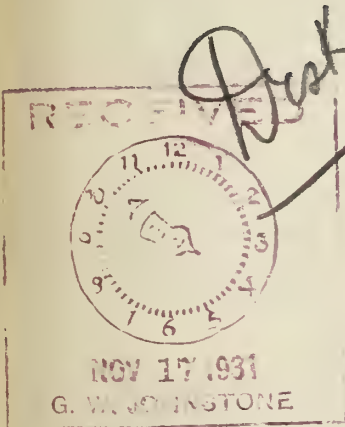


HEINL RADIO BUSINESS LETTER

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 487.

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TERRELL MAKES ANNUAL REPORT

During the last fiscal year, the annual report of W. D. Terrell, Director of the Commerce Department's Radio Division, shows, the number of licensed amateur radio stations rose to 22,739, indicating that amateurs are by far the largest users of transmitting radio stations in the United States.

Citing the comprehensive activities of his Division in the field of radio regulation, Mr. Terrell points out that during the fiscal period reviewed in his report, 19,458 inspections of all classes were made which was a substantial increase over the 1930 period. This figure included 11,433 ship installations, it is explained.

During the fiscal year 1931, the report shows, the Radio Division examined 11,850 applicants for operator's licenses as compared with 9,356 in the preceding fiscal period. Of the 1931 applications, 5,776 were for commercial licenses and 6,073 for amateur licenses. The total number of licenses issued in the fiscal year reviewed was 20,703, of which 5,506 were commercial and 11,541 amateur. These latter figures include renewal licenses which are issued without reexamination.

The Radio Division has in operation six fully equipped radio test cars, the report reveals. With these cars, it has been possible to make a large number of field strength surveys to determine the service areas of broadcast stations, and ascertain whether or not they render good broadcast service to radio listeners in their respective areas. It would not be possible today, the report states, to perform the field work required in connection with the monitoring of low-power radio stations without these test cars.

Describing the operations of the fixed monitoring broadcasting stations conducted by the Division at various points throughout the country, the report points out that although these stations maintain watches of less than eight hours out of the twenty-four during working days, they reported more than 76,000 frequency measurements during the last fiscal year, as compared with 45,700 for the previous year. A constantly increasing improvement in frequency control has been noted since the monitoring work of the Division was undertaken, the report declares.

"The large frequency monitoring station at Grand Island, Nebraska, was placed in operation during the last fiscal year. During the brief time this station has been functioning, highly accurate frequency measurements have been made daily on radio stations in the United States and foreign countries", Mr. Terrell points out. "Since last February, when it began to function this station has made a total of 3,029 measurements. At the end of the fiscal year, 167 different radio stations located in foreign countries had been measured, a total of 789 measurements having been made on these stations. A very large number of these foreign

stations failed to maintain their assigned operating frequencies, and in many cases were observed to be causing interference with radio telephone and telegraph stations operating in the United States. In addition to the foreign stations measured, 2,240 measurements were made at Grand Island on 650 individual radio telephone and telegraph stations in the United States."

At the end of the fiscal year, there were 303 planes equipped with radio as compared with 215 in the 1930 period.

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RADIO PROGRAM MAGAZINES SPRING UP C

Newspaper advertising executives queried by Editor & Publisher correspondents this week expressed little concern about the springing up in various cities of weekly magazines devoted to radio programs and "fan" news. In some cities the new weeklies are said to have attained circulations as high as 25,000 or 35,000 but little advertising has been carried. Most of them have made much of the argument that when the newspapers edited commercial names out of radio programs, they left an unsatisfied public demand for further information about broadcasts.

The "Radio Guide", in Chicago, is a recent addition to the list. Although the name is the same as that of a similar magazine in New York City, it is published by a different company. Another New York program weekly is the "Radio Forecast".

The "Radio Dial", of Cincinnati, one of the oldest, has attained a street and newsstand sale of more than 25,000. However, Ed. R. Rosenthal, President of the Radio Dial Publishing Company, said response of advertisers had not been all he had hoped. The size of the "Dial" was cut down to eight pages this week.

Mr. Rosenthal said the "Dial" started to circulate in Louisville last week, and had done fairly well despite the fact that the "Louisville Herald-Post" got out a special radio section. Whether the "Dial" will enter Indianapolis, he said, will depend upon the success encountered in Louisville.

Mrs. Natalie Giddings Haburton, editor of the "Dial" said that beginning this week, the "Dial" would take over the "WLW Program", official publication of the Crosley radio station.

In Boston, the "Radiolog" has reached No. 33 of Volume I, this issue carrying one quarter-page advertisement by a broadcast sponsor. "Program of the Air", a weekly free booklet, has ceased.

Charles Burton, Manager of WEEI, Boston, said he considered such publications of little value. WBZ officials, on the other hand, expressed interest in the weeklies, feeling that the added publicity was a help.

In Indianapolis the "Hoosier Radio Announcer" is to make its appearance soon. For the present it will be published in Cincinnati. Five thousand copies are to be issued the first week.

Stanley E. Dorsey, 305 Goodman Street, Cincinnati, is the publisher of the "Hoosier Radio Announcer".

St. Louis has two program publications. One called "St. Louis Radio and Entertainment" is published by a St. Louis printer and supported by independent druggists. The circulation is said to be about 35,000 weekly. The other is the "Radio Guide", published as the St. Louis unit of a Chicago publishing house.

In Minneapolis, Station KSTP, is issuing its own "KSTP Weekly", offered at \$1 a year. Station WCCO has made arrangements with the "Shopping News" to have its complete program published, and reports no immediate plans for any magazine of its own.

At Birmingham, Ala., Carol Gardner, Managing station WAPI, said that plans were being made for a program weekly.

"In view of the fact that newspapers are not carrying adequate news of radio programs, there is a field for a publication giving this information", he said. "We have constant telephone calls from the public wanting information they cannot obtain from the newspapers."

