

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 355

SHUMAKER SAYS INDUSTRY MUST TAKE LEAD

Not only talking optimism but backing it by adding 20,000 employees to his payroll at Camden, E. E. Shumaker, President of the RCA-Victor Company, declares he does not think there is anything fundamentally wrong with business at present, except loss of confidence.

"Until this confidence is restored, business will stagnate", Mr. Shumaker continues. "Industry must take the lead. The public will not buy unless they have work or reasonable assurance of steady work. Certainly, if industry does not have confidence and does not believe that the depression is at an end, it cannot expect the buying public to have confidence and to start spending money. Radio sets and other products will, therefore, not be bought in normal quantities until an example has been set by industry which will convince them that they will be employed and have steady employment.

"The tremendous and forward-looking plans that we are making in Camden, and the employment of thousands of people are definite proofs of our confidence in the immediate future, which cannot help but have its influence if we let the world know about it."

When the new plant at Camden gets into full swing, it will manufacture 9000 complete radio sets a day.

Millions Advertising Increase

Another indication of confidence of leaders in business is that there has been an increase in the advertising billings of \$4,000,000 for the first half of the present year of Lord & Thomas and Logan, one of the largest advertising agencies, of which L. Ames Brown, a former Washingtonian, is President. This company, which handles a volume of radio advertising, expects a further substantial increase during the second half.

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NATIONAL RADIO WEEK PLANS MADE

National Radio Week, September 22-28, 1930, is being sponsored and endorsed by the National Federation of Radio Associations, Radio Wholesalers' Association and the Radio Manufacturers' Association. During this week, radio distributors and retailers will concentrate their advertisements in bringing radio to the attention of the public and making them "radio conscious."

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INFORMATION SOUGHT RE STATION FINANCES

The financial status of the radio broadcasting industry in the United States, including profits and losses of stations, amounts expended for program entertainment, and all other pertinent fiscal data is being procured by the Federal Radio Commission through financial statement forms sent to the entire roster of more than 600 stations, it was stated July 26th on behalf of the Commission.

The survey is being undertaken for the first time by the Commission and is being made pursuant to the terms of the Radio Act of 1927. It is comparable to the financial statements which the Interstate Commerce Commission require from railroads and other carriers, he pointed out.

The Commission intends to acquire similar statements from other licensed users of the ether, covering communications, experimental visual broadcasting, and general experimental licensees, Commissioner Starbuck declared.

The blank forms have been sent to all broadcasting stations by the Secretary of the Commission, James W. Baldwin, with the request that they be executed and returned not later than Aug. 20.

Heretofore no complete survey of the financial condition of broadcasting stations has been undertaken. The Commission, however, last December transmitted to the Senate an analysis of the financial status of broadcasting, based on incomplete data, which showed that broadcasting, although it is not yet self-sustaining, is steadily nearing that point, and that many stations are realizing profits.

Data To Be Confidential

"The Commission intends to keep this information confidential, and it will not be open for general public inspection", it was declared.

The Commission's statement, it was explained, is similar to those used by banks and financial institutions in determining the status of corporations. Under the general heading "expenses", questions are enumerated as to the cost of entertainment, salaries of officers and wages, rent and "overhead", interest, insurance, bad debts, depreciation, etc.

Under the head "income", stations are asked to show the amounts derived from sales, sales of time and advertising, investments, and from other sources. Full assets and liabilities must be listed. The general financial questions are those covering gross income for the fiscal year, gross sales for year, inventory end of year, total production, inventory beginning of year, amounts expended for purchases during year, the total cost, and the amount of profit or loss.

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A-K TO DEMONSTRATE NEW RADIO OVER AIR

The following is, in part, a statement by Thomas R. Shipp, Atwater Kent press representative:

"A unique development in the use of radio as an aid to industry will be given practical demonstration Tuesday evening, August 5, in a special Atwater Kent broadcast, commencing at seven o'clock, E.S.T. and continuing for one hour over a network of fifty stations.

