


HEINL RADIO BUSINESS LETTER

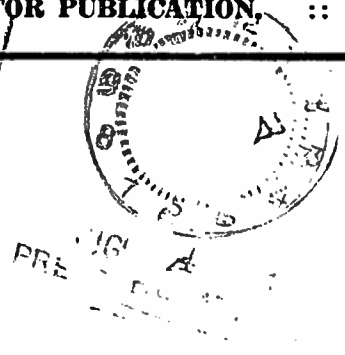
INSURANCE BUILDING

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION, :: ::



JOHN W. ELWOOD
AUG 6 1931



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No. 457

COLUMBIA COMPLETES COSTLY ADVERTISING SURVEY

One of the most elaborate compilations ever to find its way into the hands of advertisers and advertising agency representatives is "The Second Study of Radio Network Popularity Conducted and Audited by Price, Waterhouse and Company, Certified Public Accountants, June, 1931, for the Columbia Broadcasting System." Beautifully printed on heavy white vellum, the book is bound in white, with gold and black lettering.

Comment on the handsome presentation is only secondary, however, to the fact that this is said to be the most comprehensive statistical study of network broadcasting to date. Last October, Price, Waterhouse & Co., made the first survey of this kind, but this second job outstrips the first in heft, scope and significance.

The survey was carried out in the following manner:

A mailing company was selected to handle the addressing and mailing of questionnaires to the 70 cities on the Columbia network of radio stations. Telephone directories were used for securing addresses in these cities and double Government postcards were addressed to a total of 228,000 names taken from them. A further mailing of 172,000 double Government postcards was made, by the same method, to smaller cities and towns at varying distances from these cities wherever telephone directories were available.

The minimum number of cards mailed to any city was 500. The maximum was 30,000. The number of cards sent to each city varied according to population.

The cards requesting the information asked two questions:

1. What radio station do you listen to most? Its call letters are
2. What other station or stations do you listen to regularly?

The cards were keyed so as to identify the replies as genuine. The cards carried a return address to the Radio Research Bureau, P. O. Box 122, Wall Street Station, New York City, and no other identifying names.

The tabulation covered the returns during a period of ten days for each city commencing with the day the first returns from each city were received. The results of this tabulation are as follows:

	Cards Mailed to 70 Cities on Network	Cards Mailed to Smaller Cities & Towns
Total purchased	228,000	172,000
Deduct - Spoiled in multi-graphing and addressing	<u>679</u>	<u>403</u>
Total number mailed	227,321	171,597
Deduct - Number returned by Post Office indicating that they could not be delivered through change of address, etc.	<u>8,370</u>	<u>2,677</u>
Balance	218,951	168,920

The number received by us during the ten-day period beginning with the date returns were first received from each city

35,741	29,325
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In tabulating the replies to question 1, "What radio station do you listen to most? Its call letters are.....", we accepted only a direct answer. In cases where two or more stations were indicated as being the preference, we rejected these replies. Stations so mentioned were, however, including in tabulating the replies to question 2, viz., "What other station or stations do you listen to regularly?"

In a summary of the habitual listener strength of the three major networks, the figures are:

	<u>10 Largest Cities in U. S.</u>	<u>21 "Basic" CBS Cities</u>	<u>69 Cities on Entire Network</u>
<u>Columbia:</u>	78.4%	78.6%	78.9%
<u>Red (NBC)</u>	71.7%	72.1%	74.0%
<u>Blue (NBC)</u>	77.7%	72.5%	76.4%

"Winning New York - A sweeping victory over the veteran network - a Tie for first place with the blue" is the way the result of the New York City survey is heralded. During the period of the survey WABC was using 5,000 watts power.

Characterizing New York as "the test-tube of radio networks", the compilation declares that it is the only city in which station popularity is literally network popularity. Because it is the only city in which each of the three networks operates its own key station, controls all of the time of that station, and originates all of the programs for that station.

There is not enough space in this letter to give the comparative figures in all the cities covered.

The table of contents follows:

- Section 1. Circularization Audit
 - Table of Mailings and Returns
 - 400,000 Postcard Questionnaires
 - New Scope and Objectives of Second Survey.
- Section 2. Ranking of Columbia Network vs. Red Network
 - Ranking of Columbia Network vs. Blue Network
 - Direct Comparison of Networks in Cities Where Two or More Networks Operate Stations in Direct Local Competition
- Section 3. Relative Ranking of Networks in Size of Habitual Audience
 - Percentage Table of Actual Votes Received by 451 Stations in 69 Cities.
- Section 4. Winning New York to Columbia
 - 12 Other Major Gains in Columbia's Audience
- Section 5. Extension of Survey to "Listening Areas"
 - Percentage Table of Votes Received by 511 Stations in 69 Listening Areas
 - A Statistical Summary of the Columbia Audience
 - Statistical Notes.
- Section 6. Critical Analysis of Methodology.

In a foreword, Price, Waterhouse & Company give credit to John Benson, President, American Association of Advertising Agencies; Roy S. Durstine, Vice-President-General Manager, Batten, Barton, Durstine & Osborn, Inc., John U. Reber, Vice-President, J. Walter Thompson Co., Inc.; Charles F. Gannon, Director of Radio, Erwin, Wasey & Co., Inc.; Lloyd Maxwell, President, Williams & Cunnyngham, Inc.; Leonard T. Bush, in charge of Media, The Blackman Co.

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BOSTON STATION ORDERED OFF THE AIR

An outlaw amateur radio station has been ordered off the air by Federal officials at Boston, and its operator, Richard F. Fietz, has been fined \$2,000 and sentenced to three years in the penitentiary. He was placed on probation, however, in place of the prison sentence.

The operator of the station, which was located at Revere, Mass., a suburb of Boston, pleaded guilty to violating the Radio Act by operating an unlicensed station.

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NEARLY 100,000 RCA STOCKHOLDERS

Stockholders of the Radio Corporation of America are now reaching in number toward the 100,000 mark; having increased from a total of 25,000 since 1928.

The number of RCA stockholders is now approximately 93,000. On June 30, 1931, there were 74,824 holders of the new Common stock, an increase from 50,160 in April, 1930. In April, 1928, there were 11,976 common stock holders. In addition to the holders of the new Common stock, there still remain outstanding some shares of the original Common and of the A Common which have never been exchanged, giving a total of approximately 77,000 Common stock holders.

On June 30, 1931, there were approximately 10,000 owners of A Preferred stock and approximately 6,000 owners of B Preferred stock. This makes the total number of RCA shareholders approximately 93,000. RCA has stockholders in every State and territory of the nation.

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RECOMMENDS DENIAL OF FORD LICENSES

Licenses of the aeronautical radio station and the two airway radio beacon stations of the Ford Motor Company should not be renewed because their purpose is "primarily private", Examiner Ralph L. Walker has reported to the Federal Radio Commission.

The Examiner calls attention to the cooperative plan of providing radio facilities to aeronautical services and cites the scarcity of frequencies in his argument against the awards. The stations are WCQ, of Lansing, Mich., and WQDW and WFO, of Dearborn, Mich., the latter being beacon transmitters.

The report is subject to the action of the Radio Commission, now in recess, but it is expected that it will be approved because of the known policy against granting facilities to private interests.

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PALEY RETURNS FROM EUROPE

William S. Paley, President of Columbia, is due back in New York after an extended continental trip studying radio conditions abroad. Mr. Paley was accompanied by one of his associates, Mr. Lowman, who is in charge of Columbia's broadcasting facilities.

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SCHUETTE JOINS INDUSTRIAL COUNSELORS BOARD

The following has been issued by the Board of Industrial Counselors:

"Announcement has been made in New York that Oswald F. Schuette, Executive Secretary of the Radio Protective Association, has become an Associate of the Board of Industrial Counselors, Inc., with offices at 21 East 40th Street, New York City.

"Mr. Schuette is well known to the radio industry as the head of the organization of independent manufacturers whose four year fight against the combination of the Radio Corporation of America, the General Electric Company, the Westinghouse Manufacturing Company and the American Telephone and Telegraph Company has culminated in the agreement of those companies to make their contracts conform to the Government's objections and to aid in the creation of an open patent pool for the benefit of the industry.

"The other members of the Board of Industrial Counselors, Inc., are Harry W. Alexander, Herman S. Rosenbaum, Joseph Stagg Lawrence, William Biel and Harry E. Stocker. Mr. Schuette's participation in the Board will deal with the field of Public and Governmental relations. The new organization serves as consultant in management, production, merchandising and transportation, and furnishes research and economic surveys for corporations, banks and mercantile institutions. Mr. Schuette will retain his offices at 134 South LaSalle Street, Chicago, and the National Press Building, Washington, D. C., and will make his New York headquarters in the offices of the Board."

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RADIO COUNT IN MISSOURI AND WASHINGTON STATE

The Census Bureau announces that out of 941,821 families in Missouri, 37.4 per cent, or 352,252, had radio receiving sets in 1930.

The radio industry and the Department of Commerce estimated that there were 433,000 in Missouri.

Washington State fell far short of expectations of the radio industry and the Department of Commerce in its number of families equipped with radio receivers.

The Census Bureau has just announced that 180,229, or 42.3 per cent of its 426,019 families in 1930 possessed radio sets. The trade estimate was 351,000.

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HOTEL RADIO IS FOR PROFIT, COURT RULES

Hotels which make available to their guests in public and private rooms, by means of a central receiving set, broadcasts of copyrighted musical compositions perform such compositions in public and for profit, within the meaning of the Copyright Act, the United States Circuit Court of Appeals for the Eighth Circuit at St. Louis has just determined.

This ruling was made in the cases of Buck, etc., v. Jewell-LaSalle Realty Co., in which the Supreme Court of the United States, by a decision handed down on April 13, held that the transmission of broadcasts of copyrighted musical compositions by hotels to their guests constituted a "performance" of such compositions within the meaning of the Copyright Act.

The Supreme Court, in answering a question which had been certified to it by the Circuit Court of Appeals in these cases, did not pass upon the question of whether such hotels "perform for profit", the cases as presented to the Supreme Court not calling for a determination of this issue.

Guided by the ruling of the Supreme Court, the Eighth Circuit Court of Appeals has now determined, however, that such performances are public performances and for profit. The lower court, therefore, held that the defendant company, owner and operator of the LaSalle Hotel in Kansas City, Mo., could be liable for infringing the copyright of a musical composition broadcast from a radio broadcasting station and transmitter to the hotel's guests by means of a central receiving set and loud speakers.

"It having been thus determined", the opinion of Judge Booth states, referring to the decision of the Supreme Court answering the certified question, "that the specified acts of the hotel proprietor constituted a performance, we are of the opinion that the record discloses that the performance was a public one and was for profit. The words 'public performance for profit' have received a liberal interpretation."

The decree of the trial court dismissing the bill for copyright infringement as to the Jewell-LaSalle Realty Company was reversed by the Circuit Court of Appeals and the cause remanded for further proceedings consistent with its opinion and that of the Supreme Court.

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WHBY APPLICATION REPORTED UNFAVORABLY

Denial of the application of Station WHBY, West De Pere, Wis., for a change in frequency from 1200 to 950 kilocycles and an increase in power from 100 to 500 watts night and 1,000 watts during the day was recommended to the Radio Commission this week by Examiner R. H. Hyde.

The applicant sought a reduction of power for KMBC, of Kansas City, Mo., from 1,000 to 600 watts to permit the change. While the shift would better equalize the quotas of Missouri and Wisconsin, the Examiner contended that it would add 0.2 units to the quota of the Fourth Zone, which has now more than its share of facilities.

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NEW CHAIN REPORTED FORMING IN WEST

The North American Broadcasting Company, organized at Los Angeles by Guy Earl, is reported to be taking over a number of stations formerly in the United Broadcasting System and the American Broadcasting Company.

The chain is said to have a tentative lineup of 12 stations, but it will not go on the air until September 1st. Louis Davis, who financed the United System, and Naylor Rogers, manager of KNX, are associated with Earl. Programs will be handled out of KNX.

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: BUSINESS LETTER BRIEFS :
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A. J. Carter, President of the Carter Radio Company, of Chicago, has been named Chairman of the Radio Industry Committee for the International Exposition in Chicago in 1933.

The International Bureau of the Telegraph Union, Radiotelegraph Service, Berne, Switzerland, proposes to issue during next December, a new edition (third) of the list of aircraft stations and a new edition (third) of the list of broadcasting stations.

Examiner R. H. Hyde has reported favorably on the application of the Central Nebraska Broadcasting Corporation to move its Station KGFV from Ravenna to Kearney, a distance of 25 miles.

Judge E. O. Sykes is the only member of the Federal Radio Commission at present in Washington. Although all heat records seem to have been broken, the Judge, who hails from Mississippi, appears to be enjoying its torrid season.

Unique is the Memorial Wreath Fund, now reaching substantial proportions, at Station KFUV, of the Evangelical Lutheran Church, located at Concordia Theological Seminary, in St. Louis.

"A memorial wreath is a donation of money, instead of flowers", Rev. Herman Hohenstein, director of the station explains, "in memory of a deceased relative or friend, as a gift for the Church. We hope to purchase a studio organ out of the KFUV Memorial-Wreath Fund at some future time."

A paper prepared by the Bureau of Standards with the title, "Bibliography on Radio Wave Phenomena and Measurement of Radio Field Intensity" was published in the June, 1931, issue of the Proceedings of the Institute of Radio Engineers. This bibliography contains a fairly complete list of articles which have appeared in this field. The bibliography also contains an author index. The references are classified as follows: Radiation; radio-wave phenomena; fading; daily variations; seasonal variations; direction variations; meteorological, geophysical, and cosmical effects; eclipses; reflection, refraction, diffraction, absorption, polarization; Kennelly-Heaviside layer; wave-front angle; transmis-

sion formulas; atmospheric disturbances; strays; directional properties; intensity (field intensity, signal intensity, noise, etc.). A copy of this bibliography may be obtained from the Institute of Radio Engineers, 33 West 39th Street, New York, N. Y.

Emphatic denial that interest in dance music throughout the country is on the decline is offered to refute an article captioned "Dance Music Decreasing On Radio" in a statement issued by Jules C. Stein, President of the Music Corporation of America.

Complete analysis of the situation gained through newspaper comments, questionnaires to managers throughout the country, and the current records of MCA are the basis for the refutation which also discloses the present popularity of dance band organizations on the radio, at ballrooms, night clubs, hotels and theatres throughout the nation.

The New York Telephone Company, although it now provides lines for radio and other communication systems, objected to being placed in "the wire vending business", at a hearing Saturday before the New York Public Service Commission on a complaint that the company had refused service to Wired Music, an organization planning the transmission of uninterrupted vocal and instrumental entertainment, according to the New York Times.

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NEW RCA CHINA-AMERICAN LINK OPENED

A new and important link was forged in America's world wide radio communications facilities last Saturday when the latest circuit of R.C.A. Communications, Inc., connecting San Francisco directly with Mukden, China, was officially opened for traffic. This is the second direct radio circuit to China to be placed in operation by RCA during the past few months, the first being between San Francisco and Shanghai.

Marshall Chang Hsueh Liang, Vice Commander in Chief of the Northern Administration of the Mukden Government, transmitted the first official message which was addressed to Secretary of State Henry L. Stimson. Acting Secretary of State W. R. Castle replied.

Other messages were exchanged between K. M. Chu, director North Eastern Telegraph and Radio Administration, and the Radio Corporation of America. David Sarnoff, President of the Radio Corporation of America, acknowledged this greeting.

W. A. Winterbottom, Vice-President and General Manager of R.C.A. Communications, Inc., commented as follows:

"China has been quick to appreciate the value of an adequate system of radio communications to maintain direct contact with the rest of the world and realizes that what radio has done for America, it can also do for that country. This new circuit with China represents to American industry the forty-fourth direct radio circuit to nearly as many different countries of the world now in operation."

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FESS BILL WOULD WRECK BROADCASTING, SAYS BAR REPORT

An emphatic stand against the allocation of broadcasting channels to private interests and a criticism of the Davis Equalization Amendment to the Radio Act are features of a report filed with the Federal Radio Commission today by the American Bar Association Standing Committee on Communications.

The Fess Bill, intended to set aside 15 per cent of all broadcasting facilities for educational purposes is an especial object of attack by the Committee. If enacted into law, the report states, it would wreck "the finest broadcasting system in the world."

The Committee expresses disapproval of suggestions to "reform" the United States broadcasting system or to change it from private enterprise to Government ownership as in Europe.

While admitting that "the commercial station has brought an attendant evil", in some advertising of too blatant a character, the Committee does not attempt to say whether a remedy should be sought in legislation or administration.

"It believes, however, that the remedy should be directed at the evil and not at the programs, which in themselves are not a source of complaint and are vastly superior to those found in any other country", the report states.

Discussing in some detail the Fess measure, the Committee says it might mean the abolishing of about 30 high power broadcasting stations, 240 local stations of 100 watts power or less, and about 50 regional stations of from 250 to 1,000 watts power.

"Strangely, the sponsors of the Fess Bill have no plan or program for putting the proposal into effect, for avoiding or mitigating the havoc it would cause, or for using the 13.5 channels so as to give a country-wide distribution for the material they wish to broadcast", says the Committee.

"Yet they seem willing that the finest broadcasting system in the world should be wrecked on the strength of plausible utterances which, if carefully studied, would be declared unsound by the Departments of Physics in every one of the educational institutions in behalf of which they profess to speak."

The Committee reiterates its former disapproval of the Davis Amendment. Four principal defects were cited: (1) compliance means either a waste in the larger zones and States or interference in the smaller areas; (2) it prevents actual equality of reception; (3) regulation should be on a national basis instead of according to State's rights; (4) it enables Congress to control the Radio Commission in a matter which is essentially one of administrative detail.

The report, which reviews the legal history of radio for the past year, says, among other things:

"It is becoming increasingly clear that (subject to final determination by the Supreme Court) the Commission may exercise a very effective, though indirect, form of censorship over the programs of broadcasting stations" despite the section in the Radio Act which prohibits censorship.

The report, which will be submitted to the American Bar Association at its convention in September, was prepared by Louis G. Caldwell, former General Counsel of the Radio Commission; Cassius E. Gates; William C. Green, Special Counsel of the Senate Committee on Interstate Commerce, and John C. Kendall.

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RADIO ONLY HALF GROWN, SAYS KLEIN

Speaking over the Columbia Broadcasting System Sunday night, Dr. Julius Klein, Assistant Secretary of Commerce, said in part:

"It is probable that, as an industry, radio has only half grown, and just at this time this possibility of its expansion should interest everyone concerned with the recovery of business - which means all of us. After each serious business depression of modern times, the opening and development of some particular new field of human occupation for human energy contributed markedly to the restoration of prosperity.

"After 1875, it was the rapid growth of our railway network which supplied employment and consuming power for speeding recovery. In the early Nineties came the expansion of the bicycle industry. After 1921, it was the improvement and cheapening of the automobile which helped take up the business slack. Today, clambering as we are up from the 1930-31 visitation of like unpleasantness, it would not be at all unlikely that the growth in new household electrical specialties such as radio may help materially to keep men and money busy during the next decade.

"I said we could label this industry as only half grown, and let me offer you some data to prove it. The Census Bureau is just finishing up the first national count of radio installations in the United States and on the basis of its calculations, it is estimated that approximately 10,000,000 homes, one-third of all those in the country, have been equipped for radio reception.

"Note that we have a long way to go before that far-off point of saturation is reached, though I grant that in walking down the streets these warm Summer evenings, you get the impression of a 100 per cent saturation of the ether waves; and are tempted to believe that every single house has not only its quota of one set but also a whole flock or litter or swarm or whatever it is that radio sets come in.

"Further, the radio sets are most irregularly distributed. Little Rhode Island has 57 per cent of its homes equipped, and in Connecticut almost 55 per cent of all houses are fitted out. Installations in Wisconsin are found in 51 per cent of all homes and Michigan houses are more than half supplied. In Iowa the percentage runs above 48, while the figure for South Dakota is 44 and for Nebraska 47. Then we look around to some of our other States, and discover that homes with radio service number as little as 5 or 6 per cent of the total.

"Strikingly, the distribution of these figures resembles that which was encountered during the early days of automobile manufacture, and we can look for industrial history to repeat itself. These gaps will be closed up, it is very certain, and with 20,000,000 homes still there is a potential market, to say nothing of replacements, extra sets, portables, etc., there still seems to be a broad market even without considering the enormous field abroad. In fact, I am told by trade experts that the industry will probably as a minimum have to double its operations during the next five years, for in this country a luxury pretty quickly takes a place among the near-necessities.

"There are a billion people within the range of broadcasting stations now established; on the basis of five listeners to every set, it would require 200,000,000 sets to provide facilities for all of them to "tune in" on the programs available. New stations are constantly being put up, as well. One short-wave transmitter of great power is working in Kenya, in what is commonly considered Darkest Africa, and soon even the jungle inhabitants will be in a position to receive lessons in bridge."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 29 - WBIG, North Carolina Broadcasting Co., Greensboro, N. C., license to cover C. P. granted 1/22/31 for new equipment and local move of transmitter; WKBS, Permil N. Nelson, Galesburg, Ill., modification of C. P. to extend the completion date from 8/15/31 to 11/15/31; KDB, Dwight Faulding, Santa Barbara, Calif., license to cover C. P. issued 4/24/31, for change in equipment only; KLX, The Tribune Publishing Co., Oakland, Calif., license to cover C. P. issued 5/15/31, for change in equipment only.

Applications, Other Than Broadcasting

July 29 - R.C.A. Communications, Inc.: W2XD, Tuckerton, N. J., and W2XT, Rocky Point, N. Y., renewal of experimental licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 10 KW and 80 KW respectively; W2XBL, Rocky Point, N. Y., renewal of experimental license for 60000 to 400000 and above 401000 kc., 1 watt; W2XBM, Rocky Point, N. Y., and W2XBP, Rocky Point, N. Y., renewal of experimental licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300, 23100, 25700 kc., 200 watts and 10 watts respectively; WSA, Radio-marine Corporation of America, New London, Conn., modification of license for change in hours of operation to 7 A.M. to 8 P.M. and 10 P.M. to 5 A.M., E.S.T., daily, coastal and marine relay service.

Also, W2XB, Mackay Radio & Telegraph Co., Sayville, N. Y., renewal of experimental license for 27100, 34600 kc., 5 KW; W2XCU, Wired Radio, Inc., Newark, N. J., renewal of experimental licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 20 KW; W3XT, American Telephone & Telegraph Co., Lawrenceville, N. J., renewal of special experimental license for 6755, 9170, 9750, 9870, 10550, 13390, 14470, 14590, 16270, 18340, 19220, 19820, 21060, 21420 kc., 500 w.

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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. 458

OPEN RADIO POOL HIT BY O. H. CALDWELL

Following are excerpts of an article written by O. H. Caldwell, former Radio Commissioner, for "Electronics", of which he is now editor:

"Proposal by the Department of Justice of an 'open patent pool' as the condition of withdrawing the Government's suit against the Radio Corporation of America and its associated companies, has created wide discussion in radio circles. Whatever the accession of the principal defendants to the proposal - from several independent quarters have come opinions that a patent pool of the kind proposed might turn out thoroughly unsatisfactory to the radio industry, and especially to the radio inventors to whom the art must look for its further advances.

"The fear among the independent radio manufacturers is that an 'open patent pool', administered under the supervision of the Federal Government, would have to admit as members all applicants for licenses, whatever their experience in radio. 'Every parts-maker, every ex-soap-manufacturer, who has had a hungry eye on radio in the past, would come rushing to the Federal Radio Patent Pool to get a license to go into the radio business', declared one commentator, 'and since the Government can make no distinctions, we would have a whole crop of new manufacturers in the radio business, adding to all our present troubles of over-production.'

"It is known, for instance, that with only 35 companies now holding RCA licenses (and some out of business), there are at present applications of 55 other 'intending manufacturers' before the present custodians of the RCA group patents. And it is declared that a dozen times as many 'intending manufacturers' might be expected to demand licenses of a government board or 'open patent pool' administration.

"In Radio Manufacturers' Association circles, confidentially expressed opinion was to the effect that while a pool is most desirable, it would be better to abandon the 'open' pool idea, and adhere to a private pool of RMA members. Such a pool would keep radio in the industry's hands, without admitting a horde of new radio-set builders.

"But it is the radio inventors who have expressed chief concern at the recent proposals to pool all radio patents. Under such circumstances, they fear, the inventor would have only one prospective customer, the pool, to which to sell his brain-child. There might be little incentive to the inventor to produce, if no competitive bidding were offered by which to fix a price for his patent. And there would be no incentive for any single manufacturer member of the patent pool to tender a handsome check to the inventor, if the patent thus purchased immediately or shortly became available to all competitors in the radio business.

"Meanwhile it is known that the Radio Corporation group are giving careful consideration to the 'open pool' plan proposed by the Department of Justice. With a gun at their heads, in the form of the Government suit, accompanied by some \$60,000,000 in private triple-damage cases which would undoubtedly be assessed against the RCA group if the Government case should go against them, the 'trust' appears willing to listen carefully to any proposal which might mean the withdrawal of this Government suit and its accompanying menace of staggering fines."

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KTNT ARGUMENT IS POSTPONED TO AUGUST 10TH

Oral arguments on the application of Norman Baker for a temporary injunction against the Federal Radio Commission, growing out of the removal of KTNT, of Muscatine, Iowa, from the air, have been postponed until next Monday. The action was taken on motion of counsel for Mr. Baker.

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TELEVISION REQUESTS ON INCREASE

While applications for broadcasting facilities have decreased considerably since the opening of the fiscal year, the requests for television permits are mounting.

One one day this week three such applications were received by the Federal Radio Commission, while a fourth sought a license to begin operations in the ultra-high frequencies following the recent receipt of a construction permit.

Nearly a score of applications for such stations have been received in the last few weeks. They will not be acted on, however, until the Commission reconvenes in September, and all, under regular Commission procedure, will be designated for hearing prior to definite action.

The new applications just received were from the Atlanta Journal, operating Station WSB, at Atlanta, which seeks a 500-watt station to operate on the television channel's 2,000 to 2,100 and 2150 and 2850 kilocycles; Gimbel Bros. Television Development and Research Co., of Philadelphia, operating Station WIP, of Philadelphia, for a 500 watt station on the 2100 to 2200 kilocycle channel, and the Television Laboratoris, Ltd., of San Francisco, seeking a 1,500 watt station for assignment on the 2100 kilocycle channel.

The Shortwave and Television Corporation, of Boston, filed an application for license to cover a construction permit for operation in the ultra-high frequencies set aside by the Commission for experimental television. It seeks power of 30 watts for the proposed portable station. This company already is maintaining television broadcasts on regular schedule at Boston in the regular television bands in the continental short-wave spectrum set aside by the Commission.

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RMA DISCUSSES TELEVISION; TO ENTER PATENT POOL

The Board of Directors of the Radio Manufacturers' Association, meeting last week in Niagara Falls, Canada, decided to intervene actively in the present negotiations for the establishment of a radio patent pool. It was also the consensus of the manufacturers that commercial television is still at least a year away.

J. Clarke Coit, of Chicago, President of the RMA, was authorized to appoint a committee or small committees to represent the RMA in conferences with various groups of manufacturers and with officials of the Department of Justice and the Radio Corporation of America. Mr. Coit will call meetings soon of various manufacturing groups involved, including the set manufacturers, the tube manufacturers, the speaker and amplifier, and other group interests. The RMA committee or committees will confer with the various groups in an effort to work out some patent plan which may prove acceptable to them and to the Government and also the Radio Corporation of America. Plans of the manufacturers' committees will be submitted later to the RMA Board of Directors for approval and subsequently to the Department of Justice.

The progress and prospects of television were discussed by the Directors. It was the consensus of opinion, Bond Geddes, Executive Vice-President, stated, that leading radio manufacturers are not planning before the Fall of 1932 to present television, even in its earliest stages to the public. The initial presentation, it is expected, will be comparable to the crystal set stage of radio.

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NEW RADIO POLICE STATION OPENED

A new sub-station of the Federal radio police, the Radio Division of the Department of Commerce, has been opened at Miami, Fla., according to announcement by William D. Terrell, Director of Radio. Joseph H. McKinney, Radio Inspector, has been placed in charge. He was formerly at Dallas, Texas.

Miami was chosen for the new office, according to Mr. Terrell, because of the increased shipping entering the port and because it is centrally located.

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RADIO GAINS IN CANADA

Radio in Canada continues to grow rapidly in popularity. It has come to be an established feature throughout the Dominion. An official report issued recently shows that at the end of November, 1930, there were 444,676 licensed radios in Canada, or about one for every twenty-two of the population. The total of 444,676 is 20,530 higher than the number of sets licensed by the Canadian Department of Marine at the end of the Canadian Government fiscal year, March 31, 1930. Ontario leads the Provinces with 228,480 sets; then comes Quebec with 81,033, followed by British Columbia with 36,904; Manitoba with 27,929; Saskatchewan, 25,921; Alberta, 19,445; Nova Scotia, 14,052; New Brunswick, 9,746; Prince Edward Island, 1,053, and Northwest Territories, 113.

Toronto, the capital of Ontario, leads all Canadian cities with 71,143 sets. In Western Canada, Vancouver heads the list with 17,830. Winnipeg is second with 16,953.

