

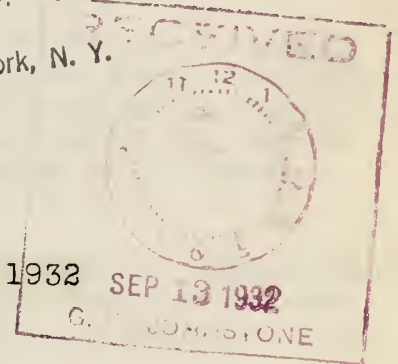
HEINL RADIO BUSINESS LETTER

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 560

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

RADIO REGISTERS AIR CONDITIONS IN ARCTIC

Radio meteorographs are the newest devices for bringing down to earth information on atmospheric conditions high above the clouds. Several of these instruments have just been calibrated by the United States Weather Bureau and sent to Alaska for use in obtaining facts for the Second International Polar Year, which started August 1st.

A radio meteorograph consists of an automatic temperature and pressure recording device and a compact radio sending apparatus. It is attached to a balloon for release at any desired point.

As the balloon rises the changes in barometric pressure and in temperature cause a metal finger to move across various contact points, thus transmitting radio signals. The observer on the ground below picks up these signals with a receiving set and, from calibrations of the instrument previously made, determines the corresponding temperatures and heights.

In thickly settled areas instruments that automatically record atmospheric changes on tracing paper are often sent up in balloons. Attached to a parachute and bearing a tag asking that they be returned to the nearest Weather Bureau station, they stand a good chance of being recovered.

In the uninhabited polar regions, however, they are not likely to be seen again. The radio meteorograph was, therefore, designed for use there.

Atmospheric records at all levels up to about 4 miles can be obtained by pilots in airplanes. To get records at higher levels, however, balloons are necessary. They go 10 miles or more up into the stratosphere before they burst.

Radio meteorographs are designed to promote that part of the polar year program which calls for a determination of the relationship between weather conditions in the polar regions and those in the lower latitudes. They will also help toward a better understanding of the general circulation of the atmosphere over the earth.

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MAJESTIC ANNOUNCES EIGHT NEW MODELS

In announcing the complete new line of Majestic radio receivers for Fall and Winter, B. J. Grigsby, President of the Grigsby-Grunow Company, declares, "with due consideration of Majestic's past record of achievements, I sincerely believe that our new models surpass all that has gone before. They represent the latest developments in radio, with new refinements and advancements giving simple and easy operation, providing a tone quality that is the nearest approach to perfection yet attained. The beautiful new cabinets show an intelligent application of pleasing motifs designed to harmonize with the present day trend of furniture making."

The reception accorded the first showing of these new Majestic receivers at various distributor and dealer meetings seems to verify Mr. Grigsby's statement. D. M. Compton, Vice-President and General Manager, also said, in part, "not only have we given the public outstanding and remarkable radio receivers both in performance and beauty, but priced them so low that they represent the most amazing values ever offered. There are eight models within a price range of from \$44.50 to \$149.50, complete with tubes and Federal tax paid, with prices slightly higher on the West Coast. We have voluntarily cut our margin of profit to the lowest point in the history of our company, a profit so small as to be almost negligible, in order that Majestic dealers may profit thereby, and at the same time offer to their trade a high quality radio at startling low prices."

The new Majestic line comprises eight models, of which two are table models. The chassis employed are all superheterodynes, two each of 7, 9, 11 and 12 tubes. Of the two 12-tube radios, one is a broadcast and short wave receiver providing a range of from 15 to 550 meters. The other 12-tube is Model No. 324, and termed the "Anniversary Model". This receiver combines all the Majestic features in a beautiful six-legged console of Gothic design with matched butt walnut doors. Its list price is \$149.50, including tubes and Federal tax paid. Dealers are permitted an extremely generous trade-in margin on this model and it should prove popular both with dealers and the owners of obsolete receivers.

Among some of the features of these new Majestic radio receivers may be mentioned Automatic Synchro-Silent Tuning, full-range Tone Control, Automatic Volume Control, Visual-Lite Tuning Dial, Twin Super-Dynamic Speakers, Duo-Diode Detection, full pentode amplification, new resistance-coupled push-pull output, and mercury vapor rectification.

