device.

Five methods will be used: Conferences, public addresses, pamphlets, letters, and articles in educational publications and the daily press.

Among other functions will be that of promoting research into radio as an educational agency in regularly organized schools and for adult students. It will attempt to prevent conflicts and duplication of effort between various interests. Here, it is hoped that unnecessary expenditure of money and effort may be eliminated.

On invitation of State Departments of Education, institutions of learning, and national broadcasting chains, this division will assist in setting up and evaluating broadcast programs of educational material. Already its officers have been called on to assist in several important experiments and studies.

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### PROTEST SUNDAY ADVERTISING

The following protest has been received against radio advertising on Sunday:

"To the Editor of The Post (Washington): I am wondering what chances there may be for securing radio entertainment on Sundays without the disgusting chatter of advertisers. Is it not within the range of possibility to restrict to the six week days the very uninteresting and nerve-racking prattle on the alleged excellence of certain grades of corn plasters, whisk brooms, cabbages, etc.? Does it not seem to you to be rather mercenary, if not sacrilegious, to so subvert the Sabbath day for that purpose when there is so much in the way of beautiful music which could be utilized to make Sunday radio thoroughly enjoyable? I believe the public would say 'Amen!' to this proposed modification of programs."

"LISTENER-IN"

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## PAID RADIO PROGRAM APPEARS IN N. Y.

Publication of a paid radio program column, under the plan recently announced by Newspaper Radio Programs, Inc., was begun Sunday, Oct. 4th, in the newspapers of New York and Brooklyn.

"Sunday papers carried the opening piece of copy, which included announcements of three radio programs", The Editor and Publisher reports. "The first was a 40-line display advertisement of Jack Pettis and his Investors Syndicate Serenaders, illustrated with a sunburst effect marked 'The Sunday Bright Spot.' This was listed for 2:15 P.M., on WEAJ and a network of the National Broadcasting Company.

"Next came a smaller announcement of the 'Blue Coal' radio revue, listed for 5:30 P.M., on WABC, leader of the Columbia Broadcasting System. The third was for 'Music Along the Wires', program of the Bell Telephone system, at 8:15 P.M., on WABC.

"Monday's papers, both morning and afternoon, carried three programs also. First came a program of Hebrew melodies presented by Braneman's Kosher Food Products, then a talk by a psychologist under the auspices of Franklin Title & Mortgage Guaranty Company, New York, and finally, 'Should a Wife Forgive', by True Story Magazine. Two of these programs were on WOR, the third on WEAJ.

"Tuesday's column consisted of a single announcement 56 lines deep, beginning: 'Calvin Coolidge will broadcast an important message to the American public over Station WJZ, 9:30 P.M.' The copy went on to announce 'a unique and inspiring series of weekly half-hour programs which will be carried on by Frazier Hunt, and will come to you every Tuesday at the same hour from this station through the courtesy of the New York Life Insurance Company.'

"Incidentally, a dummy for a proposed weekly radio program in the Saturday Evening Post is being shown to advertisers and agencies by representatives of that magazine. A rate of \$13.25 a line is announced for listings in this program."

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## ARGENTINA IMPORTANT MARKET FOR RADIO RECEIVING SETS

Exports of radio apparatus for the month of August, the latest month reported by the Government, were valued at \$2,123,642, a gain of \$249,271 over the same month of last year. Considering the separate items in this class of goods, it is noted that radio receiving sets showed a gain of \$507,014, and exports of transmitting sets, tubes, and parts increased \$93,032. Other items showed decreases.

Argentina was the largest purchaser of radio receiving sets exported from the United States during August, their value amounting to \$418,573. The Union of South Africa and Uruguay each took

approximately \$97,000 worth, and New Zealand purchased sets valued at \$88,408. The United Kingdom and Switzerland took approximately \$76,000 and \$75,000, respectively, and shipments to Italy were worth about \$74,000. Exports to Spain amounted to \$57,964, and France took \$47,746 worth.

Mexico was the most important purchaser of transmitting sets, exports to that country being valued at \$100,614.

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#### RADIO INNOVATION REFERS HEARERS TO NEWSPAPERS

A departure in radio advertising programs, virtually eliminating commercial features and urging listeners to read the newspapers for advertisements, has been inaugurated in New York City, with a flood of commendation from the radio public, according to the Associated Press.

The innovation was sponsored by the National Sugar Refining Co., of New Jersey. After two years of radio advertising in the customary manner, the company recently announced at the beginning of its usual half-hour musical broadcast over NBC:

"In tonight's program, we initiate an innovation in radio. We have done away with our commercial advertising announcements. We realize that as you listen in on our program, you wish to be entertained."

It was then suggested that listeners interested in the company's product, read its newspaper advertisements.

Since then, the company has merely announced its sponsorship of the program at the start, with no interruption of the musical numbers for commercial announcement. At the time of pause for station announcements, attention is called to the fact that the firm's advertisements appear in the daily newspapers.

Company officials said today their radio plan had attracted favorable comment from listeners in all parts of the country and that many letters of commendation had been received.

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#### BAIRD, TELEVISION EXPERT, DUE HERE

John Logie Baird, British television inventor, who is looked upon as the outstanding experimenter in that line in Europe, is expected to arrive in New York October 15th on the "Aquitania". Capt. W. J. Jarrard, Manager of the Baird Television Corporation of America, subsidiary of Baird Television, Ltd., of London, said he had received word indicating that Mr. Baird and an officer of the English organization were to arrive here this week.

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: BUSINESS LETTER BRIEFS :  
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At the last meeting of the Board of Directors, Mr. Frank Mason was elected a Vice-President of the National Broadcasting Company. Mr. Mason was formerly President and General Manager of the International News Service.

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Dr. Alfred N. Goldsmith, Vice-President and General Engineer of the Radio Corporation of America, has been elected President of the Society of Motion Picture Engineers at their annual convention recently held at Swampscott, Mass.

Dr. Goldsmith succeeds J. I. Crabtree, retiring president, and will hold office during 1932. The headquarters of the society are in New York.

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Station WKBH, in La Crosse, Wis., has just been added to the network of the Columbia Broadcasting System on a permanent basis. The station operates on 1000 watts power and 1380 kilocycles.

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The Ogden (Utah) Standard-Examiner, after discontinuing its radio column during the summer months, recently started the column again. It is limited to the listing of KSL and KDYL, between the hours of 4 P.M. and midnight.

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Negotiations are under way for the National Broadcasting Company to lease KDKA and manage the station as it is doing with WGY and numerous other broadcasters in the network.

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U. S. Radio and Television Corporation report - Six months ended July 31: indicated net profit after Federal taxes, \$85,657, equal to 58 cents a share on outstanding stock compared with \$715,931 or \$5.01 a share in six months ended Jan. 31st.

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American Telephone and Telegraph Co. report - August: gross income, \$8,836,209, against \$9,194,461 in the same period last year; operating income, \$2,801,308, against \$2,292,229. Eight months ended August 31: Gross income, \$74,218,695, against \$76,664,987; operating income \$22,947,925 against \$22,183,196.

"It developed this week that President Hoover's organization for unemployment relief, of which Walter S. Gifford is Chairman, has decreed that no one shall discuss unemployment over the radio, at least temporarily, until the organization gives its sanction", the October 10th issue of Editor & Publisher declares.

"This came about October 2nd when Senator Robert F. Wagner, of New York, was denied permission to speak over both the Columbia Broadcasting System and the National Broadcasting Company in connection with a mass meeting being held in Cooper Union, New York City, by the New York Journal.

"Senator Wagner, one of the best informed men in the country on unemployment, had prepared a speech approaching the situation from a non-partisan viewpoint. The broadcasting companies, however, turned thumbs down and the Senator did not speak."

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George H. Hill, of Tupelo, Miss., has been appointed to the Legal Division of the Federal Radio Commission.

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Geraldine Farrar and John McCormack lead an imposing list of internationally famous singers who will be heard on a new series of Sunday afternoon programs under General Electric sponsorship.

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#### WRIGLEY SIGNS \$1,500,000 CONTRACT WITH CBS

One of the largest contracts to be signed is that of Wrigley who has signed with the Columbia Broadcasting System for a million and a half dollar contract for script act starting November 2nd, five nights a week on a coast-to-coast hookup, according to information which has just reached this office from Chicago.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Oct. 8 - WEBR, Howell Broadcasting Co., Inc., Buffalo, N.Y. modification of license requesting authority to use old equipment as auxiliary at present transmitter location; WGBS, General Broadcasting System, Inc., New York, N. Y., voluntary assignment of license and C. P. to American Radio News Corporation; WIBG, St. Paul's P. E. Church, Elkins Park, Pa., voluntary assignment of license to WIBG, Inc. WQAM, Miami Broadcasting Co., Miami, Fla., license to cover C.P. granted 6/26/31 for auxiliary transmitter; WKBC, R. B. Broyles, tr. as R. B. Broyles Furniture Co., Birmingham, Ala., license to cover C. P. granted 6/19/31 for local move.

Octo. 10 - Floyd E. Blough, Don G. Morrison, Gilbert L. Davis, and Paul L. Blunt, d/b as Owosso Broadcasting Co., Owosso, Mich., C. P. to erect a new station to use 830 kc., 1 kilowatt, daytime; A. L. Klotz, Noel Reaben - Reaben and Klotz, McComb, Miss., C. P. amended to request 1420 kc., instead of 1370 kc.; WCSC, Lewis Burk, Charleston, S. C., modification of license to change power from 500 watts to 1 kilowatt; KTSL, G. A. Houseman, Laurel, Miss., modification of license to change hours of operation from sharing with KRMD to daytime.

Applications Other Than Broadcasting

Oct. 8 - Dr. George W. Young, Minneapolis, Minn., new C.P. for 2000-2100 kc., 500 watts, visual broadcasting; KGPL, City of Los Angeles, Police Dept., Los Angeles, Calif., renewal for 1712 kc., 500 watts, police service; KGPP, City of Portland, Ore., Police, Portland, Ore., renewal of police license for 2416 kc., 25 watts; WJT, RCA Communications, Inc., San Juan, P. R., modification of point-to-point license for change in points of communication to Santo Domingo and Ensenada, P.R.; WLOXAO, National Broadcasting Co., Inc., license covering C. P. for 1584, 2392 kc., 50 watts, to replace present transmitter, special pickup for rebroadcast;

Also, WIXAK, Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass., renewal of special experimental license for 990 kc., 50 KW; Aeronautical Radio, Inc.: at Boston, Mass., Columbus, Ohio, Newark, N. J., and Cleveland, Ohio, new C.P.s for 278 kc., 15 watts, aeronautical service.

October 10 - Transcontinental & Western Air, Inc., NC-9666, new C. P. for 3106, 3070, 3076, 3082, 3088, 5510, 5540 kc., 50 watts, aircraft; Aeronautical Radio, Inc.: at St. Louis, Mo., Kansas City, Mo., and Burbank, Calif., new C. P.s for 278 kc., 15 watts, aeronautical service; also at Burbank, Calif., modification of license for increase in power from 10 watts to 15 watts.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on October 9th granted the following applications:

KXL, KXL Broadcasters, Portland, Ore., C. P. to install new transmitter; WBHS, W. T., M.M., W.C. and V. F. Hutchens, d/b as Hutchens Co., Huntsville, Ala., modification of C. P. to extend completion date to March 3, 1932; WEEI, The Edison Electric Illum. Co., Boston, Mass., authority to measure power of station by direct measurement of antenna input; WEAN, Shepard Broadcasting Service, Inc., Providence, R. I., authority to measure power of station by direct measurement of antenna input; WKJC, Kirk Johnson & Co., Lancaster, Pa. consent to voluntary assignment of license to Lancaster Broadcasting Service, Inc.; WSAR, Doughty & Welch Electric Co., Inc., Fall River, Mass., license covering changes in equipment, 1450 kc., 250 w., unlimited time; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., license covering changes in equipment, 820 kc., 10 KW, unlimited time.

Also, WGST, Georgia School of Technology, Atlanta, Ga., license covering changes in equipment and moving of transmitter locally, 890 kc., 250 w., 500 w., LS, unlimited time; WTAD, Illinois Stock Medicine Broadcasting Corp., Quincy, Ill., modification of license to change name to Illinois Broadcasting Corporation; WCAX, Burlington Daily News, Inc., Burlington, Vt., extension of completion date of C. P. to November 7, 1931; KWCR, Harry F. Paar, Cedar Rapids, Iowa, voluntary assignment of license to Cedar Rapids Broadcast Co. (this application was designated for hearing on October 6th, reconsidered and granted).

Also, KVP, City of Dallas, Tex., Dallas, Texas, C. P. (Police) for new phone equipment, 1712 kc., 150 watts; W3XT, American Tel. & Tel. Co., Long Lines Dept., Lawrenceville, N. J., modification of license (special experimental) for additional frequency 10675 kc.; WLXD, Submarine Signal Co., Boston, Mass., experimental license; W9FHM, O. F. Heslar, Indianapolis, Ind., permission to continue operation of amateur station in interest of Naval Reserve Communication System; KGEE, All Southern Aircraft Pageant, Charlotte, N. C., authority to erect airport transmitter for use during All Southern Aircraft Pageant at Charlotte from Oct. 8 to 11th incl., 278 kc., 10 watts, to communicate with any or all aircraft; KHVHS, Continental Oil Co., NC-430-H, license, 3106 kc., 15 watts.

### Set For Hearing

Boston-Herald Traveler Corp., Boston, Mass., requests C.P., 1500 kc., 100 w., unlimited time; R. H. McNeely, Louis Brown & E. M. Pace, d/b as WNAT Broadcasting Co., Natchez, Miss., requests C. P. 1310 kc., 100 watts, share with KRMD; WTAD, The Illinois Stock Medicine Broadcasting Corp., Quincy, Ill., requests C. P. to move transmitter and studio to St. Louis, Ill.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., requests modification of license to change hours of operation from sharing with KFJY to sharing with KFGQ only (this application was designated for hearing Oct. 6th);

Also, Radiomarine Corp. of America, requests licenses for additional service (public point-to-point) for stations WGO, Chicago; WCY, W. Dover, Ohio; WRL, Duluth; WBL, Buffalo, N. Y.; KFXR, Exchange Ave., Baptist Church, Oklahoma City, Okla., renewal of license set for hearing.

#### Applications Dismissed

The following applications were dismissed at request of applicants:

WMT, Waterloo Broadcasting Co., Waterloo, Ia., modification of license, 600 kc., 500 w., unlimited time; WGBS, General Broadcasting System, Inc., New York City, modification of license, 930 kc., 250 w., hours not used by WAAT on 940 kc.; Hoschild, Kohn & Co., Baltimore, Md., C. P. 2850-2950 kc., 500 watts, unlimited time; WGR, Buffalo Broadcasting Corp., Buffalo, N. Y., motion to terminate authority to use additional experimental power in re WKRC, Inc., Cincinnati.

#### Applications Denied

The following applications heretofore designated for hearing were denied by default because applicants failed to enter their appearance within the time allowed:

Traveler Mfg. Corp. of Ill., St. Louis, Mo., C. P. 2300-2500, 1750-2000 kc., 500 w.; Crosley Radio Corp., Cincinnati, Ohio, C. P. 2100-2200 kc., 1 KW; Easton Coil Co., Inc., New York City, C. P. 2750-2850, 43000-46000 kc., 500 w.; National Co., Inc., Malden, Mass., C. P. 2100-2200 kc., 150 watts; Memphis Commercial Appeal, Inc., Bartlett, Tenn., C. P. 2850-2950, 4300-4600 kc., 250w.; WMAQ, Inc., Addison Township, Ill., C. P. 5900 or 6040 kc., 500 watts.

#### Action On Examiners' Reports

WIL, Missouri Broadcasting Corp., St. Louis, Mo., denied modification of license requesting unlimited time instead of time-sharing with WMAY and KFWF, reversing Examiner Pratt; WCLO, WCLO Radio Corp., Janesville, Wis., denied C. P. to increase power to 100 watts 250 w., LS, sustaining Examiner Hyde; KGFV, Central Nebraska Broadcasting Corp., Kearney, Neb., granted C. P. to move station from Ravenna to Kearney, Neb., and change apparatus to secure 100% modulation, sustaining Examiner Hyde; Standard Oil Co., of Cal., San Francisco, Cal., granted permission to withdraw application for C. P., frequencies 500 and 462, 50 w., without prejudice, sustaining Examiner Yost.

#### Miscellaneous

WIAS, Iowa Broadcasting Co., Ottumwa, Ia., extension of time to November 22nd, in which to file depositions in the matter of their hearing scheduled for November 30th; WNBR, Memphis Broadcasting Co., Memphis, Tenn., denied motion of Stations WREC, WMC and WMBQ, of Memphis, asking the Commission to reconsider its decision with regard to the removal of WNBR's transmitter.

Also, KWKH, Hello World Broadcasting Corp., Shreveport, La. renewal of license heretofore set for hearing because station failed to file time sharing agreement in accordance with G. O. 105, cancelled, and regular license will be issued. Station has now complied with the General Order. Station was also cited for failure to comply with G.O. 111 and 115, pertaining to equipment. These regulations have also been complied with.

WWL, Loyola University, New Orleans, La., renewal of license application heretofore set for hearing because station failed to file time sharing agreement in accordance with G. O. 105, cancelled, and regular license will be issued. Station has now complied with the General Order.

#### Amateur Licenses Revoked

W8DKG, Nelson J. Von Derau, Cleveland, Ohio, license revoked because (1) licensee has failed to pass examination for operators' permit; (2) failed to procure services of a duly licensed operator, and (3) licensee, by his attitude, has shown he is not a proper person to operate an amateur radio station;

W6CSM, Bernard F. Herzog, Marysville, Cal., license revoked because (1) licensee permitted an unlicensed operator to use his call letters for period May 16 to July 16, 1931, at a place other than that named in the license without notification to the Radio Supervisor, and (2) that licensee, by reason of misstatements, is not a proper person to operate an amateur station;

W6AVW, Burr Arthur McMahon, San Francisco, Cal., license revoked because (1) licensee operated station at a place other than that named in his license; (2) he failed to observe quiet hours when directed to do so, and is not a fit person to operate an amateur radio station.

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# HEINL RADIO BUSINESS LETTER

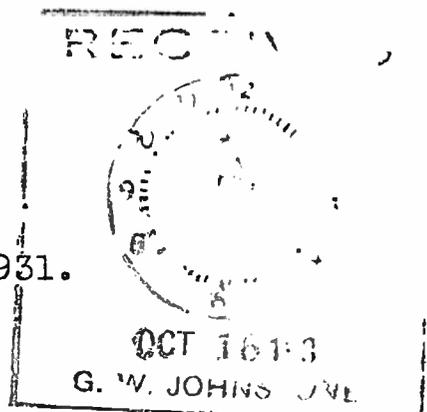
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INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 478

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

## WOWO PROTESTS HIGH POWER ASSIGNMENTS OF WCAU AND WHAM

A protest against the action of the Federal Radio Commission in granting to Station WCAU permission to broadcast with maximum power of 50,000 watts, tentatively decided in the high power decision of October 1st, has just been filed with the Commission by Station WOWO, operated by the Main Auto Supply Company, of Fort Wayne, Ind., according to information made available at the Commission.

The Fort Wayne station bases its petition on the fact that its broadcast area will be materially reduced by interference if WCAU, at Philadelphia, operates with maximum power. Other stations, too, will be affected, it was said. They are WGBS, NOV, WKJC, WWVA, and WJBI.

The following information was made available:

Besides interference from WCAU, the Indiana station claims that Station WHAM, at Rochester, granted permission to use 25,000 watts, also will interfere and reduce WOWO's broadcast area.

The protest states that simultaneous operation of these three stations will materially injure WOWO, because of insufficient geographical separation between Fort Wayne, and Rochester and Philadelphia. The petitioner's station operates on a frequency between WCAU and WHAM, with but a 10-kilocycle difference.

The recommended separations of the Engineering Division of the Commission state that mileage separation should be greater than that existing between the protesting station and WCAU and WHAM.

Station WOWO, through its attorney, George O. Hutton, requests that the Commission rescind its grants to WHAM and WCAU, and restrict them to their former power.

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### LEGAL DIVISION HONORS SPEARMAN

The fifteen members of the Legal Division of the Federal Radio Commission, headed by Col. Thad H. Brown, were hosts at a luncheon yesterday at the National Press Club in honor of Paul D. P. Spearman, who left the Commission recently to join the law firm of Littlepage & Littlepage. Commissioners Sykes, Robinson and Lafount were present.

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## COLUMBIA PROGRAMS ON WGN

Negotiations have been completed whereby WGN, the Chicago Tribune radio station, will serve as an added outlet in Chicago for programs of the Columbia Broadcasting System.

While the Tribune will continue to own and operate the station, a number of hours each week have been allotted to the network on a long-term contract, effective November 1st. Other Columbia programs will be carried in Chicago by Station WBBM.