A total of 1,351 transmitting licenses have been issued by the Canadian Government so far this year, of which 271 are ship-commercial, 90 private commercial broadcasting, 44 public commercial, 130 private commercial, 84 experimental, 679 amateur experimental and 12 miscellaneous. There are also about 70 other transmitting stations under the direct control of the Canadian Government Department of Marine, such as coastal and direction finding stations for the benefit of ships at sea.

Every owner of a radio set in Canada is required to take out a license from the Canadian Government at a cost of \$1 per year, for which he receives service in the detection of interference and other measures to promote good reception.

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GOSPEL BROADCASTS OVER WTMJ GRATIFYING

The following appeared in "Gospel Voice", issued by Station KFUD, of St. Louis, under the signature of Prof. G. C. Barth, President of Concordia (Lutheran) College of Milwaukee, who directs the radio programs of the Lutheran churches over WTMJ, the Milwaukee Journal station:

"Our experiences have been very gratifying. We have reached more people than we dared to hope. The area served by our broadcast comprises all Wisconsin, Northern and Central Illinois, Northern Indiana, Northern Ohio, the greater part of Michigan, and parts of Iowa and Minnesota and extends into Canada. During the past three years we have succeeded in gaining a large and continually growing number of regular listeners-in.

"When the Milwaukee Journal, about two years ago, for reasons unknown to us, decided to withdraw from us the privilege to broadcast, an avalanche of 3,000 letters produced a rapid change of mind on the part of the men in charge of the Promotion Department. These letters were handed me with the remark: 'Here is the reason why you are back on the air.' If the estimate is correct that only one out of every 200 listeners-in writes, we must have a very large radio audience."

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DENIALS FOR KFH AND WSAI RECOMMENDED

Although Kansas is 15 per cent under quota, and Missouri is 12 per cent over quota in their respective allotments of broadcasting facilities, Examiner R. H. Hyde recommended to the Federal Radio Commission this week that the application of KFH, of Wichita, Kans., for unlimited time be denied.

Station KFH now shares time with WOQ, of Kansas City, Mo., the latter being on the air two-sevenths of the time. At the same time the Examiner recommended that WOQ be permitted to change hands from the Unity School of Christianity to the Fairfax Broadcasting Company, a commercial concern.

Denial of the application of WSAI, operated by the Crosley Radio Corporation of Cincinnati, for 1,000 watts during the daytime was also recommended by Examiner Hyde on the ground that it would cause interference with WHBD, of Mt. Orab, Ohio.

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CRIMINALS INTERCEPTING POLICE MESSAGES

While 50 municipal and State Police Departments have found short wave radio services valuable aids in the detection of crime and the apprehension of criminals, some of the larger cities are finding these advantages offset by the use of short wave receivers by criminals in intercepting messages broadcast to police cars, according to William D. Terrell, Chief of the Radio Division of the Department of Commerce.

The police radio service was most effective about two years ago, when introduced, Mr. Terrell explained, because short wave receivers were then not manufactured for general distribution. Recently, however, several concerns have started making them, and anyone is able to purchase such a receiver.

As the apparatus is simple to operate, the professional criminals have found them extremely useful in keeping a few jumps ahead of the police.

Several schemes are now being considered by radio-equipped Police Departments to overcome this handicap. Foremost among these is the use of a "scrambler" device, which converts a message into meaningless jargon which is wholly unintelligible when picked up by the ordinary receiver. This is done by an interchange of frequencies.

This scheme has the disadvantage, Mr. Terrell pointed out, of being adaptable by the criminals just as they have adopted the ordinary short wave receiver.

The use of a code has also been considered as a means of overcoming eavesdropping, but here again there is the likelihood that the clever law breakers will solve the code.

The most effective method the police can follow in outwitting the eavesdroppers, Mr. Terrell believes, is to make mechanical changes from time to time in their apparatus and to vary their communications so frequently that the criminals will be confused.

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REPORTS ON N. Y. PROGRAM DELETION

The following appeared in the Editor and Publisher of August 1st, written by Robert S. Mann:

"First week of operation under the new plan adopted by New York newspapers in handling radio programs indicates that practically the only readers who noticed the omission of trade names were persons in the advertising field themselves.

"One important newspaper received only one telephone call and one letter, both asking why certain programs were being listed differently. In addition there was one letter from an advertising agency, protesting that it had built up the name of a program by long use, and that radio listeners would not recognize it under the new listing.

"A radio editor who made it a point to ask persons he met, found that even after a week had passed most of them did not know of the change.

"There was plenty of comment in advertising circles, to the general effect that mere mention of a trade name carried little urge to buy and that well-known programs could not be recognized as changed. It was accepted, however, that the new plan puts the radio column on the same plane with the rest of the newspaper as far as trade names are concerned."

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DEMAND FOR RADIO SETS IN MEXICO

Following, in part, is a report on the radio market in Mexico by Vice Consul Oscar C. Harper, of Nuevo:

"The increased demand for radio sets in the Laredo district may be attributed largely to the recent establishment in Nuevo Laredo and Reynosa of three low power broadcasting stations over which Mexican programs are presented.

"Heretofore little interest was manifested in radios, but the Mexican people as a whole are lovers of music, and the programs now broadcast are made up largely of Mexican music, some short lectures, and finished with phonograph records. Often the programs are given in English as well as in Spanish. Station XEP has a studio in one of the leading hotels in Laredo and a great deal of advertising is carried over the radio by merchants. The owners of the stations claim, however, that the low rates they must charge combined with the numerous taxes imposed make it exceedingly difficult for them to operate on a paying basis.

"Radio listeners are not restricted to the local stations, since there are long-wave, high-power stations in nearby cities that can be received during the cold winter months. Because of this factor the number of tubes does not have to be over three or four, and since good results can be obtained with these cheaper sets, the superior higher-priced set is at a disadvantage with the average purchaser. Nevertheless both long and short wave sets have found a market and several sets are being shown that are capable of receiving both long and short wave programs.

"Exports of radio receiving sets from the United States to Mexico during the year 1930 amounted to \$1,606,701 in value, and tubes worth \$146,086 were also shipped to that country.

"The principal drawback to a more extended sale of radio receiving apparatus is the apparent lack of technical knowledge on the part of the dealers.

"It is thought that the most favorable method of introducing radio sets and other electrical goods in the Laredo district would be by personal solicitation of a traveling representative. Many large houses include this part of Mexico in the itineraries of their salesmen whose territory embraces southwest Texas. The market may also be entered through the leading exporters and wholesalers of San Antonio or Laredo, Texas."

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WGY ADMITS VIOLATING SHORT WAVE AD RATE REGULATION

In reply to a letter from James W. Baldwin, Secretary of the Federal Radio Commission, Martin P. Rice, Vice-President in Charge of Broadcast Operations of General Electric, acknowledged that while the company had been quoting rates for use of its experimental station W2XAF, which transmits on short waves for international reception, the actual practice has now been discontinued. Practically no revenue had been realized from the short wave station, Mr. Rice said.

Mr. Baldwin wrote to General Electric on June 1st, after receipt of published information showing the company charged \$500 per hour for programs rebroadcast over W2XAF by means of short waves. The information, contained in the radio section of a trade publication, quoted also a rate of \$250 per hour when the relay station was used along with WGY.

Radio regulations specifically state that no pecuniary return may be derived from experimental use of the air, and it was said at the Commission that if General Electric assessed rates as quoted in "rate cards", then it was guilty of gross infraction of the regulations.

The Commission instituted its preliminary investigation, and it was said today that the matter has not yet been dropped, despite the promise that the practice would be discontinued and that General Electric admitted that it had inadvertently violated the Commission regulation.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 3 - WFEA, Rines Hotel Co., Manchester, N. H., voluntary assignment of C. P. to New Hampshire Broadcasting Company; WKZO, WKZO, Inc., Kalamazoo, Mich., modification of C. P. to extend completion date from 8/15/31 to 9/15/31; R. H. McNeely, Louie Brown, and E. M. Pace, d/b as WNAT Broadcasting Co., Vicksburg, Miss., C. P. resubmitted, amended to request 1500 kc., instead of 1310 kc., and facilities of KTSL in terms of units; WCAL, St. Olaf College, Northfield, Minn., license to cover C. P. granted 7/31/31 to change equipment and move transmitter locally; WJBC, Wayne Hummer & H. J. Dee, d/b as Kashkaskia Broadcasting Co., C. P. amended to request 1/2 time (on 1500 kc.) instead of unlimited time.

The following application was cancelled at the request of the applicant: WAWZ, Pillar of Fire, Zarephath, N. J.

August 4 - WRDO, WRDO, Inc., Augusta, Maine, modification of C. P. to move transmitter from Augusta, Maine to Lewiston, Me.; Alexander P. Mirante, New Britain, Conn., C. P. to erect a new station to use 1210 kc., 100 watts, unlimited time; Rice Massie, T.E. Sanders, and J. C. Taylor, d/b as Voice of the Blue Grass, Owensboro, Ky., C. P. to erect a new station to use 940 kc., 1 KW, unlimited time (facilities of WFIW); Robert Wilkin Stolzenbach, Springfield, Ohio, C. P. to erect a new station to use 1200 kc., 100 watts, unlimited time; KFPW, Southern Hotel Company, Fort Smith, Arkansas, license to cover C. P. granted 3/31/31 for change in equipment only; WKBB, Sanders Brothers Radio Station, Joliet, Ill., license to cover C. P. granted 4/3/31 for change in equipment only.

The following applications were returned to the applicants:

WPAD, Pierce E. Lackey & S. Houston McNutt, d/b as Paducah Broadcasting Co., Paducah, Kentucky, did not comply with General Orders No. 111 and No. 102; WCOC, Mississippi Broadcasting Co., Meridian, Mississippi, application not necessary.

Applications, Other Than Broadcasting

August 3 - Pan American Airways, Inc.: KHFBY, NC-3314, KHFNM, NC-142-M, KHFAZ, NC-9137, KHFKP, NC-75-K, KHAKP, NC-8000, KHAVE, NC-8020, KHAPK, NC-8044, KHASH, NC-9107, KHAAZ, NC-9775, KHAWD, NC-395-E, KHAUF, NC-231-E, KHAOL, NC-9701, KHAXC, NC-396-E, KHFWD, NC-945-M, modification of aircraft licenses for change in frequencies to 333, 500, 3070, 5690, 8650, 1688 kc.; KHALO, NR-41-V, KHABY, NC-9776, KHFIR, NC-814-H, KHFFU, NC-811-H, KHFEV, NC-147*H, KHFHS, NC-812-H, modification of licenses for change in frequencies 333, 500, 3070, 5690, 8650, 1688 kc., 12 watts, aircraft.

Also, WLXG, Short wave & Television Corp., portable, license to cover C. P. for 43000-46000, 48500-50300, 60000-80000 kc., visual, 30 watts; WPDR, City of Rochester, Rochester, Minn., C. P. for increase in power to 400 w., 1712 kc., police; The Atlanta Journal Co.

Atlanta, Ga., new C. P. for visual station, 500 watts, 2000-2100, 2750-2850 kc.; Television Lab., Ltd., San Francisco, Calif., new C. P. for 2100 kc., or as assigned, 1500 w., television; Gimbel Bros., Television Development and Research Co., Philadelphia, Pa., new C. P. for 2100-2200 kc., band, 500 watts, visual; KQH, RCA Communications, Inc., Kahuku, Hawaii, modification of license for change of frequency and additional point of communication 15985 kc., 80 KW, point-to-point.

August 4 - Northwest Airways, Inc.: NC-303-N, NC-69-E, new licenses for aircraft on 3004, 3106, 5375 kc., 50 watts; Congress Square Hotel Co., Portland, Maine, new C. P. for 43-46 megacycles, 48.5 to 50.3 megacycles, 60 to 80 megacycles, $\frac{1}{2}$ to 5 KW, special experimental service; E. F. McDonald, Jr., Chicago, Ill., new C. P. for frequencies to be determined, 3.6 watts, coastal harbor telephone service; KGUU, Aeronautical Radio, Inc., Little Rock, Ark., license covering C. P. for 3238, 3244, 3452, 3460, 3468, 3484, 5600, 5630 kc., 400 watts, aeronautical service; KGXA, Mutual Telephone Co., Manawahua, Hawaii, license covering C. P. for 39600 kc., 150 watts, point-to-point service; WMDZ, City of Indianapolis, Police Dept., Indianapolis, Ind., license covering C. P. for 2440 kc., 300 watts, emergency police service; KYV, Radiomarine Corp. of America, Pillar Bay, Alaska, license covering C. P. for 222, 262, 274, 460, 425, 500 kc., 200 watts, coastal and point-to-point service; WPEC, City of Memphis, Police Dept., Memphis, Tenn., license covering C.P. for 2470 kc., 150 watts, emergency police service; RCA Communications, Inc., Kahuku, Hawaii, KEQ, modification of point-to-point license for change in frequency to 6890 kc.; KGXB, Mutual Telephone Co., Manawahua, Island of Oahu, T. H., license covering C. P. for 46200 kc., 200 watts, point-to-point service; Press Wireless, Inc.: WRDC, Chicago, Ill., and WRDK, Hicksville, N. Y., modification of C. P. for extension of completion date to 4/18/32.

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PATENTS, PATENT SUITS, TRADE-MARKS AND DESIGNS

The following patents were granted during the week ending August 4, 1931:

- 1,816,831. Combined Electrical Recorder and Reproducer for Phonographs. Orville M. Dunning, Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Filed July 10, 1930.
- 1,816,832. Synchronized Photography and Sound Recording and Reproducing. Charles W. Ebeling, New York, N. Y., assignor to Harrison W. Rogers, Inc. Filed November 26, 1927.
- 1,816,852. Amplifying System. Robert A. Miller, Plainfield, N. J. assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed April 2, 1930.
- 1,816,896. Phonograph. Nelson C. Durand, East Orange, and Sam G. Langley, Meplewood, N. J., assignors to Thomas A. Edison, Inc., West Orange, N. J. Filed March 29, 1929.
- 1,816,906. Electromagnetic Device. Warren C. Jones, Flushing, N.Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed December 19, 1928.
- 1,816,913. Protective Circuit for Vacuum Tubes. John C. Schelleng, Millburn, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed May 26, 1928.
- 1,816,917. Apparatus for the Measurement of Acoustic Impedance. Edwin H. Smythe, Evanston, Ill., and Paul B. Flanders, East Orange, N. J., assignors to Bell Telephone Laboratories, Inc., New York. Filed March 1, 1929.
- 1,816,953. Privacy Signaling System. Ralph Bown, Maplewood, N. J., assignor to American Telephone and Telegraph Co. Filed September 24, 1929.
- 1,817,021. Electric Pick-Up. Walter H. Schimpf, Toledo, Ohio. Filed September 20, 1929.
- 1,817,030. Piezo-Electric Frequency Meter. Heinrich Eberhard, Berlin, Germany, assignor to Radio Corporation of America. Filed December 29, 1925 in Germany, in U.S. November 2, 1926.
- 1,817,094. Production of Phonograph Styli. Sherwood T. Moore, Orange, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Filed January 22, 1929.

- 1,817,098. Colored Facsimile System. Richard Howland Ranger, Newark, N. J., and Samuel B. Smith, Brooklyn, N. Y., assignors to Radio Corporation of America. Filed March 1, 1929.
- 1,817,177. Sound Recording and Sound Reproducing and Locating Apparatus. Franklin M. Doolittle, New Haven, Conn., assignor to Radio Corporation of America. Filed June 14, 1921.
- 1,817,181. Means for Determining Electrical Axes in Crystals. Heinrich Eberhard, Berlin-Friedenau, Germany, assignor to Radio Corporation of America. Filed June 3, 1927, and in Germany July 21, 1926.
- 1,817,247. Inductance System. Louis A. Beghard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed June 5, 1929.
- 1,817,248. Adjustable Inductance System. Louis A. Gebhard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed July 31, 1929.
- 1,817,294. Electrical Coupling System. Fulton Cutting and Jay L. Taylor, New York, N. Y. Filed March 16, 1928.
- 1,817,354. Wireless Loud Speaker and the Like. Gabriel Gonzalez de Andia-Yrarrazaval, London, England, Filed April 16, 1929, and in Great Britain April 17, 1928.
- 1,817,355. Vacuum Tube Mounting. Harold F. Elliott, Palo Alto, Calif., assignor, by direct and mesne assignments, to Victor Talking Machine Company, Camden, N. J. Filed May 24, 1926.
- 1,817,443. Radio Appliance. Orin E. Marvel, Dayton, Ohio, assignor, by mesne assignments, to General Motors Radio Corporation. Filed May 6, 1927.
- 1,817,445. Vacuum Tube and Method of Manufacture. Ernest Yeoman Robinson, Lymn, England, assignor to Associated Electrical Industries Limited. Filed December 29, 1925, and in Great Britain Dec. 31, 1924.
- 1,817,448. Space Charge Device. Dayton Ulrey, Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed February 26, 1925.
- 1,817,477. Talking Machine. Horace Leopold Tucker Buckle, Iver Heath, England, assignor to Victor Talking Machine Company. Filed October 17, 1924, and in Great Britain October 23, 1923.
- 1,817,489. Sound Transmission. W. Bartlett Jones, Chicago, Ill. Filed December 5, 1928.

- 1,817,502. Television Apparatus. Vladimir K. Zworykin, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed February 15, 1929.
- 1,817,611. Telephone-Phonographic Means of Communication. George R. Cooper, Upper Darby, Township, Pa. Filed September 22, 1928.
- 1,817,612. Sound Reproducing System. Palmer Hunt Craig, Cincinnati, Ohio, assignor to Invex Corporation. Filed July 11, 1928.
- 1,817,636. Electron Emissive Materials, Friedrich Meyer, and Hans-Joachim Spanner, Berlin-Halensee, Germany, assignors, by mesne assignments, to Electrons, Inc. Filed June 6, 1927, and in Germany June 9, 1926.
- 1,817,657. Electrical Condenser. Charles E. Vawter, Philadelphia, Pa., assignor to Dubilier Condenser Corp., New York, N.Y. Filed March 21, 1925.
- 1,817,674. Vacuum Tube. James V. Capicotto, Brooklyn, N. Y., assignor to Dubilier Condenser Corporation, New York, N. Y. Filed June 10, 1924.
- 1,817,714. Metal Tank Rectifier. Errol B. Shand, Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed March 18, 1925.
- 1,817,758. Phonograph Apparatus. Edward W. McSheen, Schenectady, N. Y., assignor to General Electric Company. Filed November 20, 1929.
- 1,817,762. Seal for Mercury Arc Rectifiers. David C. Prince, Schenectady, N. Y., assignor to General Electric Co. Filed February 28, 1925.
- 1,817,781. Sound Reproducing Apparatus. Oscar Steiner, Philadelphia, Pa., assignor to General Electric Company. Filed July 5, 1927. Renewed October 16, 1929.
- 1,817,787. Magnet System for Converting Electrical into Mechanical Energy or Inversely. Roelof Vermeulen and Arend Thomas van Urk, Eindhoven, Netherlands, assignors to Radio Corporation of America. Filed November 1, 1929, and in the Netherlands, November 13, 1928.
- 1,817,795. Amplifying System. Paul D. Andrews, Schenectady, N. Y. assignor to General Electric Company. Filed April 11, 1928.
- 1,817,799. Rectifier and Like Device Based upon the Use of Mercury Vapor. Andre Becq, Paris, France, assignor, by mesne assignments, to General Electric Company. Filed March 5, 1926, and in France March 14, 1928.

Patent Suits

- 1,258,423, F. Lowenstein, Variable electrical apparatus, D. C., Conn. (New Haven), Doc. E 1850, Scovill Mfg. Co., v. J. Satler (Eagle Radio Co.). Claims 1, 2, 3 and 4 held infringed Sept. 20, 1927.
- 1,781,489. A. I. Abrahams, Loud speaker horn, filed March 12, 1931, D. C., E. D. N. Y. Doc. 5412, A. I. Alexander et al v. N. Faggan et al.
- Des.** 82,797, S. I. Cole, Condenser casing, filed March 6, 1931, D. C. E. D. N. Y., Doc. 5407, Aerovox Wireless Corp. v. Micamold Radio Corp.

Adverse Decisions In Interference

- Pat. 1,773,605, W. Sefton and P. Sefton, Loud speaker, decided July 15, 1931, claims 1, 2, 3, 4, 5, and 6.
- Pat. 1,786,042, Edward Toman, Electric Pick-up device, decided July 15, 1931, claim 10.

Trade-Marks

- Ser. No. 313,538. Dwarf Radio Manufacturing Co., Ltd., Los Angeles, Calif. Filed April 20, 1931. "Dwarf" for Radio Receiving Sets and parts thereof and accessories thereto - namely loud speakers, vacuum tubes, switches and aerial and ground apparatus. Claims use since January 16, 1931.
- Ser. No. 314,634. Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., Filed May 15, 1931. Trade-Mark: "Stromberg-Carlson" for Talking Machines, electrically operated talking machines, automatic record shifting devices, talking machines adapted for use in centralized electrical program distributing systems. Claims use on talking machines and electrically-operated talking machines since Sept. 1, 1927; on automatic record shifting devices, talking machines provided with record shifting devices since October 31, 1931; and on talking machines adapted for use in centralized electrical program distributing systems since May 29, 1928.
- Ser. No. 316,202. Grigsby-Grunow Company, Chicago, Ill. Filed June 24, 1931. Trade-Mark: "The Voice of Majestic" for publication in magazine form. Claims use since June 1, 1931.

Trade-Mark Registrations Granted

- 285,696. Radio Loud Speakers, Choke Coils, and Electromagnets. National Malleable and Steel Castings Co., Cleveland, Ohio. Filed February 25, 1930. Published May 12, 1931.
- 285,708. Radio Electron Tubes. National Union Radio Corp., Newark, N. J. Filed February 11, 1931. Published May 12, 1931.
- 285,713. Radio Receiving Sets. Miles A. Long, doing business as Cardinal Radio Mfg. Co., Los Angeles, Calif. Filed January 8, 1931. Published May 19, 1931.
- 285,738. Radio Receiving Sets and Parts, Supplies, Etc., for Talking Machines, etc. Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y. Filed December 12, 1930. Published May 12, 1931.

Designs

- 84,778. Radio Cabinet. Francis J. Foley, Norwood, Mass. Filed June 2, 1931. Term of patent $3\frac{1}{2}$ years.
- 84,800. Radio Cabinet or the Like. Everett Worthington, Chicago, Ill., assignor to The Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. Filed April 2, 1931. Term of patent $3\frac{1}{2}$ 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.** :: ::

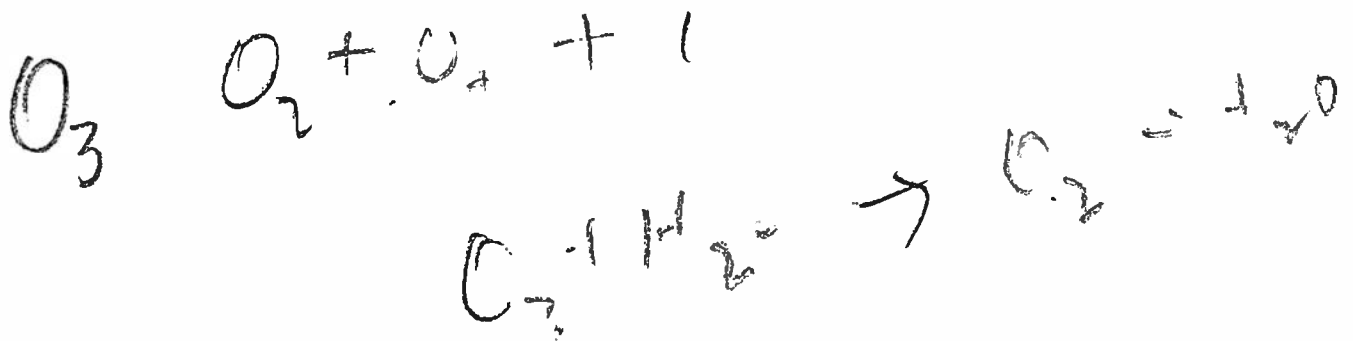
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No. 459



NBC INTERVENES IN WTMJ APPEAL

That the Radio Corporation of America has no intention of standing idly aside while the Milwaukee Journal, operator of Station WTMJ, attacks the recent Federal Radio Commission action absolving RCA of monopoly charges, was apparent in the notice of intention to intervene filed by the National Broadcasting Company in District of Columbia Court of Appeals.

The notice, together with a statement by M. H. Aylesworth, President of NBC, 100 per cent subsidiary of the Radio Corporation, was filed by Louis Titus, counsel of the network. Other intervening statements from the three other RCA subsidiaries - RCA Communications, Inc., Radiomarine Corporation of America and RCA Victor Company - are scheduled to follow.

In the intervening statement, Mr. Aylesworth said that should the court reverse or modify the order and decision of the Commission, as requested by WTMJ, the right of NBC to operate 18 stations, in addition to WENR "would likewise be jeopardized." With respect to WENR, he said the NBC "would be deprived of its right to operate one station and it would also lose the benefit and value of large sums of money invested in its said station and the equipment thereof, and it would thereafter be forever barred from obtaining renewals of its licenses, and be compelled to cease its business of broadcasting and of operating said station from which it derives financial profit and by means of which it serves the public interest and welfare." (See page 5 for "ad" to this story).

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SHORTWAVE STATION UNDER CONSTRUCTION

Construction of a 15,000 watt short wave transmitter for international broadcasting is now under way at the Shortwave & Television Corporation plant, 70 Brookline Avenue, Boston, Mass.

This new short wave station has been authorized by the Federal Radio Commission and will be operated by the new Shortwave Broadcasting Corporation.

American programs are to be transmitted to South America, Europe and Asia for direct pick-up and by relaying through foreign broadcasting corporations cooperating with Shortwave Broadcasting Corporation. Experimental transmissions will begin about October 1st.

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WIDER DISTRIBUTION FOR CBS NETWORK PROGRAMS

Changes that will result in wider dissemination of the programs of the Columbia Broadcasting System throughout the East and South have been reported from New York.

Station WNOX, in Knoxville, Tenn., will hereafter be on a permanent basis in the world's largest network, taking all of Columbia's available sustaining programs.

In Florida, Stations WQAM, in Miami, WDBO, in Orlando, and WDAE, in Tampa, will henceforth also receive full program service. Station WTOG, in Savannah, Georgia, also in this group, will benefit by the greater volume of network programs made available from the main studios of the system through WABC in New York, and from WBT, The Dixie Network Key-station, Charlotte, N. C. Station WGST, Atlanta, Ga., also has been granted full time.

Northeastern stations that have become full time outlets for the chain programs include WHP, in Harrisburg, Pa.; WCAH, in Columbus, Ohio; WOKO, in Albany, New York; and WHEC, in Rochester, New York.

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AUSTRALIAN RADIO MARKET STATUS

Following is a report of Vice Consul Ralph H. Hunt, of Melbourne, to the Department of Commerce on the condition of the Australian radio market:

"The seventh annual radio show, which was held recently in Melbourne, was attended by over 37,000 people and was considered the largest and most successful of any thus far held. This was the first exhibition which was a combination of all radio interests and was a significant summary of the development of radio in Victoria. Most of the equipment shown was of Australian make, only three sets being of American original. Tariff regulations prevent the importation of assembled sets.

"In July, 1928, the Government announced its intention of establishing a national broadcasting service whereby one organization would cater for programs in all states. After investigation the plan was put into operation with the Australian Broadcasting Co., representing a combination of theaters and music publishers as suppliers of programs. The Postmaster-General's department has the responsibility of erecting and technically running the stations and of supervising the programs. The concessionaire is obliged to conform to Government standards in its programs, provision being made for educational and purely cultural services, and the encouragement of local artistic talent.

"Each owner of a radio receiving set must pay \$5.83 for a license, and of this \$2.92 goes to the broadcasting company, the Postmaster General's department receiving \$2.19 for administration and technical services, and the Amalgamated Wireless receiving \$0.73 for patent royalties.

"The beam wireless transmitting center in Australia is located about 50 miles from Melbourne at Ballan and the receiving depot is at Rockbank, about 18 miles from Melbourne. Both stations are connected with the head office in Melbourne and by telegraph line with the beam wireless office at Sydney. At Ballan there are two transmitters, one of which is used for sending messages to London, whence they are distributed through the United Kingdom to Europe, and the other transmits to Montreal all messages for the North and South American Continents.

"The principal station owned and operated by Amalgamated Wireless is at Braybrook near Melbourne. The transmitters consist of a 5,000 watt unit for the transmission of programs from this station and a 3,000 watt transmitter for communication with ships at sea and Amalgamated Wireless coastal radio stations. In addition there are 5,000 watt short-wave transmitters designed and manufactured by Amalgamated Wireless, and although not in full service as yet a highly satisfactory service is carried on daily between Melbourne and other principal Australian cities.

"A new factory was opened last Spring at Sydney for the manufacture of radio goods. Testing and research laboratories, stores, and distributing plant are on a large scale. Despite the reverses and decreased sales during the past twelve months, radio in Victoria appears to have weathered the critical stage.

