

# 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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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 MAJOR RADIO LEGISLATION FORESEEN IN NEXT CONGRESS

While many radio bills will doubtless be introduced at the opening of the Seventy-second session of Congress here on December 7, those whose business it is to watch radio legislation at the Nation's Capitol are of the opinion that no major radio legislation will be enacted into law, although there is a possibility that some minor amendments to the present law may be passed.

It is now known definitely that the Federal Radio Commission will not recommend any legislation in its forthcoming annual report to Congress although it did last year. However, it is entirely probable that some legislation may be drafted later in the session by the Commission and sent to the appropriate committees.

The Commission has already carefully gone over the radio bills which were introduced at the last session of Congress, several of which passed one or the other Houses but never became law. It is understood that the Commission has taken no action as the result of the study of the bills which it has made.

One of the bills which was taken up in detail by the Commission was the White bill which passed the House but which was entirely rewritten by the Senate. This bill, among other things, provided for the transfer of the Radio Division of the Department of Commerce to the Radio Commission. It provided also for the disciplining by the Commission of broadcasting stations for infractions of the Commission's rules, for a period of not over thirty days.

The Commission also considered the Dill bill, which was the rewritten White bill and which provided for a general revision, clarification and amplification of the Radio Act. This bill also provided that the Commission could suspend broadcasting stations for infractions of rules and regulations as well as revoke their licenses for such offenses.

It is considered probable that bills will be introduced in both Houses of Congress allowing special privileges and facilities to labor, educational and agricultural interests. The National Association of Broadcasters will also present to Congress its resolutions adopted at its recent Detroit convention asking for the elimination of the zoning system, and the enactment of laws on lottery by radio and copyright matters.

Senator Wallace H. White, of Maine, former member of the House, feels that there is not likely to be any modification of that section of the Radio Act aimed against monopoly at this time.

"It is by no means certain, however", he said, discussing this point, "that an amendment should not be adopted permitting a merger of communication facilities in international communication. This would involve modification of Section 17 of the present Act."



In connection with radio legislation at the new session the Senator said, "I anticipate that few important changes in radio law will be made during the coming session of Congress. There are, however, a number of amendments that should be adopted.

"A defect in the amendment to the appeal section of the law, section 16, by the last session of Congress", he continued, "should be corrected. Obviously we should repeal the section of the law requiring construction permits or we should authorize an appeal from the decision of the Commission in respect to them. Also, there is constant pressure upon those of us who have been interested in radio legislation, to do something to restrict advertising on the air. "

Continuing his discussion of the legislative situation, Senator White said that "the action of the Senate in the last session of Congress and a knowledge of the general sentiment of the then membership of the House, convince me that should the coming session of Congress be persuaded that discrimination has been practiced against any group of our citizenship, or that there has been a disregard of the public interest in the granting, or the withholding of a license in a particular case, it would not hesitate to act. Its action would be intended not as a repudiation of the principle but as a necessary exception to it."

The Senator stated further that in his opinion, "Congress should keep its hands off the broadcasting band or it should make a complete distribution of it. This radio house cannot stand against divided administrative authority and action. It is not beyond doubt that either the Congress or the Radio Commission will sooner or later be faced with the task of establishing priorities as to subject matter. The increasing demand for an enlarged use of radio for governmental agencies, for educational purposes, the constantly increasing discussion of political and public questions, the reports of public events and the other uses of a public nature, are all bringing conflict of interest and confusion of desire."

Considerable interest is being evidenced in the leading personalities of the Houses of Congress who will deal with radio legislation. Senator James Couzens, of Michigan, author of the Communications Bill, is Chairman of the Committee on Interstate Commerce of the Senate, with Senator James E. Watson, of Indiana, majority leader of the Upper House, ranking Republican member. Senator Ellison D. Smith, of South Carolina is ranking Democratic member of the Committee.