"The occasion is the announcement of the company's new 'golden voiced' radio but the novel feature is that practically all of the thousands of Atwater Kent dealers will hear the broadcast simultaneously over the new set, in 87 different distributors' conventions throughout the United States and Canada.

"Instead of consuming six weeks or two months to acquaint retailers with the new product, Mr. Kent, on Tuesday evening, under modern methods, will speak personally to all distributors and dealers at the same time from WEAJ and will also give them an hour's demonstration of the operation of the new radio itself before their own eyes and ears in 87 different cities.

"In order to demonstrate the tone qualities and tone control of the new set - which will be in operation at each convention - Joseph Pasternack, orchestra director, will 'build' an orchestra, one instrument at a time, from violin to viola, to 'cello, to bass viol, to the different wind instruments and finally to the brasses, ending in a complete orchestral ensemble. In similar manner he will build a vocal quartet to demonstrate the tone of vocal music over the new radio."

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NEW AEROPLANE TRANSMITTER CIRCUIT

Difficulties which have heretofore prevented simultaneous transmission of radiotelephone and visual-type radio-beacon signals on the same carrier frequency may be overcome as a result of recent experiments conducted by the Research Division of the Aeronautics Branch of the Department of Commerce, according to a statement issued by the Branch.

A new transmitting circuit arrangement has been devised which gives promise of embodying the solution of complicated problems to which research work has been devoted during the past five months, according to a lengthy statement issued by the Aeronautics Branch July 26th.

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BLIND IN NEED OF 600 SETS

The following letter has been received by former Radio Commissioner O. H. Caldwell from M. C. Migel, President of the American Foundation for the Blind at 125 E. 46th Street, New York City, of which Calvin Coolidge is honorary president:

"Our Foundation has, during the past two or three years, distributed several thousand completely equipped radios throughout the country to needy blind people who had not the means to secure same themselves.

"We have on file hundreds of letters, telling of the great boon that this has conferred upon them, and of the inestimable blessing that these radios have brought to their lives, otherwise spent in monotonous darkness.

"Mr. Powel Crosley some time ago was good enough to donate to us one thousand sets for this purpose - Mr. Atwater Kent kindly sold us at a nominal price two hundred and fifty obsolete models, which we also distributed among our needy blind friends throughout the country.

"We now have applications from approximately six hundred more needy blind people, to whom a radio would be a gift from Heaven, but who are unable to procure such sets.

"I am wondering whether you could possibly help us enlist the interest of some manufacturer or manufacturers who might have a quantity of obsolete models that they would be willing to let us have for this purpose - or possibly sell us at a nominal price; they need not be an expensive type, in fact the cheapest kind would do, so long as they are efficient.

"Mr. William Ziegler, Jr., and I personally will donate most of the money to cover the above expense, if the radios are not available as a gift."

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CARL NEW WTMJ DIRECTOR

The Milwaukee Journal has announced the appointment of Walter R. Carl, formerly Wisconsin field secretary for the United States Chamber of Commerce, as Manager of the Journal's radio station, WTMJ.

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ENGLISH MAJESTIC COMPANY ORGANIZED

B. J. Grigsby, Chairman of the Boards of the Grigsby-Grunow Company and Majestic Household Utilities Corporation, who is now in London, has cabled his home office at Chicago announcing the organization of the Majestic Electric Company, Ltd., of London, England. The cablegram in part is as follows:

"This Company is entirely British and will act as agents for the distribution of Majestic Radio Receiving Sets and Majestic Electric Refrigerators in Great Britain and the principal countries of Europe. Guy Campbell is Chairman of the Board of Directors, and the Directors are: W. J. Robinson, J. M. Richard and J. Stinton Jones.

"Factories and warehouses have been established in Tottenham, London, and arrangements are being completed for the appointment of distributors and dealers throughout the territory named. Warehouse stocks will be carried both in London and the free port of Antwerp. Already special displays of Majestic sets have been made by the principal stores in London, such as Selfridge's Harrod's and Gamages, and have created a very wide and favorable attention.