"Australian manufacturers of radio apparatus are finding export markets for their products and are shipping complete wireless transmitting and receiving sets to New Zealand, East Africa, China, Japan and Pacific Islands. Modern wireless equipment has been installed at Suva Radio and a 500-watt transmitter was installed at Apia (Samoa). One large manufacturer is now constructing a short-wave transmitter for installation in the Tongan Islands. A modern 5,000-watt short-wave telegraph transmitter and receiver was also manufactured recently for the New Zealand Government, and modern transmitting equipment was lately installed at Lord Howe Island, thereby allowing economical communication between it and Australia.

"Licenses in force now in Australia number 329,134, of which 138,152 are in Victoria."

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THREE RCA SUBSIDIARIES ALSO INTERVENE IN WTMJ CASE

Petitions to intervene in the WTMJ case were also filed Saturday in the District of Columbia Court of Appeals by three other subsidiaries of RCA, namely RCA Communications, Inc., Radiomarine Corp. of America, and RCA Victor Co.

The petitions are similar to that filed by the National Broadcasting Co., 2 days previously. (See page 2 for earlier story).

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HALF-YEAR RCA FINANCIAL REPORT

Total gross income of \$47,973,727 and net income of \$2,638,703 for the Radio Corporation of America and its subsidiaries for the first six months of the year 1931 have been announced by David Sarnoff, President of the Corporation. During the same period last year the gross income was \$52,732,079, and the net income \$505,098.

The statement for the first six months of 1931 showed earnings of \$35,294 in excess of dividend requirements on the preferred stocks. Preferred stock dividends totalled \$2,603,409.

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RADIO WIDELY USED FOR HEALTH EDUCATION

Radio broadcasting offers a far-reaching and effective means of disseminating information on safeguards to health and its utilization is increasing despite the domination of the ether by commercial concerns.

This is the contention of the United States Public Health Service, which has just prepared a report for submission to the World Association for Adult Education by Radio, which is to meet in Vienna this month.

"Broadcasting as a means of educating the public relating to matters of public health and hygiene is used to a considerable extent in many sections of the United States", the report states.

"These educational efforts, directed toward improving the public and personal health of the people of the United States, are conducted by the United States Public Health Service, by the State Health Departments, by local health authorities, and by voluntary unofficial organizations interested in promoting public health, such as anti-tuberculosis associations, local medical societies, civic clubs, and similar organizations.

"With the air in this country filled with such programs largely sponsored by advertisers, it might seem that the opportunities for educational uses of broadcasting would be greater in countries where broadcasting development has tended more toward State ownership.

"The use of radio broadcasting as a means of disseminating information relating to public health and hygiene appears to date from about 1921, when the United States Public Health Service began to use this means of health education. In the following year some of the State Health Departments began the broadcasting of health information.

"The United States Public Health Service prepares twice each month a radio broadcast on some subject relating to public health or hygiene. These broadcasts are delivered over the Federal station NAA and are distributed to more than 200 stations throughout the United States. They cover a variety of subjects.

"An effort is made to correlate the broadcasts with the season of the year, and subjects are selected that will be of most interest at the time.

"The subjects covered by the broadcasts of the Public Health Service for the present year includes the international sanitary relations of the Public Health Service, the quarantine system of the United States, medical cooperation between doctors and the public, the eradication and control of mosquitoes, sport for health's sake, hygienic adjustment throughout life, health suggestions for hot weather, child training, dental hygiene, prenatal care of the teeth, preparation of children for school, the food we should eat, prevention of simple goiter, carbon monoxide, cancer, rickets, the common cold, pneumonia, psittacosis, pellagra, typhoid fever, tonsils, superfluous hair, and the care of the hair and scalp.

"Some of the broadcasting stations that receive these broadcasts use each of them. Other stations make use of these broadcasts at irregular intervals, while a small number use them only occasionally.

"An inquiry sent to each of the 48 State Health Departments of the United States indicates that in 15 of these States, the Health Department regularly issues broadcasts on public health subjects. Such broadcasts are usually issued weekly, twice a month, or monthly. Six State Health Departments issue broadcasts at irregular intervals. The earliest State broadcasting was begun in 1922. Several of the States have been engaged in this work for a number of years. The combined population of the States that issue broadcasts regularly is approximately one-half of that of the United States.

"An inquiry addressed to the City Health Department of the 200 largest cities of the United States indicates that 18 cities regularly issue public health broadcasts, which are usually issued weekly, twice a month, or monthly. Seventeen cities reported the use of the broadcasts at irregular intervals.

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: BUSINESS LETTER BRIEFS :
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The new S. S. "President Hoover", on her maiden voyage from New York to California is carrying the first shipment of the new Kolster international radio receivers to the West. Kolster Radio, Inc., which is affiliated with Mackay Radio and Telegraph Co., has entered into production at its Newark, N. J., factories and selected the new Dollar Steamship liner to carry the new radio receivers to its California distributor, Western Radio, Inc.

Now comfortably established in their handsome new building on Lexington Avenue and 51st Street in New York City, the question is raised as to what the Radio Corporation of America will do with this building when they move their offices to the new Radio City, the excavations for which are now being made a short distance away at Fifth Avenue and 50th Street.

The answer as given by one person who should be well informed is that by the time the Radio City is completed, the present Radio Corporation building on Lexington Avenue will be well established as an office building inasmuch as the RCA takes up comparatively little space in the building, and if the Radio Corporation is successful in keeping it filled with tenants, it will have very little difficulty in disposing of the structure.

As originally intended, the Lexington Avenue building was to house a considerably larger portion of the RCA Victor executive personnel, but with the expansion of activities at Camden, a number of these people have now been moved down there, leaving relatively few executives to take care of in New York City.

Just at the present time the record for long-distance audible conversations seems to be held by the recent Lakehurst tests of the U. S. Navy, according to O. H. Caldwell. Speaking into an eight-head Hoovenaire unit, the officer in charge asked all persons more than three miles away to notify him. One man telephoned from 18 miles, saying he had heard every megaphoned word plainly. Another Jerseyite, driving in his closed car, ten miles away, reported he heard the words above the sound of the engine.

Orders for more than \$11,000,000.00 worth of merchandise for delivery before October 1st have been received by the Grigsby-Grunow Company from their distributors from all parts of the United States, according to B. J. Grigsby, Chairman of the Board.

"A new line of radio sets consisting of eight models were shown at the Convention of Majestic Distributors held in Chicago last week", Mr. Grigsby said.

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JOLLIFFE WARNS AGAINST TELEVISION

A warning to the public to carefully appraise the status of television and "not be carried away by widely published reports of sensational developments in visual broadcasting" was given last Saturday by Dr. C. B. Jolliffe, Chief Engineer of the Federal Radio Commission.

Dr. Jolliffe said that while encouraging progress has been made in television, engineers cannot safely say at this time when the visual art will become a practical medium of public entertainment or even whether it will follow the lines of the present development and research.

"It cannot be denied that forward strides have been made in visual broadcasting", he said, "but whether it will 'arrive' next month, next year, or in five years, cannot be foretold. The most promising experimentation now is going forward in the ultra-high frequencies, in which hitherto has been regarded as the 'No Man's Land' of radio, but which yet remains to be accomplished."

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TECHNICAL ASPECTS OF EDUCATION BY RADIO

Radio lectures with television demonstrations, radio correspondence courses, and even the transmission of American educational programs to foreign countries are pictured as ultimate possibilities in the adaptation of broadcasting to education by a report of the Committee on Engineering Developments to the National Advisory Council on Radio In Education.

This rather lengthy account of progress in the several fields of radio is the first report of a sub-committee of the National Advisory Council on the strictly engineering phases of the problem of educational broadcasting.

The Committee is composed of noted radio engineers associated with commercial broadcasting or the radio industry. Dr. Alfred N. Goldsmith, Vice-President and General Engineer of the Radio Corporation of America, is Chairman. Among other members are O. H. Caldwell, former Radio Commissioner; C. W. Horn, of the National Broadcasting Company; E. K. Cohan, of the Columbia Broadcasting System; C. M. Jansky, radio engineer, of Washington; and John V. L. Hogan, consulting radio engineer, of New York.

While finding that several developments will be necessary before it can be adapted for school room use on a large scale, the Committee suggests numerous possibilities based on these improvements. At the same time it suggests the practicability of utilizing phonograph equipment and sound motion pictures on a broader scale.

The provision of educational service to a school generally via radio would probably be most effective "through easily portable receiving outfits, which can be moved from room to room, or through centralized radio equipment of the existing types", the report states.

The Committee takes its stand with the broadcasters who are fighting for high power in broadcasting.

"The greater number of schools to be served, the more economical the project may become and the larger the amount of funds which can justifiably be applied to the creation of the educational program in question", the report asserts.

"This again indicates the necessity for large scale syndication of educational material, possibly through high-power transmitting stations, synchronization of such stations, electrically transcribed programs, or similar methods."

Probably as a defense of the plea of educators for 15 per cent of the broadcasting facilities, as crystalized in the Fess Bill, the engineers deny that synchronization will enable education to utilize radio with a single channel.

Regarding visual broadcasting, the report says: "The value of television for educational purposes will be largely dependent upon the amount of detail which the picture can carry. If the development of television during the next few years leads to pictures of such detail that lecture-room demonstrations can be readily and clearly reproduced, and if some impression of the personality of the lecturer can be gained by the observer . . . it is anticipated that television may have a substantial educational value and wide application."

International broadcasting on short waves is "presumably valuable to educational institutions", the Committee finds. "The cost of transmission of educational material to persons outside the United States by American educational institutions is a comparatively small figure. However, the type of service possible is not sufficiently reliable to meet the strict criteria necessary for successful educational broadcasting. The same comment applies to short-wave domestic broadcasting."

If the technical problems of wired radio are overcome, "there seems to be no reason why educational programs cannot be transmitted over such systems with facility equal to that of any other type!"

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 6 - Robert J. Wood, Lake Placid, N. Y., C. P. re-submitted amended as to equipment; WMBR, F. J. Reynolds, Tampa, Fla., license to cover C. P. granted 5/19/31 for change in equipment; WDAE, Tampa Publishing Co., Tampa, Fla., license to cover C. P. granted 7/7/31 for change in equipment; Chas. M. Conner, Haskell, Texas, C. P. to erect a new station to use 1200 kc., 50 watts, unlimited time; WMT, The Waterloo Broadcasting Co., Waterloo, Iowa, modification of license to change power from 250 watts with an additional 250 watts on experimental basis to 500 watts (without experimental clause); KFXJ, R. G. & Chas. Howell, d/b as Western Slope Broadcasting Co., Grand Junction, Colo., modification of license to increase hours from sharing with KFUP to unlimited.

August 8 - WIBR, George W. Robinson, Steubenville, Ohio, C. P. to move transmitter locally, install new equipment and increase power from 50 watts to 100 watts; WGST, Georgia School of Technology, Atlanta, Ga., C. P. to move transmitter locally and make changes in equipment; WCLS, WCLS, Inc., Joliet, Ill., modification of license to use WKBB's transmitter and move studio locally; WAAF, Drivers Journal Publishing Co., Chicago, Ill., license to cover C. P. granted April 21, 1931, for change in equipment; KGEK, Beehler Electrical Equipment Co., Yuma, Colo., C. P. to make changes in equipment and increase power from 50 w. and 100 watts.

Applications, Other Than Broadcasting

August 5 - KGUU, Aeronautical Radio, Inc., Little Rock, Ark., license covering C. P. for 2326, 2344, 4140, 6260, 6275 kc., 400 watts, point-to-point aeronautical service; WBF, Tropical Radio Telegraph Co., Hingham, Mass., license for Marine Relay service, 147, 436, 4172, 8550, 12370, 22400 kc., 20 KW, 750 watts and 1 KW; The Texas Company: KNF, Portable #19, KNE, Portable #18, KND, Portable #16, KNC, Portable #15, KNB, Portable #5, in Texas, Miss., & La., modification of license for change in location to portable unrestricted, geophysical; City of Dayton, Police Dept., Dayton, Ohio, new C. P. for 2422 kc., 400 watts, police service.

Mutual Telephone Co.: KGXH, Ulupalakua, Hawaii, license covering C. P. for 48400 kc., 200 watts, point-to-point service; KGXC, Mutual Telephone Co., Manawahua, Hawaii, license covering C.P. for 37400 kc., 200 watts, point-to-point service; KGXO, Kalepa, Hawaii, license covering C. P. for 47300 kc., 200 watts, point-to-point service; KGXK, Waikii, Hawaii, license covering C. P. for 49500 kc., 200 watts, point-to-point service.

August 6 - Mutual Telephone Co.: KGXM, Waikii, Hawaii, license covering C. P. for 36300 kc. 150 watts, point-to-point service; KGXJ, Ulupalakua, Hawaii, license covering C. P. for 40700 kc., 200 watts, point-to-point service; KHERI, Pan American Airways, Inc., NC-659-M, modification of license for change in frequencies to 333, 500, 3070, 5690, 8650, 1688 kc., aircraft service; W2XH, American Radio News Corp., New York, N. Y., renewal of special experimental license for 95, 99 kc., 750 watts.

Also, W9XAB, Chicago Federation of Labor, Portable, initial location Chicago, Ill., renewal of special experimental license for 1564, 2368 kc., 7.5 watts, for special pickup for rebroadcast; National Broadcasting Co., Inc.: W2XCZ, Portable, initial location, New York, N. Y. renewal of license for 2392 kc., 7.5 watts, pickup service for rebroadcast purposes; W10XAL and W10XAO, portables, renewal of licenses for 1584, 2392 kc., 50 watts, pickup service for rebroadcast purposes; W8XAR, Westinghouse Electric & Mfg. Co., 1.2 miles south of Saxonburg, Pa., renewal of special experimental license for 50 to 400 watts and 980 kc.

August 8 - WPDZ, City of Fort Wayne, Ind., C. P. for additional tube and increase in speech equipment, police service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The following stations were granted renewal of licenses:

WBSO, Babson's Statistical Org., Inc., Needham, Mass.; WGH, Buffalo Broadcasting Corp., Buffalo, N. Y.; WJAR, The Outlet Co., Providence, R. I.; WKY, WKY Radiophone Co., Oklahoma City, Okla.; WMAL, M. A. Leese, Washington, D. C.; WOW, Woodmen of the World Life Ins. Association, Omaha, Neb.; WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass.; KFDM, Magnolia Petroleum Co., Beaumont, Tex.; KFKA, The Mid-Western Radio Corp., Greeley, Colo.; KFSD, Airfan Radio Corp., Ltd., San Diego, Cal.; KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas; KHJ, Don Lee, Inc., Los Angeles, Cal.; KLZ, The Reynolds Radio Co., Inc., Denver, Colo.; KPRC, Houston Printing Co., Houston, Texas

WFAN, Keystone Broadcasting Co., Philadelphia, Pa.; WIP, Gimbel Bros., Inc., Philadelphia, Pa.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio; WLIT, Lit Bros., Philadelphia; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn.; WSYR-WMAC, Clive B. Meredith, Syracuse, N. Y.; WTAR-WPOR, WTAR Radio Corp., Norfolk, Va.; KFEL, Eugene P. O'Fallon, Inc., Denver, Colo.; KFRU, Stephens College, Columbia, Mo.; KFXF, Colorado Radio Corp., Denver, Colo.; KSW, Oregonian Publishing Co., Portland, Oregon; KHQ, Louis Wasmer, Inc., Spokane, Wash.; KMTR, KMTR Radio Corp., Los Angeles, Calif.

Also, KLX, The Tribune Publishing Co., Oakland, Cal., WDAF, The Kansas City Star Co., Kansas City, Mo.; WMT, The Waterloo, Broadcasting Co., Waterloo, Ia.; WREC-WOAN, WREC, Inc., Memphis, Tenn.; WWJ, The Eve. News Association, Inc., Detroit, Mich.; WGAO, The Monumental Radio Co., Baltimore, Md.; WGBI, Scranton Broadcaster Inc., Scranton, Pa., WNAK, The House of Gurney, Inc., Yankton, S. Dakota; WSUI, State University of Iowa, Iowa City, Iowa.

Applications Granted

W3EK, Louis S. Philhower, Norfolk, Va., permission to operate amateur station while in camp at Cascade, Md., from Aug. 9th to 23rd, inclusive; W8XBA, John J. Long, Jr., Brighton, N. Y., license - 60000 to 100000 kc., 75 watts; WGAR, WGAR Broadcasting Co., Inc., Cleveland, Ohio, license 1450 kc., 500 watts, unlimited time; Buchan & Heinen Packing Co., Port Armstrong, Alaska, authority to construct radiophone transmitter at Port Armstrong, Alaska; WCMA, General Broadcasting Corp., Culver, Ind., C. P. to move transmitter and studio locally; WNBR, Memphis Broadcasting Co., Memphis, Tenn., permission to use portable transmitter for purpose of making tests for location of new transmitter.

Applications Reconsidered And Granted

The following cases are withdrawn from the Hearing Docket, reconsidered and granted:

KFVD, Los Angeles Broadcasting Co., Culver City, Cal., license 1000 kc., 250 watts (this application was set for hearing because of failure to comply with General Order 105; KWJJ, KWJJ Broadcasting Co., Portland, Oregon, license, 1060 kc., 500 watts (this application was set for hearing because of failure to comply with General Order 105).

Application Withdrawn

WDGY, Dr. George W. Young, Minneapolis, Minn., application for modification of license requesting unlimited time withdrawn from hearing docket

Application Denied

City of Pasadena, Pasadena, Cal., denied permission to operate emergency police transmitter with 400 watts, for a period of 30 days, in order to conduct tests with Fed. Forestry Service, Angeles Natl. Forest.

Temporary Licenses

With regard to the following applications for renewal of licenses, the Commission directed that temporary licenses be issued for the term beginning 3:00 A.M. E.S.T., September 1, 1931, and period ending according to special minute #360 adopted April 16, 1931 each of said licenses to contain the following clause: "This license is issued on a temporary basis and subject to such action as the Commission may take after hearing on the licensee's pending application for renewal of license. No authority herein contained shall be construed as a finding by the Federal Radio Commission that the operation of this station is, or will be, in the public interest beyond the term hereof"

KFDY, South Dakota State College, Brookings, S. Dak.; KSEI, KSEI Broadcasting Association, Inc.; Pocatello, Idaho; WFLA-WSUN, Clearwater Chamber of Commerce and St. Petersburg Chamber of Commerce, Clearwater, Fla.; WKAQ, Radio Corp. of Porto Rico, San Juan, P.R.; WTMJ, The Journal Co., Milwaukke, Wis.; WLBZ, Maine Broadcasting Co., Inc., Bangor, Maine.

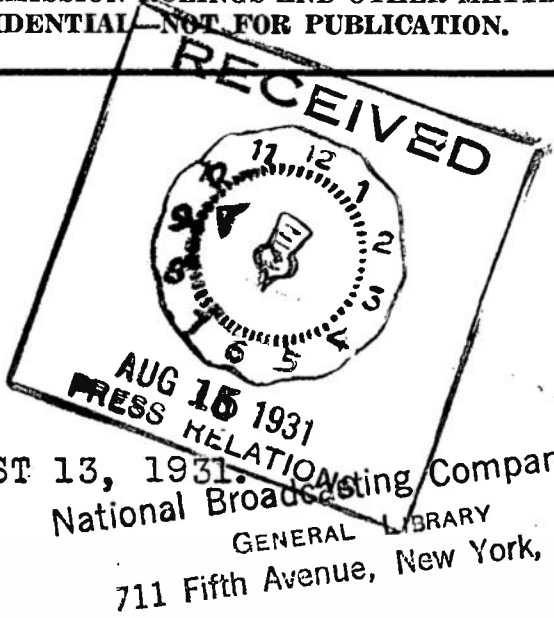
HEINL RADIO BUSINESS LETTER

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 notes:
Mr. [unclear]
Mr. [unclear]
Mr. [unclear]



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No. 460

YOST RECOMMENDS RENEWAL OF KGEF LICENSE

The Rev. Bob Schuler, pastor of the Los Angeles Trinity Methodist Church, South, won his preliminary fight to retain the license of Station KGEF this week, but Chief Examiner Ellis A. Yost, who recommended the renewal, preached him a sermon on the privileges of a broadcaster in a report to the Federal Radio Commission.

Renewal of the license had been bitterly opposed by Lloyd Nix, former city prosecutor, and other city, county and State officials who had been objects of attacks from the pastor over the air. The hearing was held last January in Los Angeles.

Examiner Yost expressed the opinion that Dr. Schuler had been "extremely indiscreet in some of his broadcasts" and added the following brief sermon:

"The practice of reflecting upon the character of a citizen, based closely on rumors and unverified reports, resulting in injury both to the business and reputation of such citizens, is indefensible. Injury or injustice by reason of a radio broadcast may be irreparable.

"Unjust attacks upon religious denominations increase religious prejudice and arouse community strife and antagonisms, unwarranted criticisms of the courts and public officials tend to destroy confidence of the people in free government and are against public interest.

"Since the facilities available for radio broadcasting are so extremely limited, it is incumbent upon every holder of a radio broadcasting license to render the highest possible public service in exercising the privileges conferred by such a license."

The recommendation was based, however, on the fact that the pastor used only three hours each week of the station's $23\frac{1}{4}$ total and its entire record.

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DEFOREST TO BUILD MEXICAN RADIO UNIT

The following appeared in this week's Variety under a Hollywood dateline:

"Dr. Lee DeForest leaves here next week for Mexico City where he will organize a picture production unit and a company for manufacture of radio and talker equipment.

"Understood DeForest is being subsidized by the Mexican government, which is anxious to build up radio business. Picture angle is supposed to be DeForest's own idea."

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VALUE PUT ABOVE PRICE BY ATWATER KENT

Value, rather than price, is the gauge by which the buying public is measuring its purchases today, according to a symposium of opinion by business leaders, gathered by A. Atwater Kent, of Philadelphia. As contrasted with conditions of two or three years ago, the present demand is for quality and permanence.

"One reason why I believe that better business is ahead", wrote Roger W. Babson, famous statistician and economist, "is that the world is getting back to the basis of value. At the peak of the boom in 1929, people could think of nothing but prices. I told people then that this was all wrong. I said: 'You are buying quotations instead of values'."

Gen. James G. Harboard, President of the Radio Corporation of America, wrote: "Quality or price is a choice which every buyer makes. Shall we measure a radio, for example, by what it costs or by what it will do? The decision involves the whole scale of taste and satisfaction. Quality of appearance, material and performance are bound to be the cheapest in the end."

"This year, everybody is looking for greater values than ever before", said Harvey Firestone. "Price is never an index to value unless you know the reputation of the manufacturer. My advice is to look for the name of the maker and see the quality and construction behind the price before you buy the product."

Merle Thorpe, editor of Nation's Business wrote: "It is my observation that the decisive demand is for higher quality at prices scaled to depression incomes. Accomplishment of economies in production and distribution can be brought home to the consumer only by building up his understanding of value, which is a combination of price and quality."

These were among the business views broadcast over a nation-wide NBC network of more than 50 stations on Wednesday in an Atwater Kent program designed especially for his distributors and dealers in every city and town in this country. The occasion was the introduction of the new 1932 line of Atwater Kent radio receivers, the program being received over the new models by group meetings assembled in every State.

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CHICAGO WORLD'S FAIR TO FEATURE RADIO

An extensive exhibit picturing the early stages of radio and the development and growth of the radio industry to its present proportions and its diverse fields, will be prepared as one of the important features in the Radio Building at the 1933 Chicago World's Fair, according to an announcement by J. Franklin Bell, Chief of the Applied Science and Industry Division of A Century of Progress.

"In view of the fact that radio is a comparatively new industry", said Mr. Bell, "this will in all probability be the first comprehensive historical exhibit ever prepared. It will include representative types of apparatus used from the early days of Marconi up to the present time, so that step by step, the progress and development of this communications art to its present high service of entertainment and education through broadcasting may be traced by the visitor at the Fair.

"The exhibit will be arranged through cooperation with A Century of Progress by the Radio Corporation of America. This company possesses much historical information and a wealth of data on the early stages and development of the radio industry. The Radio Corporation already has done much work toward the collection of historical exhibits for museum purposes.

"One of the interesting features of the display will be the first commercial wireless station built for regular service in the United States by Marconi, which may be regarded as the birth-place of the present vast system of wireless communications radiating from New York.

"It is expected that this station, which is now in the possession of R. C. A. Communications, Inc., at Rocky Point, Long Island, will be transported to the Radio Building at the Fair intact, and that it will be fitted with the same type of equipment that Marconi and his assistants used there in 1900, at a date in radio even prior to the historic flashing of the letter "G" across the Atlantic. Representatives of RCA are now searching for the original equipment of the station, which stood at Babylon, L. I., but it is doubtful that this can be located and other equipment of the same date will be used."

As a result of the collecting work already done by the Radio Corporation, the historical exhibit of radio will include complete, installed models of early spark transmitters showing the principal steps in the development of this apparatus. Efforts will be made to procure for display purposes the first Alexanderson alternator, the invention of the well-known engineer of the General Electric Company. Where the size of some of the early radio equipment will prohibit its display at the Fair, models may be substituted.

The aim of the radio display will be such that the casual visitor passing along the main exhibition will obtain a general and lasting impression of the radio development that has been one of

the marvels of the present generation. The earlier types of equipment will be those employed in marine and point-to-point communications work. Sufficiently detailed exhibits will be included to give the display a real educational value for individuals who are radio-minded. The growth from the first communications receivers, detectors, wave meters, spark gaps, sending keys, each of which developed along its own line, will be portrayed in the display, according to present plans.

Another objective of the display, is to give the general public a better impression of the vast amount of scientific research and engineering work behind such a modern technical industry as radio. The communications exhibit will lead up to models in miniature of the huge radio transmitting plant at Radio Central, Rocky Point, L.I., and the vast system of receiving antennae at Riverhead, Long Island.

The present intention is to complete the display with exhibits evidencing many of the vast number of ways in which radio has contributed to modern progress over and beyond its most familiar use in broadcasting. Each section of the exhibit will be provided with hundreds of well-authenticated photographs telling in picture form and in an associated text the detailed story of the exhibit. As an example, replicas of the instruments used by Marconi when he received the first radio signals from Europe across the Atlantic - the transmission of the letter "S" - will have nearby a number of swinging boards on which will be pictures showing the antennae Marconi used, some of the men who helped him in his work, the transmitter at Poldhu, England, from which he received the signals, and other interesting features connected with this event. The original equipment used by Marconi in this historic work cannot be shown, as it was destroyed by fire in Trieste, Italy, some years ago.

The Electrical Group which includes the Radio, Electrical and Communications Buildings, is now under construction on the Exposition grounds of A Century of Progress.

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GRIGSBY PLEASED AT FALL PROSPECTS

At the close of the two days' convention of distributors of the Grigsby-Grunow Company, B. J. Grigsby, President and Chairman of the Board of Directors, stated he was more than pleased with the business outlook, and was confident that Majestic is going to have an unusually successful season.

"I am firmly convinced that we are going to have better radio business this Fall than we had in 1930. We showed several new developments in radio and these have the hearty approval of our distributors."

It was announced at the convention that within the next year new products would be added to the present line of manufacture. It is contemplated that these will include household appliances like electric washing machines and electric irons, the policy of the company being to ultimately produce a complete line of Majestic electric appliances for the home.

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RCA TEST FACSIMILE TRANSMISSION

Experiments which probably will lead to the inauguration of a regular radio facsimile transmission service to ships at sea are being conducted with the SS. America of the United States Lines, and the S.S. Minnekahda of the International Mercantile Marine Company by the Radiomarine Corporation of America, which for some time has been engaged in intensive research work in the field of marine facsimile transmission.

Facsimile apparatus developed by Charles J. Young, of the Engineering Department, RCA Victor Company, Inc., has been installed on the "Minnekahda" and "America" and facsimile transmission is now being carried on from the General Electric Company at Schenectady to these ships at sea. Successful marine facsimile transmission was accomplished last year by the Radiomarine Corporation with the "America" when that vessel was off Fastnet Island, approximately 3,000 miles from New York.

Charles J. Pannill, Executive Vice President of the Radiomarine Corporation, pointed out that the present test will establish the full practicability of a marine facsimile service, which has been looked forward to as an important new aid to navigation. Primary among the services will be the transmission of weather maps, to be made available to masters of vessels on the high seas.

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RADIO TABULATION IN OHIO

Out of 1,700,877 families in Ohio, 47.7 per cent, or 810,767, possessed radio receiving sets in 1930, the Census Bureau reports. This places the Buckeye State above the average set by the States counted so far.

The radio industry and the Department of Commerce had previously estimated that there were 845,000 radio sets in the State.

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NETWORKS HAVE MOST OF PEAK TIME TAKEN

Both radio networks are nearing the point of being 100 per cent booked between the peak hours of 5 and 11 P. M., according to Variety. The National Broadcasting Company has but three hours in the week unsold, while Columbia has only four hours not paid for.

Independent stations are anticipating a good business direct with advertisers because of the congestion on the chains.

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: BUSINESS LETTER BRIEFS :
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Three new commercial programs have just been signed by C. B. S. Street and Smith's Love Story Magazine half-hour dramatic sketches will be on once a week beginning Thursday, October 1st. Pratt Foods will start on a 22-station circuit on September 17th with a 15-minute farm program every Thursday afternoon. Vanity Fair Silk Mills will follow two days later with a 15 minute variety show over the same number of stations; both of latter contracts are for 13 weeks.

