

# HEINL RADIO BUSINESS LETTER


INSURANCE BUILDING

WASHINGTON, D. C.

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 444

National Broadcasting Company, Inc.  
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## NO DECISION ON RCA UNTIL NEXT WEEK

The Federal Radio Commission has stated that it would not announce any decision as to the renewal of licenses of the Radio Corporation of America and its subsidiaries until early next week.

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## MISREPRESENTATION CHARGED BY TRADE COMMISSION

The following announcement was made Wednesday by the Federal Trade Commission: (As is customary, the Commission does not reveal the name of the corporation involved).

"Radio receiving sets and parts therefor, sold by a corporation manufacturer, will no longer be advertised in a way which tends to deceive buyers into believing that the prices quoted by the company for its sets include an outfit of tubes with each set, when such is not the fact, according to a stipulation agreement between the corporation and the Federal Trade Commission.

"The company will also not advertise its price for its radio set where such price does not include an outfit of tubes, without at the same time disclosing in type equally as conspicuous as that in which the price is printed, the fact that an outfit of tubes is not included, or that the cost of the necessary tubes is to be added to the price stated."

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## SHORTWAVE PROGRAMS FROM OVERSEAS LOOM

One of the important results of the visit of Sir John Reith, President of the British Broadcasting Corporation, to the United States, may develop within a few months, in the form of late short wave transmissions of British programs so that listeners of the high frequencies may receive these in the United States from 8 to 11 o'clock at night, according to the Shortwave & Television Corporation, of New York City.

PCJ, in Eindhoven, Holland, the German high powered Keonigwusterhausen transmitter, and several other European stations have already experimented with such programs, and the reports of reception have been most encouraging.

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## COMMUNICATION AND HIGH POWER AGAIN MUDDLED

The reverses suffered by the Radio Corporation of America in the courts recently will likely have far-reaching consequences among both broadcasters and radio communication companies.

Just when the prolonged controversy over the 40 short wave continental channels allocated more than two years ago to Universal Wireless Communications, Inc., appeared settled, the whole question of redistribution becomes muddled again. As a result, the valuable point-to-point communication frequencies are likely to remain idle for some more months to come.

Likewise the Federal Radio Commission was just on the verge of awarding places on the 50,000 watt channels to eight of the score of high power applicants, upon recommendation of Chief Examiner Ellis A. Yost, when the question of the right of subsidiary broadcasting stations of the Radio Corporation to operate arose.

Should the Radio Commission refuse to renew one of each of the Radio Corporation subsidiaries' licenses, as is expected, prolonged litigation will probably follow in court. Meanwhile, the Commission will probably postpone action on both the short wave reallocations and the high power designations in view of the uncertainty of the standing of the Radio Corporation.

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## LOUD-SPEAKER SIGNALING DEVICE FOR SHAFT MINES

A new signaling device for shaft mines with a talking circuit between cage or skip and the engine house is described in an information circular of the United States Bureau of Mines, Department of Commerce, written by L. D. Stewart and E. V. Potter, Jr.

A full description of the electrical circuit, apparatus required, and cost of installation is given in Information Circular 6487, "A New Signaling Device for Shaft Mines, With Comments and Suggested Modifications", copies of which may be obtained free from the U. S. Bureau of Mines, Department of Commerce, Washington, D. C.

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## COMMISSION RULES ON APPEALS

The Federal Radio Commission has taken the following action on appeals from reports of Examiners:

South Carolina Broadcasting Company (WIS), of Columbus, S. C., for modification of license, denied.

Virgil V. Evans, of Spartanburg, S. C., for construction permit, denied.

R. S. and D. W. Gavin, of Meridian, Miss., for construction permit, dismissed with prejudice.

John F. Weimer, of Mansfield, O., for construction permit, denied.

Toledo Broadcasting Company, of Toledo, Ohio, for modification of license, authority granted to increase night-time power to 1,000 watts.

