

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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

**RECEIVED**

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PRESS RELATIONS DEPARTMENT  
G. W. JOHNSTONE

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No. 365

## BRIEF FILED IN KOMO-KJR CASE

A lengthy brief of arguments as to why the Federal Radio Commission should grant the application of Fisher's Blend Station, Inc., of Seattle, Wash., for permission to operate KOMO on 970 kilocycles with 15,000 watts has just been filed with the Commission by Littlepage & Littlepage, Washington attorneys, and Donald G. Graham, of Seattle.

The original application of KOMO was granted by the Commission last Fall despite the objections of KJR, of Seattle, which operates on the same frequency with 5,000 watts. KJR appealed, however, and obtained a Stay Order. By consent of the counsel of both stations, the appeal and stay order were dismissed and a rehearing was held at Seattle by Judge E. O. Sykes on July 10-14. The Commission has not yet announced its decision.

The document takes up the comparative financial standing, public service, and programs of the respective stations and contends that KOMO is superior in every particular.

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## USE RADIO SETS IN U. S. FOREST

Nine portable radio sets weighing, with batteries, about 50 pounds each, are being tried out this Summer on the Columbia National Forest, Wash., as a means of keeping trail-construction camps in communication with forest headquarters.

Back of this experiment is nearly three years' study by D. L. Beatty, of the Missoula, Mont., office of the Forest Service, of the possibilities of radio as a means of forest protection.

Because trail-construction crews move camp frequently they are often beyond the reach of telephones when needed for emergency duty on the fire line. These portable radio sets, light enough to be packed on a horse, promise important service in making trail-construction crews and other detached units readily available when trained fire fighters are needed.

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## AIRCRAFT RADIO REGULATIONS PROPOSED

Regulations covering the type, installation, and operation of radio and auxiliary communication equipment to be used in conjunction with licensed aircraft have been proposed by the Aeronautics Branch of the Department of Commerce.

They will be considered at a conference of representatives of the industry with officials of the branch in Washington the latter part of this month.

Minimum requirements for aircraft engine ignition shielding equipment and for installation are stated in the proposed draft.

Under the regulations, manufacturers of radio equipment and apparatus auxiliary to radio in quantities and of exact similarity may, at their own option, make application for an approved-type certificate for their products. An approved-type certificate may be issued upon receipt of a properly executed application and a finding by the Department that the apparatus successfully meets the minimum requirements of the code.

The installation of approved-type radio and auxiliary equipment shall successfully meet the minimum requirements as to installation, and no licensed aircraft shall be flown so equipped until the installation has been inspected and approved by an inspector for the Department of Commerce.

The current "Air Commerce Bulletin" carries the text of the regulations in full. This may be obtained from the Department of Commerce, Aeronautics Branch.

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## WBEN RADIO STAFF APPOINTED

Six members of the Buffalo Evening News staff have been assigned to the daily's new radio station, WBEN, by A. H. Kirchhofer, Managing Editor. The station will start broadcasting about September 1st.

W. Nelson Wilkinson, Financial Editor prior to his appointment to WBEN, will be director of the broadcasting station. Clifford M. Taylor, of the Advertising Department, has been appointed manager of the commercial broadcast department. Roy W. Nagle prominent in Buffalo sales and advertising work, who started his career in 1911 as a member of the staff of the Buffalo Courier will be a member of Mr. Taylor's department. William G. Cook



of the editorial staff, formerly announcer and program director for one of the Buffalo radio stations, has been assigned to WBEN as special announcer. Merwin C. Morrison, staff lecturer, also will be a special announcer. David E. Peugeot, Jr., of the promotion department, also has been assigned to the station's staff.

The studios of WBEN will be located on the 18th floor of Hotel Statler.

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### BRITISH THEATERS SEEK TELEVISION

The following report on the progress of television in Great Britain, especially for installation in the theaters, has just been made by the American Trade Commissioner, George R. Canty, to the Department of Commerce:

"The advent of television is being awaited with interest by certain interests in Great Britain, and it is expected to make much progress in that country in the near future. It is reported that a London West End theater has contracted for the installation of a television set, the wiring to be done by the Baird Co., which is perfecting and exploiting the Baird television system.

"It may be noted that the first set is to be installed in a legitimate theater and not in a motion-picture theater. Apparently, it is felt in legitimate theater circles that the broadcasting of stage plays will be an excellent asset for the theater at a period when it has so much to suffer from screen competition.

