

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 :: :: ~~CONFIDENTIAL—NOT FOR PUBLICATION.~~ :: ::

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PRESS RELATIONS DEPARTMENT
G. W. JOHNSTONE

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No. 380

WHITE SEES NO RADIO LEGISLATION SOON

Representative Wallace White, of Lewiston, Maine, who after the approaching election will doubtless be the next Senator from Maine, predicted while in Washington a few days ago that Congress would pass no radio legislation at the short session which opens in December.

The Couzens Bill, granting that it is recommended by the Senate Committee on Interstate Commerce, is too controversial a measure, he said, to be adopted within the three months' term.

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SEE SYNCHRONIZATION AS BAR TO HIGH POWER

While applicants for the maximum broadcasting power are eagerly awaiting the report of Chief Examiner Ellis A. Yost to the Federal Radio Commission, the impression is growing around the Commission offices that the synchronization plan, as revealed by the National Broadcasting Company, may be used by the Commission as a stall for not granting all the high power requests.

Nevertheless, it is believed that the limitation policy will not be strictly adhered to in view of the preponderance of testimony in favor of opening all the cleared channels to 50,000 watt stations.

Commission engineers point out that if the NBC plan is proven feasible, it will eliminate the necessity of operating so many super-power stations. A few key stations, it is contended, can serve the entire country with chain programs, while other channels are left for local and regional broadcasters.

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INJUNCTION ASKED AGAINST LEE DE FOREST

A suit involving radio patent rights assertedly worth millions of dollars was filed in Federal Court in Los Angeles, October 25th, by the DeForest Radio Co., of New Jersey. It asked an injunction restraining the Lee DeForest Manufacturing Co., Ltd., Los Angeles, from making radio apparatus under the name "DeForest."

The New Jersey concern said it had exclusive right to use the names "DeForest" and "Lee DeForest", under an agreement made in 1914. It demanded the defendant company be compelled to pay all damages inflicted by its acts.

The complaint names Dr. Lee DeForest, President of the Los Angeles concern, and set forth he had been employed by the New Jersey firm from 1913 to 1928. Two weeks ago Dr. DeForest married Marie Mosquini, film actress.

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HEDGES SAYS BROADCAST ADVERTISING HERE TO STAY

Addressing the Inland Daily Press Association at Chicago, William S. Hedges, President of Station WMAQ, said:

"Broadcasting advertising is here to stay. There is much that needs to be done in its development. The technique of broadcast advertising must be improved. That, however, is a problem of the broadcasters rather than any other group and unless it is solved by them, the pendulum may swing away from broadcasting. I am of the opinion that with intelligent leadership in the field that the technique of advertising over the air will be determined in such a way that broadcast advertising and newspaper advertising will become firmly linked together as supplementary to each other, with broadcasting placing an emphasis upon the development of goodwill and newspaper copy selling the merchandise."

Mr. Hedges said he did not believe the charge that the broadcaster is competing for the newspaper advertiser's dollar is true. He believes the broadcaster is responsible for the advertiser increasing his appropriation. To drive home his point, he cited figures to show that the same classifications in broadcast advertising and newspaper advertising show gains and losses. He said the heaviest loss in radio was in automotive advertising. The same, he said, was true of newspapers.

"Broadcasting is subject to the same economic laws that affect any other business", he concluded. "It must have money on which to operate. That money is coming either from the owner of the station or from program sponsors. Owners of broadcasting stations who do not have the support of outside revenue face an uphill battle in competing with stations which by reason of their outside support are able to provide the highest grade programs. It costs around a half-million dollars a year to operate a first-class station."

A resolution was adopted by the Association requesting the Federal Radio Commission to take steps to stop the broadcasting over the air of lottery schemes, such as those which are forbidden to the press. The resolution suggested also that the Commission urge Congress to enact legislation to prohibit radio lottery schemes.

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RCA ET AL FILE SUITS FOR PATENT INFRINGEMENT

The Radio Corporation of America and others filed suits for patent infringement on October 17, 1930, in Brooklyn, N. Y., against DuoVac Radio Tube Corporation, because of the sale of DuoVac radio tubes, types 224, 227 and others, similar to RCA tubes, types 224, 227 and others. The plaintiffs claim that the unlicensed DuoVac tubes infringe their patents.