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## RADIO HELD NO RIVAL OF PRESS

Radio, television and similar inventions offer no serious threat to newspapers as advertising media, Bruce Barton, Chairman of Batten, Barton, Durstine & Osborne, Inc., of New York, declared yesterday (Wednesday) at a joint session of the Newspaper Advertising Executives' Association, Inc., and the Sales Promotion Division of the National Retail Dry Goods Association at the Hotel Pennsylvania, in New York, according to the New York Times.

"Radio occupies only a minor place in the advertising world, and the newspapers should not fear its competition", said Mr. Barton. "The radio will never take the place of the newspaper. Television, radio and all other such devices will never replace **print**. For this the reasons are based on human physiology and human psychology - in other words, on human nature."

"If I were a newspaper publisher, I would fear a great many things, a great many other forms of competition, before I would fear the radio. Although the radio occupies a real and integral place in the advertising field, its place is strictly minor and limited."

"Radio, even television, can never achieve the permanence of the printed page. It comes and goes with the speed of light. Hence its impression must be to some degree transitory and ephemeral. Not so with a message in print."



"In another way, also, radio lacks the stability of the newspaper. It constitutes no record. It is from its nature less dependable."

Frank A. Arnold, Director of Public Development of the National Broadcasting Company, said it was estimated that 15,000,000 radio sets were in operation in the United States with a total of 25,000,000 throughout the world. Their value, he estimated, was \$2,000,000,000 as against \$27,000,000 invested in broadcasting stations.

"The public does not seriously object to the proper use of advertising continuity or commercial credit", said Mr. Arnold. "It does object to the improper use of the advertising privilege and is at present voicing its disapproval in no uncertain language. It is a wise advertiser who has his ear close to the ground to detect these rumblings."

William S. Hedges, President of Station WMAQ, Chicago, after asserting that radio broadcasting had been viewed with "suspicion and alarm by other advertising media", added:

"The radio industry, however, has contributed millions of dollars in advertising to newspapers, billboards and magazines. The radio industry will continue to spend millions of dollars each year in advertising appropriations. The sum of money spent by the radio industry in other advertising media goes a long way to offset the amount of money that has been diverted to broadcast advertising."

"Radio is not the arch enemy that it is pictured to be, nor will it ever supplant newspapers and magazines. The broadcasters would probably be glad to swap the laws which regulate them for the laws controlling newspapers."

H. K. Boice, Vice-President and Sales Manager of the Columbia Broadcasting System, discussing methods of measuring radio coverage, explained that while it was possible to determine the number of persons reached by radio, it was impossible to say how many persons were reached by a particular program.

J. G. McQuiston, Advertising Manager of the Westinghouse Electric and Manufacturing Company, said radio had been "a vitalizing force in advertising" and would continue "to stimulate more and better advertising."

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: BUSINESS LETTER BRIEFS :  
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Indiana is slightly above the average in the number of its radio receivers, according to the Census Bureau. Out of 844,463 families 41.6 per cent, or 351,540, possessed sets on April 1, 1930.

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Examiner Elmer W. Pratt this week recommended that the application of the American Telephone & Telegraph Company to change one of the frequencies of its Station WOO, a coastal radio telephone station in New Jersey, from 8630 to 8560 kilocycles, be denied on the ground that it would be contrary to General Order No. 88.

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The Kunsy-Trendle Broadcasting Corporation, operator of WXYZ, Detroit, Mich., has filed an appeal in the District Court of Appeals against the decision of the Federal Radio Commission granting KLPM a construction permit for 1240 kilocycles, on which WXYZ broadcasts, with 250 watts and half-time.

