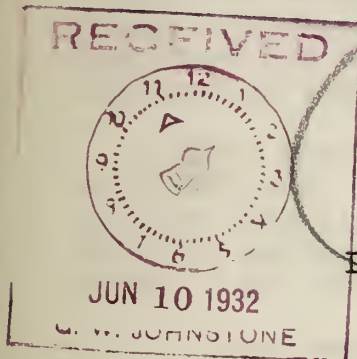


# HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

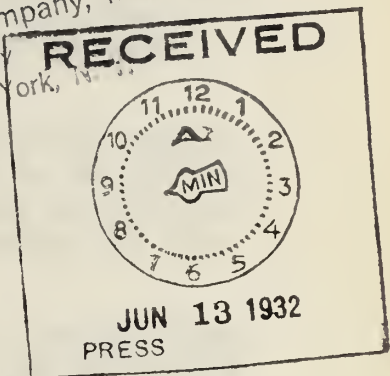
WASHINGTON, D. C.

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::



INDEX TO ISSUE OF JUNE 9, 1932.

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.



Radio Gets Senatorial Votes For Field.....	2
Aylesworth Delivers Drake Commencement Address.....	3
Duluth Has Adequate Radio Service.....	4
Manufacturers Scrutinize New Federal Tax On Radio.....	5
Bond Hails From Paw Paw.....	6
"I Am Radio And Every Inch Of Me Is Magic".....	6
Thad Brown To Attend Education By Radio Institute.....	7
Applications Received By Federal Radio Commission.....	7
Decisions Of The Federal Radio Commission.....	8
Radio Data Transmitted To Senate.....	10
WLW To Test With 500,000 Watts.....	11

No. 535

National Broadcasting Company, Inc.  
GENERAL LIBRARY  
711 Fifth Avenue, New York, N. Y.

SUBSCRIPTION PRICE, \$10. PER MONTH. NO CONTRACT REQUIRED.

## RADIO GETS SENATORIAL VOTES FOR FIELD.

Personal popularity gained through his radio station, KFNF, at Shenandoah, Ia. is responsible for the race Henry Field gave United States Senator Smith W. Brookhart for the Republican senatorial nomination in the Iowa primary. Henry Field, largely through the instrumentality of radio, has developed his seeds mail order house into a large general merchandise trade.

When Field began broadcasting in 1925 his gross sales were \$900,000. In 1927 the gross sales leaped to \$2,500,000. In less than eight months he is said to have sold more than \$340,000 worth of automobile tires. In six months' he disposed of \$50,000 worth of shoes.

Field was a pioneer of "direct selling", that is, mentioning the price of an article over the air. He developed into a popular broadcaster. Being a farmer himself, he knew the proper appeal to the agricultural audience "out where the tall corn grows". Field made his establishment a sort of community center, had week-end picnics and assemblies, listeners coming from several states to meet Field personally, look his plant over, and incidentally buy some goods. About 30,000 visitors came to a flower show he staged. A birthday celebration brought 226,000 telegrams.

Henry Field is a native of Shenandoah, which has a population of only 5000 and is 61 years old. He has eleven children - Frank, Faith, Hope, Phillip, Jessie, Josephine, Mary, Ruth, Georgia, John Henry and Letty. He is tall, sallow, and has a large black moustache.

"Henry Field is the past master at selling to bargain hunters on the radio", Orrin E. Dunlap, Jr., writes in his book, "Radio in Advertising". "Has he made friends or enemies? Let us see what the owner of another western station that does not broadcast sales talk says about this pioneer merchant of the air.