WGN operates with 25,000 watts on a 720 kilocycle band. The station maintains a staff of close to 150 employees, comprising program directors, composers, writers, musicians, announcers, actors and operators.

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## GRIGSBY DECLARES FOREIGN SALES OUTLOOK GOOD

The following statement has been received from M. W. Thompson, of the Grigsby-Grunow Company:

B. J. Grigsby, President of the Grigsby-Grunow Company, has just returned to his office from Europe, greatly improved in health. He spent most of his time while away at Aix-Les-Bains in Southern France, where he took the baths.

Mr. Grigsby, who lived eight years in England, and who has made many trips across in recent years, and who is a close student of business conditions abroad, made the following observations:

"Europe, especially Western Europe, has suddenly become 'radio conscious'", said Mr. Grigsby, "and the season now opening bids fair to being a 'boom' comparable on a smaller scale to sales in this country in 1928-29.

"Better broadcasting stations, better programs, and the new-found knowledge by the public that quality reproduction is possible if the 'home-made' set is shelved and properly engineered and manufactured sets obtained are the reasons.

"Patent restrictions have retarded progress. A complete monopoly is rested in the so-called 'radio pool', which is largely controlled by the same interests as the so-called 'Radio Trust', in this country, but absence of anti-monopoly statutes gives them better control through higher royalties and better restrictions than here. British independent manufacturers are already beginning to chafe at the yoke."

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## NEW YORK THEATRE TO DEMONSTRATE TELEVISION

Television will be called into play next week to link two New York theatres, and a few days later it will become a regular feature on the variety bill of the B. S. Moss Broadway Theatre at Fifty-third Street, New York City, according to an announcement in the New York Times.

Next Wednesday morning, bits of productions by Theatre Guild players, presented before the television "eye" of apparatus installed for the purpose in the Theatre Guild on West Fifty-Second Street, will be intercepted as ten-foot-square television images on the Moss Theatre stage for a group of invited guests. Special wire lines will convey the images from one theatre to the other. The apparatus used will be that developed by Ulysses Sanabria, Chicago television inventor, who demonstrated his apparatus before thousands in Madison Square Garden during the Radio Show.

On October 24th, the entire television apparatus, including sending and receiving equipment, will be in operation during each variety program at the Moss theatre. The television transmitting booth will be wheeled out on the stage. Suspended above the stage will be the ten-foot translucent screen on which the images will be shown. Thus, the actors will be seen by the audience both as microphone and television eye pick up their voices and images, and as they appear on the television screen suspended above. Loud-speakers will reproduce the voices.

"As soon as I had seen television on a large screen, I was convinced that the time had arrived to make an important theatrical experiment", said Mr. Moss. "I believe television in the next few years will reach a stage of unusual perfection, that it will be developed basically with an eye to its theatrical possibilities, and that the theatre should begin to think as to how its future is to be linked with television. Probably we shall see more living actors in the future, televised actors. Thus the theatre will appeal to many millions and will have larger scope than ever. I believe that in the future we will have as many television theatres as there are now motion picture houses."

Mr. Moss said he had signed a contract with Mr. Sanabria for the exhibition and that the inventor would superintend operation of the equipment. Morris Gest, the producer, who was one of the speakers at the Broadway Theatre when the television plans were revealed, declared belief in the future of television by saying he planned to present "The Miracle" or some other production by television from a central point in the country as soon as found feasible.

Television at present is limited to close-up views of faces of those who stand before the television eye to be projected on the screen. The stage views will be of this type.

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## COMMISSION MAY DESIGNATE HIGH FREQUENCIES FOR TELEVISION

The Federal Radio Commission may decide shortly upon setting aside a definite part of the radio spectrum for visual broadcasting purposes. This problem which has bothered the scientists and engineers since the advent of television may be disposed of within the next six months.

"Although it is not possible to say definitely what position television stations will occupy", said Gerald C. Gross, engineer of the Federal Radio Commission, "experiments now being conducted indicate that visual broadcasting probably will be established in the high frequency bands between 43,000 and 80,000 kilocycles."

At present there are about 20 television experimental stations operating throughout the country, Mr. Gross explained.

Most of these stations are experimenting on both high frequencies and those just above the present broadcasting band. Results of experiments now being conducted, and of those conducted in the past, indicate a definite trend toward the higher frequencies.

There are four bands, each of 100 kilocycles, just above the frequencies allocated to broadcasting. These are 2000 to 2100, 2100 to 2200, 2750 to 2850 and 2850 to 2950 kilocycles. It is obvious that these few narrow bands could not accommodate all television stations should the visual broadcast industry assume anywhere near the proportions of the present broadcasting organization.

On the other hand, in the higher frequencies, there are sufficient channels to accommodate enough stations to serve the public if television should become practical. Three high frequency bands are being used for experimental purposes. They are 43000 to 46000, 48500 to 50300 and 60000 to 80000 kilocycles.

Although experiments have not definitely determined advantages and disadvantages of visual broadcasting in the low and higher bands, results indicate that the double-image effect and fading are less noticeable in the higher than in the low frequencies. If further experiments substantiate this theory, it is almost certain that television will be assigned to the higher channels, especially in view of the already crowded condition of lower bands.

There may be some possibility of using the ultra-high frequencies in the millions of kilocycles, but experiments in this field are so elementary that nothing more may be said about it.

The experiments of about 20 television stations in all parts of the country are doing much to dispel the mystery of the so-called "great unknown field" of radio, above 28000 kilocycles. Further experiments will increase knowledge of this field, with a possibility, not so far in the future, of having the great unknown field include for the most part frequencies in megacycles.

In addition to the stations already experimenting with television, the Commission is receiving more and more applications to construct experimental stations for visual broadcasts. Since Sept. 1st the Commission has received 11 such applications. One, just received, requests permission to construct an experimental station for television, operating on a frequency of 43.5 megacycles, or 43,500,000 kilocycles. If the application is granted, the station, which will be operated by the Journal Company, at Milwaukee, Wis., will be one of the few transmitters experimenting on ultra-high frequencies. The other 10 applications request permission to operate television stations on frequencies included in the low or higher bands explained above.

Should experiments definitely determine where visual broadcasting will be placed, a problem long before radio scientists will be solved. It will be an outstanding step in the progress of television.

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#### CHICAGO RMA TRADE SHOW ADVANCED TO MAY

Chicago next May will again be host to the "largest industrial gathering of the United States", the Seventh Annual Convention and Trade Show of the Radio Manufacturers' Association, which attracted over 22,000 persons last June, according to announcement by B. G. Erskine, of Emporium, Pa., Chairman of the Show Committee of the RMA. The RMA Show Committee met in New York this week and decided unanimously upon Chicago and the week of May 23rd for the 1932 industry events.

The RMA events for 1932 were advanced to May for several reasons. With the National Republican and Democratic Conventions being scheduled in June and the national election campaign, expected to stimulate radio sales, in full swing, it was believed by the RMA Show Committee that the earlier week of May 23rd would give manufacturers, jobbers and retailers more opportunities to sell radio and also shorten the period before the trade show in which trade has sometimes been reduced.

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#### U. S. CONTINUING R. C. A. SUIT NEGOTIATIONS

The Government is said to be continuing negotiations seeking a satisfactory settlement of its anti-trust suit against the Radio Corporation of America and affiliated companies.

No final settlement has been reached but Attorney General Mitchell said that this does not mean efforts to reach an agreement out of court had failed.

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: BUSINESS LETTER BRIEFS :

The Federal Radio Commission has granted WOL, operated by the American Broadcasting Company, Washington, D. C., permission to intervene in the "booster station" application by Columbia on Monday, October 19th.

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Mr. Edison's greatest contribution is surprisingly little known to the public, according to O. H. Caldwell, former Federal Radio Commissioner. "It was his discovery in 1883 of the 'Edison Effect', or flow of electrons from the hot filaments of his early lamps, which discovery, after lying idle for twenty years, finally was utilized and made possible the modern electronic tube which, in its myriad forms, underlies radio, broadcasting, long-distance telephony, sound-pictures, television, rectification, the electric eye, the X-Ray, high-frequency surgery, electronic musical instruments and a host of other modern devices. Undoubtedly posterity will rank this discovery of the feeble electron flow of the 'Edison Effect' as the most epochal in all the Wizard's eventful career."

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Station WHAM, operated by the Stromberg-Carlson Telephone Manufacturing Co., at Rochester, N. Y., has filed a motion that the Commission strike from its files as immaterial, insufficient and without warrant of law, the notice of protest and petition to rescind, filed by Station WOWO, Fort Wayne, Ind., in opposition to the granting of the application of WHAM for increase in the power of its transmitter.

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The appointment of William W. Behrman, of Evansville, Ind., as manager of Station WBOW, Terre Haute, has been announced. Behrman, who formerly managed WGBF, Evansville, will assume his new duties the latter part of the month.

Noel C. Ruddell, former manager of WBOW, will become affiliated with WJMS, Ironwood, Michigan. Mr. Ruddell is part owner of the Michigan station.

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The General Electric Company has announced that its net profit available for dividends on the common stock during the first nine months of this year was \$30,753,850, equivalent to \$1.07 a share on 28,845,927 shares outstanding. This compares with a net profit of \$42,518,708, or \$1.47 a share in the corresponding period of last year. The quarterly dividend on the stock is 40 cents a

share. The net profit in the third quarter was equivalent to 32 cents a share, compared with 37 cents in the second quarter and 45 cents in the third quarter of last year.

Orders received by the company in the first nine months of this year amounted to \$202,700,016, compared with \$267,651,832 for the corresponding period of last year, Gerard Swope, President of the company, announced. Sales billed for the nine months of this year totaled \$206,138,967, compared with \$287,886,541 for the corresponding period of last year.

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The Director of the Census announced the results of the radio count in Texas to show that 257,686 families report receiving sets, or 18.6 per cent. The number of families reported was 1,383,280.

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 13 - WPCH, Eastern Broadcasters, Inc., New York, N. Y., modification of license to change frequency from 810 kc. to 570 kc., and hours of operation from daytime to sharing with WMCA (facilities of WNYC); WELL, Enquirer-News Company, Battle Creek, Mich., C. P. to move station locally, install new equipment and increase power from 50 watts to 100 watts; WFBG, The William F. Gable Co., Altoona, Pa., C. P. to install new transmitter; Henzia Ortman, Batesville, Ark., C. P. to erect a new station to use 1500 kc., 10 watts, daytime.

Also, KMLB, J. C. Liner, Monroe, La., voluntary assignment of license to Liner's Broadcasting Station, Inc.; KGJF, Arkansas Radio & Equipment Co., Little Rock, Ark., involuntary assignment of license from First Church of The Nazarene to Arkansas Radio & Equipment Co.; KOY, Nielsen Radio & Sporting Goods Co., Phoenix, Arizona, modification of license amended to request facilities of KOB; John Brownlee Spriggs, Pittsburg, Pa., C. P. to erect a new station to use 300 kc., 5 kilowatts, daytime.

The following applications were returned to the applicants:

Louis Reis, New York, N. Y., C. P. for station to use 660 kc., 5 KW, unlimited (applicant did not reply to Commission's letters); WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass., increase power (no reply to Commission's letters); WNYC, City of New York, Dept. of Plant and Structures, New York, N. Y., increase power (no reply to Commission's letters); WBEN, Edward H. Butler, etc., trading as Buffalo Evening News, Buffalo, N. Y., C. P. for changes in equipment (G. O. 111); WNBO, John Brownlee Spriggs, Silver Haven, Pa., automatic frequency control (did not reply to Commission's letters).

Also, KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., for new equipment (not necessary); Frank Leon Treadway, Sulphur Springs, Ark., new station, 1420 kc. (no reply to Commission's letters); H. J. Porter & Sam A. Fenberg, d/b as Pampa Broadcasting Co., Pampa, Texas, new station, 1310 kc., (did not reply to Commission's letters); Will Dorbradt, Athens, Texas, new station, 1420 kc., (did not reply to Commission's letters); WSOC, WSOC, Inc., Gastonia, N.C., move transmitter (did not reply to Commission's letters); WMBB, Saenger Theatres, Inc., and Maison Blanche Co., New Orleans, La., increase power (did not reply to Commission's letters); W. E. Hiler, Lake Charles, La., new station, 1370 kc. (did not reply to Commission's letters); Lynn Dickerson & C. A. Nietert, d/b as The Edison Shop, Brownsville, Texas, new station, 1420 kc. (did not reply to Commission's letters).

Also, KLCN, Charles Leo Lintzenich, Blytheville, Ark., increase power (did not reply to Commission's letters); KGDA, Mitchell Broadcasting Corp., Mitchell, S. Dakota, change equipment (did not reply to Commission's letters); Louis F. Kuester, West Bend, Wis., new station, 1310 kc., (did not reply to Commission's letters); Jenny Wrenn Company, Hutchinson, Kans., new station, 1220 kc., (did not reply to Commission's letters); The Call Publishing Co., Racine, Wisc., new station, 1310 kc. (did not reply to Commission's letters); KGCR, The Greater Kampeska Radio Corp., Watertown, S. D., move station locally (did not reply to Commission's letters);

#### Applications Other Than Broadcasting

October 13 - General Electric Co., South Schenectady, N. Y., license for use of relay broadcasting service on 21500 kc., 25 KW; The Journal Company, Milwaukee, Wis., Portable, new C. P. for 43.5 megacycles, 75 watts, visual broadcasting service; WPEA, Syracuse Police Department, Syracuse, New York, modification of C. P. for change in location, change in frequency to 2458 kc., and extension of completion date to 12/8/31; Examiner Printing Co., NC-11118, renewal of license for 3106 kc., 50 watts, aircraft service; WRDT, City of Cleveland, Dept. of Airport, Cleveland, Ohio, renewal of license for 278 kc., 10 watts, aeronautical service.

Also, Aeronautical Radio, Inc.: at Dallas, Texas, new C.P. for 278 kc., 15 watts, aeronautical service; WUCG, Chicago, Ill., license covering C. P. for 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 400 watts, aeronautical service; at Oakland, Calif., new C. P. for 278 kc., 15 watts, aeronautical service; WOE, Radiomarine Corp. of America, Palm Beach, Fla., modification of C. P. for extension of completion date to 12/12/31; W3XX, United States Daily Publishing Co., Washington, D. C., modification of C. P. for extension of completion date to 12/30/31.

## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on October 13th took the following action:

### Applications Granted

WBEN, Buffalo Evening News, Buffalo, N. Y., consent to voluntary assignment of license to WBEN, Inc.; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Cal., authority for direct measurement of antenna input; KGIX, J. M. Heaton, Las Vegas, Nevada, authority to remain off the air until November 1st to finish work on transmitter and make tests; WAA, Radiomarine Corp. of America, Detour, Mich., permission for station which has been closed since Fall of 1930, to continue out of service during remainder of 1931 season of navigation; WASH, WASH Broadcasting Corp., Grand Rapids, Mich., authority to operate with 400 watts output for 3 days from October 9th.

Also, National Broadcasting Co., Inc.: W2XCZ, W10XAO, W10XAL, New York City, authority to use stations as follows: W2XCZ on Airplane American Clipper; W10XAO on ground, Anacostia Naval Airport, W10XAL, at Marlborough Road, Woodbridge, N. J., October 9th to 14th inclusive; WKDL, Pan American Airways, Inc., Miami, Fla., special permission for another 30 days from October 10th, to operate WKDL for purpose of handling emergency messages with understanding that the handling of press and routine messages shall not cause interference to service of other stations.

### Miscellaneous

KFJY, C. S. Tunwall, Riverdale (suburb of Ft. Dodge), Iowa, The Commission directed the Secretary in accordance with G. O. 114, Sec. 2, to request this licensee to file application for renewal of license through the office of the Supervisor of Radio, on or before October 28, 1931; KWCR of Cedar Rapids has applied for KFJY's facilities.

### Application Denied

KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., denied special authorization to change frequency from 1040 to 970 kc., only on Saturday afternoons during football season, Thanksgiving afternoon before 6 P.M., and for the Atwater Kent audition October 31st 1 to 4 P.M.

### Set For Hearing

W. H. Allen, Eugene Levy & S. B. Pearce, d/b as W. H. Allen Co., Alexandria, La., requests C. P. for new station, 1210 kc., 50 watts, daytime operation; KRMD, Robert M. Dean, Shreveport, La., requests C. P. to make changes in equipment increasing maximum rated power of equipment from 75 to 100 watts, and operating power from 50 to 100 watts, also requests modification of license to increase hours of operation from sharing with KTSL to part time without division.

KFWF, St. Louis Truth Center, St. Louis, Mo., motion of Station WIL, Mo. Broadcasting Co., St. Louis, overruled, in which they protested the granting of C. P. to KFWF to remove their transmitter within the city of St. Louis.

WOL, American Broadcasting Co., Washington, D. C., /per-  
mission to intervene in the hearing of the Columbia Broadcasting System for a booster station in Washington, to be held on October 19th; granted

KGJF, First Church of the Nazarene, Little Rock, Ark., granted temporary license subject to Commission's decision as a result of an investigation now being conducted with respect to the station, its equipment and operation.

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## PATENTS AND TRADE-MARKS

The following patents were granted during the week ending October 13, 1931:

- 1,826,715. Cleaning Device For Radio Tuning Dials. Harold C. Baker and Oscar A. Ross, New York, N. Y. Filed August 7, 1930.
- 1,826,727. Radio Apparatus. Chancy J. Britten, Charlotte, Mich., assignor to Britten Light & Power Company, Lansing, Mich. Filed April 30, 1928.
- 1,826,743. Apparatus For Energizing An Audion Circuit. George B. Crouse, Woodcliff, N. J., assignor to Conner Crouse Corp., New York, N. Y. Filed January 19, 1928.
- 1,826,751. Radio Loud Speaker. Charles Hugh Duffy, Miami, Fla. Filed October 8, 1930.
- 1,826,754. Method Of And Apparatus For Making Photo-Phonographic Records. Frzna Ehrenhaft, Berlin-Lichtenberg, Germany. Filed October 1, 1928, and in Germany October 1, 1927.
- 1,826,766. Interlocking System For High Frequency Transmitters. Louis A. Beghard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed December 23, 1929.
- 1,826,786. Method And Apparatus For Reproducing Sound In Connection With Pictures. Philip S. Hopkins, Binghamton, N. Y., assignor, by mesne assignments, to Agfa Ansco Corporation. Filed August 10, 1927.
- 1,826,812. Electrooptical Transmission. Harry Nyquist, Millburn, N. J., assignor to American Telephone and Telegraph Co. Filed May 26, 1927.
- 1,826,836. Television Scanning Device. Michael Stacho, Cleveland, Ohio. Filed May 1, 1930.
- 1,826,845. Remote Control Radio Receiving System. Arthur M. Trogner, East Orange, N. J., assignor to Wired Radio, Inc., New York, N. Y. Filed March 26, 1929.
- 1,826,924. Photographic Sound Recording Means. Avery B. Chereton, Chicago, and William L. Cummings, Berwyn, Ill., assignors to The Vitaglo Corporation. Filed April 26, 1930.
- 1,826,970. Television And Telephoto Device. Jack L. Walker, Dallas, Texas. Filed November 9, 1928.
- 1,826,993. Mercury Switch. Paul K. Cramblet, Milwaukee, Wis., assignor, by mesne assignments, to Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. Filed November 24, 1928.

- 1,827,051. Recording And Reproducing System And Apparatus. Adolph A. Thomas, New York, N. Y. Filed March 8, 1928.
- 1,827,054. Communication By Electromagnetic Waves. Georg von Arco, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany. Filed October 18, 1926, and in Germany October 20, 1925.
- 1,827,089. Controlling And Indicating Device For Radio Sets. Ralph H. Langley and Julius K. Drexelius, Cincinnati, Ohio, assignors to The Crosley Radio Corporation, Cincinnati, Ohio. Filed July 11, 1930.
- 1,827,098. Supervisory System. Martin L. Nelson, Park Ridge, Ill., assignor to Reserve Holding Company, Kansas City, Mo. Filed October 18, 1928.
- 1,827,114. Acoustic Device. Vesper A. Schlenker, Rochester, N. Y. Filed September 20, 1928.
- 1,827,172. Metal Vapor Rectifier. Oskar Seitz, Baden, Switzerland, assignor to Aktiengesellschaft Brown, Boveri and Cie, Baden, Switzerland. Filed June 27, 1928, and in Germany June 30, 1927.
- 1,827,196. Piezo Electric Oscillator. Raymond A. Heising, Millburn, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed May 1, 1929.
- 1,827,211. Electrode Structure. Alfred Henry Staiger, New York, N.Y. Filed October 25, 1929.
- 1,827,229. Capsule of Microphones. Josef Greiner, Vienna, Austria, assignor to G.A. Ungar and Eric Benjamin, New York, N.Y. Filed November 27, 1929, and in Austria, Nov. 29, 1928.
- 1,827,283. Sound Reproducer. Lee de Forest, New York, N. Y., assignor to General Talking Pictures Corporation, by mesne assignments. Filed January 29, 1927.
- 1,827,332. Radio Circuits. Wladimir J. Polydoroff, Chicago, Ill., assignor to Johnson Laboratories, Inc., Chicago, Ill. Filed July 6, 1926.
- 1,827,519. Apparatus For Radio Recording And Reproduction. Edmund H. Hansen, New York, N. Y. Filed June 14, 1928.
- 1,827,520. Recording And Control System and Apparatus Therefor. Thomas Randolph Harrison, Wyncote, Pa., assignor to The Brown Instrument Co., Philadelphia, Pa. Filed Nov. 1, 1926
- 1,827,590. Course Finding System For Aircraft. Halsey W. Kline, Schenectady, N. Y., assignor to General Electric Company. Filed November 21, 1930.

