

# 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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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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G. W. JOHNSTONE

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No. 372

## INTERDEPARTMENTAL GROUP FORMED

With a view to avoiding duplication of radio facilities between the War Department and the Navy Department and in order to economize in the use of radio frequencies by governmental agencies, an interdepartmental committee has been organized under instructions from President Hoover to study the subject and to make recommendations which will be considered in connection with appropriations for radio services for these Departments at the forthcoming session of Congress, according to announcement by the State Department.

The Committee is composed of the following officers:  
Chairman, William R. Vallance, State Department; Lieut. Col. C. L. Sampson, War Department; Capt. S. C. Hooper, Navy Department; Dr. J. H. Dellinger, Department of Commerce; Dr. C. B. Jolliffe, Federal Radio Commission.

The Committee held its first meeting at the office of the Chairman on September 23rd and made plans for the conduct of the inquiry.

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## TELEVISION STILL FAR AWAY

Despite the fact that RCA-Victor engineers, along with others in the radio industry, have been working on television for a number of years and have made "truly phenomenal strides towards its practical use", it will still be some time before an apparatus is developed for use in the homes, according to E. E. Shumaker, President of the RCA Victor Co., Inc.

"Quite apart from the development of television receivers is the problem of equipment for broadcasting television", he said. "It will take time and money to parallel the present radio transmitting networks with equipment for broadcasting visual impressions.

"There remains also the problem of the program for television. What sort of program shall it be, how shall it be coordinated with musical or speech program, and above all who will pay for it?

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## VATICAN SEES ATTACKS ON RADIO

The following story appeared in the New York Times under a Vatican City date line:

"The Osservatore Romano, Vatican City newspaper, calls attention in a leading article to the activities of the association named the 'Defenders of Truth', which, it says, has been founded in the United States for the purpose of establishing a chain of broadcasting stations to wage war against certain practices and doctrines of the Catholic Church.

"The newspaper warns Catholics of the danger of allowing such a powerful means of propaganda as wireless to fall into anti-Catholic hands and urges them to take immediate steps to profit by the unequalled opportunities radio offers to spread Catholic doctrines. When radio is used to pierce the darkness with the evangelical word, then it will become a true gift of God, says the Osservatore Romano."

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## SEES MIDGETS BOOSTING TUBE SALES

A development in radio merchandising that presages an extremely bright season for tube sales lies in the growing popularity of midget sets, according to Edward T. Maharin, Vice-President of the CeCo Manufacturing Company, in a statement given out by Fred Baer, press representative.

"The midget sets," Mr. Maharin said, "bid fair to sweep the country in their wave of popularity. Starting last Winter in California, they have steadily marched eastward until now they are the most talked of new thing in radio. Where for a while the bulk of radio tube business was coming from the replacement market, we now feel that many, many thousands of new sets are going into homes and naturally all of them will have to be equipped with tubes. These midget sets, in the majority, use from five to seven tubes, almost as many as the conventional models of a year ago. They are selling like wild-fire; their price is attractive and to the tube manufacturer they represent one of the most optimistic developments radio has seen in the last two years.

"It is interesting to recall that only last November, Ernest Kauer, President of the CeCo Manufacturing Company, forecast that within a year a low-priced set would come into popularity. The midget set substantiates how well he foresaw what was to come."

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## LAFOUNT SEES NEW LINE FOR RADIO

Radio Commissioner Harold A. Lafount believes that the radio industry should jump into the manufacture of home motion picture talking machines before the movie industry has a monopoly on the new trade.

"I regard the introduction of talkies for the home as one of the most sensational developments in entertainment for several years", he said. "Based on radio principles, it is fitting that the radio industry should manufacture home talkie apparatus as an adjunct to their regular production lines."

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## DIPLOMATS USE RADIOTELEPHONES

The transoceanic radiotelephone services of the United States are being used effectively by the State Department to communicate with its diplomats in several countries, according to a statement by William R. Vallance, Assistant Solicitor.