" 'A listener is either dead against Field', said this entertainment competitor, 'or he turns on the loudspeaker and lets Henry come to his fireside with bargains. Many in the Corn Belt consider him a friend, but should his waves reach New York they would probably be given a cold shoulder and tuned out. Henry is a showman as well as a salesman. He knows what the public wants. He gives listeners the old fiddler's devotional exercises, the sweet voice of the seed house canary, and the old classics that touch the heart with their melodies. He broadcasts a news digest and then confides with listeners for an hour as to the mail he has received from them. He becomes a friend who can sit down in his shirt sleeves before the microphone and tell the millions all about his seeds, bacons, tires, pig meal, fresh hams, radio batteries, prunes, tea, paint, shirts, shoes,



socks, sparrow traps, overalls, chicken feed, ladies' and gents' hosiery, bibles, and what-not. His waves spread over Iowa, Nebraska, the Dakotas, Minnesota, Missouri, and Kansas, but they strike with the greatest force in Iowa and Nebraska.'

"The secret of Henry's success is that he appeals to the farmers. He is one of them. He knows what they want when they want it. There are no Metropolitan Opera stars to grace KFNF's studio. Home talent entertains and actuates the microphone with 'Swanee River', 'Silver Threads Among the Gold', 'Sweet Bye and Bye', 'Onward Christian Soldiers', and so forth. But the ace of the air is Henry in person.'

"Mr. Field told those who seek fame and fortune by selling to invisible customers that the secret of success is 'Be Yourself'. That is his formula. When talking over the air he dispenses with his coat just to be one of the common people. Then he chats with his 'folks' with such phrases as 'we was' and 'ain't got'. He has cast aside all 'hifalutin' words and ways.

"Henry Field has voice, personality, and sincerity in his nasal twang. When he begins to sell this is what he says, 'Howdy, folks. This is Henry, Henry Field talking, folks. Henry Field, himself'. Then his voice weakens a trifle as he turns from the microphone to ask Sally, 'What's your next number goin' to be?' How different from the prim voice of a New York announcer's 'Good evening ladies and gentlemen of the radio audience.'

"Henry Field's broadcasting studio is a modern version of the old-fashioned farmhouse parlor, and he appropriately calls KFNF, 'the friendly farmer station'."

X X X X X X X

#### AYLESWORTH DELIVERS DRAKE COMMENCEMENT ADDRESS

Merlin H. Aylesworth, President of the National Broadcasting Company, and Kent Cooper, General Manager of the Associated Press, received honorary Doctor of Laws degrees from Drake University on Monday.

Mr. Aylesworth, son of Barton O. Aylesworth, President of the University from 1889 to 1897, delivered the Commencement address to the 225 graduates.

He drew a contrasting picture of the overflowing granaries of the country, while on the other hand, he pointed to nine million American unemployed, "ready to compete with you for an opportunity to work."

"We have failed to keep the balance between mass production and mass consumption", he told the graduates.

He saw an encouraging angle, however, in "the fact that some of our great leaders \* \* \* are seeking solutions to our economic ills which will approximate permanent cures and not be mere palliatives.

"The vicious circle of unemployment, which results in lowered standards of living, which in turn causes more unemployment and renewed lowering of the standard of living is already operative", he declared.

"Let us not accelerate this vicious circle. Let us try to maintain the high standard of living which, through our scientific industrial advances, America has earned.

"How shall we proceed?

"It seems obvious that the road out of this valley of dissolution and depression leads up the hill to the satisfying of a higher standard of living through the employment of more workmen.

"We can create and we can maintain this higher standard of living only if we solve the problem of providing an equitable distribution of the fruits of labor."

X X X X X X X X X X

#### DULUTH HAS ADEQUATE RADIO SERVICE

The following letter was received from the Head of the Lakes Broadcasting Company:

"Our attention has been drawn a number of times in the past few days to an article appearing in a recent issue of your service, stating that Duluth is without any broadcasting station of regular service.

"Station WEBC, for the past six years, has maintained offices and studios in the Spalding Hotel in Duluth. More than 50% of the stock in the corporation is owned by Duluth and Minnesota people. Every effort is made to take care of local interests, and we have heard little, if any, complaint. Our transmitter, however, is located in Superior, and we also have studios in Superior.

"We do not discriminate in favor of either city, but work in the interest of the two cities, which are separated only by the St. Louis River, and have a common interest, the only difference being that Duluth happens to be in Minnesota, and Superior in Wisconsin. Inasmuch as a larger portion of the population lies on the Minnesota side, we announce our station as 'Duluth and Superior, Station WEBC.'