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TUCKER NEW R.C.A. PUBLIC RELATIONS HEAD

Glenn I. Tucker, in charge of the Press Bureau of the Radio Corporation of America in Washington for the past several months will become manager of the company's Public Relations Department, embracing the New York press bureau, on November 1st. Mr. Tucker will have general supervision over R.C.A. advertising also.

Mr. Tucker was the author of "The Radio Decade", the book recently issued by the Radio Corporation.

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SALTZMAN SAYS CHICAGO AREA IS PROBLEM

The Chicago area, with its cluster of broadcasting stations, offers one of the major problems facing the Federal Radio Commission, according to Maj. Gen. Charles McK. Saltzman, Chairman of the Commission and representative of the Fourth, or Middle Western, Zone.

This Middle Western metropolis and vicinity get better radio service than any other section in the country, General Saltzman said in commenting on the problem, yet it is "a sore spot" from the regulatory standpoint.

The more than a dozen broadcasting stations in the Chicago area and the lack of facilities in other States and zones must be adjusted to comply with the terms of the radio law, he asserted.

Blame for the present condition should not be placed entirely on the broadcasters, he added, rather they should be credited for their pioneer work. It was the people of this area, he said, who built "cat's whiskers receiving sets and even transmitters" when broadcasting was still called wireless telephony. The cluster of stations existed when the Radio Commission was created in 1927.

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POLITICS CHARGED IN WWVA CASE

Political considerations were responsible for the Federal Radio Commission order permitting the removal of Station WWVA, from Wheeling, W. Va., to Charleston, W. Va., it was charged in pleadings filed October 23rd by Station WOBV, of Charleston, in the District Court of Appeals. WOBV, which uses 250 watts, contends that interference would result from the move as WWVA uses 5,000 watts. the Court has granted a stay order deferring the removal.

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RCA ANNOUNCES EASY CHAIR RECEIVER

A compact radio set, standing less than three feet high, for convenient arm chair operation and for modern apartments where space is scarce, has just been introduced by RCA.

The new instrument, according to E. H. Vogel, an executive of the RCA Radiola Division, "was designed to meet the current demand for a radio receiver combining a high standard of performance with good appearance, at low cost. This Radiola is a full-fledged modern receiving set embodying the latest features of screen-grid reception in addition to many new features which RCA engineers have recently contributed to the tuned radio frequency circuit. Skillful engineering is responsible for its convenient size with full operating efficiency.

"Sensitivity", the announcement continues, "which assures your getting the station you want when you want it, has been developed to a high degree in the new instrument. An improved electrodynamic loudspeaker responding to the full musical range and enclosed in the same cabinet, provides real and life-like reproduction."

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NBC TO MOVE SEVERAL HOURS TO CHICAGO

With the new NBC offices ready for occupancy, the long planned move of important radio features from New York will take place shortly. The company, according to Variety, will move the entire set-up of all basic sustaining programs to Chicago. This means forty hours weekly.

The switch will give the cramped New York stations more room to expand with "name" attractions for the commercial accounts.

Heavy migration of radio staffs and artists to Chicago is said to have been ordered by the NBC, which plans to make the Windy City a radio centre equal in strength to New York.

Hugh Ernst, of the New York offices, has been definitely named to head the Chicago Bureau.

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STATIONS HEREAFTER TO BE ENLIGHTENED REGARDING CHARGES

The following is from "Dial Flashes" in the Washington Post and other newspapers subscribing to the service of Robert D. Heinl:

"Credit the newspapers with another reform at the Radio Commission! In the past when a radio station was cited for a violation and had its license held up, the Commission frequently hid behind the generalization that the station was not 'operating in the public interest.'

"Very often stations were haled upon the carpet when the operators claimed they didn't have the slightest idea what the charge against them was. A station director who was called to Washington last week declared to this writer that he had not been told what was wrong and therefore was at great disadvantage in having to defend his station against charges sprung at a public hearing.

"However, this week when some 50 stations were cited for violations and the Radio Commission refused to make public the specific charges against each station, such a bombardment followed from the newspaper men that the Commission capitulated by giving out the desired information.

"Further it was announced that hereafter there would be no attempt to cover up in such matters but that the charges would be made public and the stations themselves would be fully acquainted with them."

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CLAIM ECONOMY IN NEW RCA RADIOTRONS

The new battery type RCA Radiotrons, 230, 231 and 232, recently announced, will not only make possible superior battery operated sets for the farmer and for portable use, but they are also exceedingly economical, according to officials of the corporation.