"Refrigeration has only in the past two years received attention in this territory and is rapidly becoming of great public interest because of recent legislation against the use of preservatives in foods."

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RADIO "NUISANCES" BEYOND COMMISSION'S CONTROL

State and municipal activities to curb "man-made" interferences with radio reception, and to eliminate objectionable noises embracing the operation of loud speakers to the extent that they become public nuisances, are being studied closely by the Federal Radio Commission, although these activities are outside of Federal jurisdiction, it was stated July 25th by the Acting General Counsel of the Commission, Ben S. Fisher.

As to anti-nuisance regulations, such as those for the control of loud-speaker operation, Mr. Fisher expressed the view that States and municipalities have the right to exercise such control. Cities can enact ordinances to regulate the operation of loud speakers under the general statutes abating public nuisances, said Mr. Fisher, or under the equity provisions of law when it is shown that a community is being disturbed by such operations.

The Acting General Counsel pointed out that "radio rows" in many cities have been eliminated by local ordinances. "Radio rows" are streets on which numerous competing radio dealers operate loud speakers so that they can be heard by passers-by and thus

attract attention. These have been stopped by ordinances on the ground that such operations tend to block public highways by causing the congregation of pedestrians, and also on the ground that they are public nuisances.

Auto Radio Sets Raise New Question

Use of radio receiving sets in automobiles has been a provocative issue, Mr. Fisher declared. It has never been tested in the courts. The question involved, he explained, is whether the police powers of a State can supersede the Federal Interstate Commerce powers. To prevent the use of radio receiving sets whether in the home or in the automobile, he explained, is to eliminate one of the necessary links in broadcasting contact. In other words, he said, if all radio receiving sets were outlawed, but transmitting stations were permitted to operate, there would be no reason for radio at all, since the vital receiving end of the circuit would be lacking.

The two primary reasons advanced by municipalities for the restriction of automobile-radio, said Mr. Fisher, are, first, the general nuisance and noise characteristics. Secondly, it is argued, that they interfere with traffic safety in that they distract the attention of drivers in passing automobiles and of pedestrians.

There are numerous controversies involving automobile radio, the Acting General Counsel declared. The Federal law might be circumvented, he declared, if municipalities, rather than prohibit outright the use of radio in automobiles, limit the volume of the loud-speakers, or by issuing drivers' licenses on the condition that no receiving set be installed in the car. Also, he declared, they might prohibit the operation of the set while the automobile is in motion.

New York Notes Noise Decrease

A marked decrease in radio music in the streets was noted in New York City in first-day reports received by the Noise Abatement Commission from the 110 members of its vigilance squad of volunteers sent out to listen for violations of the City Ordinance forbidding loud-speakers on the streets or in doorways or windows opening onto the sidewalk.

Edward F. Brown, Director of the Noise Abatement Commission, estimated that more than 85 per cent of the radio stores now obey the ordinance, and expressed confidence that the week's drive would bring the figure to 100 per cent.

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: BUSINESS LETTER BRIEFS :
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The Federal Radio Commission asks dismissal of the bill of complaint against the five members of the Commission in a motion filed July 24th in the United States District Court at Chicago in answer to the suit of Station WLS, of Chicago, operated by the Agricultural Broadcasting Company. The motion contends that the Commissioners are not residents of the district in which the Court exercises jurisdiction.

A new 50-kilowatt radio broadcasting station for Havana, Cuba, to cost approximately \$250,000, is proposed by important Cuban telephone interests in conjunction with a large American broadcasting company and the Cuba Tourist Commission, according to a report to the Department of Commerce. The promoters believe it would serve as a radio link between the United States and South America.