Senator White, of Maine, who was Chairman of the House Committee on Merchant Marine & Fisheries, it is expected, will be made a member of this committee. However, Mr. White might want membership on the Commerce Committee for sentimental reasons. He was for years first assistant and then clerk of this committee when his grandfather, the famous Senator William P. Frye, of Maine, was Chairman.

Should the Republicans retain control of the House, Representative Frederick R. Lehlbach, of New Jersey, will be Chairman of the Merchant Marine & Fisheries Committee, but should the Democrats gain control, which appears likely, Judge Ewin L. Davis, of Tennessee, author of the now famous Davis Amendment, will become Chairman. In such an event, Representative Schuyler O. Bland, of Virginia, would be ranking Democratic member of the Committee.

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#### WBZ GRANTED 25,000 WATTS

Station WBZ, of the Westinghouse Electric & Manufacturing Co., of Springfield, Mass., has had its application reconsidered and been granted an increase in power from 15 KW to 25 KW.

WBZ applied for the maximum power of 50,000 watts in the recent high power issue. This application was denied when the Commission awarded the maximum power in the First Zone to Station WOR, of Newark.

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#### WBBM, CHICAGO, HEARD IN INDIA - RECEPTION PHENOMENA

Further radio phenomena was brought to the attention of WBBM engineering experts by the tale of Lieut John Richards of the Standard Oil Company of Yalla, India.

Lt. Richards, who is now in America on his first leave from India in 11 years, made a special trip to WBBM, Chicago, to report the fact that it was the only American radio station that they could get on their powerful superhetrodyne radio set, located at their post in Yalla, India. This post is 150 miles inland on the peninsula, and there is one spot, ten feet square, which they have staked off, in which the WBBM reception is perfect. Strangely enough, when the radio set was moved outside this area of ten square feet, English and European broadcasting stations cut in.

Engineers out there have several theories explaining this phenomena. One theory is that the radio waves come through the earth at this point; another is that the radio waves go around the earth, concentrating at this spot; and still another theory is that the mineral content of the earth at this spot attracts the radio waves.

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## RADIO WORKERS INCREASE

Employment in the radio industry increased 15.1 per cent in September over that in August and wages increased 2.7 per cent, the Bureau of Labor Statistics announced on Tuesday.

Reports to the Bureau from forty-four radio manufacturers gave their August employment as 23,944, as compared with 27,556 in September. The weekly payrolls in these plants was \$546,885 in August and \$561,450 in September.

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## COPIES APPEL ADVERTISING ADDRESS AVAILABLE IN PRINTED FORM

The very thorough study of modern advertising uses and misuses which was incorporated by Joseph H. Appel, Chairman of the Board of the store of John Wanamaker, New York, in his address before the Advertising Council of the Chicago Association of Commerce recently, may now be had in printed form. While this material was presented from the point of view of a retail merchant, so many phases of it were of interest to all advertisers, that the New York Times devoted fully five columns to it on October 30th.

Mr. Appel proposed the full recognition of advertising as an industry the aim of the suggested conference being "to formulate a code of standards and practices, and to devise a method of enforcement." He suggested rules which might be made effective through the authority of the Trade Commission.

Mr. Appel said:

"Not being so familiar with national advertising, I asked one of its leaders to characterize the misuse as it prevails in that field. He wrote this:

"In the national field there has been a good deal of undermining tactics, one advertiser slurring the other and reflecting upon either his merchandise or his statements about that merchandise. This kind of undermining tactics lessens faith in all advertising and has become one of the most troublesome bones of contention in magazine censorship of copy.

"Another form of misleading advertising was the insincere testimonial, often purchased by the advertiser, which now, happily, is on the wane.

"The misuse of scientific authority in supporting advertised products, or their use, is another evil which it is more difficult to watch, because of the lack of technical knowledge on the part of publishers. But there has been a good deal of it, much to the chagrin and disgust of scientific men, in food lines, in drug lines and in cosmetics. This is a subtler form of misuse, which the

public is not so quick to detect, but which eventually is bound to react against all advertising. One magazine publisher recently remarked that magazines are now printing advertising which no advertiser would have dared to offer them six or seven years ago.'