Walter Stone, head of the Publicity Department of the National Broadcasting Company has resigned. G. W. Johnstone, now Assistant to M. H. Aylesworth, is filling both jobs for the present.

C. L. Menser, of the Production Department of the National Broadcasting Company at the New York headquarters, has been transferred to the Chicago division as Production Manager of the studios in that city. He will report officially for his new duties next Saturday.

One of the questions asked of radio editors recently by the National Confectioners' Association of Chicago, was:

"Are you in sympathy with the movement to reduce the advertising ballyhoo in radio programs?"

"The answer, briefly, was 'Yes'", C. J. Nadherny, of that association reports. "Some cited their own suffering at the hands of long-winded announcers. Others quoted their friends or wives. Still others took a broader view, seeing the long commercial announcement as a real menace to radio, working to the hurt of sponsor, station, manufacturer and listener alike. Many cited programs which had aroused antagonism instead of good will through over-zealous 'plugging.' Whatever the approach, the affirmative answer was in every case positive and unqualified. If the power of the press is what we think it is, such a strong and united opinion on the part of radio commentators cannot fail to banish the too-long commercial announcement in the near future. Needless to say, we are committed, in our own broadcasts, to maximum entertainment and minimum sales talk."

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CBS PLAN NEW RELIGIOUS PROGRAMS

A new policy in the handling of religious broadcasts will be put into effect shortly by the Columbia Broadcasting System. A "Church of the Air" over a national network - in which the Protestant, Catholic and Jewish faiths will be represented - will be started on Sunday, September 13th.

Under the new plan, the facilities will be donated with no return whatsoever, and whenever necessary, the musical setting for a complete service will be furnished.

In announcing the abolition of religious broadcasting on a commercial basis, William S. Paley said:

"In adopting the new plan of religious broadcasting, we have uppermost in mind freeing ourselves from the responsibility which we are not qualified to assume of allotting time on a commercial basis to different religions and different preachers. So long as we view this question solely in the light of business practice, we are likely to fail to give to the radio audience the balanced religious broadcasting it is entitled to. We feel that religious broadcasting is a public service which should be administered as far as possible under the guidance of persons closely associated with religious endeavor."

Allotment of time among the various faiths and sects is being worked out on the basis of the relative numerical strength of the principal religious organizations of America.

Two half-hour periods each Sunday are contemplated in the plan. Each period will be a complete service so far as the customs of the church in charge permit.

The Protestant Hour will be 10 A. M., E.S.T., and the Catholic and Jewish services are to be heard in the afternoon.

A contractual obligation with the Rev. Dr. Donald Gray Barnhouse, of Philadelphia, for several weeks' broadcasting next Fall, will be fulfilled, but all other hours heard last year will be dropped.

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COMMISSION ENGINEER FINDS TELEVISION IMMATURE

The following review appeared in the New York Times on Edgar H. Felix's book on television:

The Scientific Book Club's August selection, "Television, Its Methods and Uses", records "tremendous improvement recently due to scientific progress in the instrumentalities of television, but

warns that the public must not expect television entertainment for some years because of the further need for many radical improvements. The book published by the McGraw-Hill Book Company, is the work of Edgar H. Felix, Consultant of the Federal Radio Commission and for fifteen years an engineer on the staffs of numerous broadcasting stations.

Among the scientific improvements tending to bring television nearer as a source of national entertainment are the electrical transmission of audible frequencies, photoelectric tubes, vacuum-tube amplifiers and motion picture projection, according to Mr. Felix. These improvements, he explains, provide new tools of "exquisite responsiveness and accuracy, replacing the crude instrumentalities of the pioneers." None of these new methods, however, provides the fundamental inventions which are needed to make television feasible as a public service, he contends.

The author considers the limitations of existing television systems and holds that the outstanding problem of television is in overcoming the limitations imposed by the shortage of communication facilities. He says engineers up to this time have been following in the footsteps of principles disclosed fifty years ago.

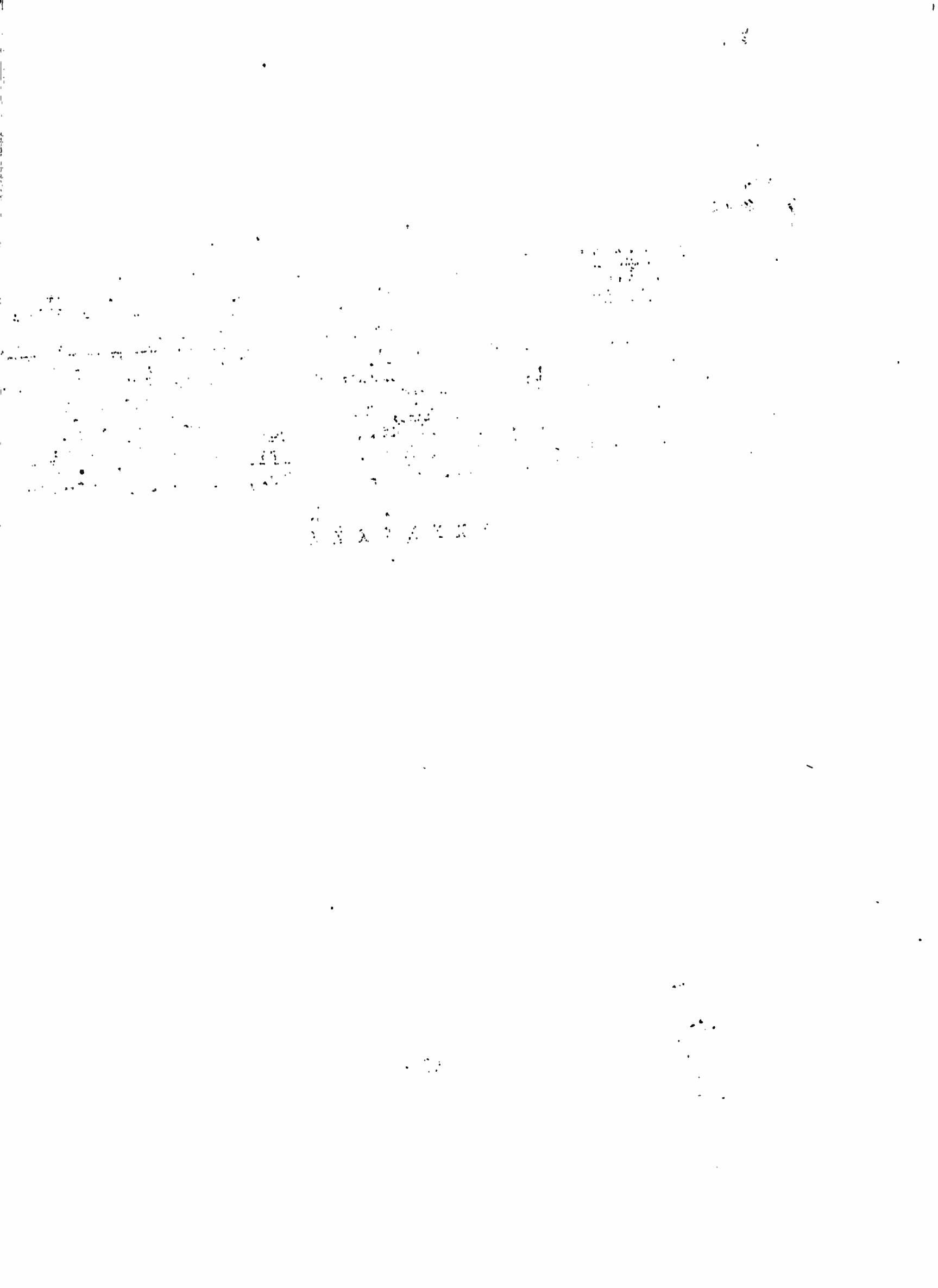
Mr. Felix charges the public has been led to expect too much of television because of "premature publicity issued by promoters and manufacturers." When television arrives, it probably will become "the greatest medium for the advertiser", he says. He devotes the closing chapters of his book to a study of the possibilities of television as an entertainment, educational and advertising medium.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 7 - WPDZ, City of Fort Wayne, Ind., Fort Wayne, Ind.: C. P. for additional tube and increase in speech equipment, police service; KWW, Joseph T. Bayer, Chicagoff, Alaska, license for 500, 429, 174.4 kc., 150 watts, point-to-point and coastal service; Harry H. Billings, Fresno, Calif., new C. P. for frequencies to be determined, 1 KW, experimental service; W6XU, Radiomarine Corp. of America, San Francisco, Calif., renewal of special experimental license for 11050, 11230, 12490, 13240, 16580, 159, 151, 153, 157, 160, 400, 410, 454, 468, 8290, 8450 kc., 10 KW.

Also, Aeronautical Radio, Inc.: WEEQ, Atlantic City, N.J., licenses for C. P. for 4164, 6320 kc., 20 watts, aeronautical service, and license covering C. P. for 3070, 3076, 5690 kc., 20 watts, point-to-point aeronautical; WSDL, Duluth, Minn., licenses covering C. P. for 3004, 5375 kc., 400 watts, aeronautical service, and license covering C. P. for 2680 kc., 400 watts, point-to-point aeronautical service.



PATENTS, PATENT SUITS, AND TRADE MARK

The following patents were granted during the week ending August 11, 1931;

- 1,818,006. Method of Making and Playing Phonograph or Sound Records. Heinrich Ohagen, Breslau, Germany. Filed April 2, 1928, and in Germany April 6, 1927.
- 1,818,010. Electrical Condenser and Method of Manufacturing the Same. Victor E. Rosen, Waltham Highlands, Mass., assignor to Wireless Specialty Apparatus Company, Boston, Mass. Filed February 3, 1923.
- 1,818,157. Radio Receiving Circuits. Maurice M. Phillips, Pittsburgh, Pa. Filed April 17, 1929.
- 1,818,316. Inductance System. Louis A. Gebhard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed December 22, 1928.
- 1,818,363. Inductance System. Arthur M. Trogner, East Orange, N.Y., assignor to Wired Radio, Inc., New York, N. Y. Filed January 25, 1929.
- 1,818,463. Zero Correcting Circuit, Austen M. Curtis, East Orange, and Everett T. Burton, Millburn, N. J., assignors to Bell Telephone Laboratories, Inc., New York, N. Y. Filed September 15, 1928.
- 1,818,502. Sound Reproducing Apparatus. Freeman H. Owens, New York, N. Y., assignor to Owens Development Corp., New York, N. Y. Filed September 16, 1929.
- 1,818,639. Radio Direction Finding. Alexander Meissner, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie, m.b.H., Berlin, Germany. Filed December 31, 1926, and in Germany January 19, 1928.
- 1,818,645. Automatic Disk Record Player, Joseph A. O'Neill, New York, N. Y. Filed June 17, 1925.
- 1,818,669. Radio Frequency Telegraphy and Telephony System. August Beckmann, Berlin, Germany, assignor to Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany. Filed January 9, 1925, and in Germany January 11, 1924.
- 1,818,708. Radio Dynamic Control of Gliding Bodies. John Hays Hammond, Jr., Gloucester, Mass. Filed November 15, 1922. Renewed August 8, 1929.

- 1,818,854. Diaphragm For Loud Speakers. William K. Kearsley, Schenectady, N. Y., assignor to General Electric Company. Filed October 1, 1926.
- 1,818,947. Current Supply Apparatus. William C. Grunow, Chicago, Ill., assignor to Grigsby-Grunow Company, Chicago, Ill. Filed October 6, 1926.

Patent Suits

- 1,173,079, E. F. Alexanderson, Selective tuning system; 1,195,632, W. C. White, Circuit connections of electron discharge apparatus; 1,313,094, I. Langmuir, System for amplifying variable currents; 1,251,377, A. W. Hull, Method of and means for obtaining constant direct current potentials, filed June 8, 1931, D. C., S. D. N. Y., Doc. E 60/125, Radio Corp. of America et al v. The Poughkeepsie Gold Seal Electrical Corp.
- 1,231,764, F. Lowenstein, Telephone relay; 1,403,475, H. D. Arnold, Vacuum tube circuit; 1,465,332, same, Vacuum tube amplifier, filed June 8, 1931, D. C., S. D. N. Y., Doc. E 60/124, Radio Corp. of America, et al. V. The Poughkeepsie Gold Seal Electrical Corp.
- 1,620,661, Re. 17,915, L. L. Jones, Radio frequency amplifying system; 1,673,287, same, Electron discharge tube amplifier system; 1,713,130, same, Method of and means for controlling energy feed back in electron discharge device; 1,732,937, same, Transformer and coil system; 1,770,524, same, Amplifying system; 1,770,525, same, Radio receiving apparatus; 1,779,881, same, Amplifier; 1,788,197, same, Radio frequency circuit; 1,791,030, same, Radio Receiving system; 1,696,263, C. E. Bonine, Radio apparatus; Re. 17,194, G. H. Whittingham, Tuning device, filed April 13, 1931, D. C. E. D. N. Y., Doc. 5454, Technidyne Corp. et al. v. McPhilbin-Keaton, Inc.

Trade-Mark (Not Subject To Opposition)

- 286,069. Smith, Kirkpatrick & Co., Inc., New York, N. Y. Filed May 31, 1930. "CAMBRIDGE" for Radio receiving sets and parts thereof and assembled audio amplifying units and parts thereof. Claims use since May 15, 1930.

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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. :: ::

M-F-M-staff
D. Arthur

National Broadcasting Company, Inc.
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No. 461

CUMMINGS HEARING OPEN TO ALL

The application of C. R. Cummings, of Williamsport, Pa., for 25 channels to be set aside for the exclusive use of local or community broadcasting stations, has been set for hearing October 16, 1931. The applications lists 267 cities and towns in which the applicant desires to erect broadcasting stations.

Because the applicant has failed to name specific frequencies, the notice of hearing mailed by the Radio Commission does not name any specific stations as parties to the hearing. Any party believing itself to be adversely affected by the granting of the application may petition the Commission for leave to intervene. Under the rules of the Commission such petition must be filed at least 15 days prior to the date of the hearing.

The application, filed March 24, 1931, in the name of "C. R. Cummings, Trustee for Community Radio, a corporation to be formed, Williamsport, Pa.", stipulated the following requests:

"(1) That reallocation be made in order that 25 of the present 96 broadcast channels having a 10-kilocycle separation - a total of 250 kilocycles, may be set aside for the exclusive use of community radio stations;

"(2) That the 25 adjacent channels be placed at one end or the other of the present radio broadcast band, either 550-880 kilocycles or 1250-1500 kilocycles;

"(3) That the 25 channels be made available for the exclusive use of local or community stations, for those cities or towns having a population numbering between 10,000 and 100,000 inhabitants; that no such community station be granted in excess of 100 watts power and that no such community station be granted greater power than one (1) watt of power for each 1,000 inhabitants within limits of said city or town;

"(4) That the 25 adjacent broadcast channels, occupying a total of 250 kilocycles, be subdivided to provide 125 adjacent community broadcast channels having a two (2) kilocycle separation;

"(5) That engineering charts be prepared by the Federal Radio Commission apportioning radio facilities to every city and town in the United States, having a population numbering between 10,000 and 100,000;

"(6) That power for community stations be computed for broadcast transmitters having maximum outputs of 25 watts, 50 watts and 100 watts, respectively; that the units of separation in actual licensed power be in the multiple of 5 watts."

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STATION TOTAL CUT FROM 621 to 612

Although eleven new broadcasting stations were authorized during the fiscal year 1931, the total number of licensed stations in the United States was reduced from 621 to 612, the Federal Radio Commission has just announced, following a compilation of statistics for the 12-month period.

This reduction was effected by the deletion of 20 broadcasting stations, five of which were consolidated with other transmitters and two of which were merged into a single station.

Nearly 1,500 more applications in the broadcasting and communication fields were received during the past fiscal year than during the fiscal year 1930. Last year there were 10,030 applications, while in 1930 there were 8,543.

Most of these requests had to do with renewals and new assignments in the radio communication field. Last year 8,628 of the permits were granted as compared to 7,655 for the previous year.

In addition, the Radio Commission received 20,609 applications for amateur radio station renewals and new licenses. Of these 20,204 were granted. The Commission only last year assumed control of these stations; the authority formerly was in the hands of the Radio Division of the Department of Commerce.

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WBZ NEW TRANSMITTER INSTALLED

The distinction of being the newest as well as the oldest broadcasting station in New England recently went to Westinghouse Station WBZ upon completion of its new transmitter at Millis, Mass.

The new Millis transmitter will continue to synchronize on 990 kilocycles with WBZA in Springfield. Upon completion of the new broadcasting station, the equipment formerly used was taken down. Included among the equipment razed were the tall antenna masts surmounting the Park Square skyline in Springfield.

Full-time broadcasting from the new transmitter was inaugurated by Walter C. Evans, Westinghouse Superintendent of Radio Operations, who then turned operation over to Phillip F. Robinson, plant manager of WBZ-WBZA.

The Millis equipment embodies many features only lately released from radio research laboratories. Every up-to-the-minute development in apparatus advancement and refinement of design has been built into the new transmitter. The new WBZ transmitter is an RCA coordinated 50 kilowatt type built by Westinghouse. It has the 100 per cent modulation feature, giving approximately four times the efficiency of older transmitter types. The result is good signal level without excessive carrier.

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COMMISSION RULES TO BE IN BOOK FORM

The Federal Radio Commission will have available shortly after it convenes in September, a draft of Rules and Regulations designed to take the place of existing General Orders governing the operation of all radio stations. A large number of the existing General Orders have been repealed in whole or in part or amended with result that much of their content is of no value.

The new rules and regulations will be issued in book form with an adequate index with the view of making it a useful handbook for all persons engaged in the management and operation of radio stations.

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TRADE SURVEY BEING MADE BY U. S. BUREAU

An exhaustive survey of radio dealer operations during 1928-1930 is being made by the Electrical Division of the Department of Commerce.

Information regarding nearly all phases of the activities of radio dealers is being collected and compiled for this survey, which is not expected to be completed for about three months, at the end of which time the information will be made public.

Among the queries in the questionnaire which has been sent to dealers are questions dealing with store expenses, who influences sales, what sales methods are used, the amount of actual sales which are made, the popularity of the various types of sets and what priced sets seem to sell the best, what periods of the year bring the most and the least business, and many other matters relative to the business.

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DOCKET COMPLETED TO OCTOBER 31ST

The tentative docket of cases to be heard by the Examiners of the Federal Radio Commission has been completed to October 31, 1931, and includes about 150 applications.

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STATION KJR IN HANDS OF RECEIVERS

The Northwestern Broadcasting System, which operates Station KJR, of Seattle, was placed in the hands of receivers last week only a fortnight after the station had been acquired by the National Broadcasting Company.

This action was a part of the general investigation of the A. E. Pierce financial affairs. It was taken by Superior Court Judge James E. Kinne upon the motion of Saul Haas, receiver for the Washington Loan & Securities Company, a stock selling firm operated by Pierce. Haas charged a conspiracy to rob the Washington Loan & Securities Company for the benefit of the defendant companies, which includes the Northwestern Broadcasting System, and declared that the embezzlements totaled \$2,126,590.

Harold L. Scott, auditor, was named temporary receiver for KJR and General Discount & Mortgage Corporation.

The Northwestern Broadcasting System, according to the Seattle Star, is alleged to have received from Pierce, sums totaling over \$300,000 from funds of the Washington Loan, for which the corporation did not receive the stock. The complaint demands that this money be refunded.

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ARGENTINA RAISES VALUATION ON RADIO ITEMS

Increased valuations on a variety of products associated with the radio and phonograph industries will go into effect in Argentina at the close of this month, according to the Department of Commerce's weekly summary of changes in foreign tariffs.

Among the articles affected are apparatus for radio telephony, receivers, amplifiers or combinations with victrola or phonographs, amplifying tubes, portable phonographs of wood or covered with cloth or leather, electric phonographs and records. Under the new rule the actual payment of duties will constitute the date of entry, and merchandise on which the tariff has not been paid up to midnight of August 31st will be subject to the new valuations.

In order to improve the economic situation in Uruguay, the report continues, an emergency tariff measure prohibits, until the end of this year, the importation of a wide range of so-called non-essential commodities. Among the items to be excluded are mechanical refrigerators, radio apparatus, musical instruments, phonographs and records.

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NO DEMAND SEEN FOR FACSIMILE BROADCASTING

Although facsimile radio transmission is being used rather widely in commercial communication and is gradually being improved, engineers of the Federal Radio Commission believe that there will never be a sufficient public demand to merit its adaptation to broadcasting.

Point-to-point transmission of photographs, drawings, graphs, and even cheques is not uncommon, and experiments are being conducted, chiefly by the Radiomarine Corporation in the sending of weather maps and news items to ships at sea.

Experiments have been conducted in the field of facsimile radio transmission for several years, and improvements are being recorded from time to time. The transmission is not classed as experimental, as is television, however, and is consequently utilized by commercial concerns.

The Radio Commission issues no specific licenses for facsimile communication, but all short wave stations are privileged to transmit in this field. The American Telephone & Telegraph Company also offers this service by wire in place of via radio.

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RADIO EXPORTS FOR JUNE SHOW GAIN

Exports of radio apparatus from the United States were valued at \$1,581,140 for last June which is a gain of \$214,181 over last year, according to the Department of Commerce. The total value for the 6-month period ending June 30, 1931, amounted to \$9,748,873, or a gain of \$1,220,600.

In considering radio apparatus by separate items, shipments of receiving sets show the largest gains, the increase for June being \$369,946, and for the 6-month period \$2,249,329; receiving set components, loud-speakers and other receiving set accessories declined. Argentina was the largest single purchaser of radio receiving sets during June exports to that country being valued at \$213,856. Canada was next, taking \$131,347 worth. Italy and Uruguay were also good markets, shipments to these countries being valued at \$77,397, and \$60,332, respectively. New Zealand purchased \$54,223 worth of American radio receiving sets.

In the case of transmitting sets and parts, Brazil was the largest purchaser with Canada and the Philippine Islands next in importance.

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: BUSINESS LETTER BRIEFS :
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Allen B. DuMont, formerly with the Westinghouse Lamp Company and more recently Chief Engineer of the DeForest Radio Company, announces the opening of his office and laboratory at 9 Bradford Way, Upper Montclair, N. J. He will engage in consulting engineering on television problems and also on problems connected with the development, production and application of vacuum tubes.

The small country of Denmark is second to the United States in the number of radio receiving sets it has for each 1,000 citizens, according to Dr. Julius Klein, Assistant Secretary of Commerce.

There are 63 sets for each 1,000 in population in Denmark as to 83 in this country. Sweden runs a close third with 60 radios for each 1,000 persons.

The Coast Guard Bulletin carries the following:

"The Commander, Destroyer Force, reports that arrangements have been made with the Manager of the Radiomarine Station at New London (WSA) whereby that station will answer calls and handle emergent traffic on intermediate frequencies from merchant vessels addressed to Coast Guard units at New London. This is another instance furthering the pleasant relations existing between the Coast Guard and the commercial interests which serves to materially strengthen the protection afforded to vessels at sea."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 13 - WMCA, Knickerbocker Broadcasting Co., New York, move transmitter from Hoboken, N. J., to College Point Causeway, Flushing, N. Y.; WFIW, WFIW, Inc., Hopkinsville, Ky, C. P. to rebuild station which was destroyed by fire; WDBO, Orlando Broadcasting Co., Inc., Orland, Fla., direct measurement of antenna input; W. G. Jasper, Muskogee, Okla., C. P. to erect a new station to use 1310 kc., 50 w., share with KFXR; Steward A. Heigold, Yuma, Ariz., C. P. amended to request 1420 kc., 100 w., unlimited time instead of 1500 kc., now requests facilities of KFXY; KVOR, The Reynolds Radio Co., Colorado Springs, Colo., license to cover C. P. granted June 9, 1931, for change in equipment; KJBS, Julius Brunton & Sons Co., San Francisco, Calif., modification of license to change hours of operation.

August 15 - KMLB, J. C. Liner, Monroe, La., modification of license to change frequency from 1200 kc., to 1420 kc., and hours of operation from daytime to unlimited, withdrawing increase facilities from KWEA; WSMB, Saenger Theaters and Maison Blanche Co., New Orleans, La., voluntary assignment of license to WSMB, Inc.; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., license to cover C. P. granted June 26, 1931, for a local transmitter move;

The following application has been cancelled: WDIX, North Mississippi Broadcasting Corp., Tupelo, Miss., cancelled at the request of the applicant.

Applications, Other Than Broadcasting

August 12 - WNAM, Aeronautical Radio, Inc., Lewisburg, Pa. C. P. for change in transmitter location to Bellefonte, Pa.; WNAJ Aeronautical Radio, Inc., Angola, Ind., C. P. for change in transmitter location to Toledo, Ohio; RCA Communications, Inc.: W2XBZ, New Brunswick, N. J., renewal of license for 4,795, 6425, 8650, 12850, 17300, 25700, 34600, 51400, 60000 to 400000 kc., 80 kw., experimental; W2XDC, Riverhead, N. Y., renewal of license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300, 34600, 51900, 60000 to 400000 kc., 15 w., experimental; W2XCQ, renewal of license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 w., experimental; KGVX, Inland Waterways Corporation, St. Louis, Mo., KQP, Minneapolis, Minn., C. P. for new service (marine relay, private) for 3112, 4116, 6515 kc., power not to exceed 500 w.; W3XP, Bell Telephone Laboratories, Whippany, N. J., license for special experimental service on 650, 1100, 1480 kc., 1 kw.

August 13 - Aeronautical Radio, Inc.: KNAU (requested) Tulsa, Oklahoma; KNAV, (requested) Oklahoma City, Okla.; WNAU, (requested), Moline, Illinois, C. P.s for 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 watts (WNAU, 50 watts), aeronautical service; KSV, Amarillo, Texas, license to cover C. P. for 8015 kc., 500 watts, point-to-point aeronautical service; WNAK, Cleveland, Ohio, C. P. to cover change in transmitter location, 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 watts, aeronautical service; KHAHS, Pan American Airways, Inc., Plane NC-9685, modification of license to cover change in frequencies, 333, 500, 3070, 5690, 8650, 1688 kc., 12 watts, aircraft service; Don Lee, Inc., Los Angeles, new C. P. for 4300-4600, 48500-50300, 60000-80000 kc., 150 watts, visual service.

August 14 - Knickerbocker Broadcasting Co., portable, new C. P. for 2368 kc., 1 kw., special experimental; WNN, Tropical Radio Telegraph Co., Mobile, Ala., license for transmitter for additional service, 147, 176, 442, 4148, 11290, 13180, 22580 kc., 200 w., coastal and marine relay; KET, RCA Communications, Inc., Bolinas, Calif., license covering C. P. for 9480 kc., 80 KW, point-to-point; W2XAJ, Press Wireless, Inc., Hicksville, N. Y., renewal of license for 11640, 12850, 17300, 19340 kc., 5 kw, special experimental; KRM, Federal State Marketing Service, Los Angeles,

Cal., modification of license for immediate discontinuance of one transmitter, 100 w., Agriculture and marketing; W6XK, Don Lee, Inc., Los Angeles, Calif., renewal of license for frequencies in the amateur bands in accordance with revised amateur regulations, 500 w., special experimental; W2XDF, Faske Engineering Co., Brooklyn, N. Y., modification of C. P. for additional frequencies to be used for visual service, 2850-2950, 4300-4600, 2300-2500 kc., 500 w., experimental.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The following action of the Federal Radio Commission was made public by the Commission August 13:

Applications Granted

WGBS, General Broadcasting System, New York City, authority to extend completion date of C. P. which expires August 15th, covering changes in equipment; KLO, Perry Building Co., Ogden, Utah, authority to extend completion date of C. P. which expires August 14th, covering Construction of portable transmitter to make field measurements to determine a suitable location for KLO's transmitter; KDB, Dwight Paulding, Santa Barbara, Calif., license 1500 kc., 100 watts, unlimited; WKZO, WKZO, Inc., Kalamazoo, Mich., modification of C. P. extending completion date to Sept. 15, 1931; WKBS, Permil N. Nelson, Galesburg, Ill., modification of C. P. extending completion date to Nov. 15, 1931; KUSD, University of South Dakota, Vermillion, South Dakota, license 890 kc., 500 watts, shares with WILL and KFNF; KLX, The Tribune Publishing Co., Oakland, Calif., license 880 kc., 500 w., unlimited time; WCAJ, Nebraska Wesleyan University, Lincoln, Nebr., authority to suspend operation from August 17th to September 6, 1931, inclusive in order to make changes in equipment; WLAP, American Broadcasting Corporation of Kentucky, Louisville, Ky., authority to extend special experimental authority from Aug. 25 to Nov. 25, which authorized change in frequency from 1200 kc., to 1010 kc., and increase in power from 100 w. night, 250 w. day to 250 w. day and night, and change hours of operation from unlimited to three-fourths time.

Also, W3XP, Bell Telephone Laboratories, Inc., Whippany, N. J., license to cover former license which has expired; WRH, American Radio News Corp., Carlstadt, N. J., permission to communicate with foreign stations in an endeavor to establish contact with submarine "Nautilus" now at Spitzbergen; KSI, Aeronautical Radio, Inc., Burbank, Calif., two C. P.s to reconstruct station; WOE, Radiomarine Corp. of America, Palm Beach, Fla., modification of C. P. to extend completion date to Oct. 12, 1931; W3XAU, Universal Broadcasting Co., Byberry, Pa., modification of C. P. to extent completion date to October 12, 1931; The Crosley Radio Corp., plane licenses 3106 kc., 50 w.; W8XAW, West Virginia University, portable

in City of Morgantown, license for experimental purposes; National Air Transport, Inc., two licenses for aircraft; WLOXAC, Atlantic Broadcasting Corp., portable, New York renewal of license 2476 kc., 7½ watts.