The service was proved at the recent London Naval Conference. Secretary Stimson received instructions and advice on several occasions, Mr. Vallance recalled, from President Hoover.

Personal contact by radiotelephone eliminates the careful preparation of diplomatically worded cablegrams which have to be put into code before being transmitted, he said. With the expansion of the service a greater use of the radiotelephone by the diplomatic service is inevitable, Mr. Vallance said.

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## WABC SITE IS APPROVED

The Federal Radio Commission on September 26th approved the site, a half a mile from Wayne, N. J., selected by WABC, of New York City, key station of the Columbia Broadcasting System, for its new 50,000 watt transmitter.

This action ended a controversy that has been in progress for months. The company made an effort to locate the station near Columbia Bridge, N. J., but was opposed by the State. A plan to establish the transmitter on Long Island also was opposed. Some days ago, however, the Public Utilities Commission of New Jersey approved the new site at Wayne. The Commission also extended the construction permit for completion by February 1, 1931.

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## PALEY SAYS PUBLIC ACCEPTS ADVERTISING ON RADIO

America, through the influence of radio broadcasting, is learning to listen as unconsciously as it looks, William S. Paley, President of the Columbia Broadcasting System, declared in an interview last week.

Discussing the radio listener's attitude toward radio advertising, Mr. Paley said the listener had come to understand that without the advertiser who foots the bill, there could be no such outpouring of fine radio programs as there is today.

"The listener", he said, "has accepted this just as he has accepted the fact that without the advertiser, his newspaper could not be published. All he asks is that the advertiser comply with the dictates of the developing art of radio broadcasting. Fortunately, here we find a meeting of minds to the benefit of all concerned. The advertiser, too, has learned something, and today he is just as eager as the listener that what he pays to send out through the air shall so well represent him at his best that it must rebound to his prestige and his profit."

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## RCA-VICTOR ENLARGES OUTPUT

An increase of 1,600 radio sets a day has been made in the manufacturing schedule of the RCA-Victor Corporation plants at Camden, N. J. At the present time 4,600 sets are being turned out daily and within a few weeks, it is expected that this will be increased to 9,000 sets.

The additional manufacturing will require the services of 3,000 more employees. At the present time the plants employ 22,000 of which 17,000 are on the manufacturing end.

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## POWERFUL TUBE DEVELOPED

Development of a 500,000 volt X-Ray tube, more than twice as powerful as the tubes now used in X-Ray therapy was announced last week in a radio talk over Station WGY, by Ellis L. Manning, physicist of the Research Laboratory of General Electric. It was perfected by Dr. W. D. Coolidge, Associate Director of the Laboratory.

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: BUSINESS LETTER BRIEFS :  
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Radio talks by W. W. Vincent, Chief of the Western District of the Food and Drug Administration, have aroused interest in pure food and correct labeling among manufacturers as well as consumers, according to a statement issued by the Department of Agriculture. Vincent has been making the talks over three NBC stations on the Pacific Coast.

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The Buffalo, N. Y., Police Department has filed an application for a license to begin operation of a police radio service, which has just been installed.

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G. W. Johnstone, N.B.C. press representative has secured the temporary services of Ben Pratt, Chicago publicist, to handle the press arrangements for the opening of the new Chicago studios of the National Broadcasting Company in the Merchandist Mart scheduled for sometime next month.

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The New Jersey Board of Public Utility Commissioners has given the American Radio News Corporation permission to construct and operate a radio telegraph station in the Carlstadt borough following the granting of a license by the Federal Radio Commission.

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The Brazil, Ind., City Council has passed an ordinance authorizing the inspection of electrical appliances that are suspected of causing interference to radio receivers. A fine of between \$1 and \$100 will be imposed in case of violation.

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Several thousand radio listeners in Berlin were thrown into a furcre last week when a radio announcer interrupted a play being broadcast to announce that the Foreign Minister had just been assassinated. Later they learned it was all a part of the play.