The American Bosch Magneto Corporation reports for the three months ended on June 30, net profit of \$135,559, after charges and depreciation, equivalent to earnings of 64 cents a share on the outstanding stock. This compares with net profit of \$150,169 or 72 cents a share a year ago. For the six months ended on June 30. This compares with net profit of \$940,833, or 98 cents a share in the first three months of 1929.

Construction of a new radio broadcasting station on Lulu Island near Vancouver, British Columbia, will commence very shortly, according to the Director of Radio, Department of Marine, Ottawa, the Department of Commerce is informed by Commercial Attache Lynn W. Meekins, Ottawa, Canada. This station will have a range of between 5,000 and 8,000 miles and will be in direct communication with all parts of the Pacific, the report states.

Chairman C. McK. Saltzman of the Federal Radio Commission who has been away in Northern New York on a vacation, is scheduled to return August 1 though this date is not definite.

Authority to begin operating a police radio system was asked of the Federal Radio Commission by the authorities of Minneapolis. The city had been authorized to install a short-wave service and notified the Commission that it is prepared to begin operation on the 2,416-kilocycle channel with 250 watts.

While thousands were paying tribute at the funeral of Jerry Buckley, Detroit radio announcer shot dead last Wednesday by gangsters in Detroit, a self-confessed bootlegger, Frank Chock, signer of an affidavit produced by Police Commissioner Thomas C. Wilcox, in which Buckley was accused of "shaking down" Chock for for \$4,000, made a firm denial of the truth of the statement.

In it Chock asserted that he did not know the contents of the affidavit he signed for Mr. Wilcox, and added that, to his knowledge, Buckley never was engaged in any racketeering and never had any connection with the underworld.

The greatest throng that ever gathered in Detroit to attend the funeral of a private citizen filled the streets in the vicinity of St. Gregory's Church while mass was being said for Buckley.

It was estimated that 100,000 persons looked upon the face of Buckley as his body lay in state at the home until after dawn on the day of the funeral.

The Police Department of Lansing, Mich., operating a radio service, petitioned the Commission recently for modification of a permit to change its equipment and extend the completion date until December 1st.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 24 - WBT, Station WBT, Inc., Charlotte, N. C., authority to install new automatic frequency control; KOH, Jay Peters, Inc., modification of C. P. to make certain changes in the proposed transmitter equipment; George William Sullivan, Hardin, Mont., C. P. to erect a new broadcasting station to use 600 kc., 10 watts, on Saturdays and Sundays.

July 25 - WMMN, Holt-Howe Novelty Co., Fairmont, W. Va., C. P. to install new 1 kilowatt equipment; KTUE, Harris County Broadcast Co., Houston, Texas, C. P. to move transmitter and studio locally, also install new 250 watt equipment; WPTF, Durham Life Insurance Co., Raleigh, N. C., C. P. to move transmitter to a location near Cary Township, N. C., install new 5 KW equipment, and increase power from 1 KW to 5 KW; WOBT, A. F. Tittsworth, trading as Tittsworth Radio & Music Shop, Union City, Tenn., license to operate in accordance with C. P. issued 6/13/30, i.e., move transmitter locally and install new equipment; WTAX, Williams Hardware Co., Springfield, Ill., authority to voluntarily assign C. P. to WTAX, Inc.; KFUM, W. D. Corley, Colorado Springs, Colo., license to operate in accordance with C. P. issued 4/28/30 for installation of new equipment.

July 26, 1930 - WNBF, Howitt-Wood Radio Co., Inc., near Binghamton, N. Y., C. P. to install new equipment and increase power from 100 watts to 100 watts night and 250 watts day; KTSL, C. A. Houseman, Shreveport, La., modification of license to change location of main studio locally.

Applications Other Than Broadcasting

July 23 (continued from last issue) - WCV, Michigan Wireless Telegraph Co., Wyandotte, Mich., and WNO, Same Co., Alpena, Mich., C. P. for additional equipment on 143, 410, 163, 425, 454 kc. 500 watts and 750 watts respectively, coastal service; American Telephone and Telegraph Co., near Sacramento, Calif., new C. P. for 6755, 9170, 9870, 14590, 19820, 21060 or other suitable frequencies 20 KW, limited public service.