Renewal Of Licenses

KPOF, Pillar of Fire, Denver, Colo.; WCAJ, Nebraska Wesleyan University, Lincoln, Nebr.; WEEI, The Edison Electric Illuminating Co., Boston, Mass.; WFI, Strawbridge & Clothier, Philadelphia, Pa.; KFNF, Henry Field, Shenandoah, Iowa; KSAC, Kansas State Agriculture College, Manhattan, Kans.; WEAN, Shepard Broadcasting Service, Providence, R. I.; WNOX, WNOX, Inc., Knoxville, Tenn.; WMMN, Holt Howe Broadcasting Co., Fairmont, West Virginia.

In the following cases the Commission granted temporary licenses and designated said applications for hearing pursuant to the provisions of General Order 114, section 2:

KFMX, Carleton College, Northfield, Minn.; KGBZ, Dr. George B. Miller, York, Nebr.; KGMP, Bryant Radio & Electric Co., Elk City, Okla.; WCAD, St. Lawrence Univertisy, Canton, N. Y.; WNBO, John Brownlee Spriggs, Silver Haven, Pa.; WAVE, Pillar of Fire, Zarepath, N. J.; WCAL, St. Olaf College, Northfield, Minn.; WOOD, Kunsy-Trendle Broadcasting Corp., Grand Rapids, Mich.

In the following cases temporary licenses were granted due to failure of applicants to submit time-sharing agreements as required by G. O. 105 and said applications were designated for hearing and temporary licenses will be issued beginning 3 A.M. E.S.T. September 1, 1931, and ending according to Special Minute No. 360, adopted April 16, 1931:

WEAO, Ohio State University, Columbus, Ohio; WKBN, Warren P. Williamson, Jr., Youngstown, Ohio.

In the following cases, applicants were unable to reach time-sharing agreements in accordance with G. O. 105, the Commission therefore designated said applications for hearing and temporary licenses will be issued beginning 3 A.M., E.S.T., Sept. 1, 1931, and ending according to Special Minute No. 360, adopted April 16, 1931

WCAC, Connecticut Agriculture College, Storrs, Conn.; and WICC, Bridgeport Broadcasting Station, Bridgeport, Conn.

Applications Denied: WLBL, State of Wisconsin, Department of Agriculture and Markets, Stevens Point, Wis., denied request for authority to withhold the installation of crystal control unit in new transmitter authorized June 24th and to substitute 50-w. oscillator instead, pending supreme Court decision on merger of WHA and WLBL: WKBO, Camith Corp., Jersey City, N. J., denied application of attorney for this station to file exceptions to Examiner's Report No. 216, for the reason this station was not a party participating in the hearing in accordance with General Order 93.

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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. :: ::

*7-18-31
Staff
D. J. Hartman*

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

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No. 462

HOW WORLD RADIO SETS ARE DISTRIBUTED

The United States still has well over a third of the broadcasting receiving sets of the world, even on the basis of a conservative estimate, according to tabulations just made by Lawrence D. Batson, of the Electrical Equipment Division of the Department of Commerce.

With an estimate of only 10,500,000 sets in this country, there are a total of 26,243,032 receivers in the world, the survey reveals. Dr. Julius Klein, Assistant Secretary of Commerce, recently estimated that there are a billion people within the range of broadcasting stations now established. On the basis of five listeners to every set, he said, it would require 200,000,000 sets to provide facilities for all of them to tune in on programs available.

The 10,500,000 estimated sets in this country constitutes an overwhelming majority of the 10,927,888 sets on the North American continent. Canada and Mexico are the only other countries which have any appreciable number of receivers, their totals being 284,580 and 100,000 respectively. The only other principality which has over 5,000 sets is Cuba with 28,875.

Porto Rico has 5,000, while Greenland sets the low mark with 25 receivers and no broadcasting stations. Alaska, which boasts one of the best climates for world reception, has 1,500 sets.

Argentina sets the pace for South America with 400,000 receivers, out of a total of 721,826 on the continent. Brazil comes second with 190,000, while French Guiana ranks lowest with 8 sets.

The whole of Europe, including the British Isles, has only 13,292,097 sets, which is approximately the total expected to be established for this country when the 1930 census is completed.

The United Kingdom leads with 3,411,910 sets and so ranks second to the United States in the world count. Germany comes a close second with 3,241,725, while France and Russia follow in order with 2,000,000 and 1,000,000, the latter including Russian territory in Asia.

The only other European country which has more than 500,000 sets is Spain, and it tops this mark by only 50,000. The nations which approach this figure are Sweden with 460,750, Austria with 439,322, and Denmark with 437,244.

On the basis of sets per 1,000 population, Denmark outranks them all and runs second to the United States. Sweden ranks third in the world on the same scale.

The whole of Asia has less than 1,000,000 sets, its total being 849,313. Japan, with 795,523, has the largest share of these. China, despite its teeming millions of inhabitants, has only 15,000 receivers. India's count is 7m682. The small, though progressive, Siam boasts 5,043.

Australia has 329,134 sets, while New Zealand has 61,449. The whole of Africa includes but 45,483 receivers, and of this number 25,121 are in the Union of South Africa. Algeria ranks next with 10,000.

Fifty-five of the principalities charge listeners for the privilege of operating a receiving set and to support broadcasting stations. These annual fees reach a minimum of \$2 to \$2.50 in countries where such licenses are intended to maintain broadcasting. The amount of the fee varies largely with the distribution of wealth. Turkey makes radio reception a luxury by charging \$44 a year for a receiver's license, while Venezuela charges the second highest tax of \$11.58. France's fee of 39 cents is the cheapest in Europe.

Broadcasting is supported by broadcasters in 31 of the countries which have stations. Governments provide the support in a dozen countries, and in 28 the listeners furnish the costs directly. Even in most of the nations in which broadcasting supported by broadcasters, fees are required of listeners.

The rank of all countries having more than 1,000 receiving sets, in their order, follows:

United States, United Kingdom, Germany, France, Russia, Japan, Spain, Canada, Sweden, Austria, Denmark, Argentina, Australia, Czechoslovakia, Hungary, Netherlands, Poland, Brazil, Italy, Mexico, Switzerland, Finland, Norway, Peru, Belgium, New Zealand, Yugoslavia, Rumania, Latvia, Chile, Cuba, Irish Free State, Union of South Africa, Uruguay, Estonia, Hawaii, China, Chosen, Lithuania, Algeria, India, Turkey, Siam, Colombia, Porto Rico, Tunisia, Kwantung, Philippines, French Morocco, Portugal, Venezuela, Luxemburg, Hong Kong, Bulgaria, Alaska, Ceylon, Greece, Dominica Republic, Newfoundland and Labrador, French India, and Haiti.

Copies of Mr. Batson's tabulations may be obtained from the Electrical Division of the Department of Commerce.

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RMA FIGHTS LATIN-AMERICAN TARIFFS

Assistance of the State Department has been accorded to Radio Manufacturers' Association in opposing drastic increases ordered recently by Latin-American countries in their tariff rates on radio apparatus, according to an RMA announcement. Four countries - Argentina, Uruguay, Costa Rica and Mexico - decreed higher customs rates on radio sets, tubes, phonographs and phonograph records.

A vigorous protest against the new Latin-American radio tariffs was made to the State Department by Bond Geddes, Executive Vice President of the RMA. Members of the Association also were urged by Arthur Moss of New York, Chairman of the RMA Foreign Trade Committee, to have their Latin-American representatives follow up the protest direct to the Latin-American Governments concerned.

In response to the RMA protest, the State Department cabled appropriate instructions to the American Ambassador at Buenos Aires and the American Minister at Montevideo. Ambassador Bliss at Buenos Aires is working in accord with Argentine importers who are filing protests direct with the Argentine Government for reduction of rates or an extension of time in connection with the new Argentine tariff. The Argentine decree is effective July 31st. It would increase radio tariffs from 100 to 500 per cent. Uruguay proposes to prohibit entirely the importation of "luxuries", the list including electrical refrigerators, as well as radio apparatus.

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BRITAIN PLANS RADIO-EQUIPPED CRUISERS

Patrolling of the entire British coast line during stormy weather by fast life-boat cruisers, equipped with radio, is held to be likely in the immediate future, Trade Commissioner Floyd Sullivan, London, has reported to the Department of Commerce.

The Board of Trade inquiry into the yachting accident, in which a prominent Member of Parliament and five companions were drowned last year, will probably result in extensive developments in wireless telephone communication between all parts of the British coast, the report states.

It is considered very probable that the report of the inquiry in question will recommend the linking up of every part of the coast by wireless telephone, and the patrolling of the coast during stormy weather by fast lifeboat cruisers, equipped with wireless telephones.

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CBS TELEVISION RECEIVED IN TORONTO

Toronto and Chicago are the latest cities to report clear reception of the Columbia Broadcasting System's television station W2XAB, in New York City.

The Toronto listener who wrote to the New York key-station of the network said that he heard the sound over W2XE clearly while the pictures came through with regularity and clarity not surpassed by any station he has received.

Chicago listeners regularly report both sight and sound reception. Many say that little or no interference is present from local transmitters, so strong are the Columbia signals in that city.

Other reports are arriving from Pittsburgh, Buffalo, Boston, Schenectady, Camden, N. J., Washington, D. C., Roanoke, Va., Rochester, Syracuse and Baltimore.

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RADIO TO CONTROL BATTLESHIP TARGET

The Navy Department, in making public plans for the conversion of the "Utah" into a radio controlled target, announced that the old battleship will be operated by a number of receiving sets in various parts of the warship. The controlling signals will be sent from a specially equipped destroyer.

The signals from the destroyer will direct the "Utah's" course and speed, lay down smoke screens and otherwise maneuver the vessel.

Navy radio experts maintain that when the installation is complete, the "Utah" will be equipped to maneuver in every way as though she were carrying a crew of several hundred men. No radio control for the guns will be installed, however.

The speed of the "ghost ship" will be controlled by radio signals which will open and close electric switches, open and close throttle valves, and regulate the supply of oil entering the boilers. Another set of switches will control the rudder, moving it from left to right as desired. An automatic steering device, known as the "iron mike", recently perfected for merchant ships, will hold the course, once it is set by radio waves.

One radio-controlled target, the destroyer "Stoddert" is already in use on the Pacific Coast, and has been repeatedly used in maneuvers. Two additional destroyers will also be shortly equipped with radio control for use as target vessels, and will join the "Stoddert" and "Utah" as a part of the "ghost fleet."

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LOUISIANA FAR SHORT OF ESTIMATES

Louisiana fell far short of the estimate of the radio industry and the Department of Commerce as to its number of radio receivers in 1930, according to the Census Bureau figures.

Only 11.2 per cent, or 54,364, of Louisiana's 54,364 families reported sets when the Census Bureau made its count. The trade estimate was 121,000.

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MANUFACTURERS SEE UPSWING IN BUSINESS

Coming on top of the prediction of Dr. Julius Klein, Assistant Secretary of Commerce, that the radio industry "will probably as a minimum have to double its operations during the next five years", are just as enthusiastic assertions of confidence on the parts of leading American radio set manufacturers whose opinions were sought by G. Clayton Irwin, Jr., General Manager of the Eighth Annual Radio Electrical World's Fair, which is to be held at Madison Square Garden, New York City, the week of September 21st.

Careful merchandising, newspaper advertising and judicious sales tactics are the weapons the manufacturers are choosing to insure radio's advance. The present 1931-1932 season, at least one major set manufacturer believes, will be the greatest the industry has yet seen.

A sharp increase in the use of electrical household appliances, which will react to the benefit of the thousands of radio dealers, is destined to accompany the advance of radio, Mr. Irwin believes.

B. J. Grigsby, President of the Grigsby-Grunow Company, Chicago, says the industry has already sensed the renewed public interest in radio and is now prepared to meet its responsibility.

"After careful consideration of all factors entering into general business and the public attitude on such commodities as radio", said Mr. Grigsby, "it is my sincere and unbiased opinion that the approaching fall season will be one of the greatest that the radio industry has yet seen."

Power Crosley, Jr., President of the Crosley Radio Corporation, Cincinnati, claims that these are normal times and manufacturers have to get after business - not wait for it to come to them.

"It is normal for people to work for what they get", Mr. Crosley remarked. "I believe that when things fall in our laps and business comes without effort, things are abnormal. There-

fore, it behooves all of us - those in the radio business in particular - to forget that there was a time when people mobbed radio stores to buy radio apparatus, and, instead, to get out and work for business."

R. W. Jackson, Vice-President of the Brunswick Radio Corporation, New York City, sees public interest in radio increasing from every direction.

"Probably the main contributing element", he said, "is the fact that radio manufacturers are building into radio instruments a degree of musical quality heretofore not attained, and at a retail price that will be highly acceptable to the public."

H. E. Capehart, President of the Capehart Corporation, of Fort Wayne, Indiana, sees the 1931-1932 season as an excellent period to supply the public's demand for quality merchandise.

"People have been saving money and waiting for better values", Mr. Capehart said, "and they are now available. Values are greater in radio today than ever before. With the proper presentation of a quality product at fair prices to the consumer, there is every reason to believe that the result will be quantity sales."

Frank Holmstrom, Jr., Vice-President in charge of sales of Kolster Radio, Inc., which is backed by Mackay Radio & Telegraph Company, sees the replacement market as a large contributor towards the success of the new season.

"Speaking in generalities", Mr. Holmstrom said, "we can confidently expect very satisfactory radio business this Fall. Radio has become so much a part of the life of our nation that it is no longer considered a luxury but a very necessary part of home life.

"The new sets offered by radio manufacturers this Fall will tempt owners of obsolete sets to scrap them and enjoy modern reception. The vast number of new families that will go to housekeeping will include radio in their first year's budget. The thousands upon thousands of newly wired homes will want electrically operated sets. Surprising as it may seem, there are millions of homes that have yet to buy their first set."

The new season's lines of all major manufacturers will be revealed to the public at the Eighth Annual Radio-Electrical World's Fair. Radio receivers containing the latest innovations will be in the elaborate exposition. Combination radio-phonograph and home-talkie units will also be shown by prominent manufacturers.

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N. Y. C. PLANS RADIO POLICE SYSTEM

An appropriation of \$100,000 in the 1932 New York City budget will be asked to provide three short-wave radio broadcasting stations and short-wave receiving sets for each of the 250 police squad cars, the two police airplanes and the police launches so that word of gang killings and other crimes of violence can be broadcast to roving police on "scrambled" radio waves which can be picked up only by police receivers, according to the New York Times.

Police Commissioner Mulrooney said that he would request the appropriation at this Fall's budget hearings of the Board of Estimate.

If the appropriation is granted, as the Commissioner believes it will be, the police will be equipped with a crime-fighting weapon which has been found extremely effective in the thirty-odd cities of the United States where it is already in use.

Under the Commissioner's plan, drafted by Thomas W. Rochester, Chief Electrical Engineer of the Department, one station would be built in Manhattan to cover that borough and Richmond, another in the Bronx and part of Queens to be covered, and the third in Brooklyn. Mr. Rochester has conferred with radio experts in Washington, the Commissioner said, and has been told the three short waves could be obtained for police use. The "scrambled" waves, he explained, are of the sort used to prevent eavesdropping on transatlantic telephone communication.

Should the Board of Estimate grant the request, the new system would be installed the early part of next year. Along with it would be created a new police bureau, the Radio Bureau, whose function would be to maintain the efficiency of the stations and the receivers and to broadcast the alarms.

Back in 1920, Commissioner Enright purchased \$60,000 worth of radio receivers with the aim of placing them in every station house. However, the project failed.

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RADIO EDUCATION TOPIC AT WORLD CONGRESS

For the first time an international conference will consider the subject of education by radio when the World Association for Adult Education at Vienna takes up the topic at its three-day meeting which opened today.

Levering Tyson, Director of the National Advisory Council of Radio in Adult Education in the United States, is Chairman of the conference. During the three-day session, such subjects as the use of broadcasting directly and indirectly in education will be discussed. Consideration will be given to the technique in

broadcasting the spoken word and the principles underlying educational broadcasts as well as the relationship between the broadcasters and the listeners.

The scope of the discussions will be wide. Speakers will treat all fields of knowledge in their application to broadcasting from art to zoology. Hygiene, music, politics, teaching, the development of international industry, and the technique of presenting the various subjects are among a variety of topics included in the program.

Seventy delegates from various countries of the world are present at the meeting. It is expected that definite resolutions will be presented and brought back by them to their respective countries for study by the educational authorities.

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:	BUSINESS LETTER BRIEFS	:
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Two more Superheterodyne radio receivers, the Nos. 25 and 26, have just been placed on the market by the Stromberg-Carlson Telephone Manufacturing Company.

G. W. "Johnny" Johnstone again heads the Press Relations Department of the NBC, following the resignation of Walter Stone. He will continue his work as special assistant to Mr. Aylesworth also.

Maj. Gen. Charles McK. Saltzman, Chairman of the Radio Commission, has returned to his desk after a vacation of several weeks at Lake George, New York.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 18 - WPAW, Shartenberg & Robinson Co., Pawtucket, R. I., license to cover C. P. granted 5/15/31 for change in equipment only; WTBO, Associated Broadcasting Corp., Cumberland, Md., install automatic frequency control; Clayton B. Johnson, Sandusky, Ohio, C. P. resubmitted amended to request 1500 kc., instead of 1490 kc., also amended as to equipment; WJTL, Oglethorpe University, Oglethorpe University, Ga., C. P. to move transmitter from Oglethorpe University to Atlanta, Ga.; KTSA, Lone Star Broadcast Co., Inc., San Antonio, Texas, license to cover C. P. granted 4/10/31 for change in equipment and local transmitter move; KOIL, Mona Motor Oil Co., Council Bluffs, Iowa, direct measurement of antenna input; KGW, Oregonian Publishing Co., Portland, Oregon, license to cover C. P. granted 6/26/31 to move transmitter to Falona, Oregon.

Applications, Other Than Broadcasting

August 18, 1931- Eastern Air Transport, Inc., Plane NC-622-V, new license for aircraft 3070, 3076, 5690 kc., 10/15 watts; KWO, Transpacific Communication Co., Ltd., Dixon, California, license to cover C. P. for 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW, point-to-point; Aeronautical Radio, Inc.: WSDQ, Berea, Ohio, and WSDM, Albany, N. Y., licenses to cover C. P. for 2326, 2344, 4140, 6260, 6275 kc., 400 watts, point-to-point, aeronautical; also, for same stations, licenses to cover C. P. for 3238, 3244, 3452, 3460, 3468, 3484, 5600, 5630 kc., 400 watts, aeronautical.

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PATENTS, PATENT SUITS, TRADE-MARKS

The following patents were granted during the week ending August 18, 1931:

- 1,818,987. Radio Loud Speaker and the Like. Charles Hugh Duffy, Miami, Fla. Filed June 30, 1930.
- 1,819,069. Static Frequency Changer. Ralph K. Bonell, East Orange, N. J., assignor to American Telephone and Telegraph Co. Filed October 2, 1928.
- 1,819,083. Phonograph Reproducer. William H. Edwards, Great Neck, N. Y., assignor to American Telephone and Telegraph Co. Filed May 14, 1929.
- 1,819,183. Loud Speaker Device. Israel Ludlow, New York, N. Y., assignor to Albert E. Lamb (one-half), New York, N. Y. Filed January 14, 1926.
- 1,819,197. Photoradioscope. Richard Howland Ranger, Newark, N. J., assignor to Radio Corporation of America. Filed January 9, 1928. Renewed April 5, 1930.
- 1,819,210. Loud Speaker. Adolph A. Thomas, New York, N. Y., assignor to United Reproducers Corporation. Filed August 21, 1928.
- 1,819,246. Variable Resistance Unit. Lester L. Jones, Oradell, N. J. Filed March 28, 1929.
- 1,819,264. Picture Recording. Richard Howland Ranger, Newark, N. J., and Francis G. Morehouse, Greenwich, Conn., assignors to Radio Corporation of America. Filed December 7, 1928.
- 1,819,298. Radio Circuit. Brunson S. McCutchen, North Plainfield, and Carl V. Sandell, East Orange, N. J. Filed March 18, 1926.
- 1,819,299. Tuning System. John M. Miller, Philadelphia, Pa., assignor to Atwater Kent Manufacturing Company, Philadelphia, Pa. Filed July 3, 1930.
- 1,819,469. Radio System. Wilhelm Kummerer, Berlin, Germany, assignor, to Gesellschaft fur Drahtlose Telegraphie m. b. H., Berlin, Germany. Filed February 1, 1926, and in Germany April 20, 1925.
- 1,819,477. Radio Receiving Apparatus. Vital Paquit, New York, N. Y. Filed November 6, 1925.

- 1,819,487. Electrical Frequency Stabilizer or Time Control Device. John Arthur Smale, Brentwood, England, assignor to Radio Corporation of America. Filed June 1, 1928, and in Great Britain, June 27, 1927.
- 1,819,508. Communication By Frequency Variation. Clarence W. Hansell, Rocky Point, N. Y., assignor to Radio Corporation of America. Filed August 11, 1927.
- 1,819,511. Circuit for Amplifier Tubes. Ray H. Holmes, Wilkesburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed March 18, 1925.
- 1,819,589. Means For Elimination of Fading on Short Wave Lengths. Harold H. Beverage and Harold O. Peterson, Riverhead, N. Y., assignors to Radio Corporation of America. Filed January 2, 1926, and in the Netherlands December 31, 1926.
- 1,819,596. Combined Machine for Exhausting, Bombarding, and Sealing of Radio Tubes, Lamp Bulbs, and the Like. Charles Eisler Newark, N. J., assignor to Eisler Electric Corporation. Filed April 25, 1925.
- 1,819,604. Constant Potential Device. Andreas Jaumann, Berlin-Charlottenburg, Germany, assignor to Siemens & Halske, Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed February 27, 1929, and in Germany February 17, 1928.
- 1,819,609. Beat-Frequency Heterodyne Receiver Arrangement. Siegmund Loewe, Friedenau, Berlin, Germany, assignor to Radio Corporation of America. Filed November 3, 1926, and in Germany November 4, 1925.
- 1,819,614. Wave Transmission System. Robert C. Mathes, Wyoming, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed March 30, 1929.
- 1,819,627. Sound Reproducer and Method of Manufacturing the Same. LeRoy W. Staunton, Jackson Heights, N. Y., and Cyril A. Brigham, East Orange, N. J., assignors to Brandes Laboratories, Inc., Newark, N. J. Filed October 8, 1925.
- 1,819,629. Vacuum Tube Circuits. Donald F. Whiting, Port Washington, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed January 29, 1926.
- 1,819,648. Wave Transmission System. Robert C. Mathes, Wyoming, N. J. assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed March 30, 1929.
- 1,819,649. Wave Transmission System. Robert C. Mathes, Wyoming, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed March 30, 1929.

- 1,819,659. Sound Reproducing Diaphragm. LeRoy W. Staunton, Jackson Heights, N. Y., assignor to Brandes Laboratories, Inc., of Newark, N. J. Filed June 30, 1926.
- 1,819,692. Variable Condenser. Lazarus Shapiro, Bronx, N. Y., assignor to Radio Corporation of America. Filed January 9, 1923.
- 1,819,721. Sound Reproducing Device. John McWilliams Stone, St. Charles, Ill. Filed July 26, 1929.
- 1,819,737. Radio Recording Means. Richard M. Craig, San Antonio, Texas. Filed September 5, 1929.
- 1,819,783. Radio Circuits Employing Alternating Current Radio Tubes. Frederick S. McCullough, Wilkinsburg, Pa. Filed May 4, 1925.
- 1,819,805. Radio Vacuum Tube Socket Adapter. Nathan Zuckerman, Brooklyn, N. Y. Filed February 18, 1928. Renewed May 18, 1931.
- 1,819,820. Sound Recording and Reproducing Means. Earle L. Kent, Carthage, Mo. Filed June 11, 1929.
- 1,819,845. Thermionic Amplifier and Oscillation Generator. Henry Joseph Round, London, England, assignor to Radio Corporation of America. Filed July 19, 1926, and in Great Britain, July 20, 1925.
- 1,819,868. Electroresponsive Device. Emmett F. Carter, Schenectady, N. Y., assignor to General Electric Company. Filed December 8, 1924.
- 1,819,904. Antenna Regulator. Joseph E. Love, Schenectady, N. Y., assignor to General Electric Company. Filed August 12, 1927.
- 1,819,905. Radio Apparatus. James Lyons, Jr., New York, assignor of one-half to Lawrence W. Luellen, Mountain Lakes, N. J. Filed January 28, 1927.
- 1,819,908. Electric Testing Circuit. Harold T. Maser, Schenectady, N. Y., assignor to General Electric Company. Filed October 1, 1930.
- 1,819,964. Electromechanical Vibrator. Albert Emile Gustave Nandillon, Cherbourg, France, and Andre Emile Cottet, Brussels, Belgium. Filed May 22, 1928, and in France May 28, 1927.
- 1,820,004. Aerial Navigation System and Method. Geoffrey Gottlieb Kruesi, Palo Alto, Calif., assignor to Federal Telegraph Company, San Francisco, Calif. Filed June 12, 1928.

Patent Suits

- 1,173,079, E. F. Alexanderson, Selective tuning system; 1,251,377, A. W. Hull, Method of and means for obtaining constant direct current potentials; 1,297,188, I. Langmuir, System for amplifying variable currents; 1,618,071, F. Lowenstein, Wireless telegraph apparatus; 1,702,833, W. S. Lemmon, Electrical condenser; 1,728,879, Rice & Kellogg, Amplifying system, filed June 16, 1931, D. C., S. D., N. Y., Doc. E 60/174, Radio Corp. of America et al. v. F. W. Lang et al. (Lang Radio Co.).
- 1,231,764, F. Lowenstein, Telephone relay; 1,403,475, H. D. Arnold, Vacuum tube circuit; 1,465,932, E. H. Colpitts, Multiplex radio telegraph system; 1,403,932, R. H. Wilson, Electron discharge device, filed June 16, 1931, D. C.; S. D., N. Y., Doc. E 60/175 Radio Corporation of America, et al v. F. W. Lang et al (Lang Radio Co.).
- 1,266,988, Pridham & Jensen, Amplifying receiver; 1,448,279, 1,579,392, same, Electrodynamic receiver, D. C., N. D. Calif. (San Francisco), Doc. 2166-S, The Magnavox Co., v. F. H. Thompson Co. Decree for plaintiff June 8, 1931.
- 1,271,527, 1271,529, M. C. Hopkins, Sound regenerating machine, D. C. Mass., Doc. E. 2535, Lektophone Corp. v. C. M. Boudette et al (Boudette Mfg. Co.). Dismissed April 6, 1926.

Trade-Marks

- Ser. No. 303,532. Electrad, Inc., New York, N. Y. Filed July 16, 1930. "DURATROL" for Impedance Units for use as electric motor controls, voltage controls, volume and tone controls for electric sound projecting apparatus, rheostats, and resistors. Claims use since April 26, 1930.
- Ser. No. 314,436. United States Radio & Television Corporation, Marion, Ind. Filed May 11, 1931. "Gloriette" for Radio Sending and receiving sets. Claims use since April 1, 1931.
- Ser. No. 316,060. United American Bosch Corporation, Springfield, Mass. Filed June 19, 1931. "PERSONAL" for Radio Receiving Sets. Claims use since May 29, 1931.
- Ser. No. 316,073. RCA Victor Company, Inc., Camden, N. J., Filed June 18, 1931. "Superette" for Radio Receiving sets, kits for radio receiving sets, electric pic-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 Feb. 7, 1931.

Ser. No. 316,393. Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. Filed June 27, 1931. "COLUMETTE" for Radio Receiving Sets. Claims use since April 20, 1931.

Ser. No. 316,541. The Revere Radio Corporation, Mansfield, Ohio. Filed June 1, 1931. "REVERE" for Radio Broadcast Receiving Sets. Claims use since March 2, 1931.

Trade-Mark Registrations Granted

286,129. Electron Emissive Tubes and Parts Thereof. Arcturus Radio Tube Company, Newark, N. J. Filed March 28, 1931. Published June 2, 1931.

286,146. Electrical Vacuum Tubes and Valves. CeCo Manufacturing Company, Inc., doing business as Argus Radio Tube Co., Providence, R. I. Filed April 22, 1931. Published June 2, 1931.

286,171. Talking Machine Needles. Drei-S-Werk Schwabacher Spinnereinadel-U. StahlspitzenWerk Fr. Reingruber, Schwabach, Bavaria, Germany. Filed December 23, 1930. Published May 26, 1931.

286,174. Radio Electron Tubes. National Union Radio Corporation, Newark, N. J. Filed February 18, 1931. Published June 2, 1931.

286,193. Electric Lamps, Glow Tubes and Electron and Space Discharge Tubes. DeForest Radio Company, Passaic, N. J. Filed March 3, 1930. Published June 2, 1931.