Trade-Mark Registrations Not Subject To Opposition

- 287,902. The Aerofonic Company, Los Angeles, Calif. Filed June 9, 1928. "AEROFONIC" for Loud Speakers for Radio Receiving Sets. Claims use since February 15, 1928.
- 287,903. Victor Talking Machine Company, Camden, N. J., Filed September 4, 1928. "PICT-UR-MUSIC" for Talking Machine Records. Claims use since June 6, 1928.

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# 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. :: ::

*A.A.S.  
Trace*

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No. 479

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

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COLUMBIA "BOOSTER" STATION HEARING HELD

The Federal Radio Commission, having heard the Columbia Broadcasting System's plea for permission to erect a "booster" or "repeater" station in Washington on the 860 kilocycle channel with WABC, New York City, is faced with a determination of policy. This is the first application of its kind and very serious consideration will be given it.

The first witness for Columbia was Lawrence W. Lowman, secretary of the Atlantic Broadcasting Corporation and the broadcasting company, for which WABC is the key station.

"We are informed by our engineers that under the plan which we propose", he declared, "full-time Columbia service will become available to more than 500,000 residents of the Nation's Capital, without interfering in the least with the service of a single listener in either WABC's good or distant service area.

"May I say that the whole attitude of Columbia in presenting a definite synchronization project to the Commission is that if synchronization offers any hope for improving the broadcasting service of the public, or if it offers any hope of relieving some of the congestion in the broadcasting spectrum, certainly the project should be given a fair trial. Only by the age-old rule of cut and try can the Commission--and the public which it represents-- be aided in improving the usefulness of the nation's greatest entertainment - and service-rendering resource - its patrimony of wave lengths.

"I think it well to assure the Federal Radio Commission and the broadcasting industry in general that our proposal to erect an experimental booster station in Washington does not mean that we are prepared or intend to go into widespread synchronization throughout the country, because such synchronization is impossible under the present allocation. Under the present allocation of broadcasting stations, a nationwide network of synchronized stations is virtually an impossibility."

In his testimony Harry C. Butcher, Washington representative, declared that 594 programs were originated in Washington during 1930 and that up to, and including today, 388 programs had been fed to the network from the local studios. He said that his network spent \$6,800,000 last year for programs alone and that of this about \$2,000,000 worth were lost to Washingtonians, because Columbia is not represented on WMAL for approximately five and one-half hours daily.

Testimony offered by the other witnesses was largely of a technical nature, concerning the service areas of WABC and the proposed "booster" station with 250-watts. The witnesses were R. E. Coram, H. V. Akerburg, Edwin Cohan and Mr. Price. These witnesses sought to show that there would be no interference caused by this set-up.

Station WOL, operated by the American Broadcasting Company, Washington, D. C., filed a brief with the Commission, protesting the granting of this application. The violation of several general orders was charged.

Paragraphs of this brief read:

"The application of a so-called 'booster' station, which is not a separate and distinct radio broadcasting station per se, but is merely a part, portion, or parcel of applicant's WABC, is precluded and prevented by terms of General Order 42, as amended.

"If the application seeks authority to erect an individual, separate and distinct radio broadcasting station to be operated in the first zone on the frequency of 860 kilocycles, it is prevented and barred by the spirit and terms of General Order 40."

Five such regulations were cited in the brief.

Columbia was represented by Thomas P. Littlepage and Paul D. P. Spearman. Le Roy Mark was represented by George O. Sutton. Mr. Mark is head of Station WOL.

Among those present in the hearing room were M. A. Leese, owner of WMAL, which may become affiliated with NBC-WJZ network if this application is granted Columbia, Milton R. Baker, manager of WMAL, Philip G. Loucks, of the National Association of Broadcasters, and several local station representatives.

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REHEARING LANGMUIR CASE REFUSED.

The Supreme Court today refused to rehear the Langmuir tube case,

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## CHICAGO COURT UPHOLDS CONGRESSIONAL REGULATION OF RADIO

The regulation of broadcasting stations is within the expressly delegated power of Congress to regulate interstate commerce, the United States Circuit Court of Appeals for the Seventh Circuit has just ruled in an opinion handed down on a petition for rehearing of the case of American Bond and Mortgage Co. and Trianon, Inc., v. United States.

Congress having the power to regulate broadcasting, the court further held that "it could exercise its power in the only manner which would accomplish the desired end, which was through elimination of a plurality of broadcasting stations operating on the same wave length in the same territory at the same time."

The court upheld Congress' exercise of its power in the enactment of the Radio Act of 1927 and amendments thereto.

In its original opinion in the case, handed down several months ago, the court did not consider the attack on the constitutionality of the Radio Act, it is stated in the opinion on petition for rehearing just handed down, because of the stated misunderstanding of the court that the appellants had waived the assignments of error relating to this question.

The owner and operator of the broadcasting station claimed that the construction of the station with the attendant large expenditure of money and its use antedating the enactment of the Radio Act created property rights in the owner and lessee which Congress was powerless to confiscate.

The court rejected this contention, pointing out that any rights enjoined were surrendered when application was made under the act for a license.

"Every investment in broadcasting stations", the court states in its opinion, "was subject to this exercise of reasonable and necessary regulation by Congress. As against such possible regulation there existed no vested right in favor of investors."

The petition for rehearing was denied.

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## WESTINGHOUSE DENIES STATIONS WILL BE SOLD

The following statement has been received from F. A. Merrick, President of the Westinghouse Electric and Manufacturing Co.:

"Certain rumors which have been brought to my attention have been to the effect that the Westinghouse Electric & Manufacturing Co. is contemplating disposing of its interest in radio stations KDKA, in Pittsburgh, WBZ, Boston, WBZA, Springfield, Mass., and KYW, Chicago. The Westinghouse Company has no intention of divesting itself of ownership, operation or control of its broadcasting stations or any one of them. These stations have been, and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

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## URGES LIBRARIES TO USE RADIO

The radio is destined to become an important factor in expanding library services, Dr. C. M. Koon, Specialist in Education by Radio at the Federal Office of Education believes.

Also the librarian is in a position to put an abundant amount of information and material at the disposal of the broadcaster, he declared. The following additional information was furnished by the specialist:

The librarian of the future will have very definite responsibilities in participating in educational broadcasts. He will furnish material and references and encourage broadcasters to make use of the information and refer to it so that listeners may find it and further their study.

Once the library's treasures are known, the listeners can draw upon them. Special subjects covered in special series of broadcasts can be arranged conveniently and thereafter made available as the programs are broadcast.

The library itself will be in a position to broadcast periodically interesting programs. The radio can be used as a medium of announcing new accessions. Attention can be called to timely books having considerable popularity and to others deserving popularity.

In addition to announcements of this kind, libraries throughout the Nation should be able to arrange special programs dealing with specific fields, such as science, history, economics, and health. Something about library technique and library publicity will logically follow.

One of the important responsibilities of a library is to ascertain the interests of its readers. Through the radio, the wishes of the listeners can be sought. With much attention being paid to adult education today, the library can cooperate with the broadcasters in stirring interest in learning, and discussion groups already existing in many library centers, can be promoted.

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## SHUMAKER LEAVES RCA-VICTOR

The resignation of Edward E. Shumaker as President of the RCA-Victor Company, of Camden, N. J., was announced last week by David Sarnoff, President of the Radio Corporation of America. The resignation was accepted by the RCA Victor Company Board, to become effective as of January 1, 1932.

Mr. Sarnoff stated that it had been Mr. Shumaker's desire to retire from active business when the Victor Talking Machine Company, of which he was President, was purchased by the Radio

Corporation of America. At Mr. Sarnoff's request, however, Mr. Shumaker had agreed to accept the Presidency of the new RCA Victor Company which was formed in 1929 as a result of the merger and to serve in that capacity until the problems incident to unification had been solved and the reorganization completed, which has now been done.

Mr. Shumaker's resignation brings to an end twenty-eight years of service in the home entertainment industry, he having joined the Victor Talking Machine Company in February, 1904.

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#### NEW A-K IMPROVED BATTERY SET ON MARKET

Improvements in battery radio sets, just announced, are expected to prove of special interest to the several millions of home owners whose residences are not equipped with electricity. Nearly one-third of American homes are without electric current.

A new battery set, produced after years of experimentation by the engineers in the Atwater Kent laboratories, gives the farm family and small town listener as fine, if not finer, reception than that enjoyed in congested communities, since there is less interference in rural districts.

With average use, the operator of this battery set gets power for a whole year with no attention except the adding of a few drops of water to the battery about once a month, making it the most economical radio in the world.

This new, up-to-the-minute battery set needs no battery charging. It uses the economical new two-volt tubes, the new Atwater Kent permanent-magnet electro-dynamic speaker that takes no power from the batteries, and the new air-cell battery.

Every battery model, as in the all-electric models, is an extra powerful super-heterodyne, with automatic volume control to counteract fading; also, adjuster for any length of antenna, the velvet-action, quick vision dial, and other modern features, including well-built cabinets of sound design.

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#### GOELET UNLICENSED RADIO STATION SHUT DOWN

Robert Goelet, New York banker, informed the Federal Radio Commission last week that he has locked up broadcasting station KWKY, at his country estate at Goshen, N. Y., which his son, Peter Goelet, was reported to have been operating without a Federal license. Answering an inquiry from the Board's Legal Division, Mr. Goelet said he is investigating the matter and will send an affidavit to the Commission soon.

The Commission first learned about the unlicensed station through announcements that Mr. and Mrs. Goelet, would broadcast there. An investigation by radio inspectors disclosed that the station was operating with 300 watts power on 1030 to 1200 kilocycles.

December 7th has been set by the Commission for the hearing of the time-sharing disagreement between stations KNYC and WMCA, both of New York City.

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### NBC NOW HAS TWO COAST-TO-COAST NETWORKS

A second network of stations on the Pacific Coast was inaugurated by the National Broadcasting Company yesterday. The addition provides the radio audience of California, Oregon and Washington with a choice of NBC programs, a service heretofore available only to listeners in the East.

The networks, composed of stations associated with the NBC, will be available in groups, as follows:

KGO	-	7½ KW	-	790 KC	San Francisco	KPO	-	5 KW	-	680 KC
KFI	-	50 KW	-	640 KC	Los Angeles	KECA	-	1 KW	-	1430 KC
KGW	-	1 KW	-	620 KC	Portland	KEX	-	5 KW	-	1180 KC
KOMO	-	1 KW	-	960 KC	Seattle	KJR	-	5 KW	-	970 KC
KHQ	-	(1 KW	-	590 KC	Spokane	KGA	-	5 KW	-	1470 KC
		2 KW		L. S.						

In addition to these regular networks, there are two supplementary stations which may be used with either group. They are

KFSD	-	San Diego	-	(½ KW	
				1 KW L. S.	- 600 KC
KTAR	-	Phoenix	-	(½ KW	- 620 KC
				1 KW L. S.	

Either of the networks, together with the supplementary group, may be used in conjunction with the regular NBC eastern chains for a national hook-up.

Formerly only one coast hook-up was available for broadcasting NBC programs, although there were alternate stations in San Francisco and Los Angeles. Now these alternates, KPO, of San Francisco and KECA, of Los Angeles, together with stations KEX, of Portland, KJR, of Seattle, and KGA, of Spokane, form the additional network. The new arrangement makes it possible to operate a coast-to-coast broadcast on both the WEA and the WJZ networks simultaneously.

When the coast networks are used separately instead of in conjunction with the eastern hook-ups, the program production will originate in the San Francisco studios of the NBC.

Heretofore the majority of chain broadcasts have not included Pacific Coast stations, but it is believed that the availability of coast networks for both NBC chains will greatly increase the number of nationwide programs.

George F. McClelland, Vice-President and General Manager of NBC, welcomed the new stations in an address on the Sunday morning program.

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#### RADIO EDITORS GET CLOSE-UP OF STOKOWSKI

Guests of Philco and Erwin, Wasey & Company at the initial broadcast at the Academy of Music in Philadelphia, over Columbia, of the Philadelphia Symphony Orchestra, radio editors were afforded an excellent opportunity to meet and become better acquainted with Leopold Stokowski, noted conductor of the Philadelphia Orchestra.

Once the worries of the concert and broadcast were over, Mr. Stokowski attended a reception given for the newspaper people at the Hotel Ritz-Carlton. Introductions were made by Sam D. Fuson, of the Erwin, Wasey Company press department, assisted by Les Rounds.

Stokowski, having shed his full-dress clothes, appeared comfortably attired in natty gray business suit. Instead of the formal dignified person many expected him to be, the famous orchestra leader proved to be a regular fellow and the life of the party.

An interesting thing about Stokowski, reminding one of a knack that former President Roosevelt had of meeting a large number of persons, was the way he mixed around among the various groups. Although Stokowski had to leave early the next day for a concert in Washington, he spent a couple of hours at the reception which lasted past midnight, giving everyone ample opportunity to ask him anything they wanted to know about. Altogether Stokowski made a fine impression and we believe convinced those who met him of the sincerity of his efforts to improve present methods of radio broadcasting.

Among the radio editors present were:

Franklin Yeutter, Philadelphia Bulletin; Charles Mackey, Philadelphia Record; Charles Van Hausen, Philadelphia Public Ledger; Miss Dorothy Love, Philadelphia Daily News; Louis Reid, New York American; Richard O'Brien, New York Times; Everett Walker, New York Herald Tribune; Robert D. Heintz, Washington Post; C. J. Ingraham, Jersey City Journal, Harold P. Brown, Radio Digest, New York, and C. Reinhardt, magazine writer.

Also attending the reception were: Mr. and Mrs. Linton Martin, Philadelphia Enquirer; Pitts Sanborn, World-Telegram; Edmund Ruffner, Erwin, Wasey & Co., C. Brown Hyatt, Philco engineer; Sayre M. Ramsdell, Sales Promotion Manager of Philco; Jesse Butcher, CBS publicity chief; A. Chamberlain, CBS chief radio engineer; E. K. Cohan, technical director of CBS, and Gilbert Kant, CBS.

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## EXAMINER POINTS OUT METHOD FOR INCREASING WTMJ SERVICE AREA

Measures to reestablish the original service area of Station WTMJ, operated on a frequency of 620 kilocycles by the Journal Company, Milwaukee, Wis., and to eliminate objectionable interference, are proposed in an Examiner's report, the Federal Radio Commission announced last Saturday:

The case, which has been before the Commission for nearly six months, involves Station WLBZ, Maine Broadcasting Co., Bangor, Maine; Station WFLA-WSUN, Clearwater and St. Petersburg Chambers of Commerce, Clearwater, Fla.; and Station WDAE, Tampa Publishing Co., Tampa, Fla.

The following information was made available in the report, submitted to the Commission by Elmer W. Pratt, Examiner:

The Examiner recommended that the applications of Stations WLBZ, WTMJ and WDAE for renewal of license be granted, and that the application of Station WFLA-WSUN be granted under certain conditions suggested in the report.

The difficulty came up when Station WTMJ charged that its service area had been materially cut down when the Commission, without notice to WTMJ, authorized WLBZ, on the same frequency (620 kilocycles) as WTMJ, to increase power; and removed Stations WDAE and WDBO from the 620 kilocycle frequency substituting in their stead WFLA-WSUN a far more powerful station. It was charged that this action reduced the service area of WTMJ, formerly covering Wisconsin, most of Michigan, and portions of Minnesota, Iowa, Illinois, and Indiana, to an area covering a radius of only about 20 miles from the transmitter.

The Milwaukee station then took the case to the Court of Appeals of the District of Columbia. The court ruled that the Commission should take action to relieve the interference thus brought about.

The recommended action of the Commission, suggested in Examiner Pratt's report, proposed to grant the applications for renewal of license unconditionally to WLBZ, WTMJ, and WDAE. The application of WFLA-WSUN, however, was recommended for renewal only if the station complied with the following conditions:

- (a) That, pursuant to proper application and construction permit, the transmitter of WFLA-WSUN be removed to the new location specified in this applicant's proposal;
- (b) That special apparatus be installed capable of maintaining frequency within 25 cycles;
- (c) That the antenna of this station be so designed and installed as to suppress sky wave propagation in the direction of Milwaukee.

Upon compliance with these conditions, the report suggests, a renewal license should be issued, authorizing operation of this station with its present assignment of frequency and power.

Pending compliance with these conditions, however, <sup>i,t</sup>was pointed out, WFLA-WSUN should be granted a temporary license to operate with maximum power of 250 watts, and requiring maintenance of frequency as nearly as possible within 40 cycles of 620 kilocycles. The Clearwater station's present power is limited to 1,000 watts at night and 2,500 watts daytime.

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#### CHICAGO PUBLICITY MAN MARRIES NOVELIST

A man known to every radio writer in the United States, Benson K. Pratt, in charge of Public Relations of the National Broadcasting Company in Chicago, was recently married to Eleanor A. Blake, former newspaper woman, magazine writer and novelist. Her first novel, a mystery story called, "The Jade Green Cats", was accepted and published last Spring. Mrs. Pratt is from a newspaper family inasmuch as her mother was formerly on the Chicago Tribune and later became the author of twelve novels, one of them exceptionally successful. Mrs. Pratt's father was a newspaper man, later was one of the first editors of the "Popular Mechanics" magazine, and still later became managing editor of Compton's Picture Encyclopedia.

Ben Pratt, before coming into his present fame as a publicist in the radio field, was nationally known in the newspaper world. His entry into radio was through Station WBBM, then owned by the Atlass brothers, and later with Station WENR, Chicago. Mr. Pratt has been mentioned on several occasions for membership in the Federal Radio Commission. His work as radio director in Chicago for the National Republic Committee attracted much favorable comment during the last campaign at which time he worked in cooperation with Walter Newton, former Congressman, and now Secretary to President Hoover.

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#### ADAMS ACQUIRES JUDSON RADIO PROGRAM CORPORATION

The ownership of the Judson Radio Program Corporation, of New York, was acquired last week by John T. Adams at the time of the dissolution of the Corporation by Columbia which took it over in the merger. Mr. Adams, a pioneer in broadcasting, in taking over the company on November 1st, assumes also the contracts between artists and clients and the Judson Radio Program Corporation. He is also acquiring the two subsidiaries, Radio Spot Time, Inc., and Adams Broadcasting Service, Inc., and will operate the company under the name of the second subsidiary, which was his own company prior to the merger of the Judson Radio Corporation in the Fall of 1928.

Josef Pasternack goes with him as musical director, and his brother, A. F. Adams, Jr., will be associated with him.

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## WHITE HOUSE ANNOUNCER GRABS TAXI FROM BUFFALO TO FORTRESS MONROE

There have been many anxious moments behind the scenes in the staging of national network broadcasts and any number of cases where the entertainers have gone on under great stress, but it is doubtful if two radio people have ever undergone more nerve-wracking experiences to get to the microphone in time than Herluf Provensen and William Abernathy, Washington NBC-WRC announcers, went through last Wednesday night and early Thursday morning.

Provensen went to Buffalo for Mrs. Hoover's broadcast from the Girl Scouts Convention on Wednesday morning. When it was learned that Marshal Petain and General Pershing would arrive at Fortress Monroe about 11 o'clock on Thursday morning, word was sent him to proceed to the spot in as short order as possible. The train schedules were all wrong and the plane connections were impossible, so Provensen, chief NBC White House announcer, hailed a taxicab in Buffalo and proceeded to Fortress Monroe to the tune of \$110. This is probably a record for a radio announcer's taxi bill.

In the meantime, K. H. Berkeley, in charge of WRC and responsible to the New York office for the success of the broadcast, decided to send "Bill" Abernathy to the scene in order to make sure of having an announcer present.

Abernathy left Washington late Wednesday, arriving in Norfolk at a few minutes after 7 o'clock. He was told that the ferry connection to Fortress Monroe was just a few blocks from the station so didn't rush particularly. When he hailed a cab, however, he was informed it was 15 miles and there was only 18 minutes to make it. He did make it - but, about midstream, the ferry encountered the long line of arriving battleships escorting Marshal Petain and General Pershing through Hampton Roads. The ferry captain couldn't dash through the line, so there was nothing to do but wait awhile and skirt the ships when the end of the formation was in sight.

Abernathy went through torment idling there with so much to be done on the other side of the Bay. He landed a few minutes before the boat bearing the distinguished visitors docked. Almost the first person he saw was Herluf Provensen at the other end of the dock. They looked at each other and heaved sighs of relief. The broadcast went on as scheduled and from their voices, the listener couldn't guess the boys' experiences.