July 24 - W6XH, Herbert Hoover, Jr., Portable, 6th Dist., renewal of experimental license for 1604, 2398, 3256, 4795, 6245, 8650, 12850, 17300 kc., 1 KW; W3XAC, WTAR Radio Corporation, Portable, Princess Anne County, Va., license to cover C. P. for 780 kc., 250 watts, experimental service; WSL, Mackay Radio & Telegraph Co., Inc., Sayville, L. I., modification of coastal license for an additional frequency of 13030 kc.

July 25 - Radio Corporation of America, Ohio Company, Airplane NC-7120, license for Aircraft on 3106, 5660 kc., 10-100 watts; Same Co., near Cincinnati, Ohio, C. P. for new coastal station 5525 kc., one frequency in 2500 to 3000 kc., band. One frequency in 3750 to 4300 band, 4775, 8570 kc.; specifically - 8570, 5525, 4775, 4188, 3112 & 2320 kc., 350 watts; KHFAZ, Pan American Airways, Inc., Airplane NC-9137, renewal of aircraft license for 333, 414, 500, 2662, 3070, 3106, 5690, 8015 kc., 12 watts; WPDL, City of Lansing, Michigan, City Hall, Lansing, Mich., modification of C. P. for change in equipment 2440 kc., 50 watts, and extension of completion date to 12/1/30; KGPB, City of Minneapolis, Police Department, Minneapolis, Minn., license to cover C.P. for 2416 kc., 400 watts (adjusted to 250 watts at present); Elmer F. Koehler, Airplane NR 783-M, new license for aircraft on 3500 kc., 10 watts; KTK, Globe Wireless, Ltd., Mussel Rock, Calif., C. P. for new transmitter for 5525, 11050, 16580, 22100, 4116, 6515, 8630, 11020, 16900, 22160 kc., 500 watts, coastal service.

July 26 - W3XM, Durham & Co., Inc., Philadelphia, Pa., modification of C. P. for extension of completion date to 11/15/30; WSY, The Susquehanna Power Co., Darlington, Md., modification of C. P. for extension of completion date to 11/1/30; WJTV, Philadelphia Electric Co., Philadelphia, Pa., modification of C. P. for extension of completion date to 11-1/30.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The following applications were granted on July 25:

WCM, Radiomarine Corp. of America, Chatham, Mass., modification of license giving Station WCM the frequencies assigned to WCC in addition to those already assigned to WCM, now authorized to use 111, 117, 125, 129, 137, 141, 500, 406 kc., 750 w.; G. E. Maddox, KJJ, Mary Island, Alaska, C. P. for coastal service 500 kc., working 460 kc., public point-to-point 274 kc., for communication with WXH Ketchikan, 50 w., A1 emission; WNN, Tropical Radio Telegraph Co., Mobile, Alabama, renewal of license on frequencies 6785, 10470 and 12970 kc., 200 w. power, A1 emission, to communicate with Panama, Colombia, Costa Rica, Nicaragua, Honduras, Guatemala, Salvador and other stations of the Tropical Radio Telegraph Company licensed by the FRC; WAX, Tropical Radio Telegraph Co., Hialeah, Fla., renewal of license for frequencies 55, 77, 80.5, 6770, 10450 and 12940, 1 transmitter 200 w., 1 transmitter 1200 w., 1 transmitter 5 kw., 1 transmitter 5 kw; 1 transmitter 20 kw; A1 and A2 emission; to communicate with Bahama Islands, Colombia, Costa Rica, Cuba, Guatemala, Honduras, Nicaragua, Panama, Porto Rico, Salvador and other Tropical Radio Telegraph Company stations licensed by the FRC.