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HAWAIIAN STATIONS ARE INSPECTED

For the first time in eight years an Inspector from the Radio Division of the Department of Commerce is in Hawaii checking up on the radio stations on the islands. Because of the shortage of Inspectors, William D. Terrell, Chief of the Division, has been unable to spare a man for the trip heretofore.

Because of the number of vessels stopping at Hawaiian ports, Mr. Terrell would like to keep a radio inspector on the islands, but on account of the general economy program, he does not plan to ask for any increased personnel at the next session of Congress.

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FIRST QUARTER RADIO SALES SLUMP

Sales of radio merchandise during the first quarter of this year fell off considerably from those in the last quarter of 1930, according to tabulations just completed by the Census Bureau.

Questionnaires sent to 336 identical wholesale dealers revealed a 56.18 per cent decrease in business or a decline from \$27,208,338 to \$11,922,053. For 6,395 identical retail dealers the loss was 41.88 per cent or a slump from \$28,691,082 to \$16,674,564.

Much of this loss can be attributed, however, to the usual season decline as Fall and Winter are the best selling months for radio receiving apparatus.

Consoles and cabinet models lead the sales for the first quarter of this year. The wholesale dealers reported \$6,076,000, and the retailers reported \$10,129,523. Midget and table models ranked second with sales valued at \$2,665,976, and \$2,918,491, respectively.

The wholesale merchants reported no sales in television sets, but the retail men listed 12 valued at \$2,517.

Radio dealers made the most of the retail sales during both quarters, while electrical merchandise dealers and automotive shops ranked second and third.

The average amount of radio sales per dealer was \$35,482 for the first quarter of this year and \$30,977 for the last quarter of 1930.

Classifications of sales by the wholesale and retail dealers for the period ending March 31st follows:

RADIO SALES	Reported by 336		Reported by	
	Wholesale Dealers		6,395 Retail Dealers	
	SALES		SALES	
	Number	Value	Number	Value
RECEIVING SETS (New; trade-ins not included*):				
(a) Consoles and cabinet models	91,163	\$6,076,000	96,499	\$10,129,523
(b) Midget and table models	67,900	2,665,976	51,386	2,918,491
(c) Radio phonograph combinations (Not automatic)	7,399	658,859	4,400	825,470
(d) Automatic radio phonograph combinations	768	123,738	760	204,906
(e) Automobile sets	2,026	101,269	825	63,207
(f) Television sets	-----	-----	12	2,517
HOME TALKING PICTURE MACHINES (With or without radio set)	7	1,296	17	2,435
BATTERIES:				
(a) Dry "A" batteries	77,187	36,564	88,131	47,557
(b) Dry "B" batteries; 45-volt units	102,311	227,189	79,018	207,016
(c) Wet batteries and eliminators	1,958	13,246	6,193	51,287
VACUUM TUBES (Receiving, including tubes in sets):				
(a) Rectifying	186,082	228,465	133,778	256,833
(b) Screen grid	343,700	629,971	252,990	717,274
(c) Power	255,062	367,071	177,410	355,922
(d) All Other	432,978	533,096	362,642	609,365
LOUD SPEAKERS (Not in sets)	843	6,607	4,417	34,505
MISCELLANEOUS RADIO ACCESSORIES AND PARTS	----	252,706	---	248,256

*The number of sets taken as trade-ins, reported by the Retail Dealers, was 34,660.

Copies of the tabulations may be obtained from the Census Bureau.

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GERMANY BIDS FOR WORLD RADIO MARKET

The following Associated Press dispatch was carried Saturday under a Berlin dateline:

"Germany's Eighth Annual Radio Exposition was opened today in the presence of Government authorities and representatives of the industry with a broadcast over all German stations.

"Four large halls, surrounding a 495-foot radio tower, contained the latest designs and inventions, by which the German radio, sound-film and phonograph industries hope to obtain a firm foothold in the world market. There were 325 exhibitions."

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AERONAUTICS BUREAU PLANS 40 NEW STATIONS

Thirty radio range beacons and ten radio communication stations are to be installed on the Federal airways system during the current fiscal year, according to plans formulated by the Aeronautics Bureau of the Department of Commerce.

Both forms of radio contributed materially to the safety and speed of flying. The radio range beacons are aids in keeping planes on their courses in times of poor visibility, while the communication stations broadcast weather information to planes in flight along the airways.

Twenty-eight of the 30 radiobeacons authorized will be installed at the following locations: Spokane, Wash.; Coalinga, Calif.; Fargo, N. Dak.; La Crosse, Wis.; Rockford, Ill.; Springfield, Mo.; Texarkana, Ark.; Memphis, Tenn.; Shreveport, La.; Gainesville, Ala.; New Orleans, La.; Montgomery, Ala.; Alma, Ga.; Raleigh, N. C.; Gilroy, Calif.; San Diego, Calif.; Minneapolis-St. Paul, Minn.; Milwaukee, Wis.; Pontiac, Ill.; Oklahoma City, Okla.; Little Rock, Ark.; Smiths Grove, Ky.; Jackson, Miss.; Birmingham, Ala.; Mobile, Ala.; Jacksonville, Fla.; Charleston, S. C.; Paulsboro, N. J.

In addition, 15 radio-beacons which were under construction as a part of the 1931 program will be completed and placed in operation. The 15 uncompleted stations are located at: Harrisburg, Pa.; Pittsburgh, Pa.; Seattle, Wash.; Portland, Oreg.; The Dalles, Oreg.; Medford, Oreg.; Shasta City, Calif.; Willows, Calif.; Fontana, Calif.; Daggett, Calif.; Kingman, Ariz.; Winslow, Ariz.; Albuquerque, N. Mex.; Amarillo, Tex.; and Wichita, Kansas.

The remaining radio range beacons of the 1932 program have not yet been allocated.

There are now 51 radiobeacons in operation.

The communication stations are to be located as follows: Spokane, Wash.; Pueblo, Colo.; Springfield, Mo.; Houston, Tex.; Miami, Fla.; Milford, Utah; Minneapolis-St. Paul, Minn.; San Antonio, Tex.; Titusville, Fla.; and Mobile, Ala.

Eleven other stations which were under construction at the close of the past fiscal year, will be completed as rapidly as possible. There are now 48 radio communication stations in operation on the airways. These stations function primarily as distribution points for weather information, which is broadcast by radiotelephone to airmen in flight. The stations are established at approximately 200-mile intervals along the Federal airways system.

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GROWING RADIO MARKET IN PORTUGAL

The following report on the Portugal radio market was made by Assistant Trade Commissioner Fred E. Hublein, of Lisbon, to the Department of Commerce:

"The population of Portugal totaled 6,196,020 in 1930, according to the census, and it is estimated that there are only from 4,000 to 5,000 owners of radio receiving sets in the country. While at first glance the number of radio owners appears small, when the various obstacles affecting sales are taken into consideration, recent progress of the trade may be considered satisfactory. The low earning capacity of a great majority of the people limits the demand for luxuries, especially imported luxury items. Other adverse factors affecting sales of radio supplies are high rates of duty on imported sets, lack of interest in current events and happenings in the outside world, and the absence of good commercial broadcasting stations.

"Owners of receiving sets are dependent on local amateur and semi-professional stations or stations located in other European countries. The amateur stations are usually run by radio fans who broadcast at irregular intervals, while the semi-professional stations are operated by dealers in radio supplies to promote the sale of receiving sets. Several of the semi-professional stations have first-class, up-to-date broadcasting equipment, two stations in Lisbon being exceptionally well equipped. There are 135 licensed amateur stations in continental Portugal, 22 in the Azores, 15 in Maderia Island, and one in Cape Verde.

"The possibilities of advertising on the air can not be utilized at present due to legislation prohibiting such practice, and consequently the operators of broadcasting stations must finance their enterprise at personal expense, with resultant indifferent programs. At this time programs are generally limited to the broadcasting of phonograph records.

"The general administration of mails and telegraphs (ministry of commerce and communications) supervises the enforcement of all regulations relative to radio, and is now preparing a code to be incorporated in law. Advance information indicates that all owners of receiving sets will be required to pay an annual license fee of 50 escudos (\$2.25), plus 50 escudos additional to cover inspection of aerial antenna when erected on streets where there are electric car lines.

"Since import duty is assessed on a weight basis, table model sets with detached speakers, and midget models enjoy larger sales than the console type sets. Standard units outsell short-wave sets at a ratio of about 50 to 1, as the former are suitable for reception of nearly all European stations, and there is little demand for sets capable of receiving stations in the United States and other distant countries. The cost of combination phonograph and radio sets make them beyond the reach of the great majority of potential purchasers.

"While a few battery-operated sets are sold in the interior towns, sets suitable for attachment to the power socket are in greatest demand, and in this connection it should be noted that both direct and alternating current are used for household illumination in different parts of Portugal. In Lisbon, which is the largest market for radio apparatus, 200-volt direct current is supplied to one section of the city, and 110-volt alternating current to the remainder.

"Preference for most articles in Portugal is based upon price rather than on quality, and therefore during the early stages of radio development, equipment of European origin (chiefly Netherlands, Germany, and France) dominated the market. However, American products have shown increasing popularity, rising from fourth place in 1928 to first place in 1930. During 1930 a total of 72,996 kilos of receiving sets were imported into Portugal, of which the United States supplied 22,936; Germany, 20,347; and the Netherlands, 17,130. Imports of radio receiving sets from the United States in 1928 amounted to only 1,178 kilos. During 1930 the United States was second in importance as a source of loud-speakers, Germany taking first place with 11,649 kilos. The amount coming from the United States totaled 8,198 kilos, and from the Netherlands, 6,685.

"Of the imported apparatus, small crystal sets are retailed as low as 60 escudos (\$2.70), while the better grade cabinet models are priced as high as 7,000 escudos (\$315). For several years the market was dominated by the Netherlands manufacturer, Philips, and at present dealers of other makes endeavor to keep their prices in line with those quoted by the Netherlands firm. These prices vary from 1,060 escudos for a small table set to 9,500 escudos for large cabinet models which are a combination phonograph and radio (the escudo is equivalent to \$0.045).

"No radio equipment is manufactured in Portugal, but 10 per cent of the sets sold are assembled in the country from parts imported from various sources. Such sets are always priced just a little below those of corresponding imported sets.

"Importers require terms of 90 days since few Portuguese organizations in the radio trade can make large cash outlays for stocks. Large volume sales will not be attained until the increasing demand for installment sales is met, and most Portuguese importers are financially unable to carry such accounts without assistance and cooperation of their foreign suppliers."

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FORD MAY SPEND \$1,250,000 ON RADIO

Reports that the Ford Motor Company is planning to launch a huge radio advertising campaign this Fall are current in New York. The amount involved is said to be \$1,250,000.

Editor & Publisher, commenting on the rumor, said: "While it was understood that the final decision has not yet been reached, it was expected that the broadcasts will consist of village sketches, with the scenes laid in Henry Ford's reproduction of an early American town at Dearborn.

"It was reported that Marc Connelly, producer of 'The Green Pastures', New York hit, would be called in to advise on the productions."

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CUMMINGS INTERVENTION DATE IS CHANGED

The Federal Radio Commission has moved the final date for intervening in the C. R. Cummings hearing up five days. It is now October 16th.

In its original announcement, the Commission set the final date for filing intervening petitions at 15 days prior to the hearing. Later, it developed that regulations of the body permit such petitions until 10 days before the hearing.

Cummings has applied for 25 exclusive broadcasting channels to establish a country-wide community radio system.

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TRADE NAMES FADING FROM RADIO PROGRAMS

Following, in part, is an article by Robert S. Mann in the current edition of Editor & Publisher:

"Commercial names are fading out of radio programs in newspapers. The programs themselves are shrinking in size, usually without serious protest from readers. Efforts to replace or supplement the free listings by paid advertising have made some progress but it is still an unusual radio page that carries more program advertising than that represented by three or four small pieces of 'spotlight' display. In some newspapers the programs have been successfully put on a paid basis.

"These conclusions stand out in a study of statements from 65 newspapers in 38 cities, gathered by Editor & Publisher.

"Thirty of the dailies report that they never use trade names in their program announcements, while six others, carry no free programs at all. Only 12, on the other hand, use trade names as a regular practice.

"Seventeen qualify their answers, reporting that most of the trade names, but not all, have been eliminated. 'Only when necessary to identify a program' is a common expression with these newspapers, while some of them state frankly 'Only for those firms that advertise with us.'

"Simplest of the solutions reached by the newspapers reporting was that applied in Kansas City, where programs are carried only as paid advertising.

"The Kansas City Star, answering a form query as to whether commercial names were permitted in radio programs, said laconically: 'Any way the radio station desires, at the rate of 62 cents a line. Commercial display rate has been in effect more than two years, and a column a day convinces us the plan is right.'

"A recent issue of the Star carried programs for five stations, including the Star's own WDAF, set in regular program style, but conspicuously marked 'Advertisement.' Small display advertisements are also carried.

"The Kansas City Journal-Post reported that it also handled local stations' programs as paid advertising, letting them follow a table of 'Best Radio Features' which is carried as news matter.

"Other papers in various cities stated that they were developing classified columns on the radio page for paid announcements, but sample pages did not show much advertising of this sort.

"Papers that own or control radio stations have in some instances marked their own programs 'Advertisement' and charged the cost up to the station. Not infrequently that means that the program of the controlled station is the only program published. On the other hand, the Buffalo Evening News publishes as news the programs of half a dozen stations, including its own station, WBEN. WBEN then takes a full-column display advertisement really designed to attract listeners."

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NBC ACQUIRES SECOND BALTIMORE STATION

Baltimore will become a broadcasting center of the first rank next Saturday when all programs of the National Broadcasting Company networks will become available through two associated stations in the Maryland metropolis. They are WFBR, new associate, and WBAL, pioneer NBC outlet.

M. H. Aylesworth, President of NBC announced that WFBR would be added August 29th to the network stretching from the studios of WEAJ, New York, and throughout associated stations across the country. The other NBC network, linked with the studios of WJZ, New York, and a similar coast-to-coast system, has been represented in Baltimore for some time through WBAL.

The initial NBC program will be heard through WFBR at 9:00 P. M., E.S.T., Saturday with the Lucky Strike Orchestra under B. A. Rolfe, and Weber and Fields in an hour's concert sponsored by the American Tobacco Company. Immediately thereafter a special NBC program, dedicating the new outlet, will be heard, details of which will be announced later.

WFBR is operated by the Baltimore Radio Show, Inc., recently purchased by a group of prominent Baltimoreans, consisting of Leslie H. Peard, Robert S. Maslin, Dr. A. R. L. Dohme, William Hill, John T. Hill, and Aitken J. Stewart. WFBR transmits with power of 500 watts on a wave length of 1270 kilocycles.

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PROGRESS IN AERONAUTIC RESEARCH

The "Air Commerce Bulletin" carries the following report on progress in aeronautic research:

"In experiments for the improvement of the landing-beam device, the Aeronautics Research Division has been making a theoretical and experimental investigation of ultra-high frequency transmitting systems. An antenna array comprising four horizontal dipole antennas was set up and placed in two pairs, one above the



other, the spacing between the pairs and between the lower pair and ground being one-half wave length. Each pair consists of two parallel antennas in the same horizontal plane, separated by one-fourth wave length, and carrying currents differing in phase by 90°. The antenna system has considerably smaller dimensions than the present arrangement employed with the landing-beam transmitter.

"The transmitting set employed in the experiments consists of two 75 watt tubes connected in push-pull and feeding the antenna system by means of a pair of parallel wires. A quarter-wave transformer line is being tested as a means of matching the impedance of the transmission line to that of the antenna array. This is a 2-wire line one-quarter wave length long with variable spacing.

"Flight tests have been begun to determine whether the power employed is sufficient for landing-beam purposes and to check the directivity of the transmitting antenna array."

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NEW YORK TO HAVE PAID RADIO PROGRAMS

Plans for a daily Advertisers' Index of radio programs, to be published in paid space on the radio pages of all New York and Brooklyn newspapers, have been announced by Andrew J. Wells, General Manager of a newly formed firm known as Newspaper Radio Programs, Inc., of 2 Park Avenue, New York City.

Under an arrangement made with the metropolitan newspapers, each advertisement would be placed in all the papers, and copy would appear each day the advertiser was on the air - or the afternoon before in case of a morning program.

The regular display rate would apply, with agency and representatives' commissions. Position next to the free radio programs would be given without extra charge.

Mr. Wells stated that advertising agencies which had been approached had shown keen interest in the plan. Solicitation of advertisers will begin at once, and it is hoped to start publication of the paid program sometime in the first half of September.

The paid program would consist of one-column advertisements from 10 to 56 lines deep, listed by hours rather than by stations, under the heading "8 o'clock", for instance, would appear all the programs beginning at that hour whose sponsors would buy space. Other headings would appear over programs beginning at 8:15, 8:30, etc.

One advantage of the plan, from the advertiser's standpoint, is that it permits him to play up his own name and slogan whereas the newspapers' free programs mention only the entertainers' names. Another advantage is that of display, each program getting

at least ten agate lines of space instead of the one line given in the free program. In a dummy prepared by sponsors of the plan, capitals and display type of comparatively light face are used freely.

Mr. Wells made it plain that the idea would be sold solely on its merits. He pointed out the advertisements would get a combined circulation of between four and five million daily and said that the advertiser spending large sums on a broadcast should recognize the opportunity to increase his audience by advertising the program.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 22 - KHH, Buchan & Heinen Packing Co., Port Armstrong, Alaska, new C. P. for 3,178 kc., 50 watts, point-to-point; KPR, Karl Hansen, Port Alexander, Alaska, C. P. for new transmitter, 3178, 2320 kc., 250 watts, coastal and point-to-point; KGUT, Aeronautical Radio, Inc., Robertson, Mo., license to cover C. P. for 3238, 3244, 3452, 3460, 3468, 3484, 4915 kc., 400 watts, aeronautical, license to cover C. P. for 2326, 2344, 4140, 6260, 6275 kc., 400 watts.

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HAWAIIAN STATIONS SEEKING NETWORK

Broadcasting stations in Hawaii and the Philippines have been so successful in experimentally rebroadcasting chain and other programs from the United States that they are reported to be casting about for a way to join the American networks for regular service.

With short-wave relay transmission constantly improving, the probabilities are that programs heard in the United States will soon be offered to America's territories and possessions - a sort of counterpart to the well developed Dutch Colonial Broadcasting System and the international system being planned in England to carry British programs to the British colonies.

Station KGU of the Honolulu Advertiser recently had a representative in New York to confer with officials of the National Broadcasting Co. for a network hook-up.

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LAFOUNT FINDS WESTERN RADIO GOOD

Radio Commissioner Harold A. Lafount, just back at his desk after a seven-week inspection tour in the West, declared that radio conditions were satisfactory and that listeners are particularly pleased with the programs they are now receiving. Moreover, he found a widespread interest in television.

Mr. Lafount conferred with the owners or managers of nearly 150 radio stations during his trip to Colorado, Utah, Washington, Oregon, California, New Mexico, Texas, Louisiana and Georgia. He addressed 17 broadcasters' and dealers' associations, including the first regional convention of the National Association of Broadcasters in San Francisco in July. He met at least 200 listeners with whom he discussed broadcasting problems.

"I found very few complaints of interference on the wave lengths", said Mr. Lafount, "though there are still a few spots where that continues to exist. What ought to be most gratifying to the broadcasters, I found little or no complaint against the quality of the programs being offered. Broadcasting seems to be in the most satisfactory state I have ever known it, for the simple reason that the broadcasters generally are doing their utmost to please the public. They know that good, well rounded programs alone can assure them an audience against the stiff competition within their own ranks.

"Another gratifying condition was the fact that the broadcasters are constantly on the alert to find ways and means of improving their technical operation. In that respect the most noteworthy current achievement seems to be the effort to eliminate or suppress the sky wave and intensify the ground wave. What the broadcasters want is to cover their normal circulation areas according to their powers, rather than to obtain reports from distance-hunting fans that they have been heard afar."

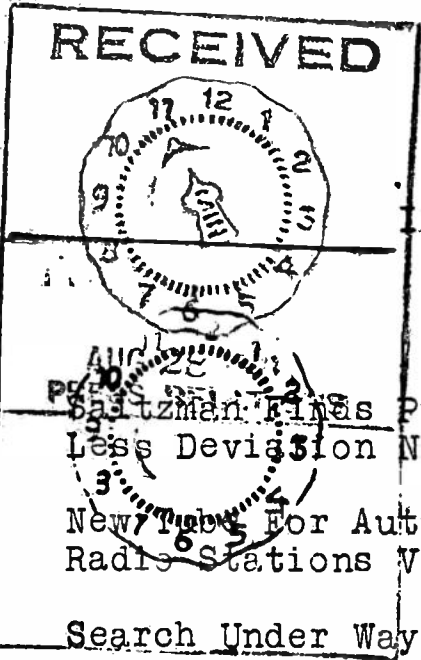
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HEINL RADIO BUSINESS LETTER

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. 464

Extract from *Heinl Radio Business Letter* # 46
August 27, 1931

SALTZMAN FINDS PUBLIC PLEASED WITH BROADCASTING

Well-nigh universal satisfaction among listeners with radio programs and the American broadcasting system, advertising sponsorship as well as reception, was found by Maj. Gen. Charles McK. Saltzman, Chairman of the Federal Radio Commission, during his vacation in upper New York.

Upon his return to Washington, General Saltzman said that he had talked with numerous persons to get a cross-section of public sentiment and that there was practically a unanimous opinion that radio programs on the whole are good.

"Those with whom I talked included men and women in every walk of life", he said, "and they seemed overwhelmingly in favor of broadcasting as it now operates. I was surprised by the uniformity of opinion relating to programs."

The principal task remaining for the Radio Commission, the Chairman believes, is to improve further the technical operation of broadcasting stations.

Advertising sponsorship of programs is no longer the object of caustic complaints from the average listener, General Saltzman said, probably largely because of the steady improvement of entertainment and the general submerging or disguising of advertising.

Improvement in the manufacture of receiving sets was also cited by the Radio Commission head as one reason for the increase in popularity of broadcasting.

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LESS DEVIATION NOTED IN JULY

W. D. Terrell, Director of the Radio Division, Department of Commerce, this week made public the list of July broadcasting station measurements. Of the 294 stations measured, 94 at no time deviated more than 50 cycles above or below their assigned frequency, 70 deviated over 50 but under 100 cycles and 60 went over 100 but under 200, one or more times during that month. The remaining 70 went over the 200 mark.

As a whole, these figures indicate a steady improvement in broadcasting stations keeping on their assigned frequencies.

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NEW TUBE FOR AUTO RADIO

A new radio tube to overcome the limited power of present-day automobile radio sets is now in the experimental stage at the laboratories of the Arcturus Radio Tube Company, Newark, N. J., according to George Lewis, Vice-President and engineer.

After a thorough study, over a period of months, into the efficiency of automobile radio sets, Mr. Lewis states that "this new tube with the increased volume which it makes possible will overcome the usual noises encountered when driving with the windows open, not to mention body squeaks and the rumble of driving over rough roads.

"The new tube which is now being developed will enable an increased output and make possible ideal reception in automobile radio sets, with no inconvenience by extraneous noises."

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RADIO STATIONS VS. AD AGENCIES

Almost within the past six months and certainly within the year, radio has completely upset the entire structure of the advertising world, with particular reference to advertising agencies.

"Radio has become the great merchandising medium", reports Variety, the theatrical magazine. "Daily newspapers of Omaha, Minneapolis, Cleveland, St. Louis, Indianapolis or any of the key centers uniformly reveal a falling off in national advertising. Meanwhile both NBC and Columbia are booked solid, have almost no time left, and for the year 1931 will be close to 50% better than ever before in gross revenue.

"This is sufficiently disturbing to the ad agencies. But more than that there is the new and alarming tendency of both networks to brush the agencies aside and deal directly with advertisers.

"So pronounced has this practice become and so much does the advertising agency now need radio, that it's growing into a major crisis. That official notice by the Four A's will be an inevitable result is conceded. Protective measures, if not actual reprisals against radio, may not be further off than October or November, some believe.

"It simmers down to a simple question of arithmetic. Networks do not want to pay agency commissions if they can earn the extra 15% and more themselves.

"There is, too, the question of production departments. If NBC or Columbia handle an account direct, their own officials and departmental heads get the extra money which ordinarily would be deducted from the appropriation for the production and script experts of the advertising agencies.

"Radio, on the other hand, speaking for the networks, knows that their facilities are at a premium, that the ad agency needs them, cannot nurse grudges or become indignant. And radio is taking advantage of its power and monopoly.

"Traditionally the advertising agency is suave, never openly hostile to anybody. With this schooling to start with, they've managed to hold back their wrath at the multiplying instances of network encroachment. Inwardly the bruises are smarting.

"Some months ago it seemed that the advertising agencies through highly specialized radio production experts would gradually boss the air. That may still happen. It's still logical except for that problem, the network, swollen with prosperity and conscious of having the facilities without the use of which advertising agencies cannot render the service their clients increasingly demand.

"To some extent the advertising agencies have themselves to blame. Most of them were slow to appreciate and slower to recommend radio to their clients. Radio has often complained in the past that the agencies were deflecting revenue into conventional newsprint channels in preference to the ether bands.

"Now that everything is changing and radio's advertising importance has given the networks tremendous prestige, some of the network officials may be deriving personal satisfaction in shutting out the gents who not so long ago were doing the same thing to them."

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SEARCH UNDER WAY FOR RADIO'S BEAUTY

The most beautiful radio artist in America is being sought to reign as radio queen at the Radio-Electrical World's Fair, Madison Square Garden, New York City, September 21-26th. She will be given the title of "Miss Radio, 1931."

The Radio Queen will be selected by a group of outstanding personalities in the field of the theatre, art and radio. The designated judges are Florenz Ziegfeld, the theatrical producer; McClelland Barclay, famous magazine cover and commercial artist; Powel Crosley, Jr., President of the Crosley Radio Corporation; Eugene R. Farny, President of the All-American Mohawk Corporation; and Doug Brinkley, theatrical columnist and radio reviewer of New York City.

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NON-ELECTRICAL SET DEVELOPMENT REVEALED

Development of improved radio receivers for the large rural areas that are without electricity is revealed in a statement released by E. A. Nicholas, General Sales Manager of the RCA Victor Company.

"The reason for this is plain", he says, "for of the estimated 29,000,000 homes in this country, some 20,500,000 are electrified. Radio manufacturers have naturally turned their attention to the large and profitable market represented by the greater percentage of the population. However, there are more than 8,500,000 homes that are beyond power line supply, and of this total, approximately 6,500,000 are farm homes.

"And radio means more to the rural home than to the city home. It means a vital business service, as well as an important source of entertainment to the farmer, for it brings him news of agricultural markets, timely weather bulletins and practical farming information, as well as diversion. Yet, paradoxically enough, the instruments for receiving these programs are woefully inadequate. Progress in this direction has been almost at a standstill since the days when radio graduated from the earphone to the loudspeaker stage. Consequently, these rural homes have either been forced to do without radio service, or use makeshift 'noise traps' hopelessly out of step with the rapid technical advances made in A. C. powered sets.

"But now leading engineers have turned their full attention to the requirements of the unelectrified field. Starting out with current conservation as the foundation, they have evolved self-powered receivers that incorporate all the convenience and operating features of the A. C. set with economy of operation, good sensitivity and selectivity and full tone quality and volume.

"The sum total of the achievement has been incorporated in self-powered receivers free from the various weaknesses and inconveniences of the old type, and fully the equal of the electric power radio sets available to the city and town dweller."

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RADIO LOGS TO BE DISTRIBUTED BY N. Y. CITY DEALERS

A half million free copies of radio logs of convenient vest pocket size will be distributed with the compliments of radio dealers in New York City, Westchester County, Long Island, Connecticut and New Jersey within the next two weeks. The logs, prepared by the Radio-Electrical World's Fair, to be held in Madison Square Garden, September 21-26th, inclusive, list all stations in New York, New Jersey and Connecticut as well as all clear channel stations

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: BUSINESS LETTER BRIEFS :
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A compact field amplifier housed in a little black box not much larger than the medicine case doctors used to carry, has been developed by NBC engineers. The mite monitoring device will greatly facilitate broadcasts originating in spots inaccessible to heavy motor cars.

The wooden box in which the amplifier is encased is five inches wide, eight inches deep and sixteen inches long. Its development is the result of years of experiment and refinements by the NBC corps. The use of a foreign built, three-stage tube, which actually is three tubes in one, conserves much space.

An echo of Mrs. Ruth Hanna McCormick's radio speeches during her unsuccessful campaign last November for the United States Senate was heard this week when suit for \$200 was filed against her by the German radio hour of Station WCFL, Chicago, according to the Associated Press. The suit charged that she contracted to use \$300 worth of time on the air, paid \$100, and neglected to pay the rest.

W. C. Bussing, manager of Station WKBF, Indianapolis, for the past two years, has gone with the Atlass Brothers, operators of Station WBBM. He will be assigned to the Louisville office of the company.

Louis Hartman, Vice-President in Charge of Radio for Lord and Thomas & Logan, has resigned to conduct his own agency. He is said to have been responsible for arranging the Amos 'n' Andy-Pepsodent tieup.