"Officials of the Baird Co. are reported to have stated that over 20 offers had been received by their concern for the installation of sets in theaters and motion-picture theaters and that the sums offered would have been more than sufficient to justify installation of apparatus. These offers have, however, been declined, as the Baird Co. intended to adhere to its original plan of running a short season in the one theater that is to be wired and then withdrawing the apparatus for some months in order to allow technical improvements to be made.

"One of the improvements under consideration is a bigger screen. At present the Baird Co. has an arrangement with the B.B.C. (British Broadcasting Corporation) for the broadcasting of their subjects. The B.B.C. allows it three and a half hours a week in which to develop their invention, leaving entirely to the Baird Co. the choice of subjects to be broadcast or the decision as to the manner in which this time is to be employed.



"A further indication of the progress made in Great Britain is the fact that a television society has just been registered in London as a company limited by guaranty without share capital. It is to promote information on television and other scientific subjects by lectures and discussions.

"It is evident that further development of television depends on the possibility of perfecting the system now in use, but there is sufficient public interest to insure important commercial applications as soon as technical conditions make this practical, as witnessed by the offers of London theaters, mentioned above. It would seem that developments on these lines in Great Britain need very careful watching."

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#### RADIO NEWS PERMITS GRANTED

The fifth construction permit was granted the American News Radio on Sept. 5 by the Federal Radio Commission for operation of a radio telegraph service on a low frequency to be used by receiving printers at Denver, Colorado.

The corporation, established in 1922, is controlled by William Randolph Hearst, but the system, if placed in operation on regular news service schedules, will be available to all press associations, according to W. G. H. Finch, developer and secretary of the organization.

Stations have already been installed at New York, Chicago, Atlanta, and San Francisco. Each sending station is capable of serving a zone of 250 to 500 miles. The transmitting apparatus is to be hooked directly to press association main trunk wires from New York to the Pacific Coast and to the South, and these wires will automatically operate the sending device. This in turn will throw out radio signals to be intercepted by the individual receiving sets in the newspaper offices that have installed the appropriate receiving painters.

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#### TWO BIG RMA SHOWS PLANNED

Two of the biggest radio shows ever held are planned this Fall by the Radio Manufacturers' Show Association despite the business depression. The Seventh Annual Radio World's Fair will be held at the new Madison Square Garden, New York City on Sept. 22-27, while the Ninth Annual Chicago Radio Show will be held at the Coliseum on October 20-26.

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: BUSINESS LETTER BRIEFS :  
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The radio is bringing the Indians who live in pueblos a broader vision and is enabling the youngsters to learn to understand and speak English correctly, Commissioner Harold A. Lafount said in a statement of his findings in the Western States.

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Says Alfred H. Grebe, pioneer in radio research, broadcasting, and manufacturing: "With a decade, through higher development of aviation and radio, an airplane will encircle the earth and the voices as well as the code messages of the pilots will be carried to every country and there is a probability, too, that millions of people may see the speaker through television direct from the craft in flight, even though thousands of miles away."

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The connection of one of the members of the Board of Public Utility Commissioners, Harry Bacharach, with the Atlantic Broadcasting Company, subsidiary of the Columbia System, is "too mixed to permit him to give impartial consideration to the company's application for permission to locate a 50,000 watt station in Passaic County, N. J.," it is asserted in a brief filed September 5th with the Board by Attorney General Duane E. Minard.

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Radio broadcasting in Czechoslovakia is controlled by the government, no field being left for private enterprise, according to the Department of Commerce. Six stations are now in operation. The seventh and most powerful one is being constructed at Cesky Brod and is expected to permit practically everyone in the republic to listen to its programs on crystal sets.

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#### HARBORD IN POLITICAL ARENA

The following is from "Dial Flashes" in the Washington Post by Robert D. Heini:

"The selection of Gen. James G. Harbord, Chairman of the New York County Republican Advisory Committee, to make a speech in New York attacking Tammany and, indirectly, former Governor Al Smith, the 1928 Presidential aspirant, brings with it the suggestion that the General himself may be a dark horse Presidential or Vice-Presidential possibility in case President Hoover does not desire a second term."

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## SENATOR REED MONOPOLY SPEECH RECORDS DISTRIBUTED

One hundred and eighteen stations are expected to broadcast a record of the speech of Former Senator James A. Reed on the "March of Monopoly" and the Radio Trust, according to Oswald F. Schuette, Executive Secretary of the Radio Protective Association. The broadcast is expected to be the largest "hook-up" of its kind that has ever been made.