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NEW WASHINGTON COLUMBIA STATION TO OPEN NEXT MONTH

Secrets which have lain hidden behind the vague evasions and blank expressions of Columbia's local staff are coming out thick and fast these days, according to Don Craig, Jr., Washington radio scribe. "The new WJSV is taking form - in stone and steel - and there's no denying it", Mr. Craig writes.

"The little brick bungalow on the Memorial Highway, near Alexandria, Va., and across the river from the National Capital, which will house Columbia's Washington, D.C., outlet, is more than half completed. The 310-foot towers are up. And the little coupling house, standing in the swamp between them, is receiving its final touches.

"It's a beautiful layout. No expense has been spared to bring WJSV into Washington as nearly perfect as is possible. But, with all due respect to Columbia's crack N. Y. architect, I don't see why they made the studios so small.

"There will be two of them in the highway bungalow. The largest is 22 x 15 feet. Both WRC and WMAL in Washington have studios with an area of more than 500 square feet over this. And there have been times when even WRC has been crowded for space.

"Of course, it would make a swell story if Columbia invited half the Marine Band to the highway studios and the other half to the Shoreham Building studios. But the resulting program is problematical.

"The date for the opening of WJSV is now set for October 20th."

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NBC NEW ACCOUNTS

NEW - Frigidaire Corp. (Electric refrigerators), Dayton, Ohio; Agency - The Geyer Co., Dayton, Ohio; Starts September 15, 1932 Tuesday, Wednesday, Thursday, 5:00-5:15 P.M., Basic Blue Network, Northwestern SE, SC, SW, Mt. Orange, KFSD, KTAR; Program - "The Frigidairians" - Charles Allen speaker and orchestra.

NEW - C. F. Mueller Co. (Macaroni and Spaghetti), Jersey City, N. J.; Agency - Thomas M. Bowers Advertising Agency, New York City; Starts - September 29, 1932, for 13 weeks, Thursday, 11:00-11:15 A.M., EDST, Basic Blue Network except KWCR; Program - Mrs. A. M. Goudiss - cooking talks.

NEW - Kraft Phenix Cheese Co. (Mayonnaise), Chicago, Ill; Agency - J. Walter Thompson Co., Chicago, Ill; Starts - September 27, 1932, for 13 weeks, 11:00-11:15 A.M., Tuesdays, EDST; Basic Blue network except KWCC; Program - Mrs. A. M. Goudiss - cooking talks.

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ILLUSTRATED VOICE ENTERS RADIO ADVERTISING FIELD

Evidently designed to enter into competition with commercial broadcasters in the advertising field is the "Illustrated Voice", a device put forward by the Western Union Telegraph Co. and the Fairchild-Wood Visaphone Company, of New York City. Apparently the idea is an adaptation of radio advertising and evidently was suggested by the success of the latter.

It is a machine which Western Union messengers will take into homes, operate and take back when the performance is finished. It projects pictures with accompanying music and advertising, the latter furnished by a phonograph record. The photographs shown are not moving pictures but of the still variety.

One of the first uses to which it will be put will be the projection of political speeches.

"The service is expected to prove popular even for afternoon teas and bridge parties", said W. Wadsworth Wood, its inventor. "For instance, Mrs. X may telephone for the 'third lesson on contract bridge' by a noted bridge authority and receive it by messenger in a few minutes for the entertainment of her guests. A number of large corporations have contracted for the service, including General Electric, Westinghouse and du Pont. Pictures, diagrams, charts and other visual matter have been coordinated with the recorded voice for a wide variety of subject matter, and the scope and distribution of the service will be rapidly broadened."

About 100 machines are now in use and service is said to be available in upwards of twenty cities.

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COOLIDGE IS REPUBLICANS STAR BROADCASTER

If former President Coolidge contributes a nation-wide broadcast to the Hoover campaign, as reported, the chances are that from a radio standpoint he will make a workmanlike job of it. Never enthusiastic about the radio as a means of entertainment, Mr. Coolidge has ample faith in it for political and business purposes and has, with characteristic chrewdness availed himself of it frequently.

As President, Mr. Coolidge, through his secretary, Everett Sanders, now Chairman of the Republican National Committee, always saw to it that his important speeches were widely broadcast. He has used the radio since with good results, it is reported, in behalf of the insurance company of which he is a director.

Once to his regret. For it was in one of these insurance speeches that the former President made an assertion which allegedly reflected upon a certain type of insurance. Upon learning of his error, Mr. Coolidge, with his usual spirit of fairness, sent Mr. Sanders to St. Louis to soothe the outraged complainant with a cash settlement rather than resort to a legal subterfuge.

