

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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RELATIONS DEPARTMENT  
S. W. JOHNSTON

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No. 3689

## STATION WBBM OBTAINS INJUNCTION

Station WBBM, of Chicago, key station of the Columbia System in the Middle West, obtained a restraining order against the Federal Radio Commission on September 15th preventing Station WISJ, of Madison, Wis., from continuing operation on 780 kilocycles. The District Supreme Court issued the temporary injunction.

The bill of complaint, filed by Littlepage & Littlepage, of Washington, contends that the Commission issued a temporary permit on September 8th to WISJ, operated by the Wisconsin State Journal, without notifying WBBM despite the fact that the new channel of the Madison station is only ten kilocycles removed from the 770 kilocycle channel of the Chicago station. The transmitters are only 100 miles apart, it is also pointed out.

The WBBM brief also alleges that irreparable damage was being done to WBBM because of the blanketing of its signals for an area of 25 miles around Madison and that such a small kilocycle separation is contrary to engineering principles and law.

Rumors are current in the Capital that the Commission granted the license to WISJ at the request of the Republican administration because the Wisconsin State Journal was a staunch supporter of the candidacy of Gov. Walter J. Kohler and opposed to Philip F. LaFollette, Progressive, in the Republican primary held this week.

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## LAFOUNT SEES TREND TO EDUCATION

A study of programs now being put on the air by broadcasting stations indicates increased attention is being given to educational subjects, Radio Commissioner Harold A. Lafount declares in a statement issued September 16th.

"While the Commission under the Radio Act has no right of censorship over programs, the kind of material broadcast by stations necessarily must influence it in making allocations of wave lengths and power", he adds.

"It is most gratifying to note the trend by many stations from jazz to informative and instructive talks by prominent officials and experts on a variety of subjects. In my opinion this is one of the most important uses to which a broadcasting station can dedicate itself. Of course, the programs should not be 'too heavy' nor should too much time be devoted to 'timely topics', but every program should contain these features daily."

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## JAPANESE RADIO LETTER SERVICE

A radioletter service to and from Japan will be inaugurated on the first of October, it was announced today by Mr. W. A. Winterbottom, Vice-President of R.C.A. Communications, Inc.

The rates for this new service will be approximately one-third the ordinary rate with a minimum charge for twenty words. The messages will be subjected to a minimum delay of forty-eight hours. Registered code addresses will be accepted.

The new service will be effective from the United States, Canada and Newfoundland to Japan and the Japanese possessions including the Caroline Islands, Chosen, Formosa, Jalouit Island, Japanese Saghalien, Pescadore Islands, Saipan and the Japanese offices in Kwantung and South Manchuria.

This radioletter service will be carried on to and from Japan via San Francisco, Mr. Winterbottom said.

The rate from San Francisco will be \$4.50 for twenty words or less with an additional charge of  $22\frac{1}{2}$  cents for excess words. The rate from New York, Boston and Washington will be \$5.50 for twenty words or less, and  $27\frac{1}{2}$  cents for additional words.

All radioletters for Japan should be filed with the Western Union Telegraph Company.

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## TO SURVEY MINIATURE RADIO SETS

The Radio Division of the Department of Commerce has announced that it will probably make a survey of the popularity of the miniature receiving set in the questionnaires to be sent out October 1st.

The Department is now compiling results of an inquiry into the number of combination radio-phonograph sets sold and the number of sets taken in trade-ins. These results will be announced in the near future.

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: BUSINESS LETTER BRIEFS :  
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The RCA Radiotron Co., of Newark, N. J., has installed a central radio system with 28 loud speakers scattered throughout the factory, where more than 1,000 girls are employed. Music and the high spots of the day's programs are furnished the girls while they work.

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Installation of high frequency point-to-point equipment for the operation of radiotelephone service among the six islands of the Hawaiian group was authorized by the Radio Commission September 15th upon application of the Mutual Telephone Company of Honolulu.

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Oswald F. Schuette, Executive Secretary of the Radio Protective Association, sent a telegram to Secretary of Commerce Lamont on September 15th protesting against his scheduled address on September 19th at the formal opening of the RCA consolidated plant at Camden, N. J. The Secretary immediately replied that he had cancelled the engagement on September 9th "on account of important matters here."

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A radio station being constructed by the Spanish Trans-radio Company at San Lorenzo, Grand Canary (Islands), is rapidly nearing construction. It will maintain three services: (1) international long distance; (2) with the Islands of Teneriffe; and (3) with ships.

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What is believed to be a world record in radio telephony was established recently when an aviator 5,000 feet above Buenos Aires, Argentina, conversed with the General Post Office in Sydney, Australia, over a 14,000 mile circuit.

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A growth in the demands for its radio tubes has enabled the Arcturus Radio Tube Co., of Newark, N. J., to increase its production force from 180 to 800 in July.

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"Radio, the Assistant Teacher" has just been issued by the Ohio School of the Air. It is by teachers in the school, which is recognized as the pioneer in educational broadcasting, and gives a comprehensive survey of the history and present status of teaching by radio.