Ben Pratt, publicity director of the National Broadcasting Company at Chicago, said he had received requests for weekly programs from other cities where such publications are planned. He named the following instances, in addition to some mentioned above:

Cincinnati - "Weekly Radio Guide", Eaton Publishing Co., 422 Elm Street.

Greensboro, N. C. - Dixie Radio Company, wholesale distributors of radio sets, planning to start a magazine. Also, in Greensboro, H. M. Durham Printing, Inc., planning a weekly.

Tulsa, Okla. - Linn Gruwell, 1108 South Rockford Street, planning magazine. Also, "Radio Programs", published by Fred L. Yates, P. O. Box 976.

Kitchener, Ont. - "Radio Calendar" published by Inaday Publishing Co., 209 Wilmont Street.

At both the offices of National and Columbia Broadcasting systems, it was said positively that the big chains are not backing the publication of any Radio Guides, nor are they contemplating any such action. Their participation is limited to furnishing advance programs when requested, it was stated.

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EUROPEAN BROADCASTING INEFFICIENT MEASURED BY AMERICAN STANDARDS

Although the radio broadcasting situation in the United States is far from ideal, it is almost utopian when compared to that in Europe, according to a report submitted to the Federal Radio Commission last week.

The report, requested by Commissioner Harold A. Lafount, was made by Dr. Willis E. Everette, California radio engineer, who spent the last six months in Europe studying conditions there.

The industry as a whole throughout Europe is in a state of disorganized confusion, Dr. Everette declared. There is evidence on every hand of a lack of systematic control. Stations are operating haphazardly with no regard for each other or the listening public.

The situation is reminiscent of the tangled confusion of radio in this country before the organization of the Federal Radio Commission in 1927. At that time, 734 broadcasting stations were operating in the United States. There was no regulatory control board, and as a result, the stations did about as they pleased. It was only natural that disorganization and interference between stations resulted from such a state of affairs.

In Europe today the situation is just as bad, or possibly worse, than it was in this country before the Commission was organized. Stations are broadcasting simultaneously with little regard for other stations. The majority of these stations have tremendous power. In his survey, Dr. Everette found that the average power of the major stations was about 53,000 watts. Many stations broadcast with power of more than 100 kilowatts.

Because of poorly arranged programs and poor announcing, much time is wasted. Dr. Everette found that most European stations lose one hour in dead silence in every seven days' broadcasting. Inefficient methods of arranging programs cause lapses of time between different parts of a broadcast. An average of from 1 to 10 minutes of silence elapses between different sections of the same program.

Many stations keep a clock close to the microphone during these intermissions between program sections, in order that listeners may be sure their sets are working or the broadcasting station has not shut down. The "tick-tock" informs listeners that the station's power is still on, and that their sets are still functioning.

Methods of announcing are not efficient. In many cases a period varying from one-half to one hour elapses between station announcements. The announcers, Dr. Everette reports, seem to mumble their words, using poor enunciation, making it almost impossible to understand them.

Receiving sets in Europe are not so far advanced as in this country. The cabinet type set has not yet been manufactured by foreign companies, and as a result, American radio sets get wide sale abroad.

Because of the tremendous power of stations operating without systematic organization, the inefficiency of arrangement of programs and announcements, and the low quality of receiving sets, radio reception in Europe is far beneath that in the United States.

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HEARINGS SCHEDULED BY RADIO COMMISSION

November 18 - Joseph Lessard, Ishpeming, Mich. for License

November 17 - Mackay Radio & Telegraph Co., Las Vegas, Nevada, C. P. 4410, 6815 kc., unlimited time, 500 watts. Others notified: American Telephone and Telg. Co., N.Y. City and Western Union Telg. Co., New York City.

Tate Mountain Estates, Inc., Tate, Ga., C. P. 3280 kc., 7½ watts, daily 6 A.M. to 12 P.M., Others Notified: RCA Communication, Inc., New York City, and Mackay Radio & Telg. Co., San Francisco, Cal.

W9XD, The Journal Co., Milwaukee, Wis., C. P., 2850-2950 kc., 1 KW, unlimited time, (subject to division if interference results) - Television - present assignment: 43000-46000, 48500-50300, 60000-80000 kc., 500 watts, unlimited time (subject to division if interference results; Others Notified: Chicago Federation of Labor, Chicago, Ill.

State University of Iowa, Iowa City, Iowa, C. P. for television, 2000-2100 kc., 62 watts, approximately 3 hours daily.

November 19 - D. R. Wallace, Tulsa, Okla., C. P. 1210 kc., 100 watts, time not used by KGMP; Others Notified: KGMP, Elk City, Okla., KGNO, Dodge City, Kans.; KWEA, Shreveport, La., WREN, Lawrence, Kans., KVOO, Tulsa, Okla. (Intervenor)

KGMP, Homer F. Bryant, Elk City, Okla., renewal of license, 1210 kc., 100 watts, unlimited time; Others Notified: KGNO, Dodge City, Kans., KWEA, Shreveport, La., and WREN, Lawrence, Kans.

KGMP, Homer F. Bryant, Elk City, Okla., order revoking station's broadcasting license; others notified: D. R. Wallace, Tulsa, Okla.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 11 - Albert J. Gerardo, Sturgis, Mich., C. P. for a new station to use 1260 kc., 15 watts, 5 hours per day; Karl L. and Grant F. Ashbacker, d/b as Western Michigan Broadcasting Co., Muskegon, Mich., C. P. for a new station to use 1500 kc., 100 watts, share with WKBZ; WASH, WASH Broadcasting Corp., Grand Rapids, Mich., voluntary assignment of license to Kunsky-Trendle Broadcasting Corp.; Dr. F. P. Cerniglia, Monroe, La., C. P. amended to request 1420 kc., instead of 1310 kc., and to share with WJBO instead of KRMD; WREN, JennyWren Co., Lawrence, Kansas, C. P. to move transmitter to Tonganoxie, Kans., resubmitted; KSMR, Santa Maria Radio, Bakersfield, Calif., modification of C. P. granted 10/23/31 to change frequency from 1200 kc., to 1310 kc.; KFPY, Symons Broadcasting Co., Spokane, Wash., determine license power by direct measurement of antenna input.