The average flashlight bulb draws 0.30 amps. at 2.5 volts, while the filament current consumption of each RCA Radiotron 230 or 232 is 0.06 amps. with two volts applied on the filament, it is claimed. Five RCA Radiotrons 230 or 232 may be operated with no greater current drain than there is on one ordinary flashlight bulb.

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: BUSINESS LETTER BRIEFS :
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- Organization of the Agricultural Radio Association by representative general farm organizations, farm cooperatives, and farm publications in the corn-belt states to control and have the option of the purchase of Station WLS, Chicago, was announced recently. Definite plans are to be announced later.

KDKA Boulevard is a new thoroughfare in Allegheny County, in which Pittsburgh is located. The roadway was so named in honor of the pioneer broadcasting station, which will shortly observe its tenth anniversary.

Gen. J. G. Harbord, Chairman of the Board of the Radio Corporation has gone to England but is expected back within a few weeks' time.

General Harbord said upon sailing for abroad that prospects were good for an upturn in his company's business during the Fall and Winter. He expected earnings of the Radio Corporation for the year would cover the preferred dividend as well as be sufficient to assure the safety of the dividend on the class B preferred stock.

The largest area porcelain-letter sign in the world is at the home offices of RCA Radiotron Company, at Harrison, N. J., just outside of New York City.

The design is a theme song, a series of jumping notes on a clef, that will actually be the opening bars of "Hail to the Chief." More than 4,000 Mazda lamps will illuminate it and the connected load will be 134,975 watts.

The Executive Board of the American Association of Advertising Agencies, meeting in Chicago, decided to enlarge the work of the association in collecting information about broadcast advertising for the use of its members. A special bureau in the New York headquarters will report on coverage offered by stations and other conditions affecting the use of time on the air.

Edward E. Shumaker, President of the RCA-Victor Co., of Camden, N. J., in an address before the Membership Council of the Merchants' Association of New York, declared that the nation is far from "broke" and called upon industry to lead the way to a revival of business.

Pointing out that savings accounts had gained \$200,000,000 within the past year and that the business recession was only ten per cent below normal years, he said the important thing is "to reestablish confidence."

Station WMCA, operating on the 526 meter channel, expects to have its new transmitter on the air within three weeks. The power is rated at 1,000 watts. The aerial is located at Hoboken and the studio in New York.

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CHICAGO RADIO SHOW SUCCESSFUL

The Ninth Annual Chicago Radio Show, which closed Sunday night (Oct. 26) attracted 195,400 visitors. During the trade show hours, wholesale business to the amount of \$12,875,000 was transacted.

This year's exposition was one of the most successful, for in view of unprecedented depression, the attendance figures showed but a small relative decline, from the previous year's total of 220,000.

There was 14 per cent less space utilized by manufacturers' displays than last year. The amount of business transacted at the show would seem to indicate better times for the industry, and leading executives in the industry expressed themselves as highly content, not only with the show, as a merchandising medium, but with the prospects for the immediate future.

"Reports in our New York office", said Bond Geddes, of New York City, Executive Vice-President of the Radio Manufacturers' Association, "show that the radio business has improved fully 25 per cent in the last five weeks."

"We are all more than satisfied with the business booked at the Chicago Radio Show", said Arthur T. Haugh, former President of the R.M.A., "and we feel that the radio industrial and merchandising situations are on a much firmer basis than they and other lines have been for the last several months."

H. B. Richmond, of Cambridge, former President of the Association, said: "I am confident that the Chicago radio show really opened a very active radio season, and I look for a gross retail business this year that will run close to the \$600,000,000 mark."

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SEES TELEVISION AS FIELD FOR MOVIES

The motion picture industry, rather than the radio broadcasters, will doubtless sponsor and control television once it is placed on a commercial basis, is the opinion of Radio Commissioner Harold A. Lafount.

In a formal statement issued Oct. 25th, he said in part: "It is only logical that the motion picture interests, with their vast reservoirs of talent, should be interested in television. The 'movies of the air', for that's what television is destined to be, will require the acme of showmanship, and there is no group better qualified to supply it than the motion picture producers.