"To bring about a better way of advertising and make it more efficient four ways seem to be open, some of which are being tried with varying success:

"1. Through the Affiliated Better Business Bureaus, operating in about fifty principal cities and nationally.

"2. Through the various associations of organized advertising, national and local.

"3. Through the various trade industries and associations using advertising.

"4. Through censorship by newspapers and periodicals."

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#### NEW RADIO FAN MAGAZINE

"Radio Guide", published weekly and priced 5 cents an issue, a new fan magazine, has just made its appearance in New York. It is published by five former Hearst men.

George d'Utassy is President and E. M. Alexander, is Vice-President.

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#### NEW YORK STATE RADIO CENSUS FIGURES

According to the figures just released by the Director of the Census, there were 1,829,123 radio sets in New York State, as of April 1, 1930. The number of families in the State was 3,162,118, with the population per family in 1930, 4.0 per cent.

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## WLWLASKS MORE TIME ON WPG'S WAVE

A change in the radio quota status of New York and New Jersey was asked yesterday (November 4th) at a hearing before Chief Examiner Ellis A. Yost of the Federal Radio Commission.

Stations WPG, operated by the WPG Broadcasting Company, Atlantic City, N. J., and WLW, operated by the Missionary Society of St. Paul the Apostle, New York, have applied for renewal of licenses. The stations share time on 1100 kilocycle frequency, each operating with power of 5,000 watts. WLWL requests that the new licenses be granted with an increased share of time allotted to the New York station.

The present license of Station WLWL states that it operates from 6 to 8 P.M., daily, except on Fridays and Sundays, when the hours vary, and on holidays when the stations reach mutual agreements.

The Missionary Society station requests that the time split be adjusted to permit them to operate daily from 7:30 to 11 A.M., and from 6 to 10 P.M.

Thomas P. Littlepage, representing WPG, pointed out that WLWL's application was for renewal of license, and not for modification. He said that the hours for their broadcast were definitely regulated by the license, except where the license stated "and certain other specified hours." It was up to the Commission, he said, not to modify the license, but to renew it, interpreting and definitely stating a meaning for the phrase "certain other specified hours."

Mr. Littlepage pointed out that an increase in operating time of WLWL would increase the already overquota status of the State of New York, and would necessitate juggling the quota status of both New York and New Jersey.

Representing WLWL, William E. Leahy said that the station had for six years served public interest without any commercialism, and that it now wished to become commercial. In order to do this, he said, the station would have to broadcast more than its present allotment of two hours a day.

After considering the report of the Chief Examiner, the Commission will reach a decision in the matter.

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: BUSINESS LETTER NOTES :  
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Herbert Liversidge, of Boston, Mass., recently joined the production staff of the National Broadcasting Company.

Prior to his association with NBC, he was for three years with WNAC, in Boston, where he served on the production staff and sang on radio programs.

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Four Mills Brothers, colored radio act, have been placed through CBS for four weeks with Paramount at \$1,250 per week. Turn opens at the New York Paramount, November 13th for two weeks, then shifts to the Brooklyn Paramount for the remaining fortnight.

Through CBS, Flo Ziegfeld has engaged the colored radio act under a run-of-the-play contract for his next musical show.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 2- WFLA-WSUN, Clearwater Chamber of Commerce, & St. Petersburg Chamber of Commerce, Clearwater and St. Petersburg, Fla., C. P. to move transmitter locally and to install new transmitter; WCSC, Lewis Burk, Charleston, S. C., modification of license to increase power from 500 watts to 1 kilowatt amended to request the facilities of stations WDAG and KGRS; WCHI, People's Pulpit Association, Chicago, Illinois., modification of license to change hours of operation from sharing with stations WCKY and WJAZ, to sharing with WCKY (facilities of station WJAZ); WCAJ, Nebraska Wesleyan University, Lincoln, Neb., modification of license to increase power from 500 watts to 1 kilowatt; KPO, Hale Brothers Stores, Inc., and The Chronicle Publishing Co., San Francisco, Calif., to determine license power by direct measurement of antenna input.