Applications Other Than Broadcasting

November 11 - American Airways, Inc.: NC 739-N, NC-738-N, NC-737-N, NC-736-N, NC-735-N, NC-733-N, NC-734-N, NC-740-N, X-982-M, NC-732-N, NC-742-N, NC-741-N, NC-743-N, licenses for 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts, aircraft service.

November 12 - Mackay Radio & Telegraph Co.: WML, Sayville, N. Y., modification of license for additional frequencies of 16285, 16370 kc., 5 KW, limited public service; KWT, Palo Alto, Calif., modification of license for additional frequencies of 15535 kc., 5 KW; WPDx, Detroit Police Dept., Detroit, Mich., license covering C. P. for 2410 kc., 500 watts, police service; City of Fresno, Calif. new C. P. for police service, frequencies not specified, 100 watts; American Airways, Inc.: NC-747-N, NC-745-N, NC-746-N, NC-744-N, licenses for aircraft service on 3106, 3238, 3244, 3452, 3460, 3468, 3484, 4915, 5600, 5630 kc., 50 watts; National Air Transport, Inc.: NC-434-H, license for 3106, 3160, 3166, 3172, 3178, 3182.5, 5570, 5660 kc., 50 watts, aircraft service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 13th)

WJR, WJR, The Goodwill Station, Inc., Detroit, Mich., C. P. to make changes in equipment and increase power to 10 KW; KRMD, Robert M. Dean, Shreveport, La., authority to operate simultaneously with WTSL, Laurel, Miss., between 5 and 7 P.M., C.S.T., each afternoon during period Nov. 26th to Dec. 25th incl. in order to broadcast special educational programs which will be known as "Childrens' Theater of the Air"; WHOM, N. J. Broadcasting Corp., Jersey City, N.J.,

WNJ, Radio Investment Co., Newark, N. J., and WKBO, Camith Corp., Jersey City, N. J., WHOM granted modified renewal of license extending authority to operate to no later than 3 A.M., EST, May 1, 1932; WNJ and WKBO granted extension of temp. licenses for same period; WRBJ, Hattiesburg Broadcasting Co., Hattiesburg, Miss., consent to voluntary assignment of C.P. to W. E. Barclift, F. E. Barclift & P. L. Barclift, d/b as Hattiesburg Broadcasting Co.; also granted modification of C. P. to change location of transmitter and studio locally in Hattiesburg.

Also, WASH, WASH Broadcasting Corp., Grand Rapids, Mich., authority to reduce power from 500 to 350 watts for period of 2 weeks or less, in order to repair generator; KMCS, Dalton's, Inc., Inglewood, Cal., C. P. to move transmitter and studio from Inglewood to Los Angeles, and install new transmitter (application withdrawn from hearing docket); WAWZ, Pillar of Fire, Zarephath, N. J., authority to remain off the air on Thursday, November 12th, and reduce power from 250 to 100 watts Friday and Saturday, Nov. 13th and 14th.

Also, Aeronautical Radio, Inc., Peekskill, N. Y., C. P. for special experimental service; National Parks Airways, Inc., NC-10356 and American Airways, Inc., NC-412-H, granted aircraft licenses; WNB, American Tel. & Telg. Co., Lawrenceville, N. J., license point to point service; WJT, RCA Communications, Inc., San Juan, P. R., modification of license to change points of communication and power to 20 KW; WNGG, Radiomarine Corp. of America, on board vessel "Munorleans", temporary authority, not to exceed 60 days, to operate a ship station on board the "Munorleans" as 1st class ship station; KEPT, Mackay Radio & Telegraph Co., SS "Saco", temporary authority to not exceed 60 days, to operate pending receipt of form an application.

Renewal of Licenses

The following stations were granted regular renewal of station licenses:

WABZ, New Orleans, WBAX, Wilkes-Barre, Pa.; WBBL, Richmond, Va.; WBEO, Marquette, Mich.; WBOW, Terre Haute, Ind.; WCBS, Springfield, Ind.; WCLO, Janesville, Wis.; WCLS, Joliet, Ill.; WCOD, Harrisburg, Pa.; WCOH, Yonkers, N. Y.; WCRW, Chicago; WCSC, Charleston, S. C.; WDAH, El Paso; WEBQ, Harrisburg, Ill.; WEDC, Chicago; WEXL, Royal Oak, Mich.; WFAM, South Bend, Ind.; WFBE, Cincinnati; WFDW, Flint, Mich.; WGBB, Freeport, N. Y.; WGCM, Gulfport, Miss.; WGH, Newport News, Va.; WHBY, Green Bay, Wis.; WIBU, Poynette, Wis.; WIBX, Utica, N. Y.; WJBI, Red Bank, N. J.; WJBL, Decatur, Ill.; WJW, Mansfield, O.; WKBB, Joliet, Ill.; WKBS, Galesburg, Ill.; WKJC, Lancaster, Pa.; WLAP, Louisville, Ky.; WLBC, Muncie, Ind.; WMRJ, Jamaica, N. Y.; WNBH, New Bedford, Mass.; WOL, Washington, D. C.; WORC-WEPS, Worcester, Mass.; WPAW, Pawtucket, R. I.; WPRO, Providence, R. I.; WQDX, Thomasville, Ga.; WRBQ, Greenville, Miss.; WSBC, Chicago; WSEN, Columbus, Ohio; WTAX, Springfield, Ill.; WTEL, Philadelphia; WWAE, Hammond, Ind.; KBTM, Paragould, Ark.; KDFN, Casper, Wyo.; KDLR, Devils Lake, N. D.; KFBK, Sacramento, Cal.; KFJB, Marshalltown, Ia.; KFOR, Lincoln, Neb.; KFVS, Cape Girardeau, Mo.