Mr. Coolidge has a splendid microphone voice and admittedly is one of the Republican party's best radio speakers. It is expected that the entire nation will hear his address if he decides to make one.

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ON A SILVER PLATTER - SAYS "O. H."

The following editorial written by O. H. Caldwell appears in the September issue of Radio Retailing:

"I have just come from the studios of the great broadcasting systems. They are all 'steamed up' and busy as bee-hives with big plans for program features this Fall and Winter. They are spending money for talent and novelties at a rate of prodigality to make Ziegfeld turn over in his untimely grave. And all this parade of million-dollar programs, news features, music and education will help radio dealers sell sets this Fall!

"I have just bumped into some of my Washington friends who are now in the thick of politics. Never, they tell me, was so much interest manifested in an election. This Fall, they say, people will be sitting close to their receivers, carefully taking in every word. Never was an election held that meant so much, personally, to so many people. Radio will be the battleground for ballots. News will be in demand early and late, every night this Fall. And here again the radio dealer wins!

"I have talked with the radio-set manufacturers. They have new models that are wonders, - with new depths of beauty of tone, new appeals for purchasers to bring out hoarded dollars. The manufacturers have given the dealers fine merchandise to sell, and at prices that must move the goods.

"Nowhere else is any group of merchants blessed with such an opportunity as is now laid at the feet of the radio dealers of America in this Fall of 1932. Programs, concerts, stage stars, news events, politics, the campaigns, the elections, improved merchandise, - all combine to make radio the most important item in any home.

"We have all been through some tough times together, these past two years. But now it looks as if the gods of politics and the gods of broadcasting had contrived to hand us opportunity galore - hand it to us on silver platters. Radio's 'big push' is on!"

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BELGIUM TAKES UP WIRED RADIO PLAN

Citizens of the ancient city of Ghent, Belgium, will henceforth only have to plug in a loud speaker and pay about 25 cents a month for their radio programs.

This will tend to reduce costs to the listeners, for there will be no sets to purchase and install. Less static will also result from this new development, since the programs will reach the home directly by wires. Considerable revenue will also doubtless accrue to the city, after the initial cost of installation has been paid off.

A new broadcasting station will shortly be established in the city capable of receiving and distributing programs on short, intermediate, and long waves. City authorities announce the station will have a maximum capacity for serving 20,000 subscribers and anticipate that 3,500 will be served immediately upon completion of the installation.

Four station programs will be made available by wire to the home of the radio subscriber, and each subscriber will be provided with an outlet plug and changeover switch for selection of any one of the four. Loud speakers may be purchased from the city or upon the open market.

While the subscription rate for this service has not been definitely fixed, financing of the scheme will probably be fixed at a fee of 2 francs per week (franc equal to about 2.8 cents U.S. currency). It is expected that the service will be inaugurated sometime during the Spring of 1933.

City electricity is being changed over from direct to alternating current, and the old cables will be used to transmit the programs, thus expediting the starting of the service.

Similar systems have been applied in part to other countries, notably The Netherlands and Switzerland. For instance, in Switzerland, telephone subscribers in Basel, Berne, Geneva, Zurich, Chur, Lausanne, Lugano, Locarno, Bellinzona and Montreaux, may enjoy radio broadcasts without actually owning a set. To date there are approximately 2,000 such installations in use.

Also early this year the well-known Philips Radio Works at Eindhoven, The Netherlands, stated that they had completed tests showing the practicability of distributing "simultaneously several radio programs over the ordinary electric light net". Tests showed that the programs could be sent over long distances by the high-voltage transmission lines, in no way endangering the dependability of the ordinary electric net.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 7 - WSYB, Philip Weiss Music Co., Rutland, Vermont, modification of C.P. issued 8/12/32, change of equipment and transmitter locally, to extend date of completion to 11/28/32; WHAM, Stromberg-Carlson Telephone Manufacturing Co., Rochester, N.Y., modification of C.P. issued 11/17/31 to extend date of commencement and date of completion; WNBW, Home Cut Glass & China Co., Carbon-dale, Pa., voluntary assignment of C.P. and license to WNBW, Inc.; KASA, E. M. Woody, Elk City, Okla., modification of C.P. issued 7/1/32 for new station, to change equipment and move transmitter and studio locally; KGFI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas, license to cover C.P. issued 4/19/32 for changes in equipment.