Also, WPDJ, Director of Public Safety, City of Passaic, Passaic, N. J., license to cover C. P. for use of frequency 2416 kc., 50 w., subject to General Order 85, unlimited time; KDD, Copper River Packing Company, N ellie Juan, Alaska, license to cover C. P. general public coastal service calling 500 kc., working 460 kc.; general public point-to-point, 178 kc. for calling and working the following stations: WXR, Seward, Alaska, and WTU, Cordova, Alaska, 200 w., A1 and A2 emission; KFB, Hood Bay Canning Company, Hood Bay, T. of Alaska, license to cover C. P. coastal service 500 kc., calling 460 kc., working; public point-to-point 246 kc., calling and working WXA, Juneau, 212 kc., calling and working other commercial stations in vicinity; KNK, Mackay Radio & Telegraph Co., Palo Alto, Calif., modification of license to include 3 additional high frequencies 5 kx to communicate with China, Japan, Australia, Dutch East Indies, Hawaiian Islands, Guam, Manila and other stations with which other Mackay Radio and Telegraph Co. stations are licensed to communicate by the FRC; assignments made on condition no interference will result to the service of a foreign country.

Also, WDZ, James L. Bush, Tuscola, Ill., license to cover C. P. 1070 kc., 100 w., daytime hours; WCLO, WCLO Radio Corporation, Janesville, Wis., modification of C. P. to move transmitter from Pleasant St. Road near Janesville to Milwaukee Ave., Road near Janesville; WBAK, Commonwealth of Pa., Pa. State Police, Harrisburg, Pa., modification of C. P. to change tubes in the power amplifier of transmitter from 2 U.V. 860 to 4 U.V. 204-A and extend completion date to July 15, 1930; also, license to cover C. P. 1430 kc., 1 kw day and 500 w. night, shares with WHP and WCAH; W2XAL, Aviation Radio Station, Inc., Coytesville, N. J., modification of C. P. extension of completion date to 2/16/31 from 8/16/30; also, renewal of license 6040, 11800, 15250, 21460 kc., 500 watts (existing license 9700 kc., but frequencies applied for have been authorized by a C.P.)

Also, WHBL, Press Publishing Co. and C. L. Carroll, Sheboygan, Wis., consent to voluntary assignment of license to Press Publishing Co.; WPCC, North Shore Church, Chicago, Ill., renewal of license application specifies certain changes in transmitting equipment over that specified in previous application for renewal. No authority was given to make these changes; transmitter as described meets with requirements of Commission and should render satisfactory service; KRGV, Valley Radio Electric Corp., Harlingen, Texas, consent to voluntary assignment of license to KRGV, Inc.; WDSU, Joseph H. Uhalt, New Orleans, La., C. P. to move transmitter from New Orleans to Gretna, La., and install new W. E. 6-B (1 W max. power) equipment (station is licensed to use 1 kW); WHDL, George Franklin Bissell, Tupper Lake, N. Y., consent to voluntary assignment of license to Tupper Lake Broadcasting Co., Inc.; KGY, St. Martin's College, Lacey, Wash., renewal of license; the equipment described in application for renewal should be rated at 15 w., maximum power; the application states the maximum power is 15 w., however; the station is licensed to operate with night power of 10 w. and day also; WRDW, Warren C. Davenport, Musicove, Inc., Augusta, Ga., license to cover C. P. 1500 kc, 100 w. unlimited time.

Also, KXO, E. R. Irely & F. M. Bowles, El Centro, Calif., license to cover C. P. 1200 kc., 100 w., unlimited time; WALR, Roy W. Waller, Zanesville, Ohio, license to cover C. P. 1210 kc., 100 w, unlimited time; KHIMN, John Henry Mears, Airplane City of New York, extension of existing license to make round the world flight approved for 30 days, to use frequency 8650 kc., 50 watts; also, 38 ship licenses granted.

Set For Hearing

WLOXN, Radio Corporation of America, Ohio Co., modification of license to substitute 3106 kc., for 4180 kc.

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