Also, KGCR, Watertown, S. Dak.; KGCX, Wolf Point, Mont.; KGDY, Huron, S. D.; KGEW, Fort Morgan, Colo.; KGFJ, Los Angeles; KGHI, Little Rock, Ark.; KIT, Yakima, Wash.; KMJ, Fresno, Cal.; KPFC, Pasadena, Cal.; KRMD, Shreveport, La.; KTLC, Houston; KTSM, El Paso, Tex.; KVOS, Bellingham, Wash.; KWG, Stockton, Cal.; KXRO, Aberdeen, S. Dak.; WBRE, Wilkes-Barre, Pa.; WHAT, Philadelphia and KGEK, Yuma, Colo.

The following stations were granted temporary licenses and designated for hearing because stations are not operating 12 hours per day:

WHBF, Rock Island, Ill.; WOCL, Jamestown, N. Y.; WSAJ, Grove City, Pa.; WSJS, Winston Salem, N. C.; WTJS, Jackson, Tenn.; KFPL, Dublin, Tex.; KGCU, Mandan, N. D.; KGEZ, Kalispell, Mont.; KGNO, Dodge City, Kans., and KGY, Lacey, Wash.

Station WGAL, Lancaster, Pa., was given temporary license and designated for hearing because of time-sharing agreement with WRAW.

The following stations were granted temporary licenses pending Commission's decision as result of hearing to be held regarding simultaneous operation in violation of G. O. 105:

WFBG, Altoona, Pa., and WJAC, Johnstown, Pa.

The following station - WBBZ, Ponca City, Okla., was granted a temporary license pending hearing and decision thereon with respect to alleged violation of Sec. 3, G. O. 105, and also to permit an investigation with respect to alleged receivership having been created for this station.

Set For Hearing

WCSC, Lewis Burk, Charleston, S. C., requests modification of license to increase operating power from 500 watts to 1 KW;

Miscellaneous

KFXV, Albert H. Schermann, Flagstaff, Ariz., license requested to file application for renewal of license, through Supervisor of district in which the station is located on or before November 28, 1931; WKBV, Knox Battery & Electric Co., Connersville, Ind., granted renewal of license with reduction of time (Action taken Nov. 12th).

Action On Examiners' Reports

November 13 - WLBW, Radio Wire Program Corp. of America, Oil City, Pa., denied C. P. requesting authority to erect new transmitter at Erie, Pa., to operate in synchronization with present transmitter at Oil City, Pa., experimentally, on same frequency (1260 kc.) and power (500 w. night 1 KW day, unlimited hours), as Station WLBW, reversing Examiner Pratt.

WEDH, Erie Dispatch Herald Broadcasting Corp., Erie, Pa. denied C. P. to change frequency from 1420 kc. to 940, increase power to 500 w. night 1 KW day, unlimited hours, sustaining Examiner Pratt.

Palmer K. Leberman & Lois C. Leberman, d/b as Radio Distributing Co., Honolulu, T. H., denied C. P. for new station to operate on 1420 kc., 100 watts, unlimited time, reversing Examiner Yost.

KGEF, Trinity Methodist Church South, Los Angeles, Cal., denied renewal of license, now operating on 1300 kc., 1 KW, power sharing with KFAC, reversing Examiner Yost.

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WASHINGTON, D. C.

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NEW SERVICE FOR SMALLER BROADCASTERS

An organization designed to supply small broadcasters in the New York area with part or all of their program requirements by wire lines from central studios, was announced this week by G. August Gerber, President of the Radio Times Sales Corporation. Offices and studios of the organization are located at 220 West 42nd Street.

Recorded programs are to be made for isolated broadcasters which cannot be economically reached by wire lines.

Mr. Gerber formerly was secretary of the Debs Memorial Radio Fund which operates Station WEVD.

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\$75,000,000 RADIO SALES TAX SUGGESTED

A tax revision plan suggested by Representative La Guardia (Rep.) of New York, during the discussion of additional tax legislation and sales tax in Washington this week, contemplates taxing the radio industry to the extent of \$75,000,000. Also Mr. La Guardia would place a tax on leases and rentals as well as sales of all mechanical reproduction of sound, which includes talking movies.

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ATWATER KENT ANNOUNCES AUTOMOTIVE SET

"A Atwater Kent, whose early manufacturing history is intimately interwoven with the automotive industry, has just announced an automotive radio set that has made a remarkable record during its long test period", according to a release from Thomas R. Shipp, Inc.

"The new automotive set has illuminated remote control which clamps on the steering column. It uses a specially developed tuned radio frequency circuit, with push-pull amplification, one bank of three condensers, automatic volume control, with a large-size improved electro-dynamic speaker.

"One of the outstanding features of this Model 81 is the ease with which it can be installed. The entire assembly consists of but three units; the combined set and battery container, which is designed to be supported from the underside of the floor board by four sturdy bolts; the dynamic speaker, which is usually mounted under the cowl, and the remote control. The antenna can be easily installed out of sight either in the car's top or under the running boards.

"It is necessary only to drill four small holes to install the set, and two for the speaker, making it possible to remove it from one car to another without affecting the resale value of the car.

"In power, the set consumes only about four amperes from the storage battery, for which the generator charging rate can easily be advanced to compensate. Noise suppressors are furnished to be mounted one on each spark plug and one in the distributor cap."

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HEADWAY REPORTED IN GOVERNMENT-RCA NEGOTIATIONS

It is reported that real headway is being made in the negotiations between the Department of Justice and officials of the Radio Corporation of America for settlement of the suit now pending in the Wilmington, Del., courts. A statement from the Department of Justice, announcing the settlement and terms thereof, may be expected during the next ten days or two weeks, according to advices received here.

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EDUCATION AND ADVERTISING BY RADIO DISCUSSED EDITORIALY

About two-thirds of a column on the editorial page of the New York Times yesterday was devoted to a discussion of the place of education in the radio scheme, which begins:

"Many who predicted for radio a bright future as an educational agent now are protesting that it is debased by advertisers. True, some fine programs are broadcast. But large numbers of people sympathize with Lee DeForest when he exclaims: 'Why should anyone want to buy a radio or new tubes for an old set when nine-tenths of what one can hear is the continual drivel of second-rate jazz, sickening crooning by degenerate sax players, interrupted by blatant sales talk, impudent commands to buy or try, actually imposed over a background of what might alone have been good music?'"