When Former Senator Reed broadcast his monopoly speech last summer, an SOS closed down the Atlantic Coast stations. The SOS came at the moment when Senator Reed had reached the section of his speech devoted to the so-called Radio Trust. A record was thereupon made of this section of his speech by the Radio Protective Association and offered to independent broadcasting stations throughout the country.

According to Mr. Schuette, the requests for the record came from forty-one States, from New Hampshire to California, as well as from Alaska and Hawaii. The largest number of requests came from Texas where nine stations are broadcasting the address. Seven responses came from Washington, Pennsylvania, and Illinois; five each from Indiana and Ohio, and four each from Florida, Iowa, Michigan and Wisconsin.

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## SUE ON RADIO PATENTS

In two suits which were filed September 6th in New Haven, Conn., in the Federal Court, Majestic Distributors, Inc., is alleged to have infringed on patent rights in the manufacture of radio and vacuum tubes by the Radio Corporation of America, the American Telephone and Telegraph Company and the General Electric Company.

The bill of complaint states that all of the officers of the defendant corporation are officers or directions of the Grigsby-Grunow Company, of Chicago, which agreed on October 3, 1929, to pay \$60,000 for past infringement of rights of the Radio Corporation.

Temporary and permanent injunctions restraining the defendant from continuing to manufacture and sell the tubes in question are asked for.

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## STATION MANAGER SEEKS POSITION

There is available on short notice, a man who has had four and a half years' experience in radio work. He is 27; a university graduate. He has had two years' experience as Manager of a 1000 watt Middle Western radio station - the largest in the State. He built up the programs of this station so that it became the most popular in the State from the viewpoint of listeners. He built up the business so that from a great loss, it showed a pleasing profit. He has had four and a half years' experience as radio editor (the last two of which he was also manager of the radio station) of the State's largest newspaper.

He can capably manage and direct the business of a station. He knows music, artists. He can develop, build and take charge of producing successful commercial and sustaining programs. He can write - continuities, news, publicity. He has a knowledge of the likes and dislikes of listeners, gained through years of contact with the radio public.

If you want to know more about him, write R. D. Heinl, 405 Insurance Building, Washington, D. C.

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## ATWATER KENT ADDS MANY EMPLOYEES DAILY

The Atwater Kent Manufacturing Company, manufacturers of radios, is adding hundreds of employees to its force daily, according to an announcement by the company.

It was stated that the demand for new receivers indicates a present buying power surpassing that of a year ago. The announcement said:

"Since the introduction of the new Atwater Kent line one month ago, the demand has been so much greater than was anticipated that the factory is finding it difficult to keep pace with orders.

"Production now approximates 4000 sets a day, and the company's schedule calls for still further increases."

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## HEARINGS SCHEDULED BY RADIO COMMISSION

Monday, September 22:- WWJ, The Evening News Association, Detroit, Michigan, C. P.; WRVA, Larus & Bro. Co., Inc., Richmond, Va., C. P.; WHAS, The Courier-Journal Co. & The Louisville Times Co., Louisville, Ky., C. P.; WCAU, Universal Broadcasting Co., Philadelphia, Pa., C. P. - All the above are applications from the 2nd Zone for 50 KW Power.

Broadcasting - KWKH, Heool World Broadcasting Corp., Shreveport, La., modification of license and C. P.; WDSU, Joseph H. Uhalt (2 applications), New Orleans, La., C. P. and modification of license; For New Stations: Veterans of Foreign Wars, Universal City, Cal., C. P. 850 kc., 1 KW, unlimited time; William Harrison Callender, Deadwood, South Dakota, C. P., 850 kc., 25 watts, daytime hours.

Tuesday, September 23: WISN, Evening Wisconsin Co., Milwaukee, Wis., modification of license, 1120 kc., 250 watts, full time; For New Stations: Rupert C. Wright, Paragould, Ark., C. P., 1310 kc., 50 watts, unlimited time; Robert L. Gay, Smackover, Ark., C. P., 1500 kc., 15 watts, 1 hour daily; E. R. Bennett, El Dorado, Ark. (applicant has indicated desire to be heard), C. P., 1200 kc., 20 watts, daytime hours only; Business Men's Club, McGehee, Ark., C. P. 1310 kc., 100 watts, 5 hours daily; G. J. Bensberg, Bensberg's Music Shop, El Dorado, Ark., 1500 kc., 100 watts, daytime hours; T. E. Story, Lepanto, Ark., C. P. 1310 kc., daytime hours, 7½ watts; Agricultural & Mechanical College Broadcasting Co., Jonesboro, Ark., C. P., 1120 kc., 500 watts, unlimited time.