November 3 - WMIL, Arthur Faske, Brooklyn, N. Y., C. P. to change equipment, change frequency from 1500 kc., to 1300 kc., power from 100 w., to 1 kilowatt, and hours of operation from sharing with WWRL, WLBX, WMBQ to sharing with WEVD, WBBR, WHAZ (facilities of WHAP); also, modification of license to change frequency from 1500 kc., to 1300 kc., requesting time now used by WHAP; Harry Richard Fischer, Paris, Arkansas, C. P. for a new station to use 1500 kc., 50 watts, day; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., C. P. to move transmitter locally and install new equipment, change power from 100 watts to 100 w., 250 w., LS; KSEI, Radio Service Corp., Pocatello, Idaho, C. P. to change equipment and increase power from 250 watts to 250 w., 500 w. LS; KIT, Carl E. Haymond, Yakima, Washington, C. P. to move station locally, install new equipment and change power from 50 to 100 watts.



## Applications, Other Than Broadcasting

November 2 - W2XAL, Shortwave Broadcasting Corp., Coytesville, N. J., modification of C. P. for change in transmitter location to 70 Brookline Ave., and decrease in power to 5 KW, change in call letters to W1XAL; Press Wireless, Inc.; W6XAN, Los Angeles, Calif., modification of C. P. for extension of completion date to 6/30/32; WJQ, Hicksville, N. Y., license covering C. P. for 4715, 4725, 4735, 4745, 4925, 4935, 4945, 4955, 4965, 4975, 4985, 4995, 5285, 5295, 5305, 5315, 5325, 5335, 5345, 5355, 7850, 7925, 15730, 15760, 15850, 7955, 15700, 15910, 8810, 10010 kc., 5 KW, limited public service; KDG, Island of Oahu, Terr. Hawaii, modification of C. P. for extension of completion date to 3/31/32; KGWV, Electrical Research Products, Inc., Los Angeles, Calif., renewal of license for 1554 kc., 50 watts, motion picture service;

Also, Aeronautical Radio, Inc., Peekskill, N. Y., C.P. for 3238, 3244, 3452, 3460, 3468, 3484, 5600, 5630, 2326, 2344, 4140, 6260, 6275, kc., 50 watts, special experimental service; National Parks Airways, Inc., NC-10356, new license for 3105 kc., 50 watts, aircraft service; American Airways, Inc.: NC-412-H and NC-415-H, new licenses for 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts, aircraft service; W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in frequencies to 6935, 8930, 9490, 13840, 15970, 17880, 20180 kc., special experimental service.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on November 3rd, took the following action:

### Applications Granted

WFBC, The William F. Gable Co., Altoona, Pa., C. P. to install new transmitter; KGFX, Dana McNeill, Pierre, S. Dakota, modification of C. P. to extend completion date to December 20, 1931; WCAX, Burlington Daily News, Inc., Burlington, Vt., license covering removal of transmitter and studio locally and change equipment 1200 kc., 100 w., share with WNBX; KFUL, The News Publishing Co., Inc., Galveston, Texas, license covering changes in equipment 1290 kc., 500 watts, share with KTSA; KFXV, Albert H. Schermann, Flagstaff, Ariz., license covering removal and transmitter and studio locally, and installation of new equipment 1420 kc., 100 w., unlimited time; WGAL, WGAL, Inc., Lancaster, Pa., permission for WDEL to sign off at 8:30 P.M. E.S.T., Tuesday, Nov. 3rd, in order that station WGAL may use frequency 1120, until midnight November 3rd.