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## INDIANA ASSIGNED 560 KC CHANNEL

Two Chicago broadcasting stations were deleted and Station WJKS, operated by the Johnson-Kennedy Radio Corporation, at Gary, Ind., was assigned to the Chicago stations' frequency of 560 kilocycles, according to information made available at the Federal Radio Commission last Saturday. The action of the Commission reduces the overquota status of Illinois, and increases the underquota status of Indiana.

The deleted stations are WIBO, operated by Nelson Brothers Bond and Mortgage Corporation, Chicago, and WPCC, operated by the North State Church, Chicago. Before their deletion, they shared time on a frequency of 560 kilocycles.

The State of Indiana is 2.08 units, or 22 per cent under-quota in station assignments, and the State of Illinois is 12.49 units, or 55 per cent, overquota in such assignments. The Fourth Zone, in which both States are located, is 21 units, or 26 per cent overquota in station assignments. The granting of WJKS' application, and deletion of WIBO and WPCC reduces the overquota status of Illinois and the Fourth Zone by .88 unit and .45 unit, respectively, and increases the quota of Indiana by .43 unit.

In granting the application of WJKS, the Commission reversed Chief Examiner Ellis A. Yost.

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## BRINKLEY READY TO OPEN MEXICAN STATION

Unless Mexico objects, the radio programs of the Kansas goat gland specialist, John R. Brinkley, soon will be on the air again, originating at his new station below the Rio Grande.

The State Department has notified the Mexican Government that the Kansan's broadcasting license had been revoked in this country. No request that he be refused permission to operate in Mexico was made. That, the department felt, was a domestic question to be settled by the government of the neighboring republic.

The Radio Commission sometime ago cancelled Brinkley's perm to operate Station KFKB, at Milford, Kans., as inimical to the public health because of his radio prescriptions for various ailments.

Brinkley then set about organizing a Mexican station, establishing a 75,000-watt transmitter, Station XER, at Villa Acuna, just across the Rio Grande from Del Rio, Texas. Test programs were broadcast a few days ago. The formal opening is scheduled for Tuesday.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 14 - WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass., C. P. for change in equipment and increase in power; WMAQ, WMAQ, Inc., Chicago, Ill., voluntary assignment of license to National Broadcasting Co., Inc.; KFJY, C. S. Tunwall, Riverdale, Iowa, voluntary assignment of license to Cedar Rapids Broadcast Co.; KLO, Peery Building Company, Ogden, Utah, automatic frequency control; May Ronsaville, Hollywood, Calif.; C. P. to erect a new station to use 820 kc., 250 watts, unlimited time.

The following applications were returned to the applicants:

Irene Reynolds, Jacksonville, Fla., C. P. for new station on 1200 kc., (unsatisfactory transmitter, G.O. 102); KXL, KXL Broadcasters, Portland, Oregon, specified hours of operation (did not reply to Commission's letters); KBPS, Benson Polytechnic School, Portland, Oregon, specified hours of operation (did not reply to Commission's letters); KGAR, Tucson Motor Service Co., Tucson, Arizona, change frequency to 1450 kc., 250 watts, (did not reply to Commission's letters).

October 15 - WGBB, Harry H. Carman, Freeport, N. Y., C. P. to move transmitter locally; WJMS, Marius Johnson, trading as Johnson Music Store, Ironwood, Mich., modification of C. P. granted 5/15/31 for a new station, modification to change transmitter and studio location locally; WOWO, The Main Auto Supply Co., Fort Wayne, Ind., C. P. to install new equipment and increase power to 25 KW, also, modification of license to change hours of operation from sharing with WWVA to 6/7 time; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, modification of license to increase power from 250 w., 500 w., LS to 500 watts day and night.

The following applications were returned to the applicants:

A. O. Klotz and Noel Reaben, McComb, Miss., C. P. for new station to use 1420 kc. (G.O. 111, 115, 116, 102); KMLB, J. C. Liner, Monroe, La., change frequency to 1420 kc., (G.O. 93, Section 8-a); WEDV, Dolies Goings, Rome, Ga., change frequency to 1500 kc. (license has been assigned).

October 16 - WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., license to cover C. P. granted 10/6/31 to make changes in equipment and obtain approval of local studio location change; WSYB, Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt., license to cover C. P. granted 7/31/31 to move transmitter locally; KGFX, Dana McNiell, Pierre, S. Dakota, modification of C.P. to extend completion date from 10/20/31 to 12/20/31.

### Applications Other Than Broadcasting

October 15 - Aeronautical Radio, Inc.: at Atlanta, Ga., C. P. for 278 kc., 15 watts, aeronautical service; WEEC, Charleston, S. C., license covering C. P. for 2964, 5840 kc., 350 watts, and license covering C. P. for 4164, 6320 kc., 350 watts, point-to-point, aeronautical service.

Also, Bureau of Parks, Playgrounds & Aviation, Chicago, Ill., C. P. for 278 kc., 15 watts, aeronautical service; WNY, Radiomarine Corporation of America, Brooklyn, N. Y., C. P. for additional transmitter for 143, 500, 135, 170, 442 kc., 1 KW, Marine Relay service; W2XK, National Broadcasting Co., Inc., New York, N. Y., license covering C. P. for 41000, 51400, 60000 to 400000 and above 401000 kc. 2.5 KW, experimental service; The Journal Co., Milwaukee, Wis., new C.P. for 1550 kc., 250 watts, special experimental service; American Telephone & Telegraph Co., Ocean Gate, N. J., license for special experimental service for 10550, 16270, 21420 kc., 20 KW.

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### DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on October 16th granted the following applications:

KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla., C. P. to make changes in equipment to conform to requirements of General Orders 111, 115 and 116; WOAX, WOAX, Inc., Trenton, N. J., modification of CP to change type of equipment authorized by C.P. to conform to requirements of General Orders 111, 115 and 116, and to change completion date from October 20th to December 1st; KTAT, S.A.T. Broadcast Co., Ft. Worth, Texas, authority to determine the licensed power of station by direct measurement of antenna input in compliance with General Order 115; KFJR, Ashley C. Dixon, d/b as Ashley C. Dixon & Son, Portland, Oregon, consent to voluntary assignment of license to Ashley C. Dixon, KFJR, Inc.; KGCU, Mandan Radio Association, Mandan, North Dakota, license to end of regular period December 1, 1931 (Station was given temporary license because of certain counts against it, but these have now been corrected).

Also, City/and county of Denver, Denver, Colo., C. P. for police service 2440 kc., 250 watts; W10XAG, and W2XDA, Portable, N. Y., renewals of special experimental licenses, Atlantic Broadcasting Corp.; Also, same Co., W10XAC, New York City, authority to operate station at Niagara Falls, N. Y. on October 21st; and W2XDZ, New York City, authority to use station Thursday, October 15th and Monday, October 19th on Goodyear dirigible "Columbia"; KRMD, Robert M. Dean, Shreveport, La., authority to operate simultaneously with Station WTSL, Laurel, Miss., on Saturday afternoons from October 17th to November 28th.

Also, Mackay Radio & Telegraph Co.; WJDJ, New York City, KUBP, SS "Alma", KIRG, SS "New Britain", KDDF, SS "Yaka", KDFD, SS "Gateway City", authority to temporarily operate radio equipment aboard vessel "Sarebrush" for period not to exceed 60 days, pending receipt of formal application, frequencies 375, 425 and 500 kc., 2 KW

## Renewal Of Licenses

WAAB, Boston, Mass.; WADC, Tallmadge, Ohio; WBAA, W. Lafayette, Ind.; WBBC, Brooklyn, N. Y.; WBBR, Brooklyn, N. Y.; WBNX, New York City; WBCM, Bay City, Mich.; WMIG, Greensboro, N. C.; WCGU, Brooklyn, N. Y.; WCMA, Culver, Ind.; WDRG, Hartford, Conn.; WEHC, Emory, Va.; WFBL, Syracuse, N. Y.; WFOX, Brooklyn, N. Y.; WGAR, Cleveland, Ohio; WGES, Chicago, Ill.; WHAZ, Troy, N. Y.; WHBL, Sheboygan, Wis.; WHIS, Bluefield, W. Va.; WHK, Cleveland, Ohio; WIOD-WMBF, Miami, Fla.; WJKS, Gary, Ind.; WJSV, Alexandria, Va.; WKBF, Indianapolis, Ind.; WKBH, LaCrosse, Wis.; WKBW, Buffalo, N.Y.; WLAC, Nashville, Tenn.; WLTH, Brooklyn, N. Y.; WMBO, Peoria, Ill.; WNBR-WGBC, Memphis, Tenn.; WNBZ, Saranac Lake, N. Y.; WQBC, Vicksburg, Miss.; WRBX, Roanoke, Va.; WSAI, Cincinnati, Ohio; WSAN, Allentown, Pa.; WSFA, Montgomery, Ala.; WSMK, Dayton, Ohio.

Also, WSFD, Toledo, Ohio, WTAD, Quincy, Ill., KECA, Los Angeles, KFAC, Los Angeles, KFJR, Portland, Ore., KFLV, Rockford, Ill. KFPW, Fort Smith, Ark., KGA, Spokane, Wash., KGB, San Diego, Cal., KGER, Long Beach, Cal., KGHF, Pueblo, Colo., KGIR, Butte, Mont., KGMB, Honolulu, T. H., KGNF, North Platte, Neb., KID, Idaho Falls, Idaho, KLO, Ogden, Utah, KLS, Oakland, Cal., KOH, Reno, Nevada, KQV, Pittsburgh, Pa., KSTP, St. Paul, Minn., KTBR, Portland, Ore., KWK, St. Louis, Mo., KFJF, Oklahoma City, Okla., WMSG, New York City, WODX Mobile, Ala., and KOY, Phoenix, Arizona.

## Temporary Licenses

In the following case, temporary license was issued pending investigation now being conducted with respect to the operation of the station:

KFH, Radio Station KFH, Co., Wichita, Kansas.

In the following case a temporary license was issued pending investigation now being conducted with respect to improper programs:

WHAP, Defenders of Truth Society, Inc., New York City.

In the following case a temporary license was issued subject to the Commission's action upon an investigation now being conducted with respect to insufficient finances:

WCDA, Italian Educational Broadcasting Co., Inc., N.Y. City.

In the following cases, temporary licenses were issued subject to such action as the Commission may take on licensee's pending applications for renewal of licenses:

WDAH, National Radio & Broadcasting Corp., Amarillo, Texas.

WSAR, Doughty & Welch Elec. Co., Inc., Fall River, Mass.

KGRS, Gish Radio Service, Amarillo, Texas.

In the following case a temporary license was issued pending the Commission's decision with respect to the application of A. B. Murray and T. P. Singletary, affecting the facilities of this station:

KTBS - Tri State Broadcasting System, Shreveport, La.

In the following case a temporary license was issued subject to the Commission's decision with respect to the application of Station KFH, Wichita, Kans., for the facilities of this station:

WOQ, Unity School of Christianity, Kansas City, Mo.

In the following case a temporary license was issued pending the result of an investigation now being conducted with respect to the station, its equipment and operation:

KGJF - First Church of the Nazarene, Little Rock, Ark.

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In the following case, on consideration of the fact that the investigation heretofore directed to be made, has been satisfactorily concluded, a renewal of license will be issued for the term November 1, 1931, and ending March 1, 1932:

KTAR, - KTAR Broadcasting Co., Phoenix, Ariz.

### Simultaneous Operation

In the following cases, special authorizations were issued for the stations to operate simulatneously for period 3 A.M., E.S.T., November 1, 1931, and ending 3 A.M., E.S.T., May 1, 1932, pending action on formal applications for modification of license:

WKBH, WKBH, Inc., La Crosse, Wis., to operate simultaneously during daytime with Station KSO; KSO, Iowa Broadcasting Co., Clarinda, Ia., to operate simultaneously during daytime with Station WKBH; WTAQ, Gillette Rubber Co., Eau Claire, Wis., to operate simultaneously during daytime with Station KSCJ; KSCJ, Perkins Brothers Co., The Sioux City Journal, Sioux City, Ia., to operate simultaneously with Station WTAQ during daytime.

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WBAK, Penna. State Police, Harrisburg, Penna., granted renewal of license, 1430 kc., 500 watts, 1 KW LS, shares daytime with WHP, night with WHP and WCAH, WCAH having  $\frac{1}{2}$  time; WHP, WHP, Inc. Harrisburg, Pa., renewal of license 1430 kc., 500 w., 1 KW, LS, shares with WBAK daytime, and with WBAK and WCAH at night, WCAH, having half time; WCAH, The Commercial Radio Service Co., Columbus, Ohio, renewal of license granted, 1430 kc., 500 w., unlimited day, shares night with WBAK and WHP, WCAH having half time; also granted extension to May 1, 1932, of special experimental authorization to change hours of operation from sharing with WHP and WBAK to unlimited hours of operation and operate simultaneously with WHP, WOKO, and WHEC-WABO.

WOKO, WOKO, Inc., Albany, N. Y., granted renewal of license, 1440 kc., 500 watts, unlimited day, shares with WREC-WABO at night, also granted extension to May 1, 1932, of special experimental authority to change frequency from 1440 kc. to 1430 and hours of operation from sharing with WHEC-WABO to unlimited, and operate simultaneously with WHP, WGAR and WREC-WABO; WHEC-WABO, Hickson Electric and Radio Corp., Rochester, N. Y., granted renewal of license, 1440 kc., 500 watts, unlimited day, shares with WOKO, at night; also granted extension to May 1, 1932, of special experimental authority to change frequency from 1440 to 1430 kc., and hours of operation from sharing with WOKO to unlimited to operate simultaneously with WOKO, WHP and WGAR.

### Set For Hearing

WIL, Missouri Broadcasting Corp., St. Louis, Mo., renewal of license, because facilities of station have been applied for;

### Applications Dismissed

The following applications were dismissed at applicants' request:

American Television Labs. Ltd., Hollywood, Cal., Two C.P.s 2000-2100 kc., 10 KW, 50000-510000, 75000-76000 kc., 750 watts; Arthur Liebscher, Philadelphia, Pa., C.P. 2850 to 2950 kc., 100 watts

### Action On Examiners' Reports

WREN, Jenny Wren Co., Lawrence, Kans., denied C.P. to install new equipment and increase daytime power to  $2\frac{1}{2}$  KW, and move transmitter, sustaining Examiner Hyde; KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas, denied C.P. to change equipment and increase power to 500 watts, full time, sustaining Examiner Pratt; KXA, American Radio Tel. Co., Seattle, Wash., denied modification of license as in cases of default, sustaining Examiner Pratt; KMTR, KMTR Radio Corp., Los Angeles, Cal., denied C.P. to increase power (Commissioner Lafount excepted), sustaining Examiner Pratt.

WJKS, Johnson-Kennedy Radio Corp., Gary, Ind., granted modification of license to change frequency from 1360 to 560 kc., and changing hours of operation from sharing with WGES to unlimited, reversing Examiner Yost; The Advent Christian Church, Portsmouth, N. H., application for new station to operate on 1310 kc., 100 watts share with WKAV, withdrawn and dismissed at applicant's request, sustaining Examiner Walker; WPSC, The Penna. State College, State College, Pa., granted renewal of license, 1230 kc., 500 watts, daytime operation, sustaining Examiner Yost; KFXV, Mary M. Costigan, Flagstaff, Arizona, granted renewal of license, 1430 kc., 100 watts, unlimited time, sustaining Examiner Yost.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.



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



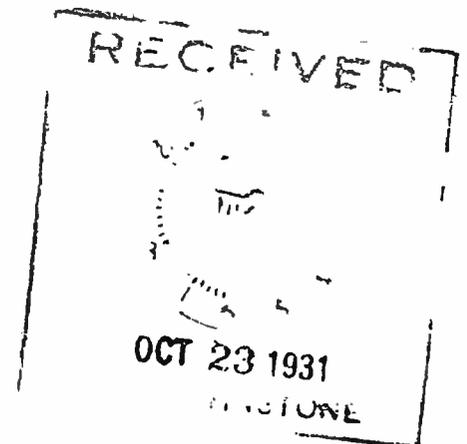
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No. 480



## COL. THAD BROWN ADDRESSES OHIO NEWSPAPERMEN

For the first time in history, the field of the newspaper has reached beyond the limits of the printing press due to the advent of radio, which opens to the press activities unbelievably far-reaching, Thad H. Brown, General Counsel of the Federal Radio Commission, told representatives of the Ohio Select List of Dailies, meeting October 19th at Columbus, Ohio.

An authorized summary of Mr. Brown's address follows:

This is the age of speed and more speed. A few months ago a record of 240 miles an hour was made by an automobile at Ormond, Fla. Within the past few weeks a record of 388 miles an hour by plane was established by a British aviator. But in the field of radio, we get real speed, radio waves traveling with the rapidity of light, 186,000 miles per second. To the press, therefore, where speed is of the first importance, radio comes as a revelation.

Modern civilization through air travel and radio has been given a glimpse of far-off pastures and has rapidly become "world-minded." It is eager to know "how the other half lives", and this knowledge is daily being supplied by the press through radio.

In speaking of radio, the general public thinks, of course, of broadcasting. There are 614 broadcasting stations in the United States at the present time, of which 91 are owned by newspapers..

In June, 1930, there occurred an event of outstanding interest to the newspaper profession. The New York Evening World successfully achieved a photo-radio feat which will probably have a tremendous effect upon newspaper publishing. After reproducing its pages by photo-radio from New York City to Atlantic City for four successive days, the World then reproduced its first page by the same process on the Steamship "America" 2,700 miles at sea from New York City.

The World's achievement opens the door to possibilities of incalculable profound effect upon humanity. In the future, it may be entirely possible to publish a newspaper simultaneously in Mexico City, Buenos Aires, Manila, Paris and New York City.

At the beginning of my address, I told you that the press was daily supplying the world with news through radio. How it does so may be seen from a consideration of the following classes of service which are recognized by the Federal Radio Commission: Public point-to-point radiotelegraph, multiple address using automatic printers and mobile service with ships. The first is by far the most extensive since it constitutes a regular communication service maintained by radiotelegraph stations located in various cities throughout the United States and the entire world for the collection and dissemination of news. In the United States, these stations are operated by Press Wireless, Inc., in Needham, Mass., near Boston; Hicksville, Long Island, N. Y.; Chicago, Ill., San Francisco, Calif.; and Los Angeles, Calif.

Press Wireless, Inc., also have under construction stations at Honolulu, T.H.; Dallas, Tex.; Kansas City, Mo.; Denver, Colo.; Minneapolis, Minn.; Seattle, Wash.; Salt Lake City, Utah; Washington, D.C.; New Orleans, La.; Philadelphia, Pa.; Atlanta, Ga.; Cleveland, Ohio; Memphis, Tenn.; Detroit, Mich.; Miami, Fla., and Upper Newton Falls, Mass.

Communication is carried on by the use of 20 frequencies in the continental band between 4,000 and 6,000 kilocycles, and 20 frequencies in the transoceanic band above 6,000 kilocycles. Contents of messages are limited to material intended for publication to the general public. These stations are licensed by the Commission for this service on condition that they must serve all comers equally, regardless of who the sender may be. The usual power rating at each station is 5 kilowatts, but in some cases is as small as 500 watts. The continental Morse code is used in this type of service and this is transmitter manually or by automatic machines.

Multiple address service consists in the dissemination of press information by automatic printer instruments in coordination with radio transmitters operating on both low and high frequencies. The receiving stations located at strategic points throughout the United States employ automatic printers which reproduce the matter transmitted. In this service, the American Radio News Corporation is licensed to use two low frequencies, 95 and 99 kilocycles, for unlimited time, and five high frequencies above 6,000 kilocycles during daylight only. Two such stations are in operation by this company at Carlstadt, N. J., and Chicago, Ill., while others are in the process of construction at San Francisco, Denver and Atlanta.

The life of a newspaper man has never been the proverbial "bed of roses", and if the last 10 years in the life of radio is any indication of what may be expected in the next 10 years, he will have to add to his already much burdened brain a wealth of knowledge and information constantly being brought to light by this important science, as well as the facts concerning its rapid development and advancement.

Already applications are being received by the Commission from companies equipped to experiment on a frequency between 1,000,000 and 3,000,000 kilocycles, heretofore unknown. At present, the highest frequency used in commercial communication is 28,000 kilocycles and the band from 28000 to 75000 kilocycles is considered the "great unknown field of radio." Think what 10 years of experimentation in this field will bring!

Speaking last year, Dr. A. N. Goldsmith, Vice-President of the Radio Corporation of America, said: "We stand half way between 1920 - when radio broadcasting was about to burst on an astonished world - and 1940 when radio will have been a part of the entire life of persons who have attained their majority and as much an institution as any other necessity of every day life.