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Karl A. Bickel, President of United Press Association, is author of "Newspapers and the Radio", a treatise on the relations of the two media to each other. The book is on the Fall list of Lippincott, of Philadelphia.

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### PRESS WIRELESS FILES SHORT WAVE BRIEF

Press Wireless, Inc., one of the successful applicants for the much-sought-after short waves, on September 27th filed a supplemental brief in the District Court of Appeals urging that the license of the Universal Wireless Communications Co., Inc., and the Intercity Radio Telegraph Company, both insolvent, be revoked.

The action came somewhat as a surprise and followed the filing of similar briefs by RCA Communications, Inc., and the Mackay Radio and Telegraph Company about a month ago. It was thought that Press Wireless was content with its share of the short wave frequencies and would consent to let the 40 assigned to Universal Wireless, if recaptured, be distributed to RCA and Mackay.

Louis G. Caldwell, counsel of the public utility newspaper wireless company, states in his proposal, however, that the revocation of the licenses would make available the channels to the "appellants", of which Press Wireless is one.

Press Wireless filed its original brief as "amicus curiae" in the continental short wave litigation. The brief recalls the histories and bankruptcies of Universal Wireless and Intercity and contends that the Radio Commission has ample grounds to revoke their licenses.

The court is urged to set aside its stay orders in the short wave case, restraining the Commission from in any manner molesting the distribution of continental frequencies, during the pendency of the litigation.

"Extreme prejudice" results, both to the interests of the United States and of Press Wireless, Mr. Caldwell declared, pointing out that during the pendency of the stay orders, 12 transoceanic high frequency channels, heretofore unoccupied, have been "partially or wholly unavailable to the United States by reason of registry of stations on said channels of foreign nations."

The stay orders prevent Press Wireless from obtaining the 20 continental channels allocated it by the Commission and of seven of the 20 transoceanic channels allocated it for the distribution of news from abroad for American newspapers and press associations.

Declaring that the demands for radio press service are constantly increasing, Mr. Caldwell says that Press Wireless has "immediate and imperative need of authority" to use the remaining frequencies.

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## REPORTS RADIO TRADE IMPROVING

The National Survey Conference, appointed by President Hoover to report on business conditions in the United States during the first eight months of 1930, has this to say of the radio industry:

Reports from the radio trade from all parts of the country indicate that the radio business and tube business are on the up grade. Manufacturers are now generally making shipments of the new models of radio receivers and distributors and dealers are reported as more optimistic as the merchandise begins to move to the public.

Owen D. Young is a member of the Committee.

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## SYNCHRONIZATION TEST APPROVED

Synchronization tests of three of the highest powered stations in the country - KDKA, Pittsburgh, WGY, Schenectady, and WEA, New York - have just been authorized by the Federal Radio Commission, during regular program hours.

The stations, each using 50,000 watts, are authorized for the remainder of their experimental license periods, which terminate about October 13th to attempt to synchronize on the 660 kilocycle channel, used by Station WEA. A wire line for frequency control will be employed in the experiments at certain times. The stations are licensed to use the maximum broadcasting power of 50,000 watts.

The objective of the experiments is to prove the feasibility of synchronization, or the dual operation of stations on the same channel. The tests will be observed to ascertain the amount of heterodyne interference, if any, which will result.

Approval was given by the Commission for the tests during regular program hours, with "unlimited time", provided that each station announcement is made, distinctly stating what stations are engaged in the test, and that a full report be made at the end of the license period.

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## REALLOCATION PLAN IS DEFEATED

A proposal to virtually rewrite General Order 40 and to effect a realignment of broadcasting stations by the introduction of synchronization on 20 frequencies was voted down by the Federal Radio Commission on September 25th by a vote of 3 to 2. The plan was suggested by Judge E. O. Sykes and received the support of Judge Ira E. Robinson. It follows in full text:

That section "A" paragraph 4, General Order No. 40 be amended to read as follows:

That 20 frequencies be selected by the Commission for the operation of stations with a minimum power of 5 kilowatts and a maximum of 25 kilowatts actual power with 25 kilowatts more experimental power.