"I might say, in conclusion, that this community has a total population of about 140,000. I believe that between ourselves and WCCO, a service is afforded this section second to none."

X X X X X X X



## MANUFACTURERS SCRUTINIZE NEW FEDERAL TAX ON RADIO

No policy or recommendations regarding extension of the manufacturers' tax of 5% on radio apparatus to distribution channels or the public have been made by the Radio Manufacturers' Association and such recommendations at this time would at most be advisory.

This tax is expected to place a burden either directly or indirectly of \$11,000,000 upon manufacturers and the buying public, though the contention was made at the hearings that a 5% tax, because of the condition of the industry at the present time, would not bring in any where near \$11,000,000.

"The Revenue Bill as finally adopted by the House and Senate makes no material changes in the provisions to those carried in the bill as originally adopted by the House relating to radios, phonographs and refrigerators", former Representative Frank D. Scott, legislative counsel of the Radio Manufacturers' Association explained.

"The law will impose a five per cent tax on the manufacturer's selling price of chassis, cabinets, tubes, reproducing units, power packs, phonograph mechanisms and records for phonographs.

"It also imposes a five per cent tax on the manufacturer's selling price on household type refrigerators (for single or multiple cabinet installations) operated with electricity, gas, kerosene, or other means. If 'refrigerator components', such as cabinets, compressors, condensers, expansion units, absorbers and controls are sold separately, rather than as a completed refrigerator or refrigerating or cooling apparatus, then the five per cent attaches to the price of such refrigerator components so sold.

"If the manufacturer, prior to May 1, 1932, made a bona fide contract for the sale of any of the articles above enumerated, and if such contract does not permit the adding to the amount to be paid under such contract of the whole of such tax, then (unless the contract prohibits such addition) the vendee (or purchaser) shall pay so much of the tax as is not so permitted to be added to the contract price. Such taxes so computed shall be paid to the manufacturer at the time the sale is consummated, and shall be collected, returned and paid to the United States by such manufacturer in the same manner as is provided for the usual payment of taxes herein. In case of the failure or refusal of such vendee (or purchaser) to pay such taxes to the manufacturer (or vendor) the manufacturer shall report such facts to the Commissioner of Internal Revenue, who shall cause collection of such taxes to be made from such purchaser (or vendee).

"The Revenue Law becomes effective on the fifteenth day after it is signed by the President.

"Every person liable for taxes hereunder shall make monthly returns under oath in duplicate and pay the taxes imposed to the collector for the district in which is located the principal place of business of such person, or, if he has no principal place of business, then such returns and taxes shall be made to the Collector at Baltimore, Maryland. The returns shall contain such information as shall be prescribed in the regulations to be formulated by the Commissioner of Internal Revenue. A penalty of one per cent per month from the time the tax became so due until paid is imposed for the failure to make returns in accordance with the foregoing provisions."

X X X X X X X

### BOND HAILS FROM PAW PAW

A lot of people these days never heard of a paw paw. Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, however, was born there - Paw Paw, Ill.

X X X X X X

### "I AM RADIO AND EVERY INCH OF ME IS MAGIC"

An ode to radio, composed by Mr. Izaac A. Hedges, of St. Louis, written and dedicated to J. Clarke Coit, of Chicago, former President of the Radio Manufacturers' Association, follows:

"I am the Radio, made of metal, glass, and wood; every cubic inch of me is magic.

"Out of the space there comes through my body the music of the spheres, divine symphonies flood the air, mighty chorouses break forth, the organ peals, bands play, the voice of the singer enchants, stringed instruments enthrall the senses, countless orchestras interpret the spirit of jazz, and the saxophone is heard throughout the land.

"The actor and the entertainer tell their story to laughter or to tears. The lecturer lifts up his voice, and millions listen and learn, the statesman and the politician make their plea, and the destiny of a Nation is decided.