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## CHARLES GILBERT NOW ASSOCIATED WITH DUBILIER

Since July 1st, 1931, Charles Gilbert has been with the Dubilier Condenser Corporation, of New York City, as Assistant to the President, William Dubilier. Mr. Gilbert has long been identified with the radio industry as one of its pioneers and builders. He served as President and Treasurer of the DeForest organization from 1915 till 1924. He was Vice-President of the Brandes-Kolster organization for four years. More recently, he was Executive Vice-President of the Pilot Radio & Tube Corporation.

Mr. Gilbert has specialized in the financial, merchandising and material control phases of radio manufacturing, bringing to the Dubilier organization a wealth of experience and knowledge.

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## NEW GENERATOR FOR RADIO MEASUREMENTS

The construction of an audio-frequency generator, for use in making radio-frequency measurements is described in the October number of the Bureau of Standards Journal of Research. The variable audio-frequency output is the beat note between two sources of radio frequency; the one a piezo oscillator, and the other a variable oscillator.

The output is continuously variable from 50 to 1500 cycles per second. The entire unit is assembled very compactly and the essential parts are mounted in a temperature controlled compartment. The calibration curve is practically linear for a change of 50 cycles per second and repeated calibrations indicate that it is constant to less than 0.1 cycle per second over the entire range.

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## GETS WOR MIXED UP WITH THE CHAIN

The following has been received from a subscriber of the Business Letter:

"In your letter #476 of October 8th, in Page #9, under title of "Sees Chain Broadcasters Riding for a Fall", your irate listener evidently does not know broadcasting, or chain set-up, because he stated in the next to the last paragraph, that WEA is a chain, WJZ is a chain, Columbia is a chain, and mentions the WOR chain. WOR has, as you undoubtedly know, come to be known as the country's leading independent station, with no regular chain affiliations."

Of course we know that there is no such thing as a WOR chain. This statement got by us and we regret the error.

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## ORMANDY STEPS INTO TOSCANINI'S SHOES

Eugene Ormandy, noted radio conductor, will take Arturo Toscanini's place as director of the Philadelphia Orchestra during the last week in October and the first week in November.

The noted Italian leader will not be able to return to America in time to lead the great Philadelphia Orchestra as planned, and the directors of that great organization have turned to Mr. Ormandy to take his place. This great honor, which comes to Mr. Ormandy, is also a great honor for radio, because it is the first time since broadcasting flashed across the musical firmament that it has happened.

Ormandy is no newcomer to the audiences of the Philadelphia Orchestra. He has conducted their Summer concerts with sensational success for two seasons, but this is the first time he has been invited to wield the conductor's baton in the classic Winter series. His appearances will be mainly in Philadelphia, and probably will include one concert in Washington.

Eugene Ormandy from the beginning of his experience in radio, which is now in its third season, has been recognized as one of the brilliant musicians among the conductors. His gifts in interpretation are amazingly broad; he leads the classics and the popular with equal warmth and understanding. Soloists find in him a sense of understanding and sympathetic warmth that is utterly complete and his sense of tempo is so uncanny that he thinks in terms of a split second.

He made his debut in radio with the Jack Frost Melody Moments on September 5, 1929. Previous to that he had been director of the Capitol Theatre in New York. He came to America from Budapest ten years ago bent on continuing his career as a violinist. He was then only twenty years old and for years had been a sensational wonder in European countries, starting in his youth as a boy prodigy. The management failed him in America; he could not afford to return to Europe, and he took a position as an inconspicuous violinist at the Capitol Theatre. Within a week he was concert master and within a month he was a conductor.

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## COURT REFUSES TO RE-OPEN TUBE CASE

The Supreme Court of the United States denied, on October 19th, the petition of General Electric Company, seeking reconsideration of the Court's decision handed down last term holding invalid the Langmuir patent, No. 1558436, for a so-called high vacuum tube, the type employed in radio communication and telephony.

The ruling holding the patent invalid was announced last May in a case in which DeForest Radio Company was alleged to have infringed the patent. (The opinion was published last May).

Dr. Lee DeForest was found by the Court to have known and used the device and to have employed its methods prior to the date of the Langmuir invention.

The Court, however, in an order entered on October 19th amended its opinion in the case. The amendment, made by the addition of several words, and the substitution of one sentence in the last paragraph of the opinion, concerns the ruling of the court that the Langmuir patent was anticipated by other devices.

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### "JACK" ADAMS NOW HEADS HIS OWN COMPANY

The following has been received from Fred Baer & Associates, of New York City:

"The Adams Broadcasting Service, which came into radio in 1925 as the creator of the Atwater Kent programs, and some years later was merged with the Judson Radio Program Corporation, makes a new bow in the broadcasting world on November 1st.

"John T. Adams, 'Jack' to his friends, who for the last several years has been President of the Judson Radio Program Corporation, has purchased the contracts of the latter concern from the Columbia Concerts Corporation, and on November 1st again comes forth as head of the program-building firm under his own name. He takes along the strong personalities that have been associated with him these many years; notably Ernest Chappell as General Manager of Production, and Joseph Pasternack as Director of Music. All the individuals who have serviced Judson Radio programs will be part of the new Adams Broadcasting Service.

"Jack Adams is known throughout the broadcasting field as the pioneer who brought to the air the finest artists in the musical world. It was he who persuaded Atwater Kent to sponsor what is generally accepted as having been the first fine nationally sponsored radio hour. His achievements in broadcasting are many, among them being the enormously successful series of Puccini operas two years ago.

"Mr. Adams' entry into broadcasting was inherently logical. He had for years been associated in musical management with his father, who was the founder of the famous Wolfsohn Musical Bureau, and when radio came along, it was the natural thing to embrace its opportunities for his artists. Most of the great operatic personalities who have sung over the air were introduced to radio by Mr. Adams."

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: BUSINESS LETTER BRIEFS :  
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General Motors has followed the example of the Jack Frost Melody Moments sponsors in eliminating all sales talk from the Twilight Hour over NBC-WEAF network on Sunday afternoons. Advertising is confined to the fifteen minute GE Home Circle period.

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The first public demonstration of television to be held in any city south of Philadelphia, is to feature the Seventh Annual Industrial Exposition in Washington, D. C., the week of October 26th. Programs will be broadcast from television station W3XK, Wheaton, Md., operated by C. Francis Jenkins, the inventor.

A private preview will be given on Saturday to which Government officials, the District Commissioners, civic and social leaders will be invited.

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Morton D. Joyce has been elected to the offices of Secretary and Treasurer of the Dubilier Condenser Corporation. For several years past, Mr. Joyce has been a director of the corporation, and prior to that time, he was engaged in the radio jobbing business on the West Coast.

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Development of means of operating aircraft automatically by use of radio control and any other mechanical methods is advised by the Liaison Committee on Aeronautic Radio Research in a report issued last week by the Aeronautics Branch, Department of Commerce. This report may be obtained by addressing the Bureau.

Summarizing accomplishments in recent months in the aeronautic radio field, the Committee says that one of the promising developments for the future is the increasing attention and thought being given to proper coordination of various technical aids to air navigation.

"This Committee considers it very desirable that those interested work toward the goal of developing methods and devices by which a pilot might be relieved as far as possible of the work of navigating an airplane", the report says. Perfection of such equipment, the Committee comments, would not only assist the pilot and eliminate or reduce strain, but would effect economies in operation in several ways.

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George White, theatrical producer, lost his suit to prevent radio stations from broadcasting hit songs of a current musical comedy.

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## LESLIE S. GORDON NEW PRESIDENT OF DEFOREST AND JENKINS

The DeForest Radio Company and the Jenkins Television Corporation, of Passaic, N. J., announce the resignation of Charles G. Munn as President of both companies, and his election as Chairman of the Executive Committee of both companies. Leslie S. Gordon, who has been identified with banking and manufacturing activities in Chicago, succeeds Mr. Munn as President of the DeForest and Jenkins companies. The personnel of both organizations remains the same.

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## CAUTIONS AGAINST FIFTEEN-MINUTE PERIODS

Because the fifteen-minute show of some toothpaste, soap or food products manufacturer is an outstanding success, the reasoning of too many prospective radio advertisers has it that "all we need is fifteen minutes", Russel Byron Williams recently wrote in "Broadcast Advertising". "They forget or overlook the very basic fact that the successes mentioned are wholly predicated on the regular daily appearance of the feature - the military precision with which it continues, until it becomes as much a habit with the listener as a comic strip is to the newspaper reader.

"In spite of the universal acknowledgment that it is the frequent, regular presentation that makes daily strips successful", Mr. Williams continues, "there are literally hundreds of radio advertisers who are attempting to do a radio job on fifteen minutes a week. Certainly, it is not my wish or province to say that it can't be done. Indeed, I know that many radio sponsors are using fifteen minutes a week to very real advantage, getting a return out of their advertising expenditure considerably in excess of the return to be obtained from a similar expenditure in any other medium.

"But the present-day tendency of advertisers to cut the clock to pieces and sponsor spasmodic shows of five, ten, or fifteen minutes - is certainly doing things to the listener. It is putting a hodge-podge, a garbled and scrambled hash of radio programs into his loud speaker which is rapidly making radio a distracting annoyance rather than an appreciated entertainment. And I'm wondering if we all shouldn't consider the effect of the present-day tendency to cut the clock to pieces on the radio audience - the only people to whom we can look for sales."

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 19 - WCAX, Burlington Daily News, Inc., Burlington, Vt., license to cover C.P. granted 6/17/31 to move station locally and change equipment; WFEA, Rines Hotel Company, Manchester, N. H., modify C.P., granted 6/26/31 for new station, to extend completion date to 12/29/31; C. J. Scott, Beaver Falls, Pa., C. P. to erect a new station to use 560 kc., 25 watts, unlimited hours; KFUL, The News Publishing Co., Inc., Galveston, Texas, license to cover C.P. granted 8/25/31 for change in equipment; WLBL, State of Wisconsin, Dept. of Agriculture & Markets, Stevens Point, Wis., modify C.P. granted 6/24/31 for change in equipment, to extend completion date and change transmitter location to Jordan, Wis.; KFYR, Meyer Broadcasting Co., Bismarck, N.D., modification of license resubmitted, requests, specified hours; KLX, The Tribune Publishing Co., Oakland, Calif., modification of license to increase power from 500 watts to 500 watts, 1 KW. LS.

The following applications were returned at the request of the applicants:

KJBS, Julius Brunton & Sons Co., San Francisco, Calif., requested limited time; Robert J. Wood, Lake Placid, N. Y., new station to use 1220 kc.

October 20 - KMCS, Dalton's Inc., Inglewood, Calif., C.P. amended to request transmitter and studio in Los Angeles, Calif. (see press report No. 270); KMJ, James McClatchy Co., Fresno, Calif., C.P. to move transmitter locally, install new equipment, change frequency from 1210 kc., to 1350 kc., and power from 100 watts to 500 watts; KFUP, Sherwood H. Patterson, Denver, Colo., C.P. to move station to Cheyenne, Wyoming, and change from sharing with KFXJ to simultaneous daytime operation, share with KFXJ at night.

### Applications Other Than Broadcasting

October 19 - W2XBW, Globe Wireless, Inc., Garden City, L.I., N.Y., renewal of special experimental license for 7430, 7437.5, 7445, 9410, 10930, 14860, 14875, 14890, 18820, 22660 kc., 500 watts; American Radio News Corp.: W2XH, New York, N. Y., renewal of special experimental license for 95, 99 kc., 750 watts; WEEW, Carlstadt, N.J., modification of C.P. for change in commencement and completion dates to 60 days after Feb. 1, 1932, and July 1, 1932; WEEEX, Tinley Park, Ill., modification of C.P. for extension of construction period to 4/16/32 to 7/16/32; KGRU, Denver, Colo., modification of C. P. for extension of construction period from May 6, 1932, to October 3, 1932; WAI, Atlanta, Ga., modification C.P. for extension of completion date to 9/30/32.

Also, W2XF, National Broadcasting Co., Inc., New York, N.Y., license covering C.P. for 43000-46000, 48500-50300, 60000-80000 kc., 5 KW, visual broadcasting; W9XAP, Chicago Daily News, Inc., Chicago, Ill., assignment of license to National Broadcasting Co., Inc., visual broadcasting; KZS, A. A. McCue, Boca De Quadra, Alaska, C.P. for 2320, 500, 426, 256 kc., 100 watts, coastal and point-to-point service.

Also, Western Radio Telegraph Co.: KGNC, Jal, New Mexico, KGNA, Crane, Texas, and KGNB, N.W. of Winkler, Texas, modification of C.P.s for extension of completion date to 4/18/32; KGPJ, City of Beaumont, Texas, Beaumont, Texas, C.P. for change in power to 100 watts and for construction of one additional modulator tube, police service; W3XAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. for extension of completion date to 4/12/32, and change in location to Bishop's Hollow Road in Newtown Twp.,  $1\frac{1}{2}$  miles W. by SW of Newton Square; Jacob Rosenbaum and David Patasnik, new C.P. for 2752-2848, 2050-2150, 1600-1700 kc., 100 watts, visual broadcasting service; Philadelphia Storage Battery Co., Philadelphia, Pa., new C.P. for 48500-50300, 60000-80000, 43000-46000 kc., up to 1.5 KW, visual broadcasting service.

October 20 -W2XN, Bell Telephone Laboratories, Inc., Holmdel, N.J., license covering C.P. for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000 to 400000, and above 401000 kc., 1 KW, experimental service; KOW, Pacific Telephone & Telegraph Co., in or near Seattle, Wash., modification of C.P. for exact location of transmitter to read near Edmonds, Wash.; KTK, Globe Wireless, Inc., Mussel Rock, Calif., C.P. for additional transmitter on 5525, 11050, 16580, 22100, 4116, 6515, 8630, 11020, 11080, 11140, 11200, 16900, 22160 kc., 1.5 KW, coastal service; W7XB, Montana State College, Bozeman, Mont., renewal of experimental license for 1604, 2398, 3256, 4795, 8650, 12850, 6425, 17300 kc., 100 watts.

Also, Press Wireless, Inc.: W2XAJ, Hicksville, N. Y., and W2XAC, same location, renewal of special experimental licenses for 11640, 12850, 17300, 19340 kc., 5 KW; American Telephone & Telegraph Co.: W2XDO, Ocean Gate, N. J., renewal of special experimental license for 4752.5, 8560, 12340, 17120 plus and minus 500 kc., 500 watts and 10 watts on adjacent frequencies; W3XO, Portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of special experimental license for 13720, 15250, 17280, 19530, 20000, 22070, 6640, 7330, 8570, 10400, 11550, 12890 kc., 10 watts.

Also, Aeronautical Radio, Inc.: at Wichita, Kansas, new C.P. for 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 400 watts, aeronautical service; KGUD, San Antonio, Texas, license covering C.P. for 3238, 3244, 3452, 3460, 3484, 5600, 5630, 3468 kc., 400 watts, aeronautical service; also, license covering C.P. for 2326, 2344, 4140, 6260, 6275 kc., 400 watts, point-to-point aeronautical service.

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## PATENTS, PATENT SUITS AND TRADE-MARKS

The following patents were granted during the week ending October 20, 1931:

- 1,827,735. Volume Control In Sound Record Reproduction. James R. Balsley, Beverly Hills, Calif., assignor to Fox Film Corporation, Hollywood, Calif. Filed October 14, 1929.
- 1,827,779. Safety Device. William E. Brindley, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed February 4, 1928.
- 1,827,843. Piezo Electric Frequency Eliminator. Estill I. Green, East Orange, N. J., assignor to American Telephone & Telegraph Co. Filed March 13, 1927.
- 1,827,909. Vacuum Tube Socket. Walter H. Pumphrey, New York, N.Y. Filed June 30, 1928.
- 1,827,919. Electromagnetic Sound-Producing Device. James H. Van Wagenen, Washington, D. C., Filed May 10, 1923.
- 1,827,939. Electrical Condenser. Preston E. Gilling, Haddon Heights, N. J., assignor to Radio Condenser Company, Camden, N. J. Filed January 3, 1929.
- 1,827,955. Sound Amplifier And Clarifier, Ramon Rodriguez, New York, N. Y.
- 1,827,970. Pick-Up And Carrier Therefor. Raymond T. Cloud, Chicago, Ill., assignor to Orchestraphone Company, Chicago, Ill. Filed July 16, 1923, Renewed August 14, 1931.
- 1,827,994. Loud Speaker. John Preston Minton, White Plains, N. Y. assignor to Radio Corporation of America. Filed June 12, 1925.
- 1,828,000. Analyzing System For Picture Transmission. Richard Howland Ranger, Newark, N. J., assignor to Radio Corporation of America. Filed November 26, 1928.
- 1,828,027. Electrical Condenser And Process Of Assembly Thereof. Stanley S. Cramer, Haddon Heights, N. J., assignor to Radio Condenser Company, Camden, N. J. Filed February 27, 1929.
- 1,828,094. Electrical Frequency-Changing Apparatus of The Thermionic Type. Humfrey Andrewes, Highgate, London, England, assignor of fifty per cent to Radio Patents Corp., New York, N. Y. Filed March 5, 1926, and in Great Britain March 5, 1925.
- gmk*

- 1,828,122. Loud Speaker Unit and Drive Mechanism Therefor. Job R. Barnhart, Lakewood, Ohio, assignor to The Sterling Manufacturing Co., Cleveland, Ohio. Filed Nov. 23, 1923.
- 1,828,171. Phonograph Sound Reproducer. James H. Buchanan, Los Angeles, Calif. Filed June 19, 1929.
- 1,828,189. Method Of Recording And Reproducing Wave Frequencies. Richard B. T. Kiliani, Detroit, Mich., assignor of one-fourth to Arthur Gardner, Detroit, Mich. Filed June 18, 1930.
- 1,828,190. Method Of Preparing A Magnetizable Body To Receive And Reproduce Wave Frequencies. Richard B. T. Kiliani, Detroit, Mich., assignor of one-fourth to Arthur Gardner, Detroit, Mich. Filed June 18, 1930.
- 1,828,197. Radio Tuning Device. Louis H. Morin, New York, N. Y. assignor to Doehler Die-Casting Co. Filed July 12, 1929.
- 1,828,203. Electron Discharge Tube. Samuel Ruben, New York, N. Y. assignor to Tuben Tube Company. Filed July 11, 1927.
- 1,828,260. Reproducing Magnet For Telegraphones. Curt Stille, Berlin, Germany, assignor to Telegraphie-Patent-Syndikat, G.m.b.H., Berlin, Germany. Filed April 12, 1929, and in Germany, September 26, 1928.
- 1,828,276. Connecting Device. George L. Beers, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed September 2, 1926.
- 1,828,328. Photographic Device. Joseph W. Legg, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed January 25, 1922. Renewed February 6, 1930.
- 1,828,395. Radio Compass Correcting Device. George H. Clark, New York, N. Y., and George Y. Allen, Pittsburgh, Pa., assignors to Radio Corporation of America. Filed March 19, 1921.
- 1,828,444. Method Of And Apparatus For Recording Sound on Motion Picture Films. William Rom, Berwyn, Ill. Filed November 15, 1928.
- 1,828,498. Oscillation Circuits. Raymond A. Heising, Millburn, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed May 26, 1928.
- 1,828,524. Heater Type Vacuum Tube. Daniel J. Delaney, East Newark, N. J., assignor to Arcturus Radio Tube Company, Newark, N. J. Filed March 7, 1928.
- 1,828,529. System of Radio Communication. Henry C. Forbes, Chicago, Ill., assignor to Zenith Radio Corporation, Chicago, Ill. Filed September 16, 1926.

- 1,828,531. Radiant Energy Distance Determining System and Apparatus. Edward G. Gage, Brooklyn, N. Y., assignor of one-half to Electrical Industries Manufacturing Co., New York, N. Y. Filed December 26, 1930.
- 1,828,537. Thermionic Tube. Walter Louis Krahl, Montclair, N. J., assignor to Arcturus Radio Tube Company, Harrison, N. J. Filed June 30, 1927.
- 1,828,545. Vacuum Tube and Its Elements. Samuel Ruben, New York, N. Y., assignor to Ruben Tube Company. Filed August 26, 1927.
- 1,828,556. Method Of Rapid Transmission Of Signals And Messages. Michel Cremer, Paris, France, assignor to General Electric Co. Filed December 14, 1929, and in France January 10, 1929.
- 1,828,571. Picture Transmission Apparatus. Irving Langmuir, Schenectady, N. Y., assignor to General Electric Co. Filed May 17, 1930.
- 1,828,645. Electrical Apparatus. Michel Cremer, Paris, France, assignor to General Electric Company. Filed August 2, 1927, and in France, December 30, 1926.
- 1,828,667. Transmission Of Pictures. Ray D. Kell, Schenectady, N.Y. Filed July 8, 1929.
- 1,828,672. Radio Control System. Searcy L. McFadin, Bórger, Texas, assignor to Edward W. Hines, trustee, Cordell, Okla. Filed September 3, 1929.
- 1,828,688. Amplifying System. Albert D. Silva, Philadelphia, Pa., assignor to Atwater Kent Manufacturing Co., Philadelphia, Pa., Original application filed May 10, 1929, Divided and this application filed February 25, 1931.
- 1,828,705. Radio System. Frederick A. Kolster, Palo Alto, Calif., assignor to Federal Telegraph Company, San Francisco, Calif. Filed May 21, 1928.
- 1,828,706. Oscillation Generator And Method. Frederick A. Kolster and Geoffrey Gottlieb Kruesi, Palo Alto, Calif., assignors to Federal Telegraph Company, San Francisco, Calif. Filed October 30, 1928.