Also, KGWX, Atlantic Broadcasting Corp., Portable, initial location Los Angeles, Cal., renewal of license, temporary service for motion pictures; KFXV, Dr. A. H. Schermann, Flagstaff, Ariz., authority to continue program tests for 10 days, from October 30th pending action on license application; KMBC, Midland Broadcasting Co.,

Kansas City, Mo., extension of special authority to make tests between 12:30 and 6 A.M., C.S.T., October 31st to November 15th;

Also, W5YC, Chenier Business College, Beaumont, Texas, permission to operate amateur station at S. Texas State Fair in Beaumont, November 5th to 15th; Aeronautical Radio, Inc.; Ponca City, Okla., C. P. for aeronautical service; KDOB, Mackay Radio & Telg. Co., Steamship "ALA" authority to operate 3rd class ship station on board steamer "Ala" pending receipt of any action on formal application for license; KOMP, Mackay Radio & Telg. Co., Coahoma Co. Steamship, authority to operate 3rd class ship station on board steamer "Coahoma County" pending receipt of and action on formal application for license; KOFH, Same Co., on SS "Tomalva", authority to operate for tempory period, not to exceed 60 days, 3rd class ship station on board "Tomalva", pending receipt of and action on formal application for license.

Also, W3XX, The U. S. Daily Publishing Co., Washington, D.C., modification of C. P. (experimental) for extension of completion date to December 30th; W3XAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C. P. to move transmitter from Philadelphia to near Newton Square, Newton Township, and extend completion date to April 12, 1932; W2XN, Bell Telephone Labs., Inc., Holmdel, N. J., license, experimental service; W2XF, National Broadcasting Co., New York City, license, visual broadcasting; W2XBW, Globe Wireless, Inc., Garden City, L. I., New York, renewal of special experimental license.

Also, W2XH, American Radio News Corp., New York City, renewal of special experimental license; W2XDO, American Telephone & Telegraph Co., Ocean Gate, N. J., renewal of special experimental license; W3BIY, James I. Wendell for William H. Phinizy, Baltimore, Md., authority to operate amateur radio station at the football game on November 7th.

#### Renewal of License

WJKS, Johnson-Kennedy Radio Corp., Gary, Ind., renewal of license, 1360 kc., 1 KW with additional 250 watts LS, sharing with WGES as follows: WGES, 3/7ths time; WJKS, 4/7ths time (this license is issued pursuant to stay orders by Court of Appeals of October 31st, in the case of Nelson Brothers Bond & Mortgage Co., and North Shore Church)

#### Set For Hearing

C. J. Scott, Beaver Falls, Pa., requests C. P. for new station, 560 kc., 25 watts, unlimited time; The Journal Co., Milwaukee, Wis., requests C. P. for special experimental service.

WBZ, Westinghouse Electric & Manufacturing Co., Springfield, Mass., the Commission reconsidered and granted an increase in power from 15 KW to 25 KW. This station was one of the applicants for 50 KW in the First Zone, which was acted on by the Commission on October 1, 1931.

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## PATENTS AND DESIGN

The following patents were granted during the week ending November 3, 1931:

- 1,829,740. Electrical Transformer. Frederick H. Drake and William D. Loughlin, Boonton, N. J., assignors, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed May 5, 1928.
- 1,829,783. Method And System of Secret Signaling. Roy W. Chesnut, Upper Montclair, N. J., and Harold J. Fisher, Port Washington, and Arthur J. Sanial, New York, N. Y., assignors to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 8, 1929.
- 1,829,791. Device For Recording Sound On Film. Herman A. DeVry, Chicago, Ill., assignor to Q.R.S.-De Vry Corporation, Chicago, Ill. Filed September 27, 1930.
- 1,829,801. Sound Reproducing System. Warren C. Jones, Flushing, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed February 21, 1929.
- 1,829,810. Electron Emitter. Howard T. Reeve, Millburn, N. J., assignor to Western Electric Co., Inc., New York, N. Y. Filed August 26, 1924.
- 1,829,899. Apparatus for the Rectification and Amplification of Sound Waves. Henry Newton James, Chicago, Ill. Filed June 27, 1930.
- 1,829,909. Stringed Loud Speaker. Chakir Midhat, Berlin-Eichkamp, Germany. Filed November 22, 1928, and in Germany May 18, 1928.
- 1,829,910. Loud Speaker. Chakir Midhat, Berlin-Eichkamp, Germany. Filed April 7, 1930, and in Germany, April 18, 1929.
- 1,829,965. Radio Receiving System. Dewey T. Simonds, Schenectady, N. Y., assignor to General Electric Co. Filed October 8, 1925.
- 1,829,991. Sound Amplifying System. Frank L. Hetzel, Los Angeles, Calif., assignor to C. E. Hooven, Hamilton, Ohio. Filed June 3, 1929.
- 1,830,162. Cathode And Process Of Making The same. August Gehrts, Friedenau, Berlin, and Hans Kolligs, Berlin, Germany, assignors to Siemens & Halske Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed April 2, 1928, and in Germany April 2, 1927.