Also, WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., voluntary assignment of license to Ingram Broadcasting Co.; John Tindale, Abilene, Texas, C.P. for new station to use 1420 kcs., 100 watts, share time equally with KABC. Requests facilities of KABC, San Antonio, Texas; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., license to cover C.P. issued 11/17/31 as modified for new equipment and operate with 50 KW power; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license to cover C.P. issued 4/26/32 change in equipment and increase operating power from 100 to 250 watts.

Applications Other Than Broadcasting

September 7 - Westinghouse Electric & Manufacturing Co.: WLOXAQ, Portable on any aircraft, initially on NC-1771, C.P. for authority to operate as a ground station at Hampden Co., Mass., frequency 2398, 3492.5, 6425, 12862.5, 1594, 4797.5, 8655, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above 250 watts, general experimental station; also license covering above C.P.; Also, at Chicopee Falls, Mass., new C.P. for 1594, 2398, 3492.5, 4797.5, 6245, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, variable up to 250 watts, general experimental; WHER, Portable, initial location "SS St. John", Boston, Mass., renewal of broadcast pickup license for 1566, 2390 kc., 15 watts.

Also, Howard A. Ssyse: W8XAK, Portable in Erie County, New York, license covering C.P. for 51400 kc., 10 watts, general experimental station; W8XAJ, Portable in Erie Co., New York, license covering C.P. for 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 watts, general experimental station; WIEF, Miami Broadcasting Co., Inc., Portable - initial location, Miami, Fla., renewal of broadcast pickup license for 2342 kc., 15 watts; W2XDV, Atlantic Broadcasting Corp., New York, N. Y., renewal of general experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 50 watts; Prof. Neil H. Williams: W8XV, and W8XU, Portables, initial location, Ann Arbor, Mich., renewal of general experimental licenses for 34600, 41000, 51400, 60000-400000 kc., 15 and 5 watts respectively.

Also, Carleton D. Haigis: W3XAF and W3XAE, Portables - initial locations, Gloucester City, N. J., licenses covering C.P.s for 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 250 watts, general experimental station; There were also received 19 applications for amateur station licenses.

September 8 - R.C.A. Communications, Inc.: KIO, Kahuku, T. H., and KKW, KET, KEL, KEJ, Bolinas, Calif., modification of license for change in primary communication points: point-to-point telegraph station; W9XAL, First National Television Corporation, Kansas City, Mo., modification of C.P. for extension of completion date to October 15, 1932, experimental visual broadcasting station; Kohler Aviation Corporation, license for aircraft, 51400, 60000 kc., 15 w., general experimental station. There were also received 77 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The effective date of Rule 145, which requires stations to keep within 50 cycles of their assigned frequencies, for the following stations was extended to September 30th since the licensees have ordered frequency monitors to be delivered before that date:

WLBZ, Bangor, Maine; WSYY, Rutland, Vermont; WMAS, Watertown, Mass.; WCOC, Meridian, Miss.; WSBT, South Bend, Ind.; WFAM, South Bend, Ind.; WJBO, New Orleans, La.; WCGU, Brooklyn, N.Y.; WSJS, Winston-Salem, N. C.; WHOM, Jersey City, N. J.; WTAX, Springfield, Ill.; KMJ, Fresno, Cal.; KGKY, Scottsbluff, Neb.; KERN, Bakersfield, Cal.; KOH, Reno, Nev.; WEDC, Chicago, Ill.; KFJF, Oklahoma City, Okla.; KGIX, Las Vegas, Nev.; KGFW, Kearney, Neb.; WPAD, Paducah, Ky.; WWAE, Hammond, Ind.; KFXM, San Bernardino, Cal.; WHBD, Mount Orag, Ohio; KICA, Clovis, N.M.; WIBX, Utica, N.Y.; WSAN, Allentown, Pa.; KTSM, El Paso, Texas; WDAH, El Paso, Tex.; WBAX, Wilkes-Barre, Pa.; WCBA, Allentown, Pa.; KWJJ, Portland, Oregon; KVOA, Tucson, Ariz.; KGCX, Wolf Point, Mont.; KARK, Little Rock, Ark.; WCOD, Harrisburg, Pa.; KGHF, Pueblo, Colo.; WSYR-WMAC, Syracuse, N. Y.; WAGM, Presque Isle, Maine; KVOS, Bellingham, Wash.;