Reissue

- 18,228. Sound Recording Method. Joseph P. Maxfield, Maplewood, N.J., assignor, by mesne assignments, to Western Electric Co., Inc. Original No. 1,637,082, dated July 26, 1927 filed January 17, 1925. Application for reissue filed April 4, 1931.

## Patent Suit

1,268,988, Pridham and Jensen, Amplifying receiver; 1,448,279, 1,579,392, same Electro-dynamic receiver, D. C., S.D. Calif. (Los Angeles), Doc. E R-73-M, The Magnavox Co. v. Grigsby-Grunow Co. Consent decree holding claims 8 and 9 of 1,266,988, claims 4, 8, 9 and 10 of 1,448,279, and claim 4 of 1,579,392 valid and infringed August 31, 1931.

## Trade-Marks Applied For

- Ser. No. 316,570. RCA Victor Company, Inc., Camden, N. J. Filed July 2, 1931. "Radiolette", for Radio Receiving Sets, kits for radio receiving sets, electric pick-ups for Phonographs, and 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, shields, transformers, electron tubes, tube sockets, tuning units, choke coils and wire and cable for radio sets and apparatus. Claims use since June , 1931.
- Ser. No. 316,615. The Sparks-Withington Company, Jackson, Mich. Filed July 3, 1931. "SUPERSONNE" For Radio Receiving Sets. Claims use since June 22, 1931.
- Ser. No. 317,995. Williams, Brown & Earle, Inc., Philadelphia, Pa. Filed August 14, 1931. "The Robbins Cineola" for Turn Tables for Phonograph Record Discs and Phonograph Record Discs. Claims use since April 9, 1931.

## Trade-Mark Registrations Granted

- 288,095. Electron Radio Tubes. Hygrade Lamp Co., Boston, Mass. filed May 28, 1931. Published July 28, 1931.
- 288,103. Radio Receiving Sets. United American Bosch Corporation, Springfield, Mass. Filed June 10, 1931, Published July 28, 1931
- 288,150. Radio Receiving Sets. Motor Melody Corporation, Chicago, Ill. Filed May 21, 1931. Published July 28, 1931.

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# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

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

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No. 481

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## SALTZMAN POINTS OUT PITFALLS FOR BROADCASTERS' GUIDANCE

Warnings of danger signals ahead of vital concern to broadcasters and the listening public, were sounded today by Major General Charles MCK. Saltzman, Chairman of the Federal Radio Commission in an address before the National Association of Broadcasters in convention at Detroit, Michigan.

Outstanding warnings outlined by General Saltzman were:

1. Broadcasters, if they are wise, will correct complaints now quite prevalent, concerning sales talks over their stations, and otherwise improve their programs.

2. The necessity of intensive study and united action on the part of the radio fraternity concerning the advisability of widening the broadcast band, to be considered at the International Radio Conference at Madrid in 1932. The public would thus obtain better reception, although it might require a slight outlay to modernize the present receiving sets.

3. Not to mislead the public about television development and its status. The Commission still believes this art is "highly experimental" and that it cannot be commercialized at this time. It is not sure the finished product will be along the lines of the present research.

4. The difficult, if not futile, effort of the Commission to obey both the radio laws of God and the radio laws of Congress in making allocations in the broadcast band. He suggested, as a possible improvement, assignment of facilities to States in proportion to radio sets in use as revealed by the 1930 census.

5. The possibility of broadcasters "sitting around a table" thus ironing out many conflicts and difficulties, as was done by commercial broadcasters when 3000 frequencies were recently reallocated by mutual agreement. In this way many costly hearings and lawsuits might be avoided.

Discussing programs, General Saltzman said:

"Just as improvements are made in technical operation with better signals laid down in the service are, just so much program improvements be made with better entertainment laid down in the homes of the listening public. Whatever the nature of the program selected, the broadcaster must constantly strive to improve its quality. Improvements in program quality should keep pace with improvements in technical operation.

"In the case of a new facility like radio, reaching into the very home life of our nation, it is inevitable that complaints will arrive. Complaints are being received concerning offensive advertising in broadcasting programs. So long as our country favors the competitive broadcasting of today, as distinguished from monopolistic broadcasting, advertising must probably pay the bill and we shall listen to 'sponsored programs'. In England, for example,

where broadcasting is maintained by a tax on receivers, the broadcaster does not need to precede and end each program with announcements of the virtue of any particular brand of salad dressing or the merits of any particular cigar, no matter how exceedingly mild it may be. But there are sponsored programs and sponsored programs - programs in which the advertising is palatable, and programs in which the sales talk is nauseating. Broadcasters, if they listen to the trend of public opinion, will commence to take steps to make these sales talks more palatable. Right now the problem is theirs and they should hasten to solve it."

Regarding possible action at Madrid tending to widen the broadcast band, General Saltzman said:

"As you know, broadcasters in Europe not only use the 550-1500 kc. band for their purposes but also may use frequencies between 160-224 kc., these latter frequencies being very long waves of great value in broadcasting. There is considerable dissatisfaction in Europe concerning the present allocation of broadcasting facilities. There is no doubt but that steps will be taken by numerous countries at Madrid to broaden the band and make more frequencies available. The frequencies above and below our broadcasting band are now assigned to marine and other commercial uses. Some nations will probably resist any move to broaden this band, as it may do violence to services in which that nation is particularly interested. It is quite certain, however, that many changes will be made in the field of frequency assignments at Madrid. These changes may include broadcasting.

"Do you want any changes in the broadcast band or in the international regulations concerning broadcasting? If the 550-1500 kc band is widened, it would furnish additional frequencies to provide relief for frequencies which are now overcrowded with stations in the United States, reduce interference and increase service areas. On the other hand, it would mean that this widening would displace marine and other commercial stations from their present frequencies and that 13,000,000 receiving sets in this country would not respond to the new frequencies. Do you want the broadcast band widened? What attitude do you want the United States to take in this matter? Next year a delegation will be appointed to represent the United States at Madrid, and to safeguard the radio interests of our country. Many trying problems will be encountered by that delegation, for each nation represented at Madrid will have its own national interests in mind. What attitude do you wish this delegation to have concerning broadcasting?"

As to television, General Saltzman observed:

"The idea that you and I will be able to see radio pictures in our homes just as we hear radio programs today has aroused a remarkable widespread public interest. A great many people labor under the belief that visual broadcasting has been perfected. As friends of radio, we should all be very careful to spread no false rumors or be parties to the development of a frenzied expectation that is unwarranted.

"As in all experimentation, the Radio Commission has been liberal and has encouraged research work in television with a hope that the development of this new application of radio may be hastened. But the Radio Commission still believes that the art is 'highly experimental' and that it cannot be commercialized at this time."

Discussing the "State Allowance of Radio Facilities", General Saltzman said:

"Problems concerning the distribution of broadcasting facilities to the various States of the Union bring more visitors to the Commission and cause more letters to be written than any other controversial question confronting that body. Each State wants its full quota or allotment of stations, power and time. As you know, the distribution or allotment of facilities to States is regulated by the provisions of the Davis Amendment."

After outlining many of the difficulties in applying the Davis Amendment, General Saltzman observed:

"The problem of distributing radio facilities to States is a very complex one involving many technical considerations. To enact a law prescribing the distribution of such an intangible, undeveloped facility whose strange performances are largely dependent on laws made by the Creator himself is a most difficult task."

"The Radio Commission is now four years old. The Commission and its staff have grappled with many problems, and have learned many lessons. The last census has thrown new light on the subject by revealing the number of radio receivers in each State. The Commission thereby knows the number of people in each State that need radio reception. Why isn't that something in the way of a guide? As far as I am concerned, I believe that the best results in solving the troublesome problems of the distribution of radio facilities to States can be best obtained by charging the Radio Commission with the responsibility of making a just and equitable division to the States and by holding that body to a strict performance of that duty. Under the present arrangement, that body is endeavoring to serve two masters, and on occasions is uncertain as to whether to obey the radio laws of Congress or the radio laws of God."

General Saltzman pointed with pride to the recent reallocation of 3000 frequencies for maritime, aviation and commercial purposes by mutual agreement of the licensees.

General Saltzman said the work of the Commission during the past year shows two very bright spots in the technical aspects of broadcasting - adoption of general orders pertaining to the modernization of equipment and the operation of that equipment in accordance with the best engineering practice. To illustrate, he said:

"You can play baseball with a neck yoke or a piece of wagon tongue for a bat, but Babe Ruth doesn't do it. He picks out his bats with the greatest care. You can operate a broadcasting station with a bunch of hay wire equipment but the owner is foolish to do it."

General Saltzman said the last year has been a hectic one for the Commission, that the amount of work performed has greatly exceeded that of any previous year. During the year he declared over 30,000 matters requiring Commission action were filed. The Commission held 176 business meetings, 323 public hearings, handed down 303 decisions in docket cases, granted 27,747 applications and denied 584.

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#### SERVICE CORPORATION FORFEITS JENKINS' SUIT

Failure of the Radio Service Corporation, of New York City, to prosecute an appeal before the District Court of Appeals in the suit it lost last Spring to C. Francis Jenkins, inventor, last week resulted in an order by the court dismissing the appeal.

The suit involved millions of dollars in radio patents and was long fought in the District Supreme Court before Justice James M. Proctor, who ruled that Jenkins was not bound by an option he had issued to the service corporation because the corporation had allowed the option to go by default.

An appeal from his ruling was noted and the case was scheduled for a hearing before the Court of Appeals. It was reached on the calendar yesterday and when the appellants failed to put in an appearance, it was moved that the suit be docketed and dismissed, with the costs being assessed against the radio company. The suit was begun May 12th of this year and was not concluded until ten days after.

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#### MEXICO TO PROBE KANSAN'S RADIO

The radio broadcasting station which John R. Brinkley, of Milford, Kansas, is operating at Villa Acuna, Coahuila, will be investigated by the Mexican government before any action is taken concerning it, Gustavo B. Serrano, the new Minister of Communications, said in Mexico City. "One of my first duties in this office will be to inquire fully and carefully into the Villa Acuna station to determine the status and legality of the matter. As soon as that is done, I will issue a statement", he said.

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## ROYAL SEES 15-MINUTE PROGRAMS OVERDONE

The fifteen-minute radio program is an important factor and fills a real need in the broadcasting show, but it is being overdone, according to John F. Royal, Vice-President in Charge of Programs for the National Broadcasting Company.

"Requests from sponsors for the fifteen-minute program are becoming more frequent", he said. "This inclination for the quarter-hour broadcast is in most cases inspired by the fact that the other fellow has found it successful. But the point that many sponsors overlook is that a program to be successful must have fresh material daily. The method of presentation must be novel and entertaining. The phenomenal success of Amos 'n' Andy to a large extent started the rush on the shorter program and flooded the market with blackface comedians. Instead of paving the way for other blackface comedians on the air, the popularity of Amos 'n' Andy really made it more difficult for similar acts to click.

"It must not be thought that the period of time devoted to a radio program will make it successful or otherwise. It all depends on the material and the talent. Its position on the day's schedule is also important. Some programs are not suited to fifteen minutes, although it is difficult in some cases to convince the sponsor of the truth of this fact. Presentation of several fifteen minute programs one after the other would be ruinous to the sponsor as well as the broadcasting organization.

"Balance, variety and a lively pace are the elements that make for a good show whether in the theatre or on the air", said Mr. Royal. "Each day brings a new show in radio, a performance that must be so arranged that the elements of drama, music, discourse, comedy and dialogue are all deftly mingled.

"Imagine what would happen if a continuous babel of talk poured through the loud-speaker for hours at a time to be succeeded by the blatant blare of jazz music for several hours more. The listener would turn off the set. Balance must be maintained at all hazards. The program must fit into the general pattern of the show. It must be built for the stage, not the stage for the show."

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## NEW RADIO WEEKLY

"Radio Guide", a weekly magazine of programs and personalities, made its first appearance in New York October 22nd, dated for the week ending October 31st.

A group of former Hearst magazine and newspaper executives are back of the project. They are M. L. Annenberg, Hugh E. Murray and Joseph B. Bannon, publishers; George D'Utassy, President and E. M. Alexander, Vice-President. Mr. D'Utassy was at one time the

head of the Hearst magazine organization and was one time publisher of the New York Mirror.

Mr. Alexander entered the newspaper field after several years with Hearst magazines. He was advertising manager of the New York Tribune, the Sun, and the New York Evening Journal and Vice-President of the New York World newspapers.

The Radio Guide is being published on coated stock, and of tabloid size. The first issue, of 16 pages, carried no advertising. About nine pages were devoted to programs. Full credit to commercial sponsors is given. Offices have been established at 475 Fifth Avenue, New York City.

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#### NEW FORD PROGRAM CAUSES SPECULATION

Announcement by William Wrigley, Jr., chewing gum manufacturer, that he had signed a \$1,500,000 contract for a five-day-a-week radio program to begin November 2nd has revived speculation about the forthcoming radio splash of the Ford Motor Company.

"One story that got into print recently was that Ford would spend \$750,000 in a single day", the Editor & Publisher reports, "using all stations of both systems from early morning until 6 P.M., and presenting a program ranging from sopranos to football. As usual, no direct information was available from authoritative sources, but skepticism was registered. It was pointed out that it would be almost impossible to buy a whole day on so many stations in view of existing contracts. In addition, the sum named seems large even for so ambitious a project, unless one figures on tremendous expenses for talent.

"Announcement in regard to the Ford radio campaign was originally expected early in September."

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#### FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be obtained by writing the Bureau of Domestic and Foreign Trade, Department of Commerce:

Radio apparatus	*54449	Charleroi, Belgium	Agency
Radio Apparatus	*54452	Brussels, Belgium	Purchase & "
Radio Sets, 5 tube, with loud speakers	*54448	Hong Kong	" " "
Radio short wave sets, and phonograph record repeater and changer	*54447	Singapore, Straits Settlements	Purchase
Phonographs, and record repeaters and changers	*54447	"	"

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: BUSINESS LETTER BRIEFS :  
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Representatives of Radio City and the National Broadcasting Company who have been studying broadcasting and theatrical developments abroad are preparing to return to the United States within a few days, according to a radiogram received from O. B. Hanson, Manager of Plant Operation and Engineering for NBC.

Hanson reported that in company with other members of the party, he recently inspected broadcasting stations of Dresden, Munich and Stuttgart, including the Mulacker 75,000 watt transmitter associated with Stuttgart. The party passed through Paris on the way to London, arriving in the English Capital October 20th. Hanson has been devoting the last few days to an intensive study of the British Broadcasting Corporation facilities and English broadcasting practices.

S. L. (Roxy) Rothafel, theater executive associated with Radio City, and L. Andrew Reinhart, architect, leave Saturday, October 24th, aboard the S.S. "Europa". Hanson, Gerard Chatfield, NBC technical art director, and W. K. Harrison, architect, will sail from Havre, November 4th, on the "Ile de France."

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North Dakota members of the Associated Press, at their meeting in Minot, recently, adopted a resolution recommending to the A. P. Board of Directors that they prohibit the broadcasting of A.P. news over any radio station. Percy R. Trubshaw, editor-publisher, Valley City Times Record, was elected president, succeeding M. M. Oppegard, publisher, Grand Forks Herald; E. A. Tostevin, publisher, Mandan Pioneer, was named Vice-President and E. A. Makiesky, Bismarck, State A.P. correspondent, was re-named Secretary.

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Musicians' Union of Washington, D. C., has refused to consent to participation of Army and Navy bands in the Hallowe'en parade and festival next Saturday night to dedicate Constitution Avenue, the new roadway built especially for parades and ceremonials. The general committee has therefore made provisions for music through radio and phonograph distributors of the city.

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The Detroit News and its radio station, WWJ, are sponsoring a "Better Radio Season Contest." Approximately \$700 in prizes are offered, all prizes to be new and up-to-date radio receiving sets. The contest is based on expressions or slogans of 20 or less words giving a definite reason why the contestant would like to own a better radio.

## ILLNESS PREVENTS GENERAL SALTZMAN ATTENDING NAB MEETING

An attack of bronchitis prevented Gen. Charles McK. Saltzman from delivering the address, portions of which are given in the opening pages of this letter, before the National Association of Broadcasters today. The address will be read by Dr. C.B. Jolliffe tomorrow.

The Secretary of the Federal Radio Commission, James W. Baldwin, read General Saltzman's air address today during the half-hour period of the opening session which was broadcast.

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## LISTENERS HEAR BROADCASTERS APPLAUD HOOVER'S VOICE

They are getting it down finer and finer. When President Hoover at the White House in Washington addressed the National Association of Broadcasters in Detroit, radio listeners not only heard the President's address but also the applause which followed his speech by those attending the convention at Detroit.

The broadcasters applauded President Hoover's voice as it came from the loud speaker just as they would have applauded the President had he spoken to them in person.

Later when James W. Baldwin, Secretary of the Radio Commission read the speech, Chairman Charles McK. Saltzman had intended making, their applause was also heard.

Baldwin, however, was a little out of luck. If it had been in the old days and in the eleventh hour he had been called upon to read the speech of the boss, he would have had a fine joy-ride to Detroit on expense account along with the rest of the boys.

But being on the Radio Commission, the chains immediately offered Baldwin wire facilities and he had to read the address from Washington instead of getting a trip to Detroit.

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## LA PRESSE, MONTREAL, TO HAVE TELEVISION TOO ✓

Canada has "gone television" and construction of the Dominion's first television station is now under way. It will be located in Montreal, Quebec, and owned and operated by the French newspaper, La Presse.

The work of bring television to Canada is directly in charge of Armondo Conto, engineer of the Western Television Corporation, Chicago, which also built the television station for the Chicago Daily News. La Presse plans to operate its sight station in conjunction with its 5,000 watt sound station, CKAC. The television station will have a frequency of 2050 kc and 500 watts of power.

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## JEWISH DAILY WILLING TO REFINANCE WEVD

Station WEVD, operated since 1927 as a memorial to the late Eugene V. Debs, Socialist leader, recently cited by the Federal Radio Commission for alleged violations of the radio law, has been underwritten by The Jewish Daily Forward to the extent of \$200,000, according to announcement yesterday by Joseph Viola, business manager of the broadcasting station. ✓

The money is to be used to reconstruct the station, and already \$70,000 has been advanced for this work. If the Radio Commission's decision will permit WEVD to continue, a new plant will be built in Forest Hills, L. I., and the studio at 673 Broadway, New York City will be modernized.

When its right to remain on the air was questioned by the Federal authorities, the station's equipment deteriorated and its programs suffered in quality, Mr. Viola said. With the funds now available, all this will be corrected, he added.

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## VENTURA FREE PRESS DISTRIBUTING "RADIO MONOPOLY" PROPAGANDA

A series of clip-sheets, each titled "Radio Monopoly Bulletin", are being distributed to newspapers all over the country by the Ventura (Calif.) Free Press.

A group of story headings from one sheet include "A. T & T. Trust Association Jeopardizes Public's Goodwill", "Danger of Radio Monopoly Told By Hoover When Commerce Chief", "Radio Monopoly Dope Fed To Bar Association Conference", "Liaison Between Republican Party and Radio Corporation Is Reported", etc.

A box at the top of the sheet states that frequent releases of anti-radio-monopoly material will be sent to every paper in sympathy with the campaign. Papers are asked to write to the Ventura, Calif., address or to 603 W. M. Garland Building, the Los Angeles, headquarters.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Oct. 23-Edmund J. Meurer, Mt. Clemens, Mich., C. P. amended to request to share with WMPC instead of unlimited time on 1500 kc.; Battery & Electric Co., Inc., Greenville, S. C., C. P. to erect a new station to use 590 kc., 250 watts, daytime (facilities of WDIX); Progressive Publishing Co., Muscatine, Iowa, C. P. to erect a new station to use 1170 kc., 5 KW, daytime; WMBH, Edwin D. Aber, Joplin, Missouri, license to cover C.P. granted 3/13/31 for change in equipment.

The following applications have been returned to the applicants: KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, increase power to 500 watts day and night (did not comply with G.O. 102; John Brownlee Spriggs, Washington, Pa., C.P. for a new station on 800 kc (unsatisfactory transmitter).