In an article in the November Harper's, James Rorty predicts "The Impending Radio War" between commercial broadcasters and educational forces seeking to utilize radio.

"To struggle for a due share of the air, the National Committee on Education by Radio was created", the New York Times editorial concludes. "It includes representatives of nine outstanding educational associations. They have endorsed the Fess bill which specifies that not less than 15 per cent of the radio broadcasting facilities under the control of the Federal Radio Commission shall be reserved for educational broadcasting.

"When the bill comes up in Congress, there will be a lively discussion. Its friends can point to the achievements of the Ohio School of the Air and to similar work by other State universities. Business interests will protest their devotion to education and acclaim the National Advisory Council on Radio in Education which has accepted the existing organization of broadcasting 'to the extent at least of working with it and through it.' Many slogan-sick listeners-in will offer support to the Fess bill. Others, given to pessimism, will ask: 'Isn't it possible to be amused and entertained in a civilized way without being educated? Is there no choice between hearing about yeast and being lectured by professors?'"

"Hope may be gleaned from the fact that in Canada, commercial broadcasters entered into an agreement to permit no advertising 'other than the mention of the sponsor's name, address and nature of his business or produce', after Feb. 15, 1931. This decision was reached only a few months after a government commission had recommended public ownership of radio facilities."

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FIGURES QUICK-HEATING TUBES SAVE MANY HOURS

Incredible as it seems, a portion of the American radio public is daily mulcted of millions of hours of broadcasting enjoyment at a staggering cost, not alone to the listener but to advertisers of sponsored programs.

A recent survey clearly shows according to Jack Geartner, Advertising Manager of the Arcturus Radio Tube Company, New Jersey, that there are approximately 10,000,000 a.c. radio sets in use in the United States. Most of these radios use the 7-second quick-acting tubes but there are still a goodly portion that use the antiquated slow-heating tubes which require 30 or more seconds to operate.

"Multiplying the various factors involved", says Mr. Geartner, "the number of a.c. sets by the twenty-three second additional lag necessary with slow-heating tubes, we find a daily waste of approximately 64,000 hours when the set is turned on only once a day.

"In man hours, this loss represents enough labor to keep 100 men busy for a period of 3 months. At the average rate for chain broadcasting, it would cost sponsors of radio programs well over a hundred billion dollars every day to pay for the time lost by slow-heating tubes.

"Inversely, this means that with the universal use of quick-acting tubes, close to twenty-four million additional broadcasting hours would be yearly available to the listening public."

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SEEK ELIMINATION OF TELEVISION DOUBLE IMAGE

Studies of the Heaviside layer are now being carried on at the Bureau of Standards Naval Research Laboratory and at many television experimental stations. Scientists and engineers of the Federal Radio Commission are watching developments closely, and are helping in every possible instance.

From this cooperative study may come, within the next year or so, knowledge which will cause the end of the double image in television.

Other experiments in methods of eliminating the two picture effect are being carried on at television experimental stations throughout the country. These stations report to the Commission, telling of developments and progress.

One recent experiment consists of placing a large metal sheet over the antenna of the transmitting station. This sheet absorbs all sky waves or refracts them back to earth before they

emanate far from the transmitter, and causes the ground wave to be sent out alone. Although it is possible to eliminate the double image in this way, signals sent under these conditions may be heard only a short distance from the transmitter. It is the sky wave which travels farther and remains strong longer.

In the high frequencies, which at the present stage of development seem most suited to television, the ground wave becomes weaker, and the sky wave is lowered somewhat, taking the form of a beam cast from a searchlight. When the metal sheet is placed over the antenna of a transmitter whose signals are sent out on frequencies between 43000 and 80000 kilocycles, the weaker waves are absorbed, and the beam-like wave emanates intensely. Although experiments in this field have not been carried far enough to show definite results, it is possible that this may be a solution of the problem. When only one wave goes out from the transmitter, there is no chance of receiving a double image at any distance from the emanating point.

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KAHANE SAYS RCA SAVED RKO FROM RECEIVERSHIP

The Radio Corporation of America had been the savior of the Radio-Keith-Orpheum Corporation and was the only underwriter that would consider any one of twenty plans devised by the latter concern as a means of keeping out of a receivership, B. B. Kahane, Vice-President of Radio-Keith-Orpheum, said in making the announcement. He added that he hoped the stockholders' committee, which had described the plan of refinancing announced by the company as "an involuntary assessment of \$5 a share on the Class A shares" and as giving to the Radio Corporation the privilege of acquiring three-quarter control of the company for no investment, would come forward with a plan less "drastic" to the stockholders. He said, also, that the letter to stockholders announcing the plan had been worded unfortunately, and that a second letter, explaining that a vote for the plan did not mean a subscription to the proposed debentures, was being prepared.

A totally unexpected decrease in the income of Radio-Keith-Orpheum had made \$1,000,000 necessary to the company on November 1st, Mr. Kahane asserted, and the Radio Corporation had advanced the money only on condition that the present plan of financing would be undertaken. He said that the method had been adopted by the company only after numerous other plans had been submitted to bankers and that the company had found it impossible to enlist banking aid in refunding any indebtedness.

Unless the present plan, or some alternative that would supply the company with at least \$4,000,000 was adopted by January 1st, he said, he was satisfied that the company would be put into the hands of receivers by the Commercial Investment Trust and the Chemical Securities Corporation, holders of \$6,000,000 of short-term obligations of the company.

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RADIO BROADCASTERS FACE U. S. RATE REGULATION

Radio broadcasting companies and stations are facing the possibility of Federal regulation of their rates.

"The first test of the Government's right to supervise charges", writes Leo R. Sack, in the Washington Daily News, "will come in New York next month when an Interstate Commerce Commission examiner conducts a hearing on a complaint brought by an advertiser against Station WGBB, of Freeport, N. Y., and the National Broadcasting Company.