That the minimum distances between stations operating on these frequencies are set out below.

That each zone is entitled to four full-time station assignments and an equal amount of power under this section.

Subsection "A-1".

That the Commission select 20 channels for the simultaneous operation of not more than three and not less than two stations with a maximum power of not in excess of 5 kilowatts. The stations operating on these frequencies are to have the following mileage and kilocycle separation:

Each zone is to be allocated the same number of stations with the same power under this section.

### Mileage Separation

Mileage and kilocycle separation between stations operating with same power:

On the same frequency, 1 kw., 800 miles; 5 kw., 1,200 miles; 10 kw., 1,800 miles; 15 kw., 2,000 miles; 25 kw., 2,200 miles; 50 kw., 2,500 miles.

Separated by 10 kilocycles, 1 kw., 200 miles; 5 kw., 300 miles; 10 kw., 400 miles; 15 kw., 500 miles; 25 kw., 550 miles; 50 kw., 606 miles.

Separated by 20 kilocycles, 1 kw., 100 miles; 5 kw., 150 miles; 10 kw., 200 miles; 15 kw., 250 miles; 25 kw., 300 miles; 50 kw., 350 miles.

Separated by 30 kilocycles, 1 kw., 80 miles; 5 kw., 100 miles; 10 kw., 175 miles; 25 kw., 200 miles; 50 kw., 250 miles.

Where the Commission assigns stations of unequal power to these frequencies then the distance between these stations is ascertained by adding the distance separation between stations of each of these powers and dividing it by two.

That paragraph "C" of General Order No. 40 be amended as follows:

The following frequencies are allocated for the use of stations having a power of from 250 watts to 1 kw. inclusive, for night use with a day power to be fixed by the Commission.

That the Commission allocate to each zone an equal number of these facilities with the following mileage separation between stations occupying the same channel.

On the same frequency, 250 watts, 450 miles; 500 watts, 500 miles; 1 kw., 800 miles.

Separated by 10 kc., 250 watts, 130 mi.; 500 watts, 170 mi.; 1 kw., 200 mi.

Separated by 20 kc., 250 watts, 65 mi.; 500 watts, 85 mi.; 1 kw., 100 mi.

Separated by 30 kc., 250 watts, 45 mi.; 500 watts, 60 mi.; 1 kw., 80 mi.

Where the Commission assigns stations of unequal power to these frequencies then the distance between these stations is ascertained by adding the distance separation between stations of each of these powers and dividing it by two.

After these frequencies have been equally divided among zones, as above set forth, then they may be further used by stations in other parts of the country provided the proper mileage separation exists.

#### Frequencies Set Aside

The frequencies set aside for this use are as follows:  
550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900,  
920, 930, 940, 450, 1,010, 1,120, 1,220, 1,230, 1,240, 1,250, 1,260,  
1,270, 1,280, 1,290, 1,300, 1,320, 1,300, 1,340, 1,350, 1,360,  
1,380, 1,390, 1,400, 1,410, 1,430, 1,440 and 1,450.

Paragraph "D" of General Order No. 40 is repealed. These frequencies are taken care of above.

Amend paragraph "E" as follows:

The following frequencies are allocated for use in all five zones by broadcast stations in simultaneous operation with an authorized power not to exceed 100 watts. The number of such stations to be equally allocated to each zone.



There must, however, be the following geographical separation between stations on the same frequency:

On the same frequency, 50 watts, 150 mi.; 100 watts, 200 mi.

Separated 10 kilocycles, 50 watts, 40 mi.; 100 watts, 50 mi.

Separated 20 kc., 50 watts, 20 mi.; 100 watts, 25 mi.;

Separated by 30 kilocycles, 50 watts, 15 mi.; 100 watts, 20 mi.

After these facilities have been equally allocated among the zones, then the Commission may further authorize the operation of stations in other parts of the country where, in its judgment, it will be in the public interest, convenience or necessity, provided the mileage separation between stations is not less than that above-named.