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Action On Examiners' Reports

KSMR, Santa Maria Radio, Santa Maria, Cal., granted C.P. to move from Santa Maria to Bakersfield, Cal., reversing Examiner Walker; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J., granted modification of license giving WHOM 3/4 time, sharing with WBMS 1/4 time, thus eliminating stations WNJ and WKBO, sustaining Examiner Pratt; W9XV, The Ozark Radio Corp. of Carterville, Carterville, Mo., denied modification of experimental license, sustaining Examiner Pratt; The Ozark Radio Corp. of Carterville, Carterville, Mo., denied, C. P. for new station to operate on 1420 kc., 100 watts, share with WMBH, sustaining Examiner Pratt.

Also, WRAX, WRAX Broadcasting Co., Philadelphia, Pa., denied C.P. to increase power from 250 watts to 500 watts, ~~XXXXXX~~ sustaining Examiner Yost; New Philadelphia Broadcasting Co., New Philadelphia, Ohio, denied C.P. for a new station to operate on 1370 kc., 100 watts, unlimited time sustaining Examiner Hyde; WHBY, St. Norbert College, West De Pere, Wis., denied C. P. to change frequency from 1200 to 950 kc., increase power from 100 watts to 500 watts, 1 KW, LS., sustaining Examiner Hyde.

### Applications Granted

KGHI, Berean Bible Class, Little Rock, Ark., consent to voluntary assignment of license to O.A. Cook; WSMB, Saengar Theatres, Inc., and Maison Blanche Co., New Orleans, La., consent to voluntary assignment of license to WSMB, Inc.; WKBC, R. B. Broyles Furniture Co., Birmingham, Ala., license covering local move of transmitter and installation of new equipment, 1310 kc., 100 watts, unlimited time; WQAM, Miami Broadcasting Co., Inc., Miami, Fla., license covering auxiliary transmitter, 560 kc., 250 watts auxiliary.

Also, National Broadcasting Co., Inc.: W10XAO, W2XCZ, W10 XAL, New York City, authority to operate transmitters W10XAO and W2XCZ from October 21st to 24th, inclusive, also W10 XAL; W2XK, and W10XAO, granted special experimental licenses; Radiomarine Corp. of America: KURT, on Board SS "O'Brien Brothers" and WGEG, on Board SS "American Importer", authority to operate radio vacuum tube transmitter (on "O'Brien Brothers" and radio equipment on SS "American Importer" for period not to exceed 60 days, pending receipt of action on formal application for license;

Also, KDAO, Tropical Radio Telegraph Co., on board SS "Esparta", authority to operate first class radio station on SS "Esparta", sailing from New York on October 24th, pending receipt of and action on formal application; Aeronautical Radio, Inc.: at Dallas, Texas, Oakland, Cal., and Atlanta, Ga., 3 new C.P.s for aeronautical service; WEEC, Charleston, S. C., license, point-to-point aeronautical service; WNAU, Moline, Ill., and WUCG, Chicago, Ill., aeronautical licenses; WPDH, City of Richmond, Inc., Richmond, Ind., C.P. for relocation of transmitter locally in Richmond; WPEA, Syracuse Police Dept., Syracuse, N. Y., modification of C. P. to change location of transmitter locally in Syracuse, extend completion date to Dec. 8th, and change frequency to 2458 kc.

Also, KOU, Southern Cal. Tel. Co., Wilmington, Cal., modification of C.P. to specify exact location of station at or near San Pedro, Cal.; KLH, Pacific Tel. and Tel. Co., San Francisco, Cal., modification of C.P. to change frequency to 2550 until Feb. 1, 1932, and location to be near San Rafael, Cal.; Transcontinental & Western Air, Inc., NC-9666, aircraft license; Pan-American Airways, Inc., NC-80-V, aircraft license; WPEB, City of Grand Rapids, Grand Rapids, Mich, license for police service, 2440 kc., 100 watts; WIOXAN, The Standard Shipping Co., on Ship "Standard", renewal of special experimental license;

#### Set For Hearing

Owosso Broadcasting Co., Owosso, Mich., C.P. 830 kc., 1 KW, daytime; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N.Y., C.P. to move transmitter and studio locally in Tupper Lake, change frequency from 1420 to 1220 kc., change power from 100 to 500 watts, and change hours of operation to daytime only sharing with WCAD; WNBO, John Brownlee Spriggs, Silver Haven, Pa., requests authority to install automatic frequency control; Philadelphia Storage Battery Co., Philadelphia, Pa., The Evening News Association, Detroit, Mich., and Dr. George W. Young, Minneapolis, Minn., requests C.P.s for visual broadcasting; KMO, KMO, Inc., Tacoma, Wash., requests C. P. to change frequency from 860 kc., to 1330 kc., power 250 w., unlimited time.

#### Miscellaneous

WOPI, Radiophone Broadcastingcasting Station, WOPI, Inc., Bristol, Tenn., licensee directed to file application for renewal of license through Supervisor, on or before November 7, 1931; WSPD, Toledo Broadcasting Co., Toledo, Ohio, permission to intervene in the application to the Community Broadcasting Co., of Toledo granted, to be held November 13th; WCBA, B. Bryan Musselman, Allentown, Pa., granted regular renewal of license and hearing cancelled, as complaints against this station have now been corrected.

#### Applications Dismissed

The following applications were dismissed at request of applicants: Cocolobo Cay Club, Cocolobo Cay, Fla., c.p. 4276 kc., 25 watts; Isle of Dreams Broadcasting Corp., Miami Beach, Fla., C.P. 4276 kc., 25 watts; WEE, Press Wireless, Inc., Hicksville, N.Y.,

C.P. 162 frequency, 10 KW; Same Co., at Kansas City, Mo., C.P. 179 frequency, 10 KW; WJM, Same Co., Washington, D. C., C.P. 164 frequency, 10 KW; Same Co., at Los Angeles, Cal., C.P. 193 kc., 10 KW; WKBV, Wm. O. Knox, d/b as Knox Battery & Electric Co., Connersville, Ind., also C. P. 1500 kc., 100 w.; WWJ, The Evening News Association, Inc., Detroit, Mich., C.P. 1020 kc., 5 KW, unlimited time.

### Applications Denied

The following cases, heretofore designated for hearing, failed to enter their appearances within time allowed, applications were therefore denied:

A. V. Arrington, Hemburg, Ark., C.P. 1120 kc., 50 w.; Capitol Broadcasting Co., Austin, Texas, C. P. 1550 kc., 100 w.; KGMP, Bryant Radio & electric Co., Elk City, Okla., voluntary assignment of license; Robert C. Fluhrer, J. G. Frank and Louis B. Polstrack, York, Pa., C.P. 1310 kc., 100 w.; Robert Wilkin Stolzenbach, Springfield, Ohio, C. P. 1200 kc., 100 w.; Lorain County Radio Corp., Lorain, Ohio, C. P. 1200 kc., 100 watts; E. F. McDonald, Jr., Chicago, Ill., C.P. frequency to be determined; Phoenix Jr. College, Phoenix, Ariz., C.P. near 6000 kc., 75 watts.

(Action taken October 22, 1931)

WOOD, Kunsy Trendle, Grand Rapids, Mich., permission to take depositions of certain witnesses in Grand Rapids; WLCI, Luthern Association of Ithaca, Ithaca, N. Y., hearing set for November 6th, cancelled; applicant for its facilities defaulted and license is to be renewed for operation on Sundays from 10:45 A.M. to 12:15 P.M.; WCAU, Universal Broadcasting Co., Philadelphia, Pa., motion to strike protest and petition of WOWO, Ft. Wayne, against proposed increase of power of WCAU, denied, since Commission has already denied petition of WOWO.

Also, KFXV, Mary M. Costigan, Flagstaff, Ariz., action of Commission of Oct. 16, 1931, renewing license to operate on 1420 kc., 100 w., rescinded. A. H. Schermann who was assigned this license on July 28th, 1931, notified he must file application for renewal; W4AJ, Marshall Castleberry, Adel, Ga., order entered Sept. 1, 1931, revoking amateur license of this operator made absolute and final, since licensee made no written application for hearing within specified time; operated in broadcast band and broadcast music over station.

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# 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. :: ::

*D. C. A.  
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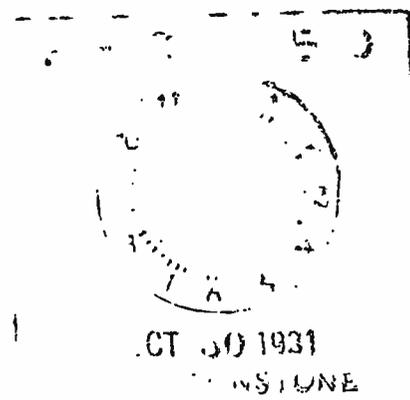
National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

*JD*

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No. 482



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

## N.A.B. ELECTS NEW OFFICERS

The annual election of officers of the National Association of Broadcasters was held yesterday, with the following results:

Harry Shaw, WMT, president, succeeding Walter J. Damm; J.J. Storey, WGAG, and Paul W. Morency, WTIC, vice presidents, succeeding E. M. Spence, WPG, and O. D. Fisher, KOMO. M. A. Howlett, secretary-treasurer, succeeding Mr. Morency.

Mr. Shaw appointed the following executive committee: H. A. Bellows, Frank M. Russell and William S. Hedges, with Mr. Bellows as chairman.

Leo Fitzpatrick, WJR, and E. B. Craney, KGIR, and Mr. H. A. Bellows were re-elected to the board of directors, with Quin Ryan, WGN, and Mr. Damm as new members of the board.

An objection to "offensive radio advertising" was responsible for a sharp discussion at Tuesday afternoon's session. The subject was opened by Frank W. Elliott, of Des Moines, chairman of the association's committee on ethics, who said he strongly objected to radio listeners being "shocked" by advertising methods of certain companies. It is a pet peeve of mine and I had might as well get it off my chest. I do not see why we broadcasters should sit idly by and let national networks jam offensive stuff down our throats. I think we ought to complain both to the networks and to the national advertisers that sponsor the programs."

Thomas P. Convey, of St. Louis, disagreed with Mr. Elliott's remarks: "I do not think this is the place to discuss these matters", he said. "If you do not like certain programs, make your complaint to those responsible for them. Remember these commercial sponsors have been an important factor in our commercial success."

"Yes", Mr. Elliott said, "the commercial angle is important. But do not forget that our first obligation is to our own station listeners."

The Association's annual banquet featured several well known radio acts, including the Mills Brothers, who stopped the show.

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## JUSTICE DEPARTMENT TO PRESS RCA SUIT

Having reached an impasse in its efforts to settle the suit out of court, the Department of Justice will, it is believed, announce that the anti-trust suit against the Radio Corporation of America is to be resumed.

The Department representatives have had a series of conferences, which began in the early summer, with the officials of the companies involved but the latter have not seen their way clear to meet the Department's terms, particularly with regard to re-arrangement of stock and cross-licensing agreement terms.

It is expected that the Department has prepared an amended bill of complaint, which includes two additional defendants, and that this bill is to be filed in the Wilmington, Del. court shortly.

The original bill accused the corporations--RCA, GE, Westinghouse, A. T. & T., and General Motors-- of being a combination in restraint of trade in the manufacture and sale of radio apparatus and radio communications.

Judge Warren Olney, jr., of California, was appointed a special assistant to the Attorney General to handle the case and is still in charge of it.

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## PRESIDENT HEARS RELIEF APPEAL VIA DISK

A phonograph record of President Hoover's radio appeal for funds to aid the unemployed, made from Fortress Monroe, Va., Oct. 18, was presented to him today by Maj. I. E. Lambert, vice president of the Radio Corporation of America.

Mr. Lambert made the presentation in behalf of the Gifford emergency unemployment relief organization.

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## RMA HEAD DISCUSSES MUTUAL PROBLEMS WITH N.A.B.

Extracts from an address of Bond Geddes, of the Radio Manufacturers' Association, before the National Association of Broadcasters follow:

"Your prosperity, your activities, your problems and difficulties, all are of close interest to the Radio Manufacturers' Association. It is needless to remind you how essential broadcasting is to the manufacturers for whom I am privileged to speak. Our sales, our prosperity, our future are dependent, obviously on broadcasting. We are, therefore, keenly interested in the broadcasting job that you do, in your continued prosperity and in your troubles. And the RMA, which includes virtually every prominent radio manufacturer in its ranks, has so many interests in common with you that we wish sincerely to help whenever and wherever possible.

"You may be interested to know that the much hoped for period of business improvement already has been felt by radio manufacturers. For a great many there is no business depression. A large number of our factories are on a full-time basis, furnishing employment, providing new listeners for your stations. A favored few are now in peak production, strangely surpassing, under present conditions, even the production records of the so-called radio boom period of two years ago.

"One theory I have for the marked increase recently in radio sales is, perhaps strangely, the depression. Radio broadcasting is so entertaining and receiving sets so reasonable in price that I believe thousands of families are economizing by turning to radio for their chief entertainment.

"In view of some past criticism of the "midget" receiving set, you may be interested to know that beginning last August and continuing until the present, the proportion of midget sales to those of console sets has been declining. Less than half of the 2,500,000 or 3,000,000 radio sets which we expect to sell this year will be of the midget class. And the midget, which has a definite, established place in the market, especially under present conditions, has been greatly improved.

"Your audience also will be greatly increased during the next year by the use of motorcar radio. This, to be widely adopted, required initial installation at the factory. Several of the largest automobile manufacturers have just arranged to equip their future lines with radio sets.

"Possibly our broadcasting friends may profit from some of our experiences - some very sad. We have had a sorry experience with price-cutting. It contributed largely to bringing down the unit price of a much improved radio set to present low levels. Price-cutting, in your station rates, the cut-throating of each other, will also reduce your levels.

"While desirous of developing radio as an educational agency, I am sure of expressing virtually unanimous opinion in the RMA that it would curtail public service as well as do all of our interests an unnecessary injury to set aside, exclusively, any considerable portion of our present broadcast facilities and frequencies for educational purposes. I am sure that I can promise you the support of the RMA in opposition to any such movement, by educational or any other special interests or groups. Also, I am confident in promising you our support against any movement for allocation of broadcasting facilities by Congress, rather than by the Federal Radio Commission. To have special interests prevail upon Congress to act as an allocation distributor and then become an administrative body instead of a legislative body, would entail all the disaster of ill informed and political interference.

"The RMA has been active in the high power cases before the Federal Radio Commission, urging maximum power grants on all clear channels. We secured the influence of the two other great electrical industries, the National Electrical Manufacturers' Association and the National Electric Light Association, in urging the Commission to grant high power on clear channels. We took this position in order to increase the radio service to the listening public (of course increasing our market areas), and to reduce interference.

"There undoubtedly has developed less tolerance and rising criticism of the advertising excesses of some sponsors. This is, in some cases, stating it most mildly but with all friendliness. Both the entertainment service and the advertising value of radio fail in proportion to the undue excesses of commercialism added. This proportion of commercialism now is within your control. It is a responsibility which is yours alone. Self regulation, self censorship, which can be made most effectual through your organized body appears as the solution. It is your best move against any form of imposed regulation.

"Radio broadcasters, in our present national and international economic difficulties, have a wonderful opportunity open for a great public service. In the pre-radio past, the press has been the great vehicle for the molding of public opinion. The response of the spoken word in radio broadcasting, direct to the individual ear and mind, transcends by far that of the printed page. Our ills, at home and abroad, today are diagnosed as largely psychological. Discouragement and fear beset the world. What agency can be more potent than radio in dissipating, with its daily messages to its millions, the oppressive blanket of world-wide pessimism and stagnation. This is a field of boundless opportunity for public service by radio.

"Ahead of us all in our industry lie great responsibilities and many difficulties. The leaders gathered together and represented in the respective branches of our organizations, the NAB and the RMA, are its most progressive and active elements. They are best equipped to cope with our problems. Many could not be successfully solved alone. The union of interests in the NAB, like those in the RMA, representative of the best thought, the best opinion and uniting action in our interests, is an excellent promise for the future."

The development of radio legislation in this country was recounted by Senator Wallace H. White, of Maine, who was a co-author of the Radio Act of 1927, which is the basic Federal Radio Law. He said he anticipated few amendments to this law during the forthcoming session of Congress.

"The hand of the Government should rest lightly on the radio industry, which still is in the gristle stage and has not yet hardened into the bone of manhood", he said.

The part broadcasting should play in advertising was discussed by John Benson, President of the American Association of Advertising Agencies, who declared that goodwill built up by radio programs should be followed through with newspaper and magazine advertising.

"Radio should be a co-operative rather than competitive medium of advertising", Mr. Benson said. "Radio advertising now is a young giant. Its novelty, however, will soon wear off and it will become a workaday medium. It is important because the printed word can be aided by ear appeal.

"Perhaps there now is too much commercial flavor to broadcasting programs. This may be partially the fault of advertising agencies who are just developing a radio sense."

Cesar Saerchinger, London representative of the Columbia Broadcasting System, who accompanied Premier Laval, of France, on his trip to the United States, described what he termed, "the trick of hauling celebrities to the microphone."

"The principal I work on", he said, "is that every person has a message. Of course, some communicate that message by singing in the bathtub, but it's still a message."

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#### WGBS TRANSFER APPROVED

The voluntary assignment of the license of broadcasting station WGBS, in New York City, to the American Radio News Corporation, a Hearst subsidiary, was approved on Tuesday by the Federal Radio Commission.

License renewals were granted to Stations WHOM, of Jersey City, and WAAZ, of Zarepath, N. J., and a temporary license to WBMH at Hackensack.

Station W3XR, of the Bell Telephone Laboratories, Inc., at Whippany, N. J., obtained authority to increase its power from 1,000 to 50,000 watts for three days for experimental purposes.

Station WRNY, at New York City, applied for authority to operate by remote control.

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## ARMY AGAIN SEEKS SALE OF ALASKA'S RADIO

The War Department is preparing to seek authorization at the coming session of Congress to sell the Washington State-Alaska military cable and radio system. A bill identical with that which failed to get action at the last session has been drawn by the Department's legislative division.

The bill would authorize the Secretary of War to sell to the highest responsible bidder, who is a citizen of the United States, all or part of the system which now is operated by the Army Signal Corps on a commercial basis.

The system includes cable lines and 36 radio stations connecting Seattle with Alaskan cities and towns northward to Point Barrow. It was established in the early gold rush days to provide a line of communication for troops in Alaska.

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## MARCONI MAY ANNOUNCE SHORT WAVE DISCOVERIES SOON

Senator William Marconi is expected to announce soon development of apparatus making possible commercial radio-telephone transmission on extremely short waves, according to an A. P. dispatch from Santa Margherita, Italy.

He has been experimenting quietly at a villa on the Ligurian coast, near Genoa, installing a new transmitting apparatus there and a receiving station on the peninsula at Sestri Levante, 15 miles away.

His secret is said to consist of transmitting on waves of only 50 centimeters, or a little more than a foot and a half. The transmitter and reflector are said to embody entirely new features.

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## HOTEL ASKS \$6,250 PAID FOR VALLEE

The Shoreham Hotel, of Washington, D. C., on Wednesday filed suit in New York to recover from a theatrical production firm the \$6,250 it paid Rudy Vallee for an hour's appearance here at the hotel's opening night celebration a year ago.

The hotel asserts it had contracted originally for the services of Harry Richman for \$1,500. The suit declares the production firm, Connolly & Swanstrom, Inc., required Richman to appear in St. Louis, forcing him to break the contract with the hotel. It then became necessary to get another well known Broadway

entertainer to take his place, it is charged, and Vallee was sent, at greater expense.

Vallee started for Washington in a plane, but was delayed by bad weather and did not arrive here until 2:37 A.M.

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#### WMAQ ASSIGNMENT IS APPROVED

The Federal Radio Commission on October 28th approved the assignment of the license of Station WMAQ, Chicago, to the National Broadcasting Company. The station, operated by WMAQ, Inc. was established by the Chicago Daily News. It operates on a frequency of 670 kilocycles, with power of 5,000 watts.

Headliners of radio, musical comedy and opera will take part Sunday, November 1st, in a nationwide party welcoming WMAQ to the networks of NBC.

The WEA network will broadcast addresses by M. H. Aylesworth and Col. Frank Knox, publisher of the Chicago Daily News, beginning at 9:45 P.M. The WJZ network will offer a program at 10:15 P.M.

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#### CLAIM NETWORKS 1931 INCOME \$31,000,000

NBC and CBS grossed approximately \$26,000,000 from January 1, 1931, until October 1st last. Of this total NBC is credited with \$18,500,000 and CBS \$7,500,000 so far this year. The increase is around 20% over last year, according to Variety, the theatrical magazine reports.

"NBC estimates that for the entire year of 1931, it will gross \$26,000,000. This is \$4,000,000 more than its income for 1930, which was announced as \$22,000,000," the theatrical magazine reports.

"CBS, it is estimated, will have a revenue of \$10,000,000 for the current year, or about \$2,000,000 more than its 1930 gross. Although CBS did not officially announce its income for 1930, it was estimated at \$8,000,000.

"During September, NBC had an income of \$1,950,000. For the same month last year, it grossed \$1,600,000.

"NBC's Artists' Bureau, for the three months from July until the end of September, did \$2,475,000 in bookings. In the corresponding period last year, the bureau did a gross of \$1,692,000.