"I am the conservator of Man, on land and in the air, on the sea, and under the water; in time of disaster my appeal goes forth and aid comes to the distressed.

"What a boon I am to mankind! In the home of the rich and the cottage of the poor, in spacious apartment and lowly tenement, on the farm, and within prison walls, to young and old, to the sick and blind, I bring my message, in every tongue, and in every clime.

"I am the Radio, God's great gift to humanity!"

X X X X X X X



## THAD BROWN TO ATTEND EDUCATION BY RADIO INSTITUTE

Col. Thad H. Brown, Commissioner from the Second Zone, will represent the Federal Radio Commission at the Third Annual Institute for Education By Radio now in session at Ohio State University, Columbus, Ohio.

Chairman C. McK. Saltzman made the announcement in a telegram to F. H. Lumley, of the Bureau of Educational Research of the University in response to a request that the Commission send a representative to take part in the discussion. Colonel Brown is attending the Institute today (June 9th).

X X X X X X

## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

June 6 - WBMS, WBMS Broadcasting Corp., Hackensack, N. J., install automatic frequency control; KEX, Western Broadcasting Co., Portland, Oregon; KGA, Northwest Broadcasting System, Inc., Spokane, Washington; KJR, Northwest Broadcasting System, Inc., Seattle, Wash., KOA, National Broadcasting Co., Denver, Colorado - all to install automatic frequency control; WWNC, Citizen Broadcasting Co., Inc., Asheville, N. C., license to cover C.P. granted 3/25/32 to install new transmitter; Britt A. Rogers, Jr., Tupelo, Miss., C.P. to erect a new station at Tupelo, Miss., to use 990 kc., 500 watts, daytime; KFBI, The Farmers and Bankers Life Insurance Co., Milford, Kansas, modification of license to move main studio from Milford, Kans., to Abilene, Kans.; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., license to cover C.P. granted 2/5/32 as modified, to install new transmitter.

### Applications Other Than Broadcasting

KGPA, Seattle Police & Fire Depts., Seattle, Wash., C.P. for change in equipment, including automatic frequency control, 2414 kc., 250 watts, emergency police; WPDP, City of Philadelphia, Pa., Philadelphia, Pa., C.P. for new equipment and increase in power to 500 watts; Salt Lake City Police Dept., Salt Lake City, Utah, new C.P. for 2470 kc., 100 watts, municipal police service; WNAU, Aeronautical Radio, Inc., Moline, Ill., modification of license for change in description of transmitter to read "Boeing, Type B8C"; Mackay Radio Telegraph Co., Inc., near Montauk, N. Y., C. P. for 500, 392 kc., 5 KW, coastal telegraph service; KPK, Radiomarine Corp. of America, Portland, Oregon, modification of license for change in hours of operation to continuous operation, coastal and marine relay.

X X X X X X X

## DECISIONS OF THE FEDERAL RADIO COMMISSION

The following applications were granted June 7th:

WSVS, Seneca Vocational High School, Buffalo, N. Y., and KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P.s to install new transmitter; KXL, KXL Broadcasters, Portland, Ore., C.P. to install auxiliary transmitter at present transmitter location; KNX, Western Broadcast Co., Los Angeles, Cal., C.P. to make changes in equipment and increase power from 5 to 25 KW; KFXF, Colorado Radio Corp., Denver, Colo., license covering move of station locally, 920 kc., 500 w. (experimental night), share with KFEL; KFKU, The University of Kansas, Lawrence, Kansas, authority to remain silent from June 15th to September 15th, and on September 15th inaugurate a new time sharing division with WREN in accordance with agreement signed by both stations.

Also, WCAC, Connecticut Agricultural College, Storrs, Conn., authority to operate on June 12th from 11 A.M. to 12 noon; on June 15th from 10:30 A.M. to 12 noon, EDST, if station WICC remains silent; WNBO, John Brownlee Spriggs, Silver Haven, Pa., 30 day license to operate present transmitting equipment, pending construction of new transmitter, 1200 kc., 100 watts; WJBU, Bucknell University, Lewisburg, Pa., authority to operate from 8 P.M. to 10 P.M. on Sunday, June 5th (action taken June 4); KGDA, Mitchell Broadcasting Corp., Aberdeen, S. Dak., authority to take depositions in re applicant's applications for renewal of license and C.P., hearing on which is scheduled for June 15th (action taken June 3).