The Grigsby-Grunow Company is said to be planning a 52-station hookup Sunday, September 13th, for the purpose of introducing the new Majestic line. CBS network was chosen.

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re Shaper
Mr. Allen
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Five contracts, totalling close to \$1,000,000, were signed in the NBC-Chicago offices last week.

Ovaltine will sponsor the "Little Orphan Annie" series. Others tied up were Phillips Milk of Magnesia, Sherwin-Williams Paint, American Popcorn Company, and Dickinson Seed Company. Phillips bought three morning 15-minute periods from coast-to-coast for 26 weeks to feature Dr. Royal S. Copeland in health talks. Sherwin-Williams took 52 weeks of 15-minute daytime periods for a weekly dramatic serial. All start in September.

Both American Popcorn and Dickinson Seed, latter also a popcorn distributor, are putting on script shows for juvenile appeal the latter part of the current month. Each will run once a week for 26 weeks on a coast-to-coast hookup.

"The menace of radio to the advertising columns of newspapers was one of the chief topics discussed at the annual meeting of the Western Daily Advertising Managers' Association, held recently at Jasper Park Lodge, Alberta," according to Editor & Publisher.

In an address on the subject, President S. Griffis, advertising director of the Vancouver (B.C.) Sun, said that plans to combat the competition were being drawn up and would be divulged to members later. Means to maintain lineage during the depression were also discussed.

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PERSONNEL OF WORLD'S FAIR RADIO COMMITTEE

Membership of the Radio Industries Committee of the Chicago World's Fair, of which A. J. Carter, of the Carter Radio Company, Chicago, is President, is as follows:

Martin P. Flanagan, Secretary; George Clark, Radio Corporation of America, Museum Headquarters, Brooklyn, N. Y.; Don M. Compton, Grigsby-Grunow Co., Chicago, Ill.; H. C. Cox, Columbia Phonograph Co., New York; Powel Crosley, Jr., Crosley Radio Corporation, Cincinnati, Ohio; Eugene R. Farny, All-American Mohawk Corporation, Chicago, Ill.; H. H. Frost, Frost Minton Co., New York City; William S. Hedges, National Association of Broadcasters, Chicago, Ill.; Charles Himmel, Chicago, Ill.; Morris Metcalf, United American Bosch Corp., Springfield, Mass.; Martin P. Flanagan, Radio Manufacturers' Association, Chicago, Ill.; James M. Skinner, Philadelphia Storage Battery Co., Philadelphia, Pa.; John Tully, Radio Manufacturers' Association, Chicago, Ill. Robert Himmel, Hudson-Ross, Inc., Chicago, Ill.; Harold J. Wrape, Benwood-Linze, Co., St. Louis, Mo.; Michael Ert, Michael Ert, Inc., Milwaukee, Wis.; Peter Sampson, Sampson Electric Co., Chicago, Ill.

Also, H. G. Erstrom, National Federation of Radio Associations and Radio Wholesalers' Association; William Sparks, Sparks-Withington Co., Jackson, Mich.; Art Walsh, Thomas A. Edison Co., Orange, N. J.; Ray Manson, Stromberg-Carlson Telephone Manufacturing Co., Chicago, Ill.; and W. J. Zucker, Stewart Warner Corporation, Chicago, Ill.

A subcommittee comprises the following:

George Clark, Chairman, Historical Exhibit; George Lewis, Arcturus Tube Company; Carl Mitman, Smithsonian Institution; V. Ford Greaves, Engineer for the Federal Radio Commission; O. H. Caldwell, Chairman of the Broadcast Committee.

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MRS. WILLEBRANDT CLASHES WITH CHIEF EXAMINER

Mrs. Mabel Walker Willebrandt, former Assistant Attorney General, noted for her erstwhile fight in behalf of prohibition and her more recent defense of wine making in the home, attacks the Chief Examiner of the Federal Radio Commission, Ellis A. Yost, in a bill of exceptions filed in the case of Station WJKS, of Gary, Ind.

Chief Examiner Yost had recommended that the application of WJKS for increased broadcasting facilities be denied. Mrs. Willebrandt contends that the Radio Commission is obliged to grant the request under the Equalization Amendment to the Radio Act and the Commission's own regulations (General Orders 92 and 102) because it would effect a more equitable distribution of broadcasting facilities among the States.

"Examiner Yost's recommendation should be disregarded", the exceptions filed by Mrs. Willebrandt state. "His report is unsound in law, muddled in its application of the Commission's orders, and biased and unfair in its statement of facts from the record."

Station WJKS now is assigned to the frequency of 1360 kilocycles with 1,000 watts night and 1,250 watts daytime power, sharing time with Station WGES, at Chicago. It made application for full time on the 560 kilocycle channel, now used by Stations WIBO and WPCC, both in Chicago.

Both Indiana and Illinois are in the Fourth, or Middle-Western Zone, Mrs. Willebrandt brings out, with the former State 20 per cent under quota and the most delinquent State in radio facilities in the Middlewest. Conversely, Illinois is 49 per cent over quota, and leads not only the zone, but the Nation in radio facilities.

Mr. Yost presided at hearings involving the application of the Gary station last June. They lasted seven days, and consumed 824 pages of testimony. In his report (Examiner's Report

No. 235) he found that the public interest would not be served by giving to the Gary station the facilities now held by the two Chicago stations, and that interference would result to other stations from such a change.

"The whole summary of evidence, set forth by the Examiner on pages 2 and 9, inclusive, of his report, is inaccurate and so full of half truths as to be wholly unreliable for the use of the Commission", Mrs. Willebrandt contends * * * "The Examiner's report is based on confusion, misapplication and misinterpretation of the law of Congress, the Radio Act of 1927, and the Davis amendment thereto."

Going into the comparative quota status of the two States, Mrs. Willebrandt declares that Illinois is over quota by 11.15 units while Indiana is under quota 9 units, a unit being the equivalent of one station of 1,000 watts power operating full time.

"The Examiner", she states, "departed from clear reasoning and was plainly snatching at a false reason without foundation in the law or regulations of the Commission to justify his recommendations."

With respect to the Commission's regulations relating to equalization of facilities, Mrs. Willebrandt states:

"The Examiner has listed the very three things that do justify the granting of this application. The Radio Act and the Davis Amendment provide that:

"The people of all zones * * * are entitled to equality of radio broadcasting service.'

"To carry that mandate into effect, the Radio Commission promulgated Order No. 92, showing the 50 per cent over quota condition of the State of Illinois.

"To more easily enable a station in an under quota State, such as Indiana, to secure an equalization of radio facilities, and to guide the Examiner in making a proper order looking toward such equalization of radio facilities to an under quotaed State, General Order 102 was promulgated. General Order 102 has been fully complied with in the WJKS application and throughout the hearing, and even the Examiner found that.

"It is plain, therefore, that, so far as the law and the orders of the Commission are concerned, the application of WJKS should be granted. Only the most obvious and compelling reasons, causing the Examiner to find that WJKS is not operating in the public interest, could furnish sufficient justification for the denial of the application."

In conclusion, Mrs. Willebrandt asks the Commission to reverse Chief Examiner Yost, and to find that the public interest, convenience and necessity would be served by the granting of the WJKS application.

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RUMORED NBC WILL OPERATE WMAQ

Reports reaching the Capital are that a half interest has been acquired in Station WMAQ, Chicago, by the NBC. At the present time WMAQ is broadcasting Columbia programs.

If it is true that NBC has secured part time from WMAQ, this, combined with the part time on WENR which it now has, would give the NBC a full time outlet on the air in Chicago.

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BAIRD HOME TELEVISION SETS READY

Television broadcasting as well as television receiving sets at a moderate price will be made shortly for American homes, it was announced in New York by Sydney A. Mosely, of London, Director of the Baird Television Corporation of Great Britain and America, at the local offices of the company, 145 West 45th Street, New York City.

"We propose to begin television broadcasting in a few weeks", Mr. Mosely announced, "in cooperation with Station WMCA, as soon as the Federal Radio Commission grants its official sanction." He added that the Commission had expressed itself as being in favor of the project and that actual operations would begin as soon as formal notification was received from Washington.

Arrangements also are being made, Mr. Mosely said, for the immediate manufacture in this country of television receiving sets, to market at about \$100, for installation in American homes. Many of the existing radio sets, he added, could be hooked up with a television device for receiving purposes.

The first television programs will consist of vaudeville and plays, and use will be made in their sight and sound transmission of the recent eighteen months of daily experimental broadcasts in London.

Mr. Mosely also announced the perfection in London, within the last few days of a portable transmitting set, no larger than a moving picture projector, which marks, he said, a very important development in the art of television, making it possible to "tele-broadcast" events, such as the landing of big airships, prize fights and football games, in the same simple manner as it is now to broadcast them.

The Baird company, Mr. Moseley added, is prepared to share these discoveries with American interests. During the past few days he has been in touch with big banking and broadcasting interests to make the necessary arrangements. Several offers have been made for the American licensing rights, and decision will be made within the next few days as to which of these will be accepted.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

August 22 - WHAZ, Rensselaer Polytechnic Institute, Troy, N. Y., modification of C. P. to extend completion date to 12/10/31, C. P. granted 5/15/31; WFIW, WFIW, Inc., Hopkinsville, Ky., C. P. to install new equipment and increase operating power to 5 KW; J. G. Burbank and John A. Dalton, Laramie, Wyoming, C. P. amended to request 880 kc., $\frac{1}{2}$ time sharing with KPOF and KFKA, formerly requested 780 kc., unlimited time.

The following applications have been dismissed:

KWWG, The Brownsville Herald Publishing Co., Brownsville, Texas, dismissed at request of applicant; KHQ, Louis Wasmer, Inc., Spokane, Wash., dismissed at request of applicant; Kirby Lee Horton & Leo Colvin McConnel, Clovis, New Mexico, dismissed at request of applicant.

August 25 - WWJ, The Evening News Association, Detroit, Mich., C. P. amended to request change in equipment and to change power requested from 50 kw to 5 kw; WTAG, Worcester Telegram Publishing Co., Worcester, Mass., license to cover C. P. granted June 26, 1931 to install auxiliary transmitter at 20 Franklin St., Worcester, Mass.; WLAP, American Broadcasting Corp. of Kentucky, Louisville, Ky., C. P. to install new transmitter to be used on 1010 kc., 250 w., $\frac{3}{4}$ time, experimentally; WKBC, R. B. Broyles Furniture Co., Birmingham, Ala., license to cover C. P. to move transmitter locally and install new antenna, C. P. granted June 19, 1931; KSEI, Broadcasting Association, Pocatello, Idaho, voluntary assignment of license to Radio Service Corporation.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Inability to reach an equitable arrangement as to the sharing of time on the channel assigned them on a time-division basis caused the Federal Radio Commission on August 25th to issue temporary licenses to Stations WMCA and WNYC, of New York City, and to designate their renewal applications for future hearing.

Station WMCA, operated by the Knickerbocker Broadcasting Co., Inc., was cited for hearing into its operation and programs. Station WNYC is licensed to the City of New York Department of Plant and Structures. Decisions on other pending applications were announced by the Commission as follows:

Applications Granted

KFUL, The News Publishing Co., Galveston, Texas, C. P. to make changes in equipment; WGST, Georgia School of Tech., Atlanta, Ga., C. P. to make changes in equipment and to move transmitter locally in Atlanta; KEPW, Southwestern Hotel Co., Ft. Smith, Ark.,

license 1340 kc., 50 w., covering changes in equipment;
WTJS, The Sun Publishing Co., Inc., Jackson, Tenn., license covering removal from Union City to Jackson, Tenn., 1310 kc., 100 watts, 250 watts, local sunset; KFMX, Carleton College, Northfield, Minn., license covering changes in equipment, 1250 kc., 1 KW, shares with WLB, WCAL, WHRM; KVOR, Reynolds Radio Co., Inc., Colorado Springs, Colo., license covering changes in equipment, 1270 kc., 1 kw, unlimited time; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., license covering installation of new equipment, 1230 kc., 1 KW, shares with WSBT; WDBQ, Orlando Broadcasting Co., Inc., Orlando, Fla., authority to measure antenna input to determine licensed power of station;

Also, WDWF-WISI, Dutee Wilcox Flint and Lincoln Studios, Inc., Providence, R. I., voluntary assignment of C. P. and licensed to Cherry & Webb Broadcasting Co.; WGBS, General Broadcasting System, Inc., New York City, C. P. to make changes in equipment and extend completion date to Nov. 15; WPTF, Durham Life Insurance Co., Raleigh, N. C., authority to operate beginning 3 A.M., E.S.T., Sept. 12, 1931; WSBI, Radiomarine Corporation of America, S.S. "Greater Detroit", authority to extend special authority granted August 2nd to test an automatic alarm device for distress purposes, authority extended from September 1st to October 1st; WNAM, Aeronautical Radio, Inc., Lewisburg, Pa., C. P. to change location from Lewisburg, Pa., airport to Bellefonte, Pa.

Application Denied

WCOC, Mississippi Broadcasting Co., Meridian, Miss., denied authority to operate with 1,000 watts on night of August 25th for purpose of broadcasting election returns.

Renewal of Licenses

The Commission granted the following applications for renewal of broadcasting station licenses:

KXAV, American Radio Tel. Co., Seattle, Wash.; KTM, Pickwick Broadcasting Corp., Los Angeles, Calif., KSD, The Pulitzer Pub. Co., St. Louis, Mo.

In the following case the Commission on consideration of the fact that a hearing has been held upon the application filed by Station WJKS, Gary, Ind., for the facilities of Station WPCC, and that said matter is pending before the Commission, directed that a temporary license be issued the following station beginning at 3 A.M., E.S.T., Sept. 1, and ending according to Special Minute No. 360, adopted April 16, the license to contain the clause in lieu of temporary license heretofore authorized: WPCC, North Shore Church, Chicago, Ill.

In the following case the Commission reconsidered its action of Aug. 7 wherein it was order that a temporary renewal license be issued to Station WKAQ, San Juan, P. R. As it now has been ascertained that station has complied with the provisions of General Order 105, a regular renewal license will be issued for the term beginning 3 A.M., E.S.T., Sept. 1, 1931, and ending according to Special Minute No. 360, adopted April 16, 1931, in lieu of temporary license heretofore authorized.

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PATENTS, TRADE-MARKS AND DESIGNS

The following patents were granted during the week ending August 25, 1931:

- 1,820,018. Electrical Measuring System. Louis A. Gebhard, Washington D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed December 22, 1928.
- 1,820,059. Radio Apparatus. Vincent J. Fabian, Washington, D. C. Filed February 19, 1926.
- 1,820,114. Vacuum Tube Rectifier. Knox Charlton Black, Boonton, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed April 21, 1930.
- 1,820,137. Maximum Range Radio Loud Speaker. Wylie Jay Hanna, Bayside, N. Y. Filed November 9, 1928.
- 1,820,154. Phonograph Driving Mechanism. Wilbur J. Peets, Elizabeth, N. J., assignor to Diehl Manufacturing Co., Elizabeth, N. J. Filed August 15, 1929.
- 1,820,223. High-Frequency Machine Transmitter. Walter Hahnemann, Berlin-Marienfelde, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof, Germany. Filed October 27, 1927, and in Germany October 28, 1926.
- 1,820,335. Intensity Control. Otto von Bronk and Hans Rukop, Berlin, Germany, assignors to Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany. Filed August 6, 1927, and in Germany August 9, 1926.
- 1,820,357. Vision-Tone Device. Linn Olaf B. Lindstrom, San Francisco, Calif., and Albert Darwin Ruedemann, Cleveland, Ohio. Filed February 15, 1929.
- 1,820,396. Electrode Structure. Frederick S. McCullough, Edgewood, Pa., assignor to Stupakoff Laboratories, Inc., Pittsburgh, Pa. Filed January 5, 1926.
- 1,820,553. Device for Cutting Off Vacuum Vessels from the Exhaust Tubes of Vacuum Pumps. Rudolf Gottfried Berthold, Berlin-Siemensstadt, and Paul Fritsch, Berlin-Tegelort, Germany, assignors to Siemens-Schuckertwerke Aktiengesellschaft, Berlin-Siemensstadt, Germany. Filed October 7, 1929, and in Germany September 16, 1927.
- 1,820,561. Speaker. George A. Gillen, New York, N. Y., assignor to Gillen, Kimmey, Baker Syndicate, New York, N. Y. Filed November 9, 1929.

- 1,820,571. Radio Antenna System. Geoffrey Gotlieb Kruesi, Palo Alto, Calif., assignor to Federal Telegraph Company, San Francisco, Calif. Filed March 27, 1928.
- 1,820,585. Loud Speaker. Ray E. Tolerton, Fort Wayne, Ind., assignor to The Magnavox Company, Chicago, Illinois. Filed February 20, 1931.
- 1,820,643. Aerial Device. Argimiro Arias, Brooklyn, N. Y. Filed November 3, 1930.
- 1,820,647. Method of and Means for Indicating Direction. Arthur Whitten Brown, Langland, Swansea, Wales. Filed August 14, 1930, and in Great Britain August 13, 1939.
- 1,820,809. Electrical System. Edward W. Kellogg, Schenectady, N.Y., assignor to General Electric Company. Filed March 25, 1927.
- 1,820,832. Neutralizing Device for Vacuum Tubes. Andrew D. Ring, Schenectady, N. Y., assignor to General Electric Co. Filed June 5, 1929.
- 1,820,833. Testing Instrument for Transmitters. Andrew D. Ring, Washington, D. C., assignor to General Electric Co. Filed August 22, 1929.
- 1,820,836. Electron Discharge Device. Salvatore Scognamillo and Paul Arndt, New York, N. Y. Filed June 25, 1928. Renewed July 3, 1931.
- 1,820,898. Transmission System. Salvatore A. Barone, Freeport, N. Y., assignor, by mesne assignments, to Federal Telegraph Company. Filed February 7, 1929.

Trade-Marks

- Ser. No. 316,889. Jensen Radio Manufacturing Company, Chicago, Ill. Filed July 13, 1931. Trade-Mark: "P M SPEAKER" The word "Speaker" is disclaimed apart from the mark shown in the drawing. For Radio Loud Speakers. Claims use since May 19, 1931.
- Ser. No. 316,890. Jensen Radio Manufacturing Company, Chicago, Ill. Filed July 13, 1931. "TYM-FLEX" for Radio Loud Speakers. Claims use since April 6, 1930.

Designs

- 84,922. Radio Cabinet. Frank C. Burton, Chicago, Ill., assignor to Grigsby-Grunow Company, Chicago, Ill. Filed April 12, 1930. Term of patent 7 years.
- 84,932. Radio Cabinet. James Gubitosi, Nutley, N. J., Filed April 2, 1931. Term of patent 7 years.
- 84,945. Combined Desk and Radio Cabinet. Horace Lehr, Easton, Pa. Filed August 23, 1930. Term of patent $3\frac{1}{2}$ years.
- 84,969. Radio Cabinet or the Like. Everett Worthington, Chicago, Illinois, assignor to The Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y. Filed June 17, 1931. Term of patent $3\frac{1}{2}$ years.
- 84,970. Radio Cabinet or the Like. Everett Worthington, Chicago, Ill., assignor to The Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y. Filed June 17, 1931. Term of patent $3\frac{1}{2}$ years.

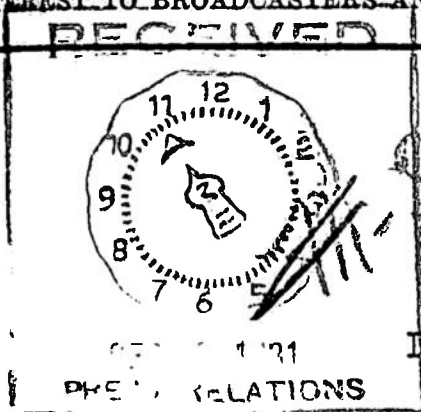
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HEINL RADIO BUSINESS LETTER

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. :: ::



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No. 465 (1)

CBS TO TRY "BOOSTER" SYNCHRONIZATION

Application to the Federal Radio Commission for permission to operate an experimental, 250-watt "booster" station in Washington, D. C., to carry in synchronization for 17 hours daily the programs of WABC, the Columbia Broadcasting System's key station in New York City, was announced today by William S. Paley, President of the coast-to-coast network.

Attention was directed to the fact that if approved by the Commission, this will be the first time in the history of American radio that a key station has been linked on its own wave-length with a "booster" to repeat all its programs. Thus the citizens of the Nation's Capital would receive the same service that WABC, renders New York on a wave-length which, insofar as Washingtonians are concerned, is now virtually going to waste. The project represents an attempt at conservation of a vital national resource - the Nation's broadcasting channels.

"We are hopeful", Mr. Paley said, "that the Federal Radio Commission will agree with us that a real service to Washington and the national can be given under the arrangement we propose. At the same time we believe this drastic experiment will mark an advance for the radio broadcasting industry as a whole, demonstrating the possibilities of synchronization to a degree never before attempted. In selecting Washington as the scene of our experiment, we have been guided by our belief that the Nation's Capital is entitled to full and complete access to Columbia programs in their entirety."

If the Columbia application is granted, it was explained, Station WMAL, in Washington, will continue its affiliation with the Columbia Broadcasting System probably for several months after the expiration of its present contract November 11, 1931. It was estimated that the construction would require at least 90 days after Commission approval is obtained.

Mr. M. A. Leese, owner of radio station WMAL, said that the relationship between his station and Columbia remains extremely cordial.

The new arrangement, if consummated, he pointed out, would give WMAL more time on the air in which to give additional local service to Washington listeners. Because of demand for time on WMAL by the network, it was becoming extremely difficult to take care of local broadcasts of primary interest to the citizens of the Capital.

Columbia has long desired its own station in Washington. It attempted to purchase Station WMAL from M. A. Leese but the price asked is said to have been in the neighborhood of \$300,000, with CBS unwilling to pay more than half that amount for it.

Although there has not been time for thorough consideration, it is not unlikely that the NBC may make Mr. Leese an offer in order to get WJZ network coverage in Washington.

The technical aspect of the proposed change in Columbia's Washington facilities was explained in detail in the application filed with the Commission. It was revealed that the proposed change is, in a large measure, an important experiment and a forward step in broadcasting. For the first time, the application said, an attempt to employ an antenna designed to suppress "the high-angle skywave" will be made. In past synchronization attempts, the application said, "it is generally understood that the high-angle sky-wave has caused unsatisfactory reception in certain areas and has been a chief source of difficulty.

"Synchronization offers interesting possibilities for conservation and more efficient use of the nation's natural resources represented by the frequencies set aside for broadcasting", the application continues. "No synchronization tests are in progress in which the originating station utilizes an antenna designed to suppress the high-angle sky-wave. Anticipating the possibilities of rendering more widespread service to a larger audience by making more efficient use of its cleared channel, the applicant has expended more than \$100,000 to develop and erect for WABC a sky-wave-suppressing antenna, consisting of a single tower radiator 665 feet in height, the first of its kind in the country.

"Since the sky-wave has caused most of the difficulty in synchronization tests, we believe that, with the 665-foot sky-wave-suppressing tower antenna soon to be under operation with 50 kilowatts by WABC, and with which the proposed 250-watt 'booster' in Washington would be synchronized by wire line, we would be able to develop important information on synchronization and to render unusual program service to Washington and vicinity without interfering with the normal, rural service of WABC. In addition, the operation of the 'booster' would not cause interference with any existing stations. The experimental operation herein proposed will produce extremely useful data, all of which would be made available to the Commission and its staff.

"It is emphasized", the application goes on to say, "that the experimental project herein proposed is entirely different from any other synchronization tests approved by the Commission: first, because a vertical, half-wave antenna, designed to suppress high-angle sky radiation will be used for the first time and, second, because the actual method of maintaining synchronization is a radical departure from any other system. This is the first opportunity wherein the economics and requirements of public service have made it desirable for us to operate this new equipment experimentally under practical broadcasting conditions. Such operation would give the Commissioners, the staff of the Commission, members of Congress and others an opportunity to observe the experiment at first hand."

Although the application stated the location would be in the Washington Building, this may be changed if a more favorable one can be found. Consideration is being given the National Press Club Building, and its management is endeavoring to work out satisfactory space.

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WHK TO HAVE SPACIOUS NEW QUARTERS

On September 8th, Station WHK, of Cleveland, is moving into very large and pretentious studios in the new Terminal Tower Building in that city.

"This will be the finest layout of any independent station in the country", M. A. Howlett, General Manager of WHK said, discussing the move. "By independent, of course, I mean, excepting the two national chain layouts."

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HEARST STILL REPORTED SEEKING BROADCAST CHAIN

An aftermath of Station KJR, KEX and KGA passing into the control of the National Broadcasting Company recently, is that William Randolph Hearst, endeavoring to secure these stations and having failed in this, is now reported to be seeking a chain in the East. It is further said that Mr. Hearst has definitely decided to go in for broadcasting on a large scale and those well informed believe that it will be only a question of time until he actually begins the acquisition of stations.

Don E. Gilman, Vice-President in charge of Pacific Coast operations of the National Broadcasting Company, on August 2nd purchased 81% of the Northwest Broadcasting Company's stock, the concern which owned the above named three stations.

This stock was purchased from Robert Grass, counsel for Ahira E. Pierce, President of the Northwest Broadcasting Company, who was recently indicted on three counts of forgery and huge shortage of funds which he is alleged to have withdrawn from the Home Savings and Loan Association of Seattle, during the time he was Vice-President of the latter institution. Similar to the Puget Sound Savings and Loan Association, the Home Savings and Loan Association have closed their doors.

In acquiring the new chain, the National Broadcasting Company state that they are merely stabilizing the Northwest Broadcasting System and at the same time are laying the ground-work for an extension of the NBC. The stations purchased will be used to establish a new chain and will not affect the stations presently carrying NBC programs in the Northwest.

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WTMJ TRIES TO BLOCK WENR-WLS APPEALS

Station WTMJ, operated by the Milwaukee Journal, has petitioned the District of Columbia Court of Appeals for permission to intervene in the appeals of Stations WENR and WLS, of Chicago, which went to court after the Federal Radio Commission issued them only conditional license renewals because the high power issue has not yet been settled.

The Milwaukee station is an applicant for the 870 kilocycle channel used jointly by the Chicago stations. It is also seeking the maximum power.

Station WENR is operated by the National Broadcasting Company, and WLS is operated by the Agricultural Broadcasting Co.

Elisha Hanson, attorney for WTMJ, stated in the briefs that the Commission's decision of July 7th renewing the license of Station WENR on any basis whatsoever, "was erroneous and in conflict with Section 13 of the Radio Act of 1927." In the case of Station WLS, he makes the same contention asserting in addition that the station "is closely related to the National Broadcasting Company, and is virtually controlled by it."

Drawn into the intervention statement also is the so-called "Section 13" case, involving possible cancellation of the more than 1,400 radio station licenses held by subsidiaries of the Radio Corporation of America, of which the National Broadcasting Company is one.

In citing reasons for its interest in the appeal of WENR, Mr. Hanson states that between the time of hearing on its application for the 870-kilocycle channel and the time of argument on the application of the National Broadcasting Company leased, with an option to purchase, Station WENR, "and, without notice to the Journal Company, obtained from the Commission approval of the assignment of the license of Station WENR by the Great Lakes Broadcasting Company to the National Broadcasting Company."

With respect to WLS, the intervening petition states:

"At the time of hearing, which was held in October, 1930, Station WLS was licensed to operate with 5,000 watts power and held a construction permit for the construction of a 50,000 watt transmitter; said construction permit, however, was forfeited by the station on order of the Commission on or about Feb. 6, 1931, by reason of the failure of said station, WLS, to comply with the terms thereof; almost simultaneously with said forfeiture, said station WLS, entered into an agreement with the National Broadcasting Company for the use of the transmitter of WENR with 50,000 watts power; said agreement was entered into without notice to the Journal Company and said increase in power to said station, WLS, was approved by the Federal Radio Commission without notice to the Journal Company; by reason of such agreement for the use of the transmitter of Station WENR, said Station WLS voluntarily reduced its own hours of independent operation and virtually submitted itself to the control of the National Broadcasting Company."

WESTERN STATIONS RE-ENACT MURDER TRIAL

From time to time, leading broadcasters, seeking to keep peace with the newspapers, deny that they are attempting to invade the spot news field. Their contention has been that they are quite content to dominate the world of entertainment and to leave the immediate news happenings to the newspapers to report.

This, however, is in sharp contrast to the attitude taken by Los Angeles radio stations which attempted to install microphones in the court room where David Clark, former District Attorney is being tried for the sensational slaying of Herbert Spencer.

Judge Murray barred microphones from the court room and based his ruling on the belief that the Judge and jury had first command of the attention of witnesses and that a microphone would undoubtedly prove a distracting influence with the realization that thousands were listening in.

The radio stations are now taking the transcript of the case and with actors are recreating the trial in a dramatized form.

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WMAQ GOES TO NBC

The Daily News, a pioneer in broadcasting in the Middle West, has formed a partnership with the National Broadcasting Company in the ownership of WMAQ. The management of the station will be under the supervision of the National Broadcasting Company.

Under an agreement reached with Merlin H. Aylesworth, President of the NBC, a portion of the stock in WMAQ, Inc., a subsidiary of the Chicago Daily News, Inc., becomes the property of the National Broadcasting Company.