"Whether or not NBC will show a profit for the first time isn't determined, but held likely."

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#### STATION WCCO PURCHASED BY COLUMBIA

James F. Bell, President of General Mills, Inc., announced last week that the Columbia Broadcasting System, Inc., has purchased all of General Mills, Inc., holdings of the capital stock of Northwestern Broadcasting, Inc., owning and operating Station WCCO, Minneapolis. This purchase gives the Columbia Broadcasting System complete ownership of the station.

Bell further announced that the sale to Columbia had been made because of the development of radio broadcasting during the past few years into a highly specialized business. Officials of General Mills, Inc., express themselves as convinced that for the future service best can be rendered by an organization devoted primarily to radio broadcasting.

Henry A. Bellows, Vice-President of Columbia, will remain as President of the operating company.

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#### MEXICO O.K.'S BRINKLEY STATION

The Department of Communications of Mexico decided Tuesday that the broadcasting station at Villa Acuna used by J. R. Brinkley, debarred from practicing medicine in Kansas, belonged to a group composed entirely of Mexicans, and that its erection was strictly in compliance with the law.

It denied that the concession had been granted to Mr. Brinkley, although it said the station was being used "almost totally for the dissemination of propaganda by this man."

The Department pointed out that a Mexican law forbade the use of radio broadcasts for "propaganda" and added that it was up to the Department of Health to act in such a matter.

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## COURT DECIDES RE BROADCASTING MUSICAL SHOW NUMBERS

Judge John E. McGeehan, of the Supreme Court of the City of New York, before whom an action instituted by George White, producer of George White's "Scandals of 1931", against the National Broadcasting Co., Inc., the Columbia Broadcasting System, Inc., and the Bamberger Broadcasting Service, has just handed down a decision of importance to the radio industry.

Mr. White sued for an injunction to restrain the three broadcasters mentioned from broadcasting, by special permission of the copyright owner, numbers from his show. He contended that he had a common law right in the property and that neither the copyright owner nor the American Society had any right to grant permission to broadcast the numbers.

"This action was defended by counsel employed by the American Society as we felt it our duty to warrant our license", J. C. Rosenthal, of New York, General Manager of the American Society of Composers, declared. "The defences interposed were several, namely, first - that White had no property interest whatsoever for the reason that the numbers were copyrighted by the firm of DeSylva, Brown & Henderson, Inc., and therefore the court had no jurisdiction to pass upon any common law claim of Mr. White. Second, the writers of the music, Lew Brown and Ray Henderson, and the publisher DeSylva, Brown and Henderson, Inc., are members of this Society and by virtue of their written agreements, the American Society is vested with the right to control the broadcasting of the separate numbers of the musical show in question."

The trial lasted all day and at its conclusion the Judge announced his decision in favor of the defendants, holding that Mr. White had no equitable interest whatsoever in the broadcasting of the numbers which were the basis of the suit.

This decision is important in that it is the first time the question has been raised in any court as to the rights of the Society with relation to musical compositions which form part of a musical comedy production.

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## SEEKS OPPORTUNITY TO BUILD UP A STATION

Radio station manager-salesman, with splendid record for results, is seeking a position where he can build up a station not enjoying a healthy profit; asks only nominal drawing account and commission or bonus when successful. Past connections A-1, with best of references as to character, and ability.

For interview, address c/o Robert D. Heintz, Heintz News Service, 405 Insurance Building, Washington, D. C.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 26 - Schuykill Broadcasting Corp., Hazleton, Pa., C. P. amended as to applicant and to request daytime instead of limited time on 590 kc.; WJMS, Marius Johnson, d/b as Johnson Music Store, Ironwood, Mich., modification of C.P. amended to request extension of completion date for 2 weeks; WJAS, Pittsburgh Radio Supply House, Pittsburgh, Pa., C. P. to install new transmitter and change frequency from 1290 kc., to 920 kc.; also modification of license to change frequency from 1290 kc. to 920 kc.; WKAR, Michigan State College, East Lansing, Mich., license to cover C.P. granted 6/20/31 for change in equipment; WRBL, WRBL Radio Station, Inc., Columbus, Ga., C. P. to make changes in equipment; KSCJ, Perkins Brothers Co. (The Sioux City Journal), Sioux City, Iowa, license to cover C.P. granted 4/24/31 for change in equipment only; KFXD, Frank E. Hurt, Nampa, Idaho, modification of C.P. to extend commencement and completion dates; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C.P. to move transmitter and studio locally.

Oct. 27 - WORC-WEPS, Alfred Frank Kliendienst, Worcester, Mass., license to cover C.P. granted 9/1/31, for new equipment; also requests authority to determine license power by direct measurement of antenna input; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., modification of license to change from daytime hours to unlimited; WFDV, Rome Broadcasting Corp., Rome, Ga., modification of license to change frequency and time from 1310 kc., daytime to 1500 kc., unlimited; WRBJ, Hattiesburg Broadcasting Co., Hattiesburg, Miss., J. H. Harbour requests authority to assign his interest in the C.P. granted 9/22/31 to the other three partners.

Also, KWK, Greater St. Louis Broadcasting Corp., St. Louis, Mo., modification of license to change name of licensee to Thomas Patrick, Inc.; S. A. Lutgen, Wayne, Nebr., C.P. resubmitted amended to request 100 watts instead of 250 watts on 1310 kc.; WHBU, CitizensBank, Anderson, Ind., voluntary assignment of license to Anderson Broadcasting Corp.

### Applications, Other Than Broadcasting

October 26 - WPDZ, Police Department, City of Fort Wayne, Ind., license to cover C.P. for 2470 kc., 100 watts, police service; WPEC, Police Department, Memphis, Tenn., modification of license for increase in power to 200 watts, 2470 kc., police service; Radio Vision Co., Pittsburgh, Pa., new C.P. for 2850-2950 kc., 50 watts, visual broadcasting; Police Department, City of Wichita, Kansas, new C.P. for no specific frequency, 150 watts, police service; Harvard University, School of Geography, Cambridge, Mass., new C.P. for 350 watts, night - 17143, 16375, 15050, 9000, 5900 kc., Day - 9000, 8200, 6700, 5900 kc., point-to-point service; KGPD, City and County of San Francisco, San Francisco, Calif., modification of license for change in frequency to 2470, 1558 kc., 400 watts, police and fire service; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., modification of C.P. for extension of time to commence 60 days after 2/24/31 and complete construction 1/23/32.

Also, Press Wireless, Inc.: W9XP, Elgin, Ill., modification of C.P. for change in location and extension of completion date to June 30, 1932, General experimental service; WJM, Washington, D. C., modification of C.P. for extension of time to 6/30/32, point-to-point; Radiomarine Corp. of America: WNY, New York, N. Y. modification of license for authority to operate station by remote control, marine relay service; also, modification of license for authority to operate station by remote control, coastal service; Permil N. Nelson, Galesburg, Ill., new C.P. for 278 kc., 15 watts, aeronautical service; W10XAQ, Westinghouse Electric & Manufacturing Co., Airplane NC-1771, modification of license for additional frequencies of 1604, 4795, 8650, 17300, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000 to 400000, 401000 and above; WGAR, The WGAR Broadcasting Co., Cuyahoga Heights, Village, Ohio, new C.P. for 43000-46000, 48500-50300, 60000-80000 kc., 200 watts, visual broadcasting.

October 27 - KSR, Sebastian Stuart Fish Co., Tye, Alaska, renewal of coastal and point-to-point license for 262, 274, 500, 2428, 425, 2428 kc., 200 & 50 watts; KSW, Berkeley Police Department, Berkeley, Calif., modification of C. P. for extension of completion date to 12/15/31; W8XAR, Westinghouse Electric & Manufacturing Co., 1.2 miles s. of Saxonburg, Pa., renewal of special experimental license for 980 kc., 50 to 400 KW; W10XAZ, Airplane & Marine Direction Finder Corp., on Vessel "Navigator", renewal of special experimental license for 516 kc., 2 watts; KHICX, Southern Radio Corporation, NC-2V, renewal of aircraft license for 333, 414, 500, 3106, 2662, 3070, 5690, 8650 kc., 12 watts.

Also, KGWW, Fox Film Corporation, Beverly Hills, Calif., renewal of license for 1552, 1556, 1554 kc., 250 watts, motion picture service; Aeronautical Radio, Inc.: KNAV, Oklahoma City, Okla., license covering C.P. for 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 400 watts, aeronautical service; same for KNAU, Tulsa, Okla.; at Ponca City, Okla., new C. P. for 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 50 watts, aeronautical service; Chicago Federation of Labor, Portable, initial location, Chicago, Ill., renewal of special experimental license for 1564, 2368 kc., 7.5 watts; W8XA, Radiomarine Corp. of America, Suffield, Ohio, renewal of special experimental license for 3076, 3106, 3178, 5525, 5540, 5660 kc., 50 watts.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

### Applications Granted

Oct. 27 - WELL, Enquirer-News Co., Battle Creek, Mich., C. P. to move transmitter and studio locally, install new equipment and increase power to 100 watts; WGBS, General Broadcasting System, Inc., New York City, consent to voluntary assignment of license and C.P. to American Radio News Corp.; WRBQ, J. Pat Scully, Greenville, Miss., permission to reduce power to 50 watts while procuring another power supply, the original one having been destroyed by fire;

Also, W3XP, Bell Telephone Laboratories, Inc., Whippany, N. J., modification of license to increase power from 1 KW to 50 KW, from October 26th to Oct. 29, 1931; The Journal Co. (The Milwaukee Journal), Portable, Milwaukee, Wis., C. P. for special experimental purposes; W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Miss., renewal of special experimental license.

#### Renewal Of Licenses

The following stations were granted regular renewals of broadcasting station licenses:

WCOA, Pensacola, Fla.; WSMB, New Orleans, La.; WTFI, Athens Ga., KFPY, Spokane, Wash., KSO, Clarinda, Iowa, and WHOM, Jersey City, N. J.

#### Temporary Licenses

WBMS, WBMS Broadcasting Corp., Hackensack, N. J., temporary license pending result of investigation now being conducted with regard to operating without a licensed operator, and insufficient funds; WT&Q, Gillette Rubber Co., Eau Claire, Wis., temporary license pending action of the Commission after hearing on licensee's pending application for renewal of license; KSCJ, Perkins Bros. Co. (The Sioux City Journal), Sioux City, Iowa, temporary license pending action of the Commission after hearing on licensee's pending application for renewal of license; KGEF, Trinity Methodist Church, South, Rev. Bob Shuler, Los Angeles, Cal., 30 day license, from November 1st, pending decision of the Commission on Examiner's report as result of hearing; KLRA, Arkansas Broadcasting Co., Little Rock, Ark., and KUOA, University of Arkansas, Fayetteville, Ark., temporary license pending action of the Commission after hearing on licensee's pending applications for renewals of licenses.

#### Application Reconsidered And Granted

WAWZ, Pillar of Fire, Zarepaath, N. J., the Commission reconsidered its action of August 14th, designating licensee's application for hearing, and granted renewal of license for regular period.

#### Miscellaneous

KOB, New Mexico College of Agr. and Mechanical Arts, State College, New Mexico, granted authority to move to Albuquerque, subject to selection of satisfactory location and satisfactory improvements to equipment; KMCS, Dalton's, Inc., Inglewood, Cal., hearing date continued for 30 days from November 4th; KFAB, KFAB Broadcasting Co., Lincoln, Neb., application for renewal of license, heretofore set for hearing, dismissed from docket.

Set For Hearing

WPCH, Eastern Broadcasters, Inc., New York City, request modification of license to change frequency from 810 to 570 kc., and hours of operation from daytime to sharing with WMCA (facilities of WNYC); KFJZ, Estate of H. C. Meacham, Deceased, Ft. Worth, Texas, renewal of license set for hearing because facilities of station have been applied for; WJR, The Goodwill Station, Pontiac, Mich., requests C.P. for visual broadcasting.

Ship License Revoked

KOML, SS "Herman F. Whiton", license revoked because licensee of station appears to have wilfully disregarded rules and regulations of the Commission.

Application Denied

Wm. O. Ansley, Jr., Abilene, Texas, denied application to extend time for the filing of exceptions to Examiner's Report No. 259; also denied permission to intervene in the matter of the hearing on the renewal application of Station KFYO, Abilene, Texas.

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## PATENTS AND TRADE-MARKS

The following patents were granted during the week ending October 27, 1931:

- 1,828,831. Method And Apparatus For Broadcasting And Receiving Radio Signals. Henry C. De Vore, Monongahela, Pa., assignor to Henry B. De Vore, Wilmington, Del. Filed August 24, 1926.
- 1,828,852. Tube Transmitter Keying Method. Erich Tod, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie m.B.H., Berlin, Germany. Filed July 11, 1925, and in Germany July 25, 1924.
- 1,828,867. Scanning Device. Charles Francis Jenkins, Washington, D. C., assignor to Jenkins Laboratories, Washington, D.C. Filed May 2, 1929.
- 1,828,875. Electrooptical Translation System. Charles H. W. Nason, New York, N. Y., assignor to Jenkins Television Corp., Jersey City, N. J. Filed February 10, 1930.
- 1,828,884. Wire Bending Machine. Victor J. Verpent, Jersey City, N. J., assignor to DeForest Radio Telephone & Telegraph Co., Jersey City, N. J. Filed April 30, 1924.
- 1,828,901. Multiple Radio Control. Alfred J. Macy, Evanston, Ill., assignor, by direct and mesne assignments, of nineteen sixtieths to Baritone Radio Corporation, Chicago, Ill. Filed March 14, 1929.
- 1,828,910. Aerial Eliminator. John W. Speaker and Anton Selsemeyer, Whitefish Bay, Wis. Filed January 25, 1930.
- 1,828,920. Radio Transmission System. William Ellison Branch, Fort Worth, Texas. Filed January 3, 1930.
- 1,828,940. System For Correcting Sound Records. Roy J. Pomeroy, Hollywood, Calif. Filed May 22, 1928.
- 1,828,941. System for Correcting Sound Records. Roy J. Pomeroy, Los Angeles, Calif. Filed May 22, 1928. Renewed March 13, 1931.
- 1,828,942. Production Of Corrected Sound Records. Roy J. Pomeroy, Los Angeles, Calif. Filed May 22, 1928. Renewed September 5, 1931.
- 1,829,007. Radio Speaker. Arthur Atwater Kent, Ardmore, and Russell T. Kingsford, Wyncote, Pa., said Kingsford assignor to said Arthur Atwater Kent. Filed January 31, 1928.

- 1,829,013. Means And Method For Controlling Or Preventing Oscillations In Vacuum Tube Circuits. Boyd Phelps, Grasmere, Staten Island, N. Y., assignor, by mesne assignments, to R. E. Thompson Manufacturing Co. Filed October 13, 1924.
- 1,829,015. Electric Condenser. Martin Hoelzer Reiher, Glenside, Pa., assignor to Atwater Kent Manufacturing Co., Philadelphia, Pa. Filed October 18, 1929.
- 1,829,019. Photo-Electric Tube. Gilbert T. Schmidling, Chicago, Ill., assignor to Alva J. Carter, Chicago, Ill. Filed July 26, 1929.
- 1,829,058. High Frequency Transformer. Jackson H. Pressley, Marion, Ind., assignor to Hazeltine Corporation, Jersey City, N. J. Filed August 3, 1929.
- 1,829,099. Electro-Acoustic Musical Instrument. Jorg Mager, Berlin-Neukolln, Germany. Filed March 21, 1928, and in Germany October 29, 1925.
- 1,829,109. Electric Circuit Coupling Device. Georges Edouard Armand Pohn, London, England. Filed February 2, 1928, and in Great Britain Feb. 2, 1927.
- 1,829,121. Sound Recording Apparatus. Elliott R. Vinson, Cottage Grove, Oreg. Filed June 15, 1929.
- 1,829,131. Radio Receiving System. Locke Etheridge, Louisville, Ky. assignor of one-half to Joseph M. Rogers, Louisville, Ky. Filed July 17, 1929.
- 1,829,175. Radio Receiving Set. Peter William Willans, Pattishall, Towcester, and Frederick John Henry Charman, Bedford, England. Filed February 2, 1928, and in Great Britain July 21, 1927.
- 1,829,203. Carbon Grain Microphone. Roelof Vermeulen, Eindhoven, Netherlands, assignor to Radio Corporation of America. Filed March 5, 1930, and in the Netherlands May 3, 1929.
- 1,829,204. Interference Elimination. Georg von Arco, Berlin, Germany assignor to Gesellschaft fur Drahtlose Telegraphie m.b.H. Berlin, Germany. Filed July 28, 1925, and in Germany August 29, 1924.
- 1,829,219. Portable Radio Apparatus. William M. Heina, Long Island City, N. Y., assignor, by mesne assignments, to Transitone Automobile Radio Corporation, Philadelphia, Pa. Filed January 15, 1929.
- 1,829,225. Compensating Device and Method of Compensating. Walter Louis Krahl, Montclair, N. J., assignor to Arcturus Radio Tube Company, Newark, N. J. Filed December 30, 1927.

- 1,829,226. Power Conversion Means For Radio Apparatus. Walter Louis Krahl, Montclair, N. J., assignor to Arcturus Radio Tube Co., Newark, N. J. Filed March 10, 1928.
- 1,829,234. Piezo-Electric Crystal Transformer. Alexander McLean Nicolson, New York, N. Y., assignor to Communication Patents, Inc., New York, N. Y. Filed January 25, 1927.
- 1,829,237. Heater Element and Method of Making It. Samuel Ruben, New York, N. Y., assignor to Ruben Tube Company. Filed October 11, 1928.
- 1,829,273. Neutralizing System For Radio Transmitters. Louis A. Gebhard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed December 22, 1928.
- 1,829,336. Anticapacity Switch. Chance E. Bohner, East Orange, and Arthur M. Trogner, Maplewood, N. J., assignors to Wired Radio, Inc., New York, N. Y. Filed February 21, 1930
- 1,829,355. Acoustic Diaphragm. Vernon T. Houghton, Bronxville, N. Y., assignor to Lektophone Corporation, Jersey City, N. Y. Filed July 29, 1930.
- 1,829,419. Frequency Multiplication. Mendel Osnos, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie, M.B.H. Berlin, Germany. Filed September 21, 1926, and in Germany October 20, 1925.
- 1,829,420. Synchronization of Facsimile Telegraph Apparatus. Richard Howland Ranger, Newark, N. J., assignor to Radio Corporation of America. Filed August 19, 1925.
- 1,829,423. Filament Support, Lee Sutherlin, East Pittsburgh, Pa., to Westinghouse Electric & Manufacturing Co. Filed June 2, 1924.
- 1,829,448. Tube Testing Device. Paul F. Jackson, Dayton, Ohio. Assignor to The Radio Products Company, Dayton, Ohio. Filed December 15, 1930.
- 1,829,460. Hot Cathode Electron Discharge Tube. Lee Sutherlin, East Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed August 14, 1926.
- 1,829,465. Radio System. Lester J. Wolf, South Bend, Ind., assignor to Westinghouse Electric & Manufacturing Co. Filed November 23, 1927.
- 1,829,523. Means For Preventing Interference. Fred H. Kroger, Ridgewood, N. J., assignor to Radio Corporation of America. Filed January 18, 1929.
- 1,829,706. Damping Control. Newsome Henry Clough, Hanwell, London, England, assignor to Radio Corporation of America. Filed July 24, 1926, and in Great Britain July 31, 1925.

Trade-Mark Applicants

- Ser. No. 317,253. Illinois Zinc Company, Chicago, Ill. Filed July 23, 1931. Trade-Mark: "ERAYDO" in diamond-shaped black outline, for radio shields for condensers and radio apparatus, incandescent lamps and electron tubes and bases and sockets therefor, bases for radio receiving sets, condenser coils, containers for electrolytic condensers, terminals, conductor wire, partition plates for shielding, control switch boxes, and condenser blades. Claims use since Dec. 12, 1929.
- Ser. No. 318,946. Gilby Wire Company, Newark, N. J. Filed September 11, 1931. "HI-LO". For Radio Filament Wires. Claims use since July 14, 1931.
- Ser. No. 319,080. RCA Victor Company, Inc., Camden, N. J. Filed September 15, 1931. "TERMINET" for line terminating units, resistor units, resistor-capacitance terminating units. Claims use since April, 1931.

Trade-Mark Registrations Granted

- 288,310. Talking Machines, Electrically Operated Talking Machines, Automatic Record Shifting Devices, Etc. Stromberg-Carlson Telephone ~~XXXXXXXXXXXX~~ Manufacturing Co., Rochester, N. Y. Filed May 15, 1931. Published August 4, 1931.
- 288,455. Radio Receiving Sets and Parts Thereof And Accessories Thereto - Namely, Loud Speakers, Vacuum Tubes, Switches, and Aerial and Ground Apparatus. Dwarf Radio Manufacturing Co., Ltd., Los Angeles, Calif. Filed April 20, 1931. Published August 4, 1931.

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