"By docketing the case the Interstate Commerce Commission has automatically assumed jurisdiction under Section 1 of the Interstate Commerce law which applies to common carriers engaged in transmission of intelligence by wire and wireless. Broadcasting companies, through the National Association of Broadcasters, will deny that they are 'common carriers' and will insist that scheduled programs differ from commercial message transmission.

"The case is regarded by the radio industry as of vast potential importance, in that it will go into the rate structure of the industry in the same exhaustive manner that the Commission investigates applications for freight rates. Broadcasters deny theirs is a comparable industry in that broadcasting is not subject to expansion of facilities and carrying of increased loads but is restricted to a limited time.

"The original complaint alleged that the advertiser desired to 'send messages' via the NBC but that the rates and charges 'are too exorbitant.'

"Even though it has authorized the New York hearings, the Interstate Commerce Commission apparently is divided as to whether it has jurisdiction over broadcasting. Commissioner Joseph Eastman, former Chairman, recently told broadcasters that, in his opinion, the Commission had no authority to regulate rates.

"Regardless of the outcome of the New York hearing, radio stations may have to face the question of charges during the coming session of Congress. Senator Couzens, of Michigan, Chairman of the Interstate Commerce Committee, announced that he will reintroduce his bill to establish a Communications Commission.

"Extensive hearings have been held on the Couzens measure which sets up a new agency to take over all of the activities of the Radio Commission, and of the Commerce Department as they pertain to radio, and of the Interstate Commerce Commission as they apply to regulation of telephone and telegraph rates by wire and wireless."

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NEW RADIO REGULATIONS READY IN DECEMBER

Although the new radio rules and regulations will not become effective until February 1, 1932, the Federal Radio Commission, through Commissioner Harold A. Lafount, announces it will distribute the book about the middle of December.

"Broadcasting stations need fear no inconvenience or added expense as a result of the revised radio code", he said. "Existing General Orders undergo no radical change. The only revisions involved will be welcomed by both the Commission and the broadcasters."

Describing the publication containing the rules as a "broadcasters' bible", Commissioner Lafount said it would be a time, labor and worry saver to the Commission and all broadcasting stations.

As to the rules themselves, the Commission does not wish to make public any of the revisions at this time.

The revised regulations will be issued in a loose-leaf book, divided into sections covering every phase of radio communication. When the Commission amends or changes any regulation, new pages will be sent to broadcasters, who can insert them in the book and remove the discarded rule.

One feature of the publication will be the first completely annotated printing of the Radio Act of 1927. The Commission's annotations will be listed in full to June 30, 1931.

The Commission has been nearly a year preparing the new rules.

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NEW RCA INSTITUTES V-P

J. C. Van Horn, of Philadelphia, has been made a Vice-President of R.C.A. Institutes, Inc. He will be in charge of the four resident schools of New York, Chicago, Philadelphia and Boston.

Mr. Van Horn has a service in radio extending over a period of twenty-two years. His connection with instruction activities started in 1911, when the Philadelphia School of Wireless was formed. This school became a unit of the R.C.A. Institutes two years ago.

Mr. Van Horn served for four years as Chairman of the Philadelphia Chapter of the Institute of Radio Engineers and is a member of the American Institute of Electrical Engineers.

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: BUSINESS LETTER BRIEFS :
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The denial by the Federal Radio Commission of a renewal permit to Rev. John W. Sproul to operate broadcasting station WMBJ, located at Pittsburgh, Pa., was upheld by the Court of Appeals of the District of Columbia in a decision handed down Monday.

A contract has just been awarded to the DeForest Company for five high frequency, type T-17, transmitters for the Coast Guard. These sets will be small in size to permit installing them on the four Tampa class ships where space is limited; they will be of special design and will be crystal controlled with an output of 300 watts. The first two sets are scheduled for delivery about March 1st.

Arthur Stringer, press representative of the Chicago Radio Show, was in Washington for a short time early this week.

An informal application was received by the Federal Radio Commission this week from the Atlas Broadcasting Corporation of New York City, asking for half time on a frequency of 1450 kilocycles, now used by several New Jersey stations.

The Atlas Company has among its honorary directors, Representative DePriest of Illinois and Judge James A. Cobb, of the Municipal Court.

Under the title, "Marriage of Miracles", television is discussed in the Liberty Magazine for November 21, 1931. "The Magic Carpet of Television" is the title of a book by Merlin Hall Aylesworth, President of the National Broadcasting Company, in which he declares "Television is not only around the corner. It is with us now - in the experimental laboratory. It will be with us everywhere within fifteen months or two years."

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CORRECTION

In a story captioned "Business Advantage For CBS Foreseen in New Paramount Set-up", it was stated that Paramount owns 51 per cent of the stock of the Columbia Broadcasting System.

Harry C. Butcher, of the Washington office of Columbia, informs us that Paramount owns but 50 per cent. An additional 1 per cent of the stock would give Paramount control of CBS, which it has not.

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RADIO ADVERTISING COSTS HIT; TELEVISION DISCUSSED

Excessive costs of radio advertising were deplored yesterday by William H. Rankin, of New York, President of the advertising agency which bears his name and the man who did the pioneering work in starting one of the three first programs of national radio broadcasting, told the Association of National Advertisers in convention here.

There are many more reasons why radio advertising rates should be reduced rather than newspaper rates, Mr. Rankin declared, pointing out the high cost of radio talent, constantly mounting, as one of the chief reasons why radio advertising is so expensive.

The reason it pays the advertiser to engage costly talent, Mr. Rankin said, is the publicity given to the programs by the newspapers. "Without this publicity, the price wouldn't be worth it", he said.

Pointing out radio advertising as having served to increase the volume of newspaper advertising, Mr. Rankin believes there should be the closest kind of cooperation in the use of these media on the part of manufacturers and business firms wishing to get the most return out of expenditures.