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Says Edwin A. Bemis, Field Manager of the Colorado Press Association, speaking to Colorado newspapers: "There isn't a thing to be gained by the newspapers in knocking radio advertising."

He adds that radio advertising is a "permanent institution" and that it has given a "greater impetus to newspaper advertising" because "advertising as an institution has been drilled into the minds of national advertisers."

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Louis G. Caldwell, former General Counsel of the Federal Radio Commission, is in charge of a Washington office of Kirkland, Fleming, Green and Martin, Chicago law firm. The Capital branch is located in the National Press Building.

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The Civil Service Commission has announced a competitive examination for an agricultural radio writer. Applicants must have a bachelor's degree in agricultural or industrial journalism, or equivalent education and a year of certain specified experience.

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#### SELF-TUNING RADIO DEMONSTRATED

The new Lyric radio receiver, which is tuned automatically to a pre-determined series of broadcast programs at definite times, was demonstrated September 17th in the Rudolph Wurlitzer Building, New York City.

L. C. Shapiro, Chief Engineer of the company, responsible for the invention explained the device comprised three essential elements: first, an electric motor capable of rotating the tuning condenser and also capable of stopping at any one of nine pre-selected tuning positions; second, a time clock, electrically driven; and third, a mechanism which correlates the functioning of the aforementioned units, so as to permit the receiver to be tuned to chosen programs at fifteen-minute intervals, throughout the twenty-four hour day.

It was claimed by Mr. Shapiro that the complete set-up for a twenty-four hour program can be easily made by a complete novice in the space of one or two minutes.

This invention means that a radio listener may, by consulting the newspaper radio programs, select the programs to which he wishes to listen on the following day or days, and the receiver will tune in those pre-selected features at the proper time each day until the settings are altered.

The receiver will be revealed to the public for the first time during the forthcoming Radio Show in New York City.

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#### GREAT BRITAIN PLANS WORLD STATION

Following the lead of the United States and several European countries, Great Britain is planning to construct a permanent short-wave empire broadcasting station of world-wide range. The station is to be located at Daventry; work on the transmitter will begin in a few months.

The British Isles have 21 radio stations now, but about half of these have only a local range. Recent reports are that the number of stations are being reduced to seven regional units, all operated by the British Broadcasting Corporation. Each station under the new plan will have two wave lengths, one for relaying programs from London and the other for broadcasting local programs.

The first broadcasting station under the new system to be put into operation is located at Brookman's Park, just north of London. This station has been operating since last Spring. The locations of the rest of these large stations are Swansea in southern Wales, Daventry in central England, one between Manchester and Sheffield in northern England, one between Glasgow and Edinburgh, Scotland, and a national station single transmitter at Belfast, Ireland.

England's proposed world-wide station at Daventry will probably be in a class with those of the United States as well as Germany's and Holland's. To begin with, the Empire broadcast service will operate for a short period daily, it is reported.

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## HIGH POWER APPLICANTS BOMBARD COMMISSION

The Federal Radio Commission was virtually' bombarded with arguments in favor of high power this week during the hearing on four applications for 50,000 watts by stations in the First Zone. The witnesses went further than testifying for their own needs and frequently declared that the cleared channel band is the limit in high power broadcasting.

The session was concluded Wednesday afternoon with defense testimony by Dr. C. B. Jolliffe, Chief Engineer of the Commission, whose chief argument was that the Commission should move slowly toward high power so that its limited personnel will have time to study its effects before adopting the policy generally.

Next Monday hearings will be held on the applications from the Second Zone.

Probably the most telling testimony of the hearings was given by recognized radio experts who declared that high power would benefit both the listeners and the broadcasters and that nothing but good could result from an opening of all the 40 cleared channels to 50,000 watt stations.

### Sees Waste In Order

Prof. C. M. Jansky, Jr., of Washington, appearing on the first day for WHAM, said that the restriction of maximum power stations to half of the cleared channels is technically ill-advised and a "waste" of radio facilities. There is "every technical reason" why all stations operating cleared channels should not use "at least" 50,000 watts, he stated.

In the opening statement for WBZ, of Boston, Judge John J. Jackson, General Counsel, said:

"We agree with the testimony that there is no technical reason why all stations interested in this hearing should not have 50,000 watts power."

Listeners all over the country would be greatly benefitted if all cleared channel stations used 50,000 watts power, S. M. Kintner, of Pittsburgh, Assistant Vice President of the Westinghouse Electric & Manufacturing Co., declared in testifying for WBZ.

Edgar Selis, New York radio engineer representing Station WOR, of Newark, concurred in the view of Dr. Kintner that cheaper radio receivers would be available if the power of broadcasting stations were increased.



## N. J. Advises Caution

Representative Frederick R. Lehlbach, of Newark, ranking member of the House Committee on Merchant Marine & Fisheries, appeared in behalf of Station WOR. The State of New Jersey, through its Attorney General, William A. Stevens, advised the Commission to "proceed carefully", however, less the broadcasting of low powered stations be hampered.

A. L. Ashby, General Counsel of NBC, appearing for Station WJZ, said that he had no quarrel with the other three applicants from the First Zone but added that WJZ is entitled to preference if there be any, because it is a key station of the National Broadcasting Company.