The following stations were granted authority to install automatic frequency control: WHBF, Rock Island, Ill.; WSIX, Springfield, Tenn.; WBAP, Fort Worth, Tex., KGFW, Kearney, Neb., WAGM, Presque Isle, Me., and WDAG, Amarillo, Texas.

Also, granted, Carleton D. Haigis, Gloucester City, N. J., two general experimental C.P.s, frequencies 27100, 34600, 51400, 60000-400000 and above, 250 watts, portable, initial location Gloucester City, N. J., with additional authority to operate on mobile units; The Goodyear Tire & Rubber Co., Inc., Suffield, Ohio, general experimental C.P. 2398, 3492.5, 4797.5, 6425, 8655 kc., 150 watts; The Crosley Radio Corp., near Mason, Ohio, special experimental C.P. 700 kc., 100 to 500 KW, hours of operation 1 A.M. to 6 A.M. daily; City of Lexington, Lexington, Ky., C.P. police service, 1712 kc., 200 watts; City of Chanute Police Dept., Chanute Kans., C.P., police service, 2450 kc., 5 watts; Warner Bros. Broadcasting Corp. portable, C.P. for temporary broadcast pickup, 1518 and 2342 kc., 250 watts; WLD, Pere Marquette Radio Corp., Ludington, Mich., modification of C.P. to extend completion date to June 30, 1932;

Also, W3XAL, National Broadcasting Co., Inc., Bound Brook, N. J., modification of license, experimental relay broadcasting to increase power from 20 to 35 KW; KE2, RCA Communications, Inc., Kahuku, T. H., and KEB, Bolinas, Cal., modification of licenses



to change frequencies from 6890 to 7370 kc., and 7370 to 6890 kc. respectively; WPEI, E. Providence Police Dept., E. Providence, R. I., police service license, 1712 kc., 50 watts; KOBP, WJIU, Mackay Radio & Telg. Co., New York City, 30 day authority to operate station KOBP aboard vessel "Scanpenn" and WJIU, aboard vessel "Scanyork", using 2 KW spark, range 375 to 500 kc., 100 watts, range 5515 to 16660 kc., 1st Cl. Public Service (action taken June 2nd); Tex Rankin, aboard airplane, authorized to use transmitter for 30 days aboard airplane during endurance refueling flight, 3105 kc., 50 watts; H. H. Hanseth, Eureka, Cal., authority to take depositions in re application for C.P. for station to be erected in Eureka, hearing on which is scheduled for July 11th (action taken June 3); W2XBV, Knickerbocker Broadcasting Co., Inc., New York City; granted authority to use Station June 8th, 10 and 11, in connection with rebroadcast from Hudson River Day Boat (action taken June 3rd)

### Renewal of Licenses

The following stations were granted regular renewal of licenses:

WMPC, Lapeer, Mich., WPDA, Paducah, Ky.; WSVS, Buffalo, N. Y., WSYB, Rutland, Vt.; KGAR, Tucson, Ariz.