Mr. Rankin believes the day is not far off when television will appear as a rival of the established advertising field. In a matter of two or three years, he declared, television will be perfected to an extent where it will offer exceptional opportunities in advertising.

Television, in its present stage of development, has virtually nothing to offer as an entertainment, much less as an advertising medium, declared Edgar H. Felix, radio consultant.

"Clearly television is not here", Mr. Felix said. "It is needless to discuss the program possibilities of television of this standard; you might as well try to start a symphony orchestra with a penny whistle."

Lee H. Bristol, of the Bristol-Myers Co., of New York, was reelected president of the organization. Four Directors were elected to fill vacancies on the Board. They were Bennett Chappie, American Rolling Mills Co., Middletown, Ohio; Paul B. West, National Carbon Co., New York City; William B. Griffin, William Rogers Manufacturing Co., Meriden, Conn., and W. L. Schaeffer, National Tubing Co., of Pittsburgh.

Other officers reelected were: Vice-Presidents, Stuart Peabody, the Borden Co., New York City; W. A. Grove, Edison General Electric Appliance Co., Chicago, and P. J. Kelly, the B. F. Goodrich Rubber Co., Akron; Managing Director and Secretary-Treasurer, Albert E. Haase, New York City, and Assistant Managing Directors, G. S. McMillan and A. W. Lehman, New York City.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 17 - WAWZ, Pillar of Fire, Zarephath, N. J., license to cover C. P. granted 7/31/31 for change in equipment; WMSG, Madison Square Garden Broadcasting Co., New York, N. Y., modification of license to increase hours of operation (facilities of WCDA); Pillar of Fire, College Hill, (Cincinnati), Ohio, C. P. for a new station to use 1420 kc., 100 watts, unlimited; KLRA, Arkansas Broadcasting Co., Little Rock, Ark., license to cover C.P. granted 6/26/31 for local station move.

Correction to report of 11/9/31: WTAR-WPOR, WTAR Radio Corp., Norfolk, Va., modification of license to increase power from 500 watts to 500 watts night, 1 kilowatt day.

Applications Other Than Broadcasting

November 17 - R.C.A. Communications, Inc.: WGU, San Juan, Porto Rico, modification of license for decrease in power to 20 KW, change in transmitter to normally #37 and to communicate with Trinidad, Havana, Caracas, New Orleans; KDK, Kahuku, Terr. of Hawaii, modification of C.P. for decrease in power to 50 KW and extension of completion date to 12/31/31; W9XD, The Journal Co., Milwaukee, Wis renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 500 watts; also C. P. for change in location of transmitter; KGUI, Aeronautical Radio, Inc., Fort Worth, Texas, license covering C. P. for 3160, 3166, 3172, 3178, 3182.5, 5660 kc., 50 watts; W2XCZ, National Broadcasting Co., Inc., Portable, initial location, N. Y. City, renewal of special experimental license for 1584, 2392 kc., 7½ watts

(see bottom of page 12 for applications receive Nov. 16)
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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (November 16)

WAAT, Bremer Broadcasting Corp., Jersey City, N. J., C.P. to install new equipment to conform to General Orders 111, 115 and 116; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C. P. to move transmitter and studio locally in Cedar Rapids; KGUR, Aeronautical Radio, Inc., Los Angeles, Calif., modification of license to change frequencies; KFSG, Echo Park Evangelical Association, Los Angeles, Calif., 15-day extension from Nov. 16th to conduct program test; WOBA, Director of Radio, S.S. "Crapo", use of 500 kc., for testing automatic alarm device under direction of Supervisor of Radio at Detroit, on board S.S. "Crapo" from November 14th to 23rd; KDTZ, Mackay Radio & Telegraph Co., S.S. "Southern Cross", temporary authority to operate for a period not to exceed 60 days.

Renewal of Licenses

WLCI, The Lutheran Association of Ithaca, Ithaca, N. Y., granted renewal of license 1210 kc., 50 w., to operate from 10:45 A.M. to 12:15 P.M. on Sundays only; KMLB, J. C. Liner, Monroe, La., granted temporary license subject to decision as result of investigation concerning improper broadcasts in connection with an alleged lottery; operating without licensed operator and making changes in equipment without authority.

Set For Hearing

WJBC, Kaskaskia Broadcasting Co., LaSalle, Ill., requests C. P. to move transmitter and studio from LaSalle, Ill., to Racine, Wis., make changes in equipment, change frequency from 1200 to 1500 kc., and change hours of operation from sharing with WJBL to half-time; WRNJ, Racine Broadcasting Corp., Racine, Wis., requests C.P. to install new equipment, increase day power to 250 w. (facilities of WJBC); WOMT, Francis M. Kadow, Manitowoc, Wis., renewal of license set for hearing because station appears to be operating less than 12 hours daily; temporary license issued pending hearing and decision; WJBC, Kaskaskia Broadcasting Co., La Salle, Ill., renewal application set for hearing and temporary license granted pending decision of WRNJ's application for this station's facilities; WRBL, WRBL Radio Station, Columbus, Ga., renewal applications set for hearing and temporary license granted pending decision as result of hearing to be held in re violation by licensee of General Orders 111 and 115, also as to alleged improper broadcasts over station.

Application Dismissed

WJBK, James F. Hopkins, Inc., Detroit, Mich., C.P. 1370 kc 100 watts, share WIBM.

Application Denied

W9BNF, Louis W. Thomsen, Luvern, Minn., denied permission to operate amateur transmitter on Nov. 17, 18 and 19, at Sioux Falls, S. Dak. in connection with a radio broadcast convention to be held in Coliseum.