Also; KFQ, Wenatchee, Wash.; KUOA, Fort Smith, Ark.; KGBU, Ketchikan, Alaska; KFQD, Anchorage, Alaska; KNOW, Austin, Texas; WOWO, Fort Wayne, Ind.; WGL, Fort Wayne, Ind.; WPHR, Petersburg, Va.; KXA, Seattle, Wash.; WKBN, Youngstown, Ohio; KRGV, Harlingen, Texas; WLBL, Stevens Point, Wis.; WIBA, Madison, Wis.; KICK, Red Oak, Iowa; WGAL, Lancaster, Pa.; WJSV, Alexandria, Va.; WILM, Wilmington, Del.; WOAI, San Antonio, Texas; WMIL, Brooklyn, N. Y.; KWCR, Cedar Rapids, Iowa; WSBC, Chicago, Ill.; KGCU, Mandan, N. D.; WCAJ, Lincoln, Neb.; KVL, Seattle, Wash.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; WTAR, Norfolk, Va.; WEVD, New York, N. Y.; KFYR, Bismarck, N. D.; WPFB, Hattiesburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; WGH, Newport News, Va.; KTAT, Fort Worth, Tex

Also, WSVS, Buffalo, N. Y.; KPJM, Prescott, Ariz.; WFOX, Brooklyn, N. Y.; WIL, St. Louis, Missouri; KWSC, Pullman, Wash.; WKBZ, Ludington, Mich.; WAWZ, Zarephath, N. J.; WBMS, Hackensack, N.J.; WBTM, Danville, Va.; WCAL, Northfield, Minn.; WCAX, Burlington, Vt.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WCOH, Yonkers, N.Y.; WERE, Erie, Pa.; WHBC, Canton, Ohio; WHDL, Tupper Lake, N. Y.; WKBH, LaCrosse, Wis.; WOCL, Jamestown, N. Y.; WORK, York, Pa.; WRAK, Williamsport, Pa.; WWRL, New York, N. Y.; KCRJ, Jerome, Ariz.; KFBL, Everett, Wash.; KFEL, Denver, Colo.; KFJM, Grand Forks, N. D.; KGCR, Watertown, S. D.; KGEK, Yuma, Colo.; KGEZ, Kalispell, Mont.; KGFX, Pierre, S. D.; KGNF, North Platte, Neb.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa.; KPOF, Denver, Colo.; KSEI, Pocatello, Idaho; KSTP, St. Paul, Minn.; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oregon; KXO, El Centro, Cal.

The Commission granted the following applications for renewal of general experimental station licenses for experimental service. Authority is granted in each case to use A-1, A-2, A-3 and special emission, provided the maximum communication band width, plus tolerance, does not exceed the frequency separation band width.

Bell Telephone Laboratories, Inc.: W2XAA, Portable Mobile W2XAV, Portable and Mobile, W2XG, Ocean Township, N. J., 1 KW, 1 KW and 10 KW respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W9XAM, Elgin National Watch Co., Elgin, Ill., 500 watts, 4797.5 kc.; W10XB, Joseph Lyman, NC-508-W, 2 watts, 60000-400000 kc.; The Journal Co. (The Milwaukee Journal), - Portable and Mobile: W9XAJ, W9XAI - 7.5 watts, - 51400, 60000-400000 kc.;

Massachusetts Institute of Technology: W1XP, South Dartmouth, Mass. - 1 KW - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000 kc.; W1XM, Cambridge, Mass., 500 watts - 1594, 2398, 3492.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 4797.5 kc.; National Broadcasting Co., Inc.: W10XAP, and W10XAN, Portable and Mobile, 7.5 and 10 watts respectively - 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W10XAS, The Pacific Telephone & Telegraph Co., Portable and Mobile, 50 watts, 1594, 2398, 3492.5, 4797.5 kc.

Also, R.C.A. Communications, Inc., Portable and Mobile - W2XDC, 15 watts - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 34600, 51400, 60000-400000 kc.; Radiomarine Corporation of America: W10XC and W10XA, Portable and Mobile - .5 watts - 34600, 41000, 51400, 60000-400000 kc.; W1XAN, Round Hills Radio Corp., Portable, 500 watts, - 1594, 2398, 3492.5, 4797.5, 6425 kc.; W9XJ, University of North Dakota, Grand Forks, N. D., and W8XAW, West Virginia University, Morgantown, W. V., 500 and 200 watts respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above.

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