KFQW, Inc., of Seattle, Wash., has also filed an appeal from the Commission's order to put the station off the air.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 13 - WGAR, WGAR Broadcasting Company, Inc., Cleveland Ohio, modification of C. P. granted 1/30/31 to extend completion date to 8/1/31; Dr. F. P. Cerniglia, Monroe, La., C. P. to erect a new station to use 1500 kc., 100 watts, unlimited time; WCAL, St. Olaf College, Northfield, Minn., modification of C. P. granted 2/17/31, to move transmitter locally; Inland Empire Broadcasting Corp., Moscow, Idaho, C. P. amended to request 1420 kc., instead of 1310 kc., and share with KGKX instead of daytime.

June 15 - WMBA, LeRoy Joseph Beebe, Newport, R. I., C. P. to install new transmitter; Keith C. Mathis, and J. E. Smith, Montezuma, Ga., C. P. to erect new station to use 1390 kc., 20 watts and daytime only; WISN, Evening Wisconsin Company, Milwaukee, Wis., modification of license to increase power from 250 watts to 500 watts; WBEO, Charles C. MacLeod, Marquette, Mich., modification of C. P. granted 12/15/30 to change transmitter and studio location to 146 West Washington St., Marquette, Mich.; also, license to cover C. P. to erect new station, granted 12/15/30.



## Applications, Other Than Broadcasting

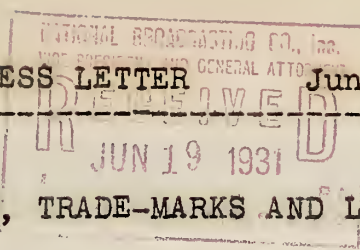
June 13 - KNAT, Aeronautical Radio, Inc., Dallas, Texas, license covering C. P. for 3160, 3166, 3172, 3178, 5570, 5660 kc., 400 watts; WGO, Radiomarine Corporation of America, Chicago, Ill., renewal of Marine relay license for 143, 410, 5525, 167, 425, 454, 4775, 8570 kc., 200 and 750 watts; WBL, Radiomarine Corp. of America, Buffalo, N. Y., renewal of Marine relay license for 143, 410, 5525, 161, 425, 454, 4775, 8570 kc., 100 and 750 watts; WPDN, City of Auburn, Auburn, N. Y., modification of C. P. for extension of completion date to 10/8/31; William S. Walker, Wilkinsburg, Pa., new C. P. for 6000 kc., 100 watts, special experimental service.

June 15 - Libby, McNeill & Libby: KMG, Ekuk, Alaska, and KNO, Nushagak, Alaska, licenses covering C. P. for 3184 kc., 100 watts, coastal and point-to-point service; KHB, Alaska Packers' Association, Kvichak, Alaska, license covering C. P. for 246, 272, 460, 500 kc., 50 watts, coastal and point-to-point service; W1XR, American Telephone & Telegraph Co., portable, renewal of special experimental license for 50 to 70 kc., except 51, 54, 56, 58, 64, 66 kc., 1 KW, special experimental service; W1XQ, Same Co., Bradley, Maine, renewal of special experimental license for 50 to 75 kc., except 51, 54, 56, 58, 64, 66, 72, 75 kc., 25 KW; W2XJ, Bell Telephone Laboratories, Inc., Deal, N. J., modification of experimental license for additional frequency of 60,000 to 400,000 kc.

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June 18, 1931.



## PATENTS, PATENT SUITS, TRADE-MARKS AND LABEL

The following patents were granted during the week ending June 16, 1931:

- 1,809,821. Recording Apparatus for Wire and Wireless Telegraphy. Henri Chireix, Paris, France, assignor to Societe Francaise Radio Electrique, Paris, France, Filed April 12, 1928, and in France April 14, 1927.
- 1,809,832. Synchronous Driving System. Austen M. Curtis, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed December 2, 1927.
- 1,809,839. Transformer and Transformer System. Frank E. Field, Somerville, N. J., assignor to Western Electric Company, Inc., New York, N. Y. Filed June 19, 1925.
- 1,809,841. Impulse Transmitter. Harold W. Goff, Great Neck, and Oscar F. Forsberg, Yonkers, N. Y., assignors to Bell Telephone Laboratories, Inc., New York, N. Y. Filed March 29, 1929.
- 1,809,879. Circuits for Electromagnetic Devices. Horace Whittle, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed March 23, 1927.
- 1,809,901. Phonograph and the Like. Alfred Dukinfield Jones and Stanley James Smith, Glasgow, Scotland. Filed October 1, 1930, and in Great Britain September 20, 1929.
- 1,809,911. Sound Diaphragm. Edwin S. Pridham, Oakland, Calif., assignor to The Magnavox Company, Oakland, Calif. Filed May 15, 1929.
- 1,809,912. Gaseous Discharge Device. Samuel Ruben, New York, N. Y. assignor to Ruben Patents Company, New York, N. Y. Filed July 2, 1927.
- 1,809,916. Sound Device. Jesse D. Staggs, Los Angeles, Calif. Filed December 23, 1929.
- 1,809,925. Variable Resistance Device. William H. Edwards, Great Neck, N. Y., assignor to American Telephone and Telegraph Co. Filed May 14, 1929.
- 1,809,932. Adjustable Inductance and Coupling System. Louis A. Gebhard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed June 5, 1929.
- 1,809,933. Inductance System. Louis A. Gebhard, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed June 5, 1929.

- 1,809,945. Control Arrangement For Carrier Apparatus. Wilton T. Rea, Flushing, N. Y., assignor to American Telephone and Telegraph Co. Filed July 2, 1929.
- 1,809,967. Radiant Energy Receiving System. Henry C. Forbes, Springfield, Mass., assignor to Westinghouse Electric & Manufacturing Co. Filed February 15, 1929.
- 1,810,018. Cathode Ray Oscillograph. Douglas E. Howes, Northfield, Vt., assignor to Westinghouse Electric & Manufacturing Co. Filed May 28, 1924.
- 1,810,062. Synchronizing Mechanism for Combined Talking and Moving Picture Machines. Elmer R. Taylor, East Jordan, Mich., Jerusha Ruth Taylor, administratrix of said Elmer R. Taylor, deceased. Filed January 7, 1928.
- 1,810,188. Television System. Theodore A. Smith, Ridgewood, N. J., assignor to Radio Corporation of America. Filed July 19, 1929.
- 1,810,234. System for Optically Recording Phonograph Records. Julius Weinberger, New York, N. Y., assignor to Radio Corporation of America. Filed October 27, 1925.
- 1,810,307. Diaphragm for Sound Reproduction. Anton von Suchorzynski, Breslau-Bischofswalde, Germany. Filed March 31, 1937, and in Germany August 28, 1926.
- 1,810,324. Sound Reproducing Apparatus. Freeman H. Owens, New York, N. Y., assignor to Owens Development Corp., New York, N. Y. Filed June 18, 1929.
- 1,810,326. Wave Modulation and Application Thereof. Eugene Peterson, New York, N. Y., assignor to Western Electric Co., Inc., New York, N. Y. Filed October 30, 1926.
- 1,810,337. Loud Speaker. Carl A. Berghmann, Brooklyn, N. Y., Filed March 8, 1930.
- 1,810,355. Radio Tuning Indicator. Russell T. Kingsford, Wyncote, and Lewis H. Davis, Upper Darby, Pa., assignors to Atwater Kent Manufacturing Co., Philadelphia, Pa. Filed June 6, 1930.
- 1,810,461. Wireless Telegraph Receiving System. John Brown, Chelmsford, England, assignor to Radio Corporation of America. Filed June 19, 1925, and in Great Britain July 1, 1924.
- 1,810,475. Receiver. Clarence W. Hansell, Rocky Point, Long Island, N. Y., assignor to Radio Corporation of America. Filed May 2, 1927.