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Applications Received by Radio Commission - Nov. 16th:

WDEL, WDEL, Inc., Wilmington, Del., C. P. to move station locally; WRDO, WRDO, Inc., Augusta, Me., modification of C.P. to extend commencement and completion dates to Nov. 15, 1931, and Dec. 31, 1931, respectively; WJMS, Johnson Music Store, Ironwood, Mich., license to cover C.P. granted May 15, 1931 for new station; KIT, Carl E. Haymond, Yakima, Wash., modification of C. P. granted Nov. 6, 1931, to omit change in transmitter and studio location which was granted; RCA Communications, Inc.: WAD, New Brunswick, N. J., modification of C.P. for extension of completion date to May 11, 1932, and change in location to Rocky Point, N.Y.; point-to-point service; WAE, and WAC, modification of C. P. for extension of completion date to May 11, 1932, and decrease in power to 40 kw.

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PATENTS, TRADE-MARKS AND DESIGN

The following patents were granted during the week ending November 17, 1931:

- 1,831,817. Radio and Television Cabinet. William J. McGill, Homestead, and Edward L. Stalnecker, Munhall, Pa. Filed December 30, 1930.
- 1,831,829. Piezo-Electric Translating Device. Adolph A. Thomas, New York, N. Y., assignor to Wired Radio, Inc., New York, N. Y. Original application filed March 24, 1925. Divided and this application filed February 17, 1928.
- 1,831,881. Radio Signal Measuring Device. Ralph K. Potter, Netcong, N. J., assignor to American Telephone and Telegraph Co. Filed September 12, 1929.
- 1,831,921. Short Wave Radio Antenna System. DeLoss K. Martin, West Orange, N. J., assignor to American Telephone and Telegraph Co. Filed May 24, 1927.
- 1,831,924. Television Receiving Device. George H. Morse, Harrisburg, Pa. Filed May 22, 1930.
- 1,831,933. Frequency Modulation System. Albert H. Taylor, Washington, D. C., assignor to Wired Radio, Inc., New York, N. Y. Filed April 18, 1929.
- 1,831,950. Gaseous Electric Discharge Device. Hans Ewest and Martin Reger, Berlin, Germany, assignors to General Electric Co., Filed Sept. 10, 1929, and in Germany November 10, 1928.
- 1,831,977. Vacuum Tube Pickup Device. Thomas W. Sukumlyn, Los Angeles, Calif. Filed July 28, 1930.
- 1,832,093. Antenna for Radio Apparatus. Richard Cameron, Buffalo, N.Y. Filed December 13, 1926.
- 1,832,098. Condenser. Samuel I. Cole, New York, N. Y., assignor to Aerovox Wireless Corporation. Filed April 2, 1925.
- 1,832,175. Tuning Mechanism for Radio Reception, Etc. Milton Alden, Springfield, Mass., assignor, by mesne assignments, to Radio Inventions, Inc. Original application filed December 14, 1926. Divided and this application filed January 24, 1927.
- 1,832,237. Radio Telegraph System. Marsena A. Noss, New York, N. Y. Filed June 7, 1928.
- Signed*

- 1,832,261. Non-Singing Amplifier. George H. Stevenson, Sound Beach, Conn., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 10, 1928.
- 1,832,288. Radio Tube. Julius Faigl, Providence, R. I. Filed September 26, 1929.
- 1,832,345. Time Period Device. George Maurice Wright, Great Baddow, Chelmsford, England, assignor to Radio Corporation of America. Filed October 21, 1929, and in Great Britain October 22, 1928.
- 1,832,366. Electrical Communication System. Homer W. Dudley, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed July 8, 1930.
- 1,832,431. Electric Wave Transmission System. Leon J. Sivian, East Orange, N. J., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed August 29, 1930.
- 1,832,466. Resistance Unit. Winthrop J. Means, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc., New York, N. Y. Filed November 26, 1927.
- 1,832,607. Photo Electric Tube. Vladimir K. Zqorykin, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 15, 1926.
- 1,832,621. High Frequency Radio Circuits. Robert L. Davis, Pittsburgh, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed March 27, 1928.
- 1,832,640. Amplifying System. Vernon D. Landon, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 27, 1929.
- 1,832,646. Unidirectional Current System. Benjamin F. Miessner, Short Hills, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed May 3, 1929.
- 1,832,672. System of Television. Virgil E. Trouant, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed Feb. 5, 1929.
- 1,832,707. Amplifying System. Albert W. Holl, Schenectady, N. Y., assignor to General Electric Company. Filed June 24, 1929.
- 1,832,763. Acoustic Chamber. William M. Campbell, North Vancouver, British Columbia, Canada. Filed Sept. 26, 1927. Renewed December 12, 1929.

- 1,832,797. Automatic Phonographic Apparatus. David S. Swarthout and Paul H. Smyth, Jr., Evanston, Ill. Filed May 23, 1928.
- 1,832,832. Sound Reproducing Means. Adriaan Nagelvoort, Wilmington, Del., assignor to Delaware Chemical Engineering Co., Wilmington, Del. Filed January 9, 1930.

Trade-Mark Applications

- Ser. No. 236,841. The Kurz-Kasch Co., Dayton, Ohio. Filed Sept. 3, 1926. For articles and parts formed inwhole or in part from molded plastic insulating compounds consisting of sundry electrical insulating parts comprising electrical panels, etc., etc., etc., Radio Receiving and sending apparatus parts of insulating material, electrical condensers, sockets, rheostats, resistances, radio and television tube bases, etc., radio knobs, dials and pointers, etc. Claims use since July 12, 1922. Trade-Mark: "K" and "K" written backward and frontward in circle.
- Ser. No. 319,553. United American Bosch Corporation, Springfield, Mass. Filed Sept. 29, 1931. For Radio Receiving Sets. Claims use since May 23, 1930: Trade-Mark: Picture of Crest.

Trade-Mark Registration Not Subject To Opposition

- 289,174. Arcturus Radio Tube Co., Newark, N. J. Filed September 24, 1930. Serial No. 305,993. "The Tube With The Life-Like Tone". For Electron Emissive Tubes and Parts Thereof. Claims use since Sept. 2, 1930.

Design

- 85,582. Radio Panel or Similar Article. Isaac Kaplan, Brookline, Mass., assignor to Kaplan Furniture Co., Cambridge, Mass. Filed January 12, 1931. Term of patent 7 years.

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