(June 3rd) WBTN, Danville, Va.; WCBM, Baltimore; WDAS, Philadelphia; WDEV, Waterbury, Vt.; WEHS, Cicero, Ill.; WGL, Fort Fort Wayne, Ind.; WHBQ, Memphis, Tenn.; WHFC, Cicero, Ill.; WILM Wilmington, Del.; WJMS, Ironwood, Mich.; WJTL, Oglethorpe Univ., Ga.; WKBI, Cicero, Ill.; WKBV, Connersville, Ind.; WKBZ, Ludington Mich.; WLBK, Kansas City, Kans.; WLEY, Lexington, Mass.; WLVA, Lynchburg, Va.; WMBC, Detroit, Mich.; WMBH, Joplin, Mo.; WNEF, Binghamton, N. Y.; WOPI, Bristol, Tenn.; WPFB, Hattiesburg, Miss.; WRAM, Wilmington, N. C.; WRDO, Augusta, Me.; WRJN, Racine, Wis.; WTBO, Cumberland, Md.; WWSW, Pittsburgh, Pa.; KABC, KCMC, Texarkana, Ark.; KCRC, Enid, Okla.; KDB, Santa Barbara, Cal.; KFBL, Everett, Wash.; KFJM, Grand Forks, N. Dak.; KGFF, Shawnee, Okla.; KGFG, Oklahoma City, Okla.; KGFI, Corpus Christi, Tex.; KGFK, Moorhead, Minn.; KGFL, Raton, N. Mex.; KGKB, Tyler, Tex.; KGIW, Trinidad, Colo.; KGKL, San Angelo, Tex.; KICK, Red Oak, Iowa; KMAC, San Antonio, Tex.; KONO, San Antonio, Tex.; KOOS, Marshfield, Ore.; KPJM, Prescott, Ariz.; KPQ, Wanatchee, Wash.; KREG, Santa Ana, Cal.; KUJ, Walla Walla, Wash.; KWCR, Cedar Rapids, Ia.; KWKC, Kansas City, Mo., and KXYZ, Houston, Tex.

Also, WQDM, A. J. St. Antoine, St. Albans, Vt., granted renewal of license 1370 kc., 100 watts, hours of operation specified; KBPS, Benson Polytechnic School, Portland, Ore., renewal of license, 1420 kc., 100 watts; share time with KXL, as follows: KBPS 1/7 time, KXL 6/7 time; KXL, KXL Broadcasters, Portland, Ore., renewal of license, 1420 kc., 100 watts, share with KBPS as follows: KXL 6/7 time, KBPS 1/7 time.

### Set For Hearing

WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, requests modification of license to change hours of operation from unlimited daytime, sharing with KQV at night, to unlimited (night time

facilities of KQV are requested); KSO, Iowa Broadcasting Co., Clarinda, Iowa, requests C.P. to move transmitter from Clarinda to Des Moines; and move studio from Clarinda to Des Moines; change frequency from 1380 to 1370 kc., reduce power from 500 watts to 100 w. night, 250 w. daytime, increase hours of operation from unlimited daytime, sharing with WKBH at night, to unlimited and install new equipment (this application originally requested authority to move from Clarinda to Creston, Ia., which application was designated for hearing on May 10th, and has now been amended as above set forth).

### Miscellaneous

WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, application for modification of license to change frequency from 610 to 590 kc., set for hearing, withdrawn without prejudice at request of applicants; WHAS, The Courier Journal Co., & Louisville Times Co., Louisville Times Co., Louisville, Ky., WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., renewal of licenses for these stations set for hearing because of applications for use of the clear channels 1020 and 1160 kc.; WRAX, WRAX Broadcasting Co., Philadelphia, Pa., and WPEN, Wm. Penn Broadcasting Co., Philadelphia, Pa., applications to consolidate set for hearing (these stations have filed applications to consolidate and operate on 920 kc.; WSAN, Allentown Call Pub. Co., Allentown, Pa., and WCBA, B. Bryan Musselman, Allentown, Pa., denied petition for reconsideration of application to increase power on experimental basis from 250 to 500 watts; KGKX, Sandpoint Broadcasting Co., Sandpoint, Idaho, denied protests of A. L. Alford and Lewiston Chamber of Commerce, to granting of application of Sandpoint Broadcasting Co., for C.P. to move station KGKX from Sandpoint to Lewiston, Idaho.

X X X X X X

### RADIO DATA TRANSMITTED TO SENATE

The most complete report on the radio industry yet compiled was transmitted to the Senate at noon today (Thursday), in accordance with the Couzens-Dill resolution asking for full information. The data was obtained by the Federal Radio Commission through circulation of a questionnaire.

Contents of the report cannot be made public until the Senate has released it, but will be carried in this bulletin as soon as available.