- 1,830,329. Frequency Control for Oscillation Generators. Alexander McLean Nicolson, New York, N. Y., assignor, by mesne assignments, to Federal Telegraph Co. Filed August 23, 1927.
- 1,830,391. Arrangement for Reducing the Vapor Mass about the Anodes of Mercury Vapor Direct Current Rectifiers. Arthur Gaudenzi, Baden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie., Baden, Switzerland. Filed September 19, 1928, and in Germany September 21, 1927.
- 1,830,401. Electromagnetic Sound Reproducer. Benjamin F. Miessner, Short Hills, N. J., assignor to Miessner Inventions, Inc., Short Hills, N. J. Filed March 7, 1929.
- 1,830,402. Electromagnetic Sound Reproducer. Benjamin F. Miessner, Short Hills, N. J., assignor to Miessner Inventions, Inc., Short Hills, N. J. Filed August 24, 1929.
- 1,830,437. Mercury Vapor Rectifier. Heinrich Meyer-Delius, Mannheim, Germany, assignor to Aktiengesellschaft Brown, Boveri and Cie., Baden, Switzerland, Filed January 8, 1923, and in Germany, January 19, 1922.
- 1,830,532. Visibly Indicating Piezo Electric Crystal Resonator. Heinrich Eberhard, Berlin-Friedenau, Germany. Filed August 31, 1927, and in Germany September 2, 1926.
- 1,830,542. Radio-Frequency Amplifier. Sylvan Harris, Philadelphia, Pa., assignor to Stewart-Warner Corp., Chicago, Ill. Filed November 4, 1927.
- 1,830,546. Synchronizing System. Johannes Hermann, Berlin-Halensee, Germany, assignor to Siemens & Halske Aktiengesellschaft, Siemensstadt, near Berlin, Germany. Filed May 21, 1930, and in Germany April 13, 1929.
- 1,830,586. Transmission of Pictures. Ernst F. W. Alexanderson, Schenectady, N. Y., assignor to General Electric Co. Filed August 9, 1926.
- 1,830,595. Tuning Device for Radio Apparatus. Donald R. DeTar, Schenectady, N. Y., assignor to General Electric Co. Filed June 6, 1927.
- 1,830,599. Vapor Electric Amplifier. Theodore S. Farley, Scotia, N. Y., assignor to General Electric Co. Filed June 13, 1928.
- 1,830,601. Sound Telescope. Louis Simon Frappier and Ewald Boecking, Brooklyn, N. Y., assignors to International Projector Corp., New York, N. Y. Filed October 3, 1928.
- 1,830,611. Method and Means for Receiving Wireless Waves. Siegmund Loewe, Berlin-Friedenau, Germany, assignor to Radio Corporation of America. Filed April 27, 1927, and in Germany, February 12, 1924.



1,830,642. Piezo Electric Crystal Controlled Oscillating System. Alfred Crossley, Washington, D. C., assignor, by mesne assignments, to Federal Telegraph Company. Filed June 11, 1928. Renewed Oct. 9, 1930.

Design

85,473. Radio Cabinet. Norman B. Geddes, New York, N. Y. Filed June 30, 1931. Term of patent 7 years.

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