These frequencies are: 1,200, 1,210, 1,310, 1,370, 1,420 and 1,500.

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 25- WKZO, WKZO, Inc., Berrien Springs, Mich., modification of license to move main studio locally; WMCA, Knickerbocker Broadcasting Co., Hoboken, N. J., modification of license to change hours of operation from sharing with WNYC to unlimited time on 570 kc.; KQV, Doubleday-Hill Electric Co., Pittsburgh, Penna., request for authority to install automatic frequency control; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., C. P. to make changes in equipment; WCOC, Mississippi Broadcasting Co., Inc.,  $2\frac{1}{2}$  miles S.E. of Meridian, Miss., C. P. to make changes in equipment; WMAQ, WMAQ, Inc., Addison, Illinois, modification of license to increase power from 5 KW to 50 KW on 670 kc.; KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., C. P. to move station from one room to another in the church, make changes in equipment and increase power from 100 W. to 150 W. day and 100 W. night on 1200 kc.; Linville H. Clemmons, Thomasville, N. C., C. P. to erect a new station to use 1200 kc., 100 w., and unlimited; J. E. Richards, Greenville, S. C., C. P. to erect a new station to use 1200 kc., 100 w. and unlimited time.

September 26 - WPAD, Pierce E. Lackey and S. Houston McNutt, d/b as Paducah Broadcasting Company, Paducah, Ky., license to cover C. P. issued 5/29/30 to erect a new station to use 1430 kc., 100 w., and unlimited hours; WKBI, Fred L. Schoenwolf, Chicago, Ill., C. P. to make changes in equipment; KGIW, Leonard E. Wilson, Trinidad, Colorado, C. P. to make changes in equipment; Vernon Wright, Jr., Mauston, Wis., request to amend application so as to request authority to change equipment and operate 5 evening hours per week instead of 3 evening hours instead of the daytime hours.

September 27 - KFPW, John Brown Schools, Ft. Smith, Ark., request for authority to voluntarily assign license to the Southern Hotels Co.; WMBC, Michigan Broadcasting Company, Detroit, Michigan, C. P. to move transmitter and studio locally and change equipment; KFIO, Spokane Broadcasting Corp., Spokane, Wash., C. P. to make changes in equipment.

Applications Other Than Broadcasting

September 25 - WOO, American Telegraph and Telephone Co., Ocean Gate, N. J., modification of license covering C. P. for change of location, frequencies 4752.5, 8630, 12840, 17120 kc., 20 KW, coastal service; WJF, Press Wireless, Inc., New Orleans, La., exact location when determined will be subject to approval of the licensing authority of the Federal Radio Commission, modification of point to point C. P. for change of frequencies: 7850, 15700, 7640, 7925, 15850, 7625, 15580, 5325, 5335, 5345, 5355, 4715, 4745, 4945, 4965, 4975, 4985, 4995, 5295, 4925, 4955, 5315, 5305, 4725, 5285, 4735, 4935 kc.; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., renewal of coastal license for 500, 438 kc., 1 KW.

September 26 - W2XBR, Baruchrome Corporation, New York, N. Y., C. P. for change in power from 1 to 10 KW., with same frequency of 6020 kc.; W2XE, Atlantic Broadcasting Corp., Long Island (near Jamaica), N. Y., modification of C. P. for extension of completion date from 10/25/30 to Feb. 1931; W9XG, Purdue University, West LaFayette, Ind., modification C. P. for extension of completion date from 10/11/30 to 1/1/31, also location changed to  $\frac{1}{2}$  miles north of Lat. (40° 26' 15").

September 27 - WAN, Intercity Radio Telegraph Co., by: Frank X. Schaut, Receiver, Isnpeming (Marquette Co.), Michigan, renewal of license for 143, 410, 5525, 165, 171, 425, 454, 4116, 8630 kc., 500 watts, coastal service; also renewal of license for 165, 171, 4116, 8630 kc., 150 watts, public point-to-point for marine relay service.

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