X X X X X X



## WLW TO TEST WITH 500,000 WATTS

A new 500,000-watt experimental broadcasting station, which may pave the way for a series of ultra-high power stations on United States cleared channels, has been authorized by the Federal Radio Commission and will begin operation in the near future.

The new station will be operated by the Crosley Radio Corp. of Ohio, and will be the highest powered broadcaster ever used in this country. It is expected signals from the powerful transmitter will be received throughout the country three and one-half times stronger than signals from a 50,000-watt station, the highest power operating regularly in the United States, it was explained.

The station will be operated on a frequency of 700 kilocycles, that now used by Station WLW, at Cincinnati. Test broadcasts with ultra-high power will be carried on daily from 1 A.M. to 6 A.M. The experiments will interfere in no way with regular broadcasts from WLW.

Although there are other stations in Europe operating with power of hundreds of thousands of watts, this will be the first attempt in this country to broadcast with power of more than 400,000 watts.

There are two other experimental stations now testing ultra-high power broadcasts - Westinghouse Electric and General Electric stations. The former operates with maximum power of 400,000 watts; the latter with 200,000. The minimum power used by each in experiments is 50,000 watts; The Crosley station will operate with maximum 500,000 watts power, using a minimum of 100,000 watts.

In addition to more than tripling signal intensity, it is expected broadcasts from the station will be received with a minimum of fading and other objectionable interference. Located centrally in the United States, the new station will be ideal for carrying on such experiments in view of the fact that WLW already is recognized as a purely national station. Wherever radio programs are heard, listeners report fair reception from the Cincinnati station.

An economic barrier is the only obstacle which now confronts high-power broadcasting in the United States. If a station can broadcast so it is received well regularly in all sections of the country, it will be an excellent medium for national radio advertising. If good reception is not regular, naturally the station loses much of its value as an advertising medium.

If tests prove that reception will be universally regular, or nearly so, among all listeners, high power will be a commercial success and will be employed more widely in America. If good reception is not regular, high power will be a commercial failure. And, if it cannot support itself, there is no excuse for its existence.

X X X X X X X X

## PATENTS, PATENT SUIT AND TRADEMARKS

The following patents were granted during the week ending June 7, 1932:

- 1,861,453. Gaseous Discharge Device. Stephen P. Sashoff, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed July 30, 1930.
- 1,861,462. Radio Station. Virgil E. Trouant, Wilksburg, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed May 3, 1928.
- 1,861,561. Oscillator. Leroy J. Buttolph, Grantwood, N. J., assignor to General Electric Vapor Lamp Co., Hoboken, N. J. Original application filed December 11, 1926. Divided and this application filed December 7, 1928.
- 1,861,571. Amplifier Circuit. Lewis M. Hull, Boonton, N. J., assignor, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed December 23, 1926.
- 1,861,581. Gaseous Electric Discharge Device. Marcello Pirani, Berlin-Wilmersdorf, Karl Becker, Berlin-Steglitz, and Martin Reger, Berlin, Germany, assignors to General Electric Co. Filed July 24, 1930, and in Germany August 29, 1929.
- 1,861,585. Neutralizing Circuit. Walter van B. Roberts, Princeton, N. J., assignor to Radio Corporation of America. Filed September 3, 1927.
- 1,861,587. Audion Amplifier Circuit. Harold A. Snow and Lewis M. Hull, Boonton, N. J., assignors, by mesne assignments, to Radio Corporation of America, New York, N. Y. Filed August 13, 1925.
- 1,861,621. Combination Gap and Condenser for High Frequency Circuits. Leroy J. Buttolph, Grantwood, N. J., assignor to General Electric Vapor Lamp Co., Hoboken, N. J. Filed December 11, 1926.
- 1,861,637. Production of Alkali Metal Tubes. John W. Marden and Ernest A. Lederer, East Orange, N. J., assignors to Westinghouse Lamp Co. Filed October 27, 1927.
- 1,861,707. Radio Frequency Amplifying System. William K. McIver, Elgin, Ill., assignor to Benjamin Electric Manufacturing Co., Chicago, Ill. Filed January 20, 1927.
- 1,861,739. Radio Receiver. Earl W. Davidson, Terre Hill, Pa. Filed January 12, 1928.