Wednesday, September 24 - For New Stations: The High Point Enterprise, Inc., High Point, N. C. C. P., 750 kc., 5 KW, unlimited time; R. G. Hendrix, A.B. Robinson, Jr., L. A. Barrow, High Point Broadcasting Co., High Point, N. C., 1500 kc., unlimited time, 100 w.; Wayne M. Nelson, High Point, N. C., C. P., 1200 kc., 100 w., unlimited time; The Hutchens Co., Huntsville, Ala., C. P. 1200 kc., 100 w., unlimited time; John R. Wade, G. H. Choate, Gibson County Broadcasting Co., Trenton, Tenn., C. P. 1200 kc., unlimited time, 75 w.; J. S. Lamb Piano Co., Cairo, Ill., C. P., 1200 kc., 50 w., unlimited time; George P. Sowell, Kosciusko, Miss., C. P., 1200 kc., 100 w., 250 LS, 3 hrs. daily.

Thursday, September 25: WFJC, W. F. Jones Broadcasting, Inc., Akron, Ohio, C. P., 900 kc., 1 KW, unlimited time; WBCM, James E. Davidson, Bay City, Mich., modification of license, 920 kc., 1 KW; unlimited time; WWAE, Hammond-Calumet Broadcasting Corp., Hammond, Ind., C. P., 920 kc., 5 KW, unlimited time; WLBC, Donald A. Burton, Muncie, Ind., C. P., 1010 kc., 500 w., unlimited time; For New Stations: W. Clyde Martin, Palmyra, Ind., C. P., 900 kc., 1 KW, unlimited time; Jed W. Pearson, French Lick, Ind., C. P., 900 kc., 500 watts, unlimited time; E. R., J. R. & S. J. Donald, Donald Drug Co., Honea Path, S. C., C. P. 1150 kc., 5 w., daytime hours; Pierce M. Huff, Piedmont, S. C., C. P., 1350 kc., 7½ w; William H. Plyler, Columbia, S. C., C. P. 1010 kc., 1 KW, unlimited time; Chester W. Kean, Ft. Wayne, Ind., C. P., 1210 kc., 100 watts unlimited time; Huntington Broadcast Co., Inc., Huntington, Ind., C. P., 1240 kc., 500 w., limited time



Friday, September 26, 1930: KGKL, KGKL, Inc., San Angelo, Texas, C. P., 1280 kc., 500 w., unlimited time; KRGV, Valley Radio Electric Corp., Harlingen, Texas, C. P., 1260 kc., 1 KW to divide with KWWG; KGFG, Faith Tabernacle Association, Inc., Oklahoma City, Okla., voluntary assignment of license, 1370 kc., 100 w.; For New Stations: S. T. Cooper, Plainview Broadcasting Co., Plainview, Texas, C. P., 1340 kc., 250 w., unlimited time; A. E. Huepers & Chas. A. Jensen, Gulf Coast Radio Station, Alvin, Texas, C. P., 820 kc., 15 w., unlimited time; Searcy L. McFadin & John H. White, Borger, Texas, C. P., 1250 kc., 50 w., unlimited time.

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 4 - WMBQ, Paul J. Gollhofer, Brooklyn, N. Y., C. P. to make changes in equipment; KGCR, Cutler's Radio Broadcasting Service, Inc., Watertown, S. D., request for authority to voluntarily assign license to The Greater Kampeska Radio Corporation; KUSD, University of South Dakota, University Campus, Vermillion, South Dakota, modification of license to move main studio locally on campus; WRJN, Racine Broadcasting Corporation, Racine, Wisconsin, C. P. to make changes in equipment; For New Stations: Thomas Arnath, Linden, N. J., C. P. to erect a new station to use 1180 kc., 75 W., and 6 hours per day; Herschel W. Ward, Parma, Missouri, C. P. to erect a new station to use 1370 kc., 50 watts; and daytime hours; Bruce Dennis, owner of Evening Herald & Morning News, Klamath Falls, Oregon, C. P. to erect a new station to use 1390 kc., 100 watts, and 8 hours per day.