- 1,810,499. Transformer Winding Wire. Johan Romp, Eindhoven, Netherlands, assignor to Radio Corporation of America. Filed October 31, 1929, and in the Netherlands, Dec. 4, 1928.
- 1,810,568. Loud Speaker Cabinet. Oscar P. Liebreich, Jackson Heights, N. Y. Filed May 5, 1927.
- 1,810,598. Scanning Disk. Byron R. Cummings, Schenectady, N. Y., assignor, to General Electric Company. Filed February 26, 1929.
- 1,810,605. Sound Recording. Herbert P. Holl-Nagel, Swampscott, Mass., assignor to General Electric Company. Filed November 13, 1926.
- 1,810,610. Television Apparatus. William Martin Jones, Jr., Rochester, N. Y. Filed April 26, 1930.
- 1,810,634. Mercury Arc Rectifier. Frank P. Whitaker, Rugby, England, assignor to General Electric Company. Filed June 17, 1929, and in Great Britain June 20, 1928.
- 1,810,692. Receiving Apparatus for Television. George Wald, Belleville, Ill. Filed June 24, 1929.
- 1,810,703. Sound Recording System. Walter Gallahan, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 3, 1928.
- 1,810,705. Thermal Sound Recording System. Edmund H. Hansen, New York, N. Y. Filed February 16, 1928.
- 1,810,708. Method of and Apparatus for Amplifying and Projecting Sound Waves. Miller Reese Hutchison, Llewellyn Park, West Orange, N. J., assignor to Echodon, Inc., West Orange, N. J. Filed January 9, 1929.
- 1,810,739. Smoke Indicator System. Edwin H. Vedder, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co., Filed November 9, 1928.

#### Adjudicated Patents

(D.C.N. Y.) Jones Patent, No. 1,658,804, for capacitive-coupling control system, held invalid. Jones v. Freed-Eiseman Radio Corporation, 48 F. (2d) 300 and Jones v. Waltham Electric Co., 48 F. (2d) 310.

(D.C. N.Y.) Jones Patent, No. 1,658,805, for capacitive-coupling control system, Held invalid, Id.



### Adverse Decision In Interference

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

Pat. 1,692,782, C. W. Peterson, Loud Speaker, decided April 2, 1931, Claim 3.

### Patent Suits

- 1,113,149, E. H. Armstrong, Wireless receiving system, D. C., N. J., Doc. 4104, Westinghouse Electric & Mfg. Co. v. Radio Craft Co., Inc., et al. Dismissed March 16, 1931.
- 1,271,529, M. C. Hopkins, Acoustic device, D. C., N. J., Doc. E. 2770, Lektophone Corp. v. Pal Radio Corp., discontinued February 18, 1921. Doc. E. 3999, Lektophone Corp. v. Apollo Radio Co., Inc., discontinued Feb. 9, 1931. Doc. E. 4000, Lektophone Corp. v. Naedele-Janney, Inc., decree as above.
- 1,613,333, J. M. Stone, Loop aerial, D. C. Mass., Doc. E 2832, Trav-Ler Mfg. Corp. et al. v. Empire Radio Co., dismissed without prejudice for lack of prosecution Jan. 2, 1930.

### Trade-Mark Registrations Granted

- 284,076. Phonograph Needles. Raul G. Moniz, New York, N. Y., and Bahia, Brazil, South America. Filed February 7, 1931. Published March 31, 1931.
- 284,106. Radio Receiving Sets and Parts Thereof. General Motors Radio Corporation, Dayton, Ohio. Filed January 24, 1931. Published March 24, 1931.
- 284,107. Radio Aerials, Tone Controls, Transformers, Condensers, Resistances, and Aerial Wire. Wellston Radio Corp., St. Louis, Mo. Filed January 29, 1931, Published March 24, 1931.

### Label

- 39,320. - Title: Wright's Peerless. For Radio B Battery. Wright and Wilhelmy Company, Omaha, Nebr. Published April 1, 1931.

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