- 1,861,794. Filament Support. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd., San Francisco, Cal., Filed January 26, 1931.
- 1,861,862. Piezo-Electric Crystal Oscillator System. August Hund, Bethesda, Md. Filed June 7, 1929.
- 1,862,020. Means for Preventing Hum Due to Interelement Capacities in Vacuum Tubes. Walter Louis Krah1, Montclair, N. J., assignor to Arcturus Radio Tube Co., Newark, N. J. Filed December 7, 1928.
- 1,862,062. Sound Reproducing Apparatus. Freeman H. Owens, New York, N. Y., assignor to Owens Development Corp., New York, N. Y. Filed September 9, 1929.
- 1,862,119. Automatic Direction Finder. Donald G. Little, Edgewood, Pa., assignor to Westinghouse Electric & Manufacturing Co. Filed September 2, 1926.
- 1,862,137. Signaling System. Richard C. Curtis, and Clarence A. Boddie, Wilksburg, Pa., assignors to Westinghouse Electric & Manufacturing Co. Filed July 30, 1928.
- 1,862,138. Carbonized Electrode and Method of Producing Same. Howard M. Elsey, Oakmont, Pa., assignor to Westinghouse Electric & manufacturing Co. Filed May 3, 1928.
- 1,862,174. Sound Reproducer. Igor S. Bobrovsky, Rochester, N. Y. Filed November 15, 1929.
- 1,862,327. Sound Recording. Samuel M. Bagno, Bronx, N. Y., assignor to Radio Corporation of America. Filed January 18, 1930.
- 1,862,393. Thermionic Amplifying Circuits. Erich Asch, Berlin-Sudende, Germany, assignor to Radio Patents Corp., New York, N. Y. Filed October 24, 1928, and in Germany November 10, 1927.
- 1,862,394. Continuous Current Amplifier. Erich Asch, Sudende, near Berlin, Germany, assignor to Radio Patents Corporation, New York, N. Y. Filed January 3, 1930, and in Germany January 8, 1929.
- 1,862,455. Television Scanning Device. William John Barnecut, Highland Park, Mich. Filed March 11, 1931.

#### Patent Suit

1,231,764, F. Lowenstein, Telephone relay; 1,426,754, R. C. Mathes, Circuits for electron discharge devices; 1,128,292, E. H. Colpitts, Electric wave amplifier; 1,504,537, H. D. Arnold, Power limiting amplifying device, appeal filed April 31, 1932, C.C.A. 2d Cir., Doc. , Western Electric Co., Inc. v S. Wallerstein.

### Disclaimer

1,770,205 - Alfred N. Goldsmith and Julius Weinberger, New York, N. Y. Television System. Patent dated July 8, 1930. Disclaimer filed May 18, 1932, by the patentees, assignee, RadioCorporation of America, assenting.

Disclaim from the scope of claim 10 in the above named patent all television sound transmission systems except those systems wherein the sound signals related to the television signals occupy a relatively small, single and continuous portion of the entire continuous frequency band for both television and sound signals, and wherein the sound frequency signals are adjacent to, or adjoin, the television signals on one side only.

### Trade-Marks

Ser. No. 324,860. Vi-Zor-Tena Company, Kansas City, Mo. Filed March 7, 1932. "Vi-Zor-Tena" Trade Mark. No claim is made to the representation of the goods and the words "Trade-Mark" apart from the mark shown in the drawing. For Radio Antenna in form of automobile windshield visor. Claims use since March 4, 1932.

Ser. No. 319,888. John Field, New York, N. Y. Filed Oct. 9, 1931. "Voice Record". No claim is made for the words "Voice Record" apart from the mark shown in the drawing. For Recording reproducing phonographs and records thereof. Claims use since Spt. 29, 1931.

X X X X X X X X