September 5 - KDKA, Westinghouse Electric & Manufacturing Company, 1.2 miles from Saxonburg, Penna., modification of license to operate old KDKA equipment at old location, Wilkins Twp., as an auxiliary transmitter when the new KDKA equipment at Saxonburg is being used as an experimental station; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, C. P. to move studio and transmitter locations in Cleveland (exact sites not yet determined) install new equipment, change frequency from 610 kc., to 590 kc., increase power from 500 watts to 1 KW, and change hours from daytime to unlimited; WMBR, F. J. Reynolds, Tampa, Fla., amendment filed to application for C. P. to request 1460 kc., instead of 1000 kc., with 5 KW, 10 miles S.E. of Tampa; KWK, Greater St. Louis Broadcasting Corp., St. Louis, Missouri, C. P. to change location of transmitter to Kirkwood, Missouri, and install new equipment; Pierce M. Huff, Piedmont, S. C., amendment filed to C. P. for new station to request 100 w. and daytime hours on 1350 kc., instead of 7½ w. and one hour daily.



September 6 - WELL, Enquirer-News Company, Battle Creek, Michigan, modification of C. P. to install present equipment at new location instead of new equipment and reduce power authorized from 100 W. to 50 W. on C. P. issued 4/19/30; WFKD, Foulkrod Radio Engineering Co., Philadelphia, Pennsylvania, C. P. to make changes in equipment and increase power from 50 W. to 100 W. on 1310 kc.; KFJR, Ashley C. Dixon, trading as Ashley C. Dixon & Son, Portland, Oregon, C. P. to make changes in equipment; For New Stations: Ron L. Wollard, Newark, Ohio, C. P. to erect a new station to use 1310 kc., 50 W., and unlimited hours; Midwest Radio Broadcasting Association, T. W. Tizzard, Jr., Vice-President, Bloomington, Illinois, C. P. to erect a new station to use 1310 kc., 100 w., and unlimited hours.

#### Applications Other Than Broadcasting

Ohio

WAEA, Indianapolis, Ind., and WAEB, Columbus, Aeronautical Radio, Inc., C. P. for new Point to Point Aeronautical station on 3468, 6365, 8015, 12180, kc., 400 watts; also for same stations, C. P. for new Aeronautical and Point to Point Aeronautical station on 3082 kc., anytime and 5540 kc., daylight, 400 watts; KGTR, Robertson, Mo., and KGTO, Springfield, Mo., Aeronautical Radio, Inc., C. P. for new Aeronautical station on 393, 400, 414, 420 kc., 100 watts; also for same stations, C. P. for new Point to Point Aeronautical station on 3468 anytime, 6365, 8015, 12180 kc., 400 watts; also for same stations, C. P. for new Aeronautical and Point to Point Aeronautical station on 3082 night, 5540 kc., day 400 watts; WQX, RCA Communications, Inc., Rocky Point, N. Y., modification of limited public license for additional transmitter on 20180 kc., 80 KW; W9XV, Ozark Radio Corp. of Carterville, Mo., Carterville, Mo., renewal of license for 1804, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 watts, experimental service; WCU, Continental Oil Co., Portable #2, Ponca City, Okla., modification of license for increase in power to 50 watts, geo-physical service; WBF, Tropical Radio Telegraph Co., 1 Federal St., Boston, Mass., license to cover C. P. for 6770, 10450, 12940, 17580 kc., 1 KW, limited public service.

September 5 - KGTI, Aeronautical Radio, Inc., Los Angeles, Calif., C. P. for new transmitter on 3070, 3460, 6350, 8015, 12180, 400 watts, aeronautical and point to point aeronautical; KGSE, Aeronautical Radio, Inc., Amarillo, Texas, C. P. for new transmitter on 3070, 3460, 6350, 8015, 12180 kc., 15 and 500 watts; KGTD, Wichita, Kansas, KGSD, Albuquerque, N. Mexico, KG TJ, Las Vegas, Nevada, and KGTH, Salt Lake City, Utah, C. P. for new transmitter on 3070, 3460, 6350, 7015, 12180 kc., 400 watts; WEB, RCA Communications, Inc., Rocky Point, N. Y., modification of license for additional transmitter on 6935 kc., 80 KW, limited public service; WIY, RCA Communications, Inc., Rocky Point, N. Y.,

modification of license for additional transmitter on 13870 kc., 80 KW, limited public service; WQV, RCA Communications, Inc., Rocky Point, N. Y., modification of license for additional transmitter on 14800 kc., 80 KW, limited public service; WBU, RCA Communications, Inc., Rocky Point, N. Y., modification of license for additional transmitter on 21260 kc., 80 KW, limited public service; W2XBI, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in frequency to 51400, 60000, 400000, and above 401000 kc., experimental service; W2XS, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in frequency to 34600, 60000, 400000 and above 401,000 kc., experimental service; W2XBB, Radio Corporation of America, Brooklyn, N. Y., modification of license for change in frequency to 25700, 34600, 60000, 400000, and 401000 kc., experimental service.

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