The new arrangement contemplates a continuation of the policies that have made WMAQ not only a favorite among Chicago listeners but one of the leading broadcasting stations in the United States. There will be no curtailment of the special features developed by WMAQ.

"Amos 'n' Andy", The Three Doctors, Dan and Sylvia, together with other programs, old and new, will be brought to listeners by WMAQ in the future as they have in the past. The principal change will be the elimination of programs heretofore supplied by the Columbia Broadcasting System and the addition of outstanding programs from the National Broadcasting Company network. The Columbia programs will continue, however, until November 1st when the change will become effective.

WMAQ will continue to occupy the offices and studios on the top floor of the Daily News Building, 400 West Madison Street.

The new affiliation of the Daily News with the National Broadcasting Company presages several other major shifts among Chicago stations.

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"WIRED MUSIC" HELD ENTITLED TO TELEPHONE LINES

The Public Service Commission of New York ruled last Friday that the New York Telephone Company could not refuse to lease lines for the transmission of music. The company already has elected to provide such service to radio broadcasting systems, and therefore could not refuse to perform the same service for other companies, the Commission held.

The matter came before the Commission when the company declined, on advice of counsel, to furnish a network of leased lines to "Wired Music", of 351 West Forty-second Street, New York City. The "Wired Music" company plans to transmit music over leased lines to hotels, restaurants, and private residences. The company's answer to the request for the leased lines was that it was not willing "to undertake to furnish a system or network of circuits for such purpose." The company contended that the refusal was within the exercise of its managerial discretion.

Commissioner George R. Van Namee, in a memorandum approved by the Commission, said, in part:

"It is the duty of the company under Section 91 of the Public Service Law to furnish adequate service under just and reasonable charges and to all who apply for the same without unjust discrimination or unreasonable preference. We cannot sustain the contention of the company that the refusal to furnish leased wires to the applicant is an exercise of its managerial discretion and therefore beyond the power of regulation of the Commission."

The New York Telephone Company had no comment to make on the Commission's order, but it was thought that an appeal would be taken.

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: : BUSINESS LETTER BRIEFS : :

Ernest Kauer, President of the CeCo Manufacturing Co., announces that at the August meeting of the Board of Directors, S. J. Helsper was elected to the office of Vice-President. Mr. Helsper is in charge of sales for the CeCo organization. For more than eight years he has been active in radio merchandising, sales promotion and sales management activities in the radio industry.

John S. Young, National Broadcasting Company radio announcer, is carrying a gun and has two policemen as guards because of threats over the telephone against his life. The threats are believed to have been made either by gangsters or cranks as a result of the announcer's appearance at the broadcast of the New York anti-gangster rally.

A visitor to Washington last week was Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association of New York City.

A sparton Visionola has recently been installed by Capt. William Sparks on the S. S. "Leviathan" and is proving to be a source of entertainment to the passengers.

The Sparton home-talkie, complete and compact in one cabinet, is a combination talking-picture projector, radio and phonograph. It projects standard 16 millimeter films on a screen to the size of 18 inches by 24 inches. Enlargement to 6 by 8 feet is possible if desired. Voice and sound recordings on 16-inch discs are synchronized with the films which can be easily made to order by firms specializing in this kind of work.

"Just how many of the network sponsors will actually change to recorded programs is debatable", Don Craig, Jr., writes in the Washington News. "But it is true that Maxwell House is heading a list of firms which will supplement their chain broadcasts with heavy quotas of transcriptions.

"Chevrolet, which has already tried a year of it, has renewed for another 52-week series of records. And Life Savers, one of the biggest potential air advertisers, heretofore unradioized, is making a full year of six-times-a-week programs.

"One of the best arguments that the public will eventually discard its attitude of skepticism toward record programs was advanced recently by Manager Baker of WMAL, Washington.

"It's mechanical, sure. And the average person would rather hear flesh and blood broadcast, even tho it isn't as perfect as a transcription. But how about the talkies? If anything could be more mechanical in comparison to the stage, I'd like to see it. But what are the talkies doing to legimimate drama?"

The August 29th issue of the Editor & Publisher, published in the N. Y. Times Building, Times Square, N. Y., gives an interesting facsimile illustration of ideas in "spot-light", or paid advertising for program sponsors on radio pages of newspapers.

It comprises dummies prepared by Newspaper Radio Programs, Inc., New York, for selling advertisers on a new plan of advertising in New York City newspapers which was described in Editor & Publisher, August 22nd, and carried in this letter last week.

The Gumps are going on the air over the Chicago Tribune's radio station, WGN, beginning August 31st. Andy, Min, Chester and the rest of the characters in Sidney Smith's comic strip will take the air every evening at 6:45, except Sundays, sponsored by McLaughlin's Manor House Coffee. The continuity for this new radio comic feature will be written by Thomas Foy, Jr.

Pepsodent Company, Chicago, is to return to the newspapers with a national campaign, starting about October 1st, the exact details to be announced later, Harlow P. Roberts, Advertising Manager, has announced, according to Editor & Publisher. Pepsodent advertising has been out of newspapers for more than a year.

Temporary cessation of newspaper copy helped the company form an opinion of the value of radio advertising, Mr. Roberts stated. Pepsodent has, however, never considered forsaking newspapers, entirely. Commenting upon this check-up, Mr. Roberts said:

"We have found radio to be a very effective medium for advertising. I would not say that it is more effective than newspaper or magazine advertising because it would be altogether too broad and unwarranted a statement. We happen to be very fortunate in having a very unusual program that is different from anything else on the air. We feel that the best results can only be obtained by having everything carefully coordinated. As far as checking results are concerned, we depend strictly upon our sales sheets to determine whether or not an advertising campaign is beneficial."

Lord & Thomas and Logan, Chicago agency, is in charge of preparations for Pepsodent's contemplated campaign.

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RADIO COMMISSION RECONVENES TUESDAY

With a heavy docket of radio cases and several highly important policy decisions facing it, the Radio Commission will reconvene Tuesday morning (September 1st) after a recess since June 26th. Hearings before Examiners will also be resumed, nine applications being scheduled for this week.

All decisions rendered by one or two Commissioners during the Summer recess must be approved under a provision adopted by the regulatory body prior to its adjournment. Applications awaiting to be acted on include all phase of radio communication.

The first major problem expected to be considered by the Commission will be that of high power allocations, in which two dozen stations are seeking the eight vacant assignments for the maximum power of 50,000 watts. This case is scheduled for consideration beginning October 1st, and has been before the Commission for about one year.

Another question involves distribution of broadcasting facilities among the States and zones according to population, as is prescribed by the Davis Amendment to the Radio Act of 1927. Difficulties have arisen as a result of the Commission's enactment of two regulations (General Orders 92 and 102) having to do with the manner in which this equalization would be brought about, and several cases are pending in which these direct points are raised.

The Commission will shortly consider recommendations of its Examiners to refuse license renewals to several stations which have been on the air for several years. This is expected to be but the first step in a general thinning out of stations which have failed to keep abreast of technical developments and program improvements.

While the broadcasting industry has unanimously held out for 50,000 watts power, the maximum now allowable, for all stations on cleared channels, the Radio Commission has just as stubbornly insisted that only half of the 40 cleared channels be designated for high power.

After having his first report, which favored the broadcasters' demands, rejected, Chief Examiner Ellis A. Yost submitted a secondary report last Spring in which he designated eight stations for 50,000 watt assignments and recommended that all other applicants be permitted to use 25,000 watts.

The eight additional stations proposed for the maximum power are: WJZ, of New York; WCAU, of Philadelphia; WSB, of Atlanta; WGN, of Chicago, WCCO, of Minneapolis; KPO, of San Francisco; KOA, of Denver, and WHO-WOC, of Des Moines.

In fields other than radio there are many problems before the Commission. A redistribution of continental short wave facilities for point-to-point communication, of which there are approximately 88 available, on a two-tenths per cent separation basis, must be considered in connection with the creation of radio-telegraph networks to serve the public in the same manner as do the established wire telegraph companies.

This situation was brought about by the failure, last year, of the Universal Wireless Communications Co., Inc., which in 1928 had been awarded the bulk of the available frequencies for the setting up of a nation-wide radiotelegraph network linking up more than 100 cities.

RCA Communications, Inc., and the Mackay Radio Telegraph Company are parties to this case, which went into the Court of Appeals of the District of Columbia, and which now is before the Commission, subject however, to the approval of the court, which kept jurisdiction.

Also before the Commission Engineering Division is the matter of reduction in the separation between communication channels from two-tenths to one-tenth per cent, which will have the effect virtually of doubling the number of available channels for communication purposes. This is in line with the recommendation made by the International Technical Consulting Committee meetings held at The Hague in 1929.

Considerable discussion as to television is expected during the new session. Twenty-two stations already have been authorized to operate experimentally, most of which now are on the air. Another score of applications for authority to build new television stations has accumulated, however.

It is expected also that renewed efforts will be made by television experimenters to have the experimental restriction on television lifted, so that the visual art can go on a commercial operating basis in the same manner as aural broadcasting. The Commission holds television to be "highly experimental" and several months ago declined to grant requests that the restriction be lifted.

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WMBC REPORT AWAITS COMMISSION ACTION

Action by the Federal Radio Commission is expected shortly in the case of Station WMBC, of Detroit, the murder of whose announcer, Gerald E. Buckley, created a national sensation more than a year ago. Chief Examiner Ellis A. Yost has recommended that the license be renewed.

Charges had been made at the hearings that Buckley was closely associated with certain vice activities of the underworld, such as traffics in narcotics, from which he received large sums of money. Counsel for the station, however, contended that no complaints had been made since the announcer's death and added that the station is maintaining a campaign against crime and lawlessness in Detroit and Wayne County.

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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. 465 (2)

NEW AGENCY ORGANIZED TO REPRESENT STATIONS

Kiernan-Laundry Associates, Inc., is the name of a new organization which has been formed in New York to act as exclusive sales and service representatives for radio stations. James P. Kiernan is President and Treasurer, Ray S. Laundry, Vice-President, and Miss Lillian Holmes, Secretary.

The organization will concentrate on the sale of station time to advertising agencies and advertisers for the stations it represents. It will, however, be equipped to supplement its service to radio users by rendering complete program and continuity assistance, when requested, and also to supervise recordings for electrical transcription work.

Both Mr. Kiernan and Mr. Laundry are well known in the advertising field. The former, after an apprenticeship in newspaper and advertising agency work, became Assistant Advertising Manager of the American Express Company and then specialized for seven years in the creation and printing of direct-mail advertising as head of the Kiernan-Richardson Corp. of New York. Mr. Laundry resigned from the position of advertising manager of "Broadcast Advertising" to join in forming the new enterprise. Before assuming his post with this publication, he was Sales Manager of the Beckwith Iron Works of Chicago and has to his credit a long and successful record as a sales and advertising executive. Miss Holmes for the past two years was connected with Scott Howe Bowen, Inc., in charge of time contracts with radio stations.

Messrs. Kiernan and Laundry will have associated with them in their organization Robert B. Holmes, formerly Assistant Advertising Manager of the Borden Sales Co., and more recently with Byers Recording Laboratory, Inc.; R. L. Cusick, at one time in the advertising department of the Westinghouse interests and later Vice-President of the Percival K. Frowert Co., Inc., New York advertising agency, and Howard A. Kiernan, research director and statistician.

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RETAIL RADIO BILL \$535,252,980

Radio receiving sets are listed among the luxuries for which the American people spent \$9,000,000,000 in 1929, in retail stores, a report of the Census Bureau reveals.

The amount of money spent in radio shops alone, exclusive of radios sold in other kinds of stores, amounted to \$535,252,980.

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BOOK ON ADVERTISING BY FRANK ARNOLD

One of the outstanding contributions to modern advertising literature will be published and placed on sale September 15th when "Broadcast Advertising, The Fourth Dimension" by Frank A. Arnold, Director of Development of the National Broadcasting Company, becomes available to the public.

Arnold has written approximately 300 pages into the new volume. So much of the contents is based on personal experience of the author that it might almost be called an autobiography of broadcast advertising. The book is written in narrative style.

"Broadcast Advertising, The Fourth Dimension" is the first book on the subject to be written for advertising men by an advertising man. Arnold was, for twelve years, 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 duties with the National Broadcasting Company.

For six years he was a Committee Chairman of the American Association of Advertising Agencies and Vice-Chairman of its first Radio Advertising Committee.

It was in 1923 - the early days of experimentation with broadcast advertising programs - that Arnold's pioneer business instinct saw potentialities in this form of publicity and he alone is responsible for the phrase characterising this as "the fourth dimension of advertising."

He is considered by many men the outstanding authority on broadcast advertising and as Director of Development of NBC has delivered more than 400 addresses on radio broadcasting in more than 200 cities throughout the country - all by special invitation.

The active advertising and broadcasting fraternity look forward to the appearance of Arnold's book, which will be published by John Wiley and Sons, Inc., of New York City.

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CONDITION OF JAPANESE RADIO MARKET

The following report on the Japanese radio market was made to the Department of Commerce by H. B. Titus, Assistant Trade Commissioner at Tokyo:

"The broadcasting of radio programs in Japan is carried on by 15 stations, which are members of the Japan Central Broadcasting Corp. The programs must be approved by the Department of Communications, no advertising being permitted. Owners of radio receiving sets are required to subscribe to the service of the

Central Broadcasting Association and pay a monthly fee of 1 yen (par value of the yen is about \$0.50). The number of subscribers to this service has grown from 348,971 in 1926, to 795,532 on May 2, 1931.

"The Department of Communications has approved the establishment of seven new broadcasting stations.

"The manufacture of radio sets and the assembling of sets from imported parts has grown rapidly in Japan in the past few years. It is possible under this arrangement to sell sets at prices well below that which must be charged if the complete sets are imported. Manufacturers at present are importing high-grade aluminum foil paper for condensers from Germany, but it is believed that American manufacturers might share in this business. The price of the German product is comparatively low and the quality good. Dynamic and magnetic-cone loud-speakers of moderate prices are in considerable demand. Condenser winding machines are also imported. Enameled wire, sizes 30 to 32, has been and still is imported from the United States in considerable quantities.

"There are numerous manufacturers of radio tubes in Japan, but one company, the subsidiary of an American concern, is the largest. However, some quantities of tubes are imported, particularly screen-gride tubes, which are just becoming popular in Japan.

"It is estimated that there are at least 100 brands of receiving sets manufactured and sold in Japan. Discounts from retail prices for the wholesaler, jobber, and retailer vary from 25 to 50 per cent, depending upon the size of the orders.

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RADIO FEDERATION OFFERS SUPPORT TO HOOVER

The radio industry has offered its support to President Hoover to carry on a campaign to instill confidence in American business. The facilities for National Radio Week have been offered to the administration by the executives of the National Federation of Radio Associations. The Radio Manufacturers' Association and the National Association of Broadcasters have endorsed and are jointly sponsoring this movement with the N.F.R.A.

It is anticipated that this year the sponsors of over fifty chain programs over national hook-ups will either dedicate their program to radio or will make some mention of the event in their announcements, according to Harold J. Wrape, Chairman of the National Radio Week Committee. With the offer of cooperation to the Presidential administration, it is planned that these same announcements this year will be devoted to instilling confidence in American business and giving encouragement for the resumption of normal business conditions.

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ADVERTISING AGENCY HAS COMPLETE RADIO STUDIO

The new offices in New York City of N. W. Ayer & Son on the 27th floor of 500 Fifth Avenue, New York City, have as their feature a radio studio for the trial of advertising programs.

"The radio department of this concern is all in New York", the Editor & Publisher says in describing the layout. "It is headed by Douglas Coulter, Vice-President of N. W. Ayer & Son of New York, in charge of production, and H. L. Hodgson as Vice-President in charge of business operations for radio. Their offices are a step from a completely equipped soundproof studio, wired for broadcasting, and separated by windows from a control room. The studio is primarily for program tryouts although it can be used for actual broadcasts. A program under consideration may be presented here, carried by wires to any of the three conference rooms, and reproduced from a radio instrument as a sample of how the actual broadcast would sound to the listeners it might be aimed at. Executives of the agency and the advertiser, sitting in the conference room, would be able to O.K. the tentative plans or make changes without the distraction of seeing the mechanics of production.

Rehearsals may also be held with more privacy than elsewhere.

The long interest of the Ayer Company agency in broadcast advertising is attested by the photographs in uniform, red-bordered frames which fill the walls of one large conference room. They are those of artists who made their first broadcasts under Ayer auspices, dating back to the old Eveready Hour of the National Carbon Company, put on the air in 1923 when Station WEAJ was the first to open its facilities to advertisers.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 26 - WNBZ, Earl J. Smith and Wm. Mace d/b as Smith and Mace, Saranac Lake, N. Y., license to cover C. P. granted 7/14/31 to make change in equipment; KMLB, J. C. Liner, Monroe, La., license to cover C. P. granted 6/26/31 to make changes in equipment and to increase power from 50 watts to 100 watts; J. G. Burbank & John A. Dalton, Laramie, Wyoming, C. P. amended to request 500 watts - 1 kilowatt LS instead of 250 watts; to share time with stations KPOF and KFKA instead of one-half time, sharing with stations KPOF and KFKA, also to install new transmitter; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Calif., C. P. resubmitted requesting facilities of former KPWF.

August 27 - WTFI, Toccoa Falls Institute, Athens, Ga., modification of C. P. granted 4/14/31 to move transmitter and studio locally; also, voluntary assignment of C. P. to Toccoa Falls Broadcasting Company; WRJN, Racine Broadcasting Corp., Racine, Wisconsin,

C. P. amended to request the facilities of Station WJBC; KGDY, Voice of South Dakota, Huron, South Dakota, C. P. to increase power from 100 watts to 100 watts-250 watts LS and to make changes in equipment; Merle F. Jewell & Merinda C. Jewell, Hood River, Oregon, C.P. resubmitted amended as to equipment.

August 28 - KPJM, A. P. Miller, Prescott, Ariz., license to cover C. P. granted April 24, 1931, to make changes in equipment and to move transmitter and studio locally; KHQ, Louis Wasmer, Inc., Spokane, Wash., modification of license to increase power from 1 kw-2 kw, LS to 5 kw, dismissed at request of applicant August 20, 1931; WELK, WELK Broadcasting Station, Inc., Philadelphia, Pa., C. P. to move transmitter and studio to Philadelphia, Pa., Broad and Spring Garden Sts., dismissed at request of applicant.

Applications, Other Than Broadcasting

W7XAV, City of Portland, Oregon, Portland, Oregon, C. P. (new) to replace license deleted 2416 kc., 25 watts, special experimental service; The Journal Company, Milwaukee, Wisconsin (Portables), new C. P.s for 1564, 2368 kc., 7½ watts and 50 watts, relay broadcasting; Knickerbocker Broadcasting Co., Inc., New York City, new C. P. for 46 megacycles 500 w., television; RCA Victor Company, Inc., Camden, N. J., new license to cover one of two transmitters operating under W3XAJ, 23100, 25700, 26000, 27100, 34600, 4100, 51400, 60000-400000 and above 401000 kc., experimental, 500 watts; KHNTG, Standard Oil Co., of California, Plane NC-233-M, modification of license for additional frequencies, 5540, 3070 kc., 50 watts, aircraft.

Also, W9XAN, Elgin National Watch Co., Elgin, Ill., renewal of license for frequencies in amateur bands in accordance with revised amateur regulations 500 watts, special experimental; W2XBB, Radio Corporation of America, New York City, license to cover C.P. for 25700, 34600, 6000-400000 and above 401000 kc., 1 KW, experimental; W2XB, Radio Pictures, Inc., Long Island City, N. Y., modification of license for change in frequencies and two additional transmitters 2100-2200, 2850-2950, 43000-46000, 48500-50300, 60000-80000 kc., 1 kw, visual broadcasting.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on August 28th granted the following applications:

WCAL, St. Olaf College, Northfield, Minn., license covering installation of new equipment 1250 kc., 1 KW, shares with KFXM, WLB and WRBM; WKBB, Sanders Brothers Radio Station, Joliet, Ill., license covering changes in equipment 1310 kc., 100 watts, shares with WCLS; KOB, Dwight Faulding, Santa Barbara, Cal., voluntary

assignment of license and C. P. to Santa Barbara Broadcasters, Ltd.; KGIX, J. M. Heaton, Las Vegas, Nevada, extension of completion date on C. P. from Sept. 8th to Oct. 15th, 1931; WBAL, Consolidated Gas Electric Light & Power Co., Baltimore, Md., extension of authority to operate synchronously with WEAF and WJZ, New York, for period of 90 days from September 5th; WTIC, The Travelers Broadcasting Service Corp., Hartford, Conn., extension of authority to operate synchronously with WEAF and WJZ, New York, for period of 60 days from Sept. 5th.

Also, National Broadcasting Company: New Portable, C. P. for experimental purposes, frequencies, 17300, 25700, 34600, 51400, 60000-400000 kc., 10 watts; W2XCZ, Portable, modification of license for additional frequency; WAEB, Aeronautical Radio, Inc., Columbus, Ohio, C. P. to move station to Port Columbus, O., and to operate transmitter by remote control after the move is completed; WPDT, City of Kokomo, Ind., Kokomo, Ind., license for police service, 2470 kc., 50 watts; Eastern Air Transport, Inc., NC-725-K, Western Air Express, NC-584-K, Northwest Airways, Inc., NC-303-N granted licenses;

Radiomarine Corporation of America: W10XL, NC-9779, W8XJ, Bradley Road, West Dover, Ohio, granted renewal of licenses; American Telephone and Telegraph Co.: W3XO, Portable in N. J., W2XDO, Ocean Gate, N. J., W2XA, Rocky Point, N. Y., W3XT, Long Lines Dept., Lawrenceville, N. J., granted renewals of licenses; W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., renewal of license; W2XBW, Globe Wireless, Ltd., Garden City, L. I., renewal of license; KHERI, NC-659-M, and KHAHS, NC-9683, Pan American Airways, Inc., modification of licenses to change frequencies.

Also, The Texas Co.: KNB, Portable #5 in Texas, Miss., & La. modification of license to change location from Portable #5 in Texas, Miss. and La., to Portable - Unrestricted; KND, #16 in Texas, Miss., and La., KNE, #18, KNF, #19, KNC, #15, modification of license to change to portable, unrestricted.

Renewal of Licenses

The Commission granted renewal of licenses to the following stations, covering the regular license period:

KELW, Magnolia Park, Ltd., Burbank, Cal.; KTAB, The Associated Broadcasters, Inc., San Francisco, Cal.; KFYR, Mayer Broadcasting Co., Bismark, North Dakota.

In the following cases, the Commission on consideration of the fact that applicant has failed to comply with G. O. No. 115, Sec. 4, (1) designated said applicant for hearing, and (2) directed that a temporary license be issued for term beginning 3 A.M., EST, Sept. 1, 1931, and ending according to Special Minute #360, adopted April 16, 1931, said license to contain the following clause: "This license is issued on a temporary basis and subject

to such action as the Commission may take after hearing on licensee's pending application for renewal of license. No authority herein contained shall be construed as a finding by the FRC that the operation of this station is, or will be in the public interest beyond the term hereof."

KFRC, Don Lee, Inc., San Francisco, Cal.

In the following case the Commission took the following action: (1) directed that an investigation be made to determine whether the present licensee has by any means lost control over this station; (2) directed that a renewal of license be issued on a temporary basis for the period beginning 3 A.M., EST, Sept. 1, 1931, and ending 3 A.M., EST, Nov. 1, 1931:

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

In the following case the Commission took the following action: (1) directed that an investigation be made to determine whether the licensee is by any means using unauthorized power (2) directed that a renewal of license be issued on a temporary basis for the period beginning 3 A.M., EST, Sept. 1, and ending 3 A.M., EST, Nov. 1, 1931:

KTAR, KTAR Broadcasting Company, Phoenix, Arizona

In the following case the Commission on consideration of the fact that a hearing has been held upon the application filed by WJKS, Gary, Ind., for the facilities of Station WIBO, and that said matter is pending action before the Commission, directed that a temporary license be issued for the period beginning 3 A.M., EST, Sept. 1st and ending according to Special Minute #360, said license to contain the following clause: "This license is issued on a temporary basis and subject to such action as the Commission may take after hearing on the application filed by Station WJKS, Gary, Ind., for the frequency 560 kc., no authority herein contained shall be construed as a finding by the FRC that the operation of this station is, or will be in the public interest beyond the term hereof":

WIBO, Nelson Bros. Bond and Mortgage Co., Chicago, Ill., renewal of license, 560 kc., 1 KW, with additional 500 watts, from local sunrise to local sunset; sharing with WPCC, which is licensed to operate Sundays from 10 A.M., to 4:30 P.M., and from 6 P.M. to 11:30 P.M., CST, and such other station or stations that may be assigned on 560 kc., to replace former station WISJ.

Set For Hearing

The Tribune Co., Elgin, Ill., requests C. P. 6140-6425, or 8900-9610 kc., band, 1500 watts; The Atlanta Journal Co., Atlanta, Ga., requests C. P. 2000-2100, 2750-2850 kc., 500 watts; WMAQ, WMAQ, Inc., RFD, Township of Addison, Ill., requests C. P. 5900 or 6040 kc., 500 w.; Television Laboratories, Ltd., San Francisco, Cal., requests C. P. 2100 kc., 1500 w.; Parkersburg Board of Commerce,

Parkersburg, West Virginia, requests C. P. 1310 kc., 100 w., unlimited time; KFXJ, H. G. and Chas. Howell, d/b as Western Slope Broadcasting Co., Grand Junction, Colo., requests modification of license to change hours of operation from sharing with KFUP to unlimited;

Also, Robert Wilkin Stolzenbach, Springfield, Ohio, requests C. P. 12600 kc., 100 w., unlimited; WDIX, North Mississippi Broadcasting Corp., Tupelo, Miss., requests C. P. to move transmitter and studio from Tupelo to Greenville, Miss., and change frequency from 1500 to 1310 kc., and from unlimited time to daytime only; Alexander T. Marante, New Britain, Conn., requests C. P. for new station 1210 kc., 100 w., unlimited time; WXYZ, Kunsky-Trendle Broadcasting Corp., Detroit, Mich., requests C. P. to move transmitter and studio locally; install new equipment and increase power from 1 kw to 5 kw.; J. G. Burbank and John A. Dalton, Laramie, Wyo., request C. P. 880 kc., 250 w., power, half-time, sharing with KPOF and KPKA; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, requests C. P. to move transmitter from Hoboken, N. J., to College Point, Causeway, Flushing, N. Y.; WRDO, WRDO, Inc., Augusta, Me., requests modification of C. P. to move transmitter and studio from Augusta to Lewistown, Me.

The following cases are set for hearing because their facilities have been applied for:

KWSC, State College of Washington, Pullman, Wash.; WHAD, Marquette University, Milwaukee, Wis.; WLBG, Robert Allen Gamble, Petersburg, Va.; KGDE, Chas. L. Jaren, Fergus Falls, Minn.; KGIZ, Grant City Park Corp., Grant City, Mo.; KFUP, Fitzsimons General Hospital, U.S. Army, Denver, Colo.; WSVS, Seneca Vocational High School, Buffalo, N. Y.

Hearing Cancelled

The following case was set for hearing upon its renewal application because equipment did not conform to requirements of General Order 97. Since that time applicant's equipment has been changed to comply with the Commission's rules and regulations and the hearing scheduled for Sept. 2nd cancelled. A regular renewal license will be issued:

KFDY, South Dakota State College, Brookings, South Dakota.

Miscellaneous

KSO, Iowa Broadcasting Co., Clarinda, Iowa, the hearing on renewal of license for failure to comply with G. O. 111, 115 and 105, has been cancelled; applicant has complied with provisions of G. O. 111 and 115, but time sharing agreement has not been filed as per G. O. 105. A regular license will be issued, subject, however, to hearing to be held in re removal of station to Des Moines and for simultaneous operation with WKBH.

KFIU, Alaska Electric Light and Power Co., Juneau, Alaska, licensee of this station has been unable to operate in conformity with G. O. 105, and therefore desires to surrender station license. Station KFIU will therefore be deleted;

KGMB, Honolulu Broadcasting Co., Honolulu, T. H., the hearing on renewal of license for this station scheduled for September 4th, has been cancelled, since applicant has now conformed to G. O. 105.

In the following cases the Commission (on August 25th) directed the Secretary, in accordance with General Order No. 114, Section 2, to request the licensees to file applications for renewal of their licenses through the office of the Supervisor of Radio in charge of the district in which the stations are located on or before September 15, 1931:

KGFX, Dana McNeil, Pierre, S. Dak.; KPPM, The New Furniture Co., Greenville, Tex.; WCCH, Westchester Broadcasting Corp., Yonkers, N. Y.; WLCI, Lutheran Association of Ithaca, N.Y.; KGKX, C. E. Twiss and F. H. McCann, Sandpoint, Idaho; KOKB, Eagle Publishing Co., Thler, Texas.; KFYO, T. E. Kirksey, Abilene, Texas; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn.; WROL, Stuart Broadcasting Corp., Knoxville, Tenn.; WMRJ, Peter J. Prinz, Jamaica, N. Y.; WGBB, Jarry A. Carman, Freeport, N. Y.; KFLX, George Ray Clough, Galveston, Texas.; KARC, Alamo Broadcasting Co., San Antonio, Texas.

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