C. W. Horn, General Engineer of NBC, and John W. Elwood, Vice-President in Charge of Operations, also testified regarding the service area and program quality of the station, respectively.

Throughout the hearings there were remarkable exhibitions of a friendly spirit among the applicants instead of the accustomed rivalry. All appeared confident that the Commission would be compelled to grant all the requests. In several instances the counsel for one applicant declined to cross-examine the witnesses of another applicant on the ground that there was not competition.

Yet, if the original order of the Commission is enforced, only eight of the 25 applicants from the five zones will be awarded high power licenses.

Station WHAM was represented by Col. William J. Donovan, former Assistant Attorney General; B. M. Webster, Jr., and Paul Segal, formerly of the Commission's Legal Division; George S. Law and Judge Jackson appeared for WBZ; former Representative Frank D. Scott, of Michigan, was chief counsel for WOR; and E. S. Sprague and Mr. Ashby appeared for Station WJZ.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 15 - WBAL, Consolidated Gas Electric Light & Power Company of Baltimore, Glen Morris, Md., C. P. to move transmitter (location to be determined) install new equipment, and increase power from 10 KW to 50 KW on 1060 kc.; WMCA, Knickerbocker Broadcasting Co., Inc., D. L. & W. R. R. Terminal, Hoboken, N. J., C. P. to make changes in equipment; The New Haven Broadcasting Co., New Haven, Conn., C. P. to erect a new station to use 1420 kc., 250 w. and daytime hours.

September 16 - WHAM, Stromberg-Carlson Telephone Mfg. Co., Victor Township, N. Y., modification of license to increase power from 5 KW to 50 KW on 1150 kc.; KTAT, S.A.T. Broadcasting Co., Birdville, Texas, modification of license to change location of

main studio from the Texas Hotel to the Aviation Building, Ft. Worth, Texas, also, request for authority to voluntarily assign license to the KTAT Broadcasting Company, Inc.; WKBH, Jos. Callaway, trading as Callaway Music Company, La Crosse, Wisconsin, modification of license to change frequency from 1380 kc., to 620 kc., and hours from sharing with KSO to unlimited; KDFN, Donald Lewis Hathaway, Casper, Wyoming, license to cover C. P. issued 8/15/30 to make changes in equipment; William S. Walker, Pittsburgh, Pennsylvania, C. P. to erect a new station to use 1500 kc., 100 watts, and unlimited hours (WMBJ equipment); Robert H. Jones, Jr., and W. M. Perry, Lubbock, Texas, C. P. to erect a new station to use 1450 kc., 500 watts, and unlimited hours.

September 17 - WJZ, Radio Corporation of America, Bound Brook, N. J., modification of license to increase power to 50 KW, on 760 kc., station now uses 25 KW with additional 5 KW experimentally KFJF, National Radio Manufacturing Co., Oklahoma City, Oklahoma, amendment filed to application to request a further extension of completion date to October 26, 1930 on C. P. issued 5/12/30; WCFL, Chicago Federation of Labor, Chicago, Illinois, amendment filed to application to request 720 kc., instead of 970 kc. with 50 KW; Milburne O. Sharpe & Robert T. Smith, d/b as Radio Station WINT, Middlesboro, Ky., amendment filed to application to request 100 watts on 1420 kc.

#### Applications Other Than Broadcasting

September 15 - W6XAJ, Globe Wireless, Ltd., Portable, Cypress, Calif., license to cover C. P. for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 1 KW, experimental service; WQV, RCA Communications, Inc., Rocky Point, N. Y., renewal of limited public license for 14800 kc., 80 KW; WBL, Radio Corporation of America-Ohio Co., Buffalo, N. Y., modification of licenses covering high frequency transmitters for 4775, 8570 kc., 100 watts, marine relay service and same for 4775, 5525, 8570 kc., 100 watts, coastal service; WLXQ, American Telephone & Telegraph Co., Bradley, Maine, renewal of experimental license for 50 to 75 kc., 25 KW; WLXR, American Telephone & Telegraph Co., portable within State of Maine, renewal of experimental license for 50 to 70 kc., 1 KW.

September 16 - WKQ, RCA Communications, Inc., Rocky Point, N. Y., renewal of limited public license for 16000 kc., 80 KW; W10XZ, C. Francis Jenkins, Unnamed Monoplane, renewal of experimental license for 1608, 2325, 3088, 4785, 6335 kc., 6 watts; W8XT, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., modification of experimental license to operate simultaneously with WEA and WGY during hours 6 A. M. to 1 A. M.; W2XAV, Bell Telephone Laboratories, Inc., Ocean Township, N. J., modification of experimental license for 1604 kc., plus 3%, 500 watts; Pan American Airways, Inc., Plane NR-41-V, license for new aircraft on 333, 414, 500, 2662, 3070, 3106, 5690, 8015, 8650 kc., 12 watts; Modesto Irrigation District, Portable, Calif., new C. P.s for 3160 kc., 30 watts, portable, and for 3244 kc., 150 watts, limited commercial service.