"We do not know whether television will be routed into the homes via wires, like the telephone, or whether it will be hurtled through space . . . It is my own view that the evolution of television will be a great theatrically controlled entertainment and educational medium, which more than likely will be made available along wires."

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TEN STATIONS FAIL TO ASK RENEWALS

Ten broadcasting stations have failed to file applications for renewal of licenses after October 31st. Three of the stations have construction permits for the altering or removing of equipment, it was said, and may not be ordered off the air at the expiration of the present period. The others are in danger, however, of being eliminated.

The stations are: WCOC, Meridian, Miss., 380 kilocycles, 500 watts, night, 1,000 watts day; WCSO, Springfield, Ohio, 1,450 kilocycles, 500 watts shares with WFJC, Akron; WLAJ, S. Dartmouth, Mass. (has not been operating for several months); 1410 kilocycles, 500 watts, shares with WLEX, Lexington, Mass., and WSSH, Boston; WMAY, St. Louis, 1,200 kilocycles, 100 watts night, 250 watts day, shares with KFWF and WIL, both St. Louis; WNAD, Norman, Okla. (has construction permit), 1,010 kilocycles, 500 watts; KFHA, Gunnison, Colo., 1200 kilocycles, 50 watts; KGFL, Raton, N. Mexico, 1370 kilocycles, 50 watts; KXYZ, Houston, Texas (has construction permit), 1420 kilocycles, 100 watts; KWSC, Pullman, Wash., (has construction permit) 1,200 kilocycles, 500 watts; KZM, Hayward, Calif., 1370 kilocycles, 100 watts, shares KRE, Berkeley, Calif.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION.

October 22 - WHEC-WABO, Hickson Electric & Radio Corp., Rochester, N. Y., request for authority to install automatic frequency control; WABC-WBOQ, Atlantic Broadcasting Corp., New York, N. Y., request for a renewal of the special authorization granted 7/29/30 to conduct special synchronization experiments with WHK on WABC-WBOQ's frequency and power, 860 kc., and 500 W., between the hours of 12:00 midnight and 6:00 A. M.; York Broadcasting Co., York, Penna., C. P. to erect a new station to use 970 kc., 500 W. and daytime hours; Dothan Broadcasting Co., Inc., Dothan, Ala., C. P. to erect a new station to use 1210 kc., 100 W., and unlimited hours; KWWG, Brownsville Herald Publishing Co., Brownsville, Texas, C. P. to install a new transmitter; University of Idaho, Pullman, Washington, license to operate with KWSC's transmitter on the same frequency as KWSC, 1220 kc., but with 2 KW power, and hours from 6:30 to 6:00 P. M. on Fridays and Saturdays.

October 23 - WIBX, Inc., Utica, N. Y., request for authority to install automatic frequency control; Marius Johnson, Prop., trading as Johnson Music Store, Ironwood, Mich., C. P. application amended to request a different type of equipment; WJR, WJR, The Goodwill Station, Inc., Detroit, Michigan, C. P. to move transmitter from Sylvan Lake Village to a new location near Pontiac, install new equipment and increase power from 5 KW to 50 KW on 750 kc.; WCOD, Norman R. Hoffman, Harrisburg, Penn., C. P. to change equipment and increase power from 100 W. to 250 watts day and 100 W. night; WGCM, Great Southern Land Company, Mississippi City, Miss., C. P. application amended to request a change in frequency from 1210 kc., to 950 kc. with 8½ hours daily (w½ evening hours) with 1 KW; H. B. Read, Salem, Oregon, C. P. to erect a new station to use 550 kc., 250 W., and all the hours not used by KOAC; H. B. Read, midway between Centralia & Chehalis, Washington, C. P. to erect a new station to use 1220 kc., 1 KW, and all hours not used by KWSC.

October 24 - WDSU, Joseph H. Uhalt, New Orleans, La., license to cover C. P. issued 7/25/30 to move transmitter from New Orleans, La., to Gretna, La., and install new equipment; KMAC, San Antonio, Texas, modification of license to change hours of operation from sharing with KONO to unlimited on 1370 kc.; KONO, Mission Broadcasting Co., San Antonio, Texas, C. P. to make changes in equipment; KXL, KXL Broadcasters, Portland, Oregon, C. P. to install a new transmitter, change frequency from 1420 kc., to 1410 kc., sharing with KBPS on 1420 kc., and increase power from 100 w. to 1 KW; KID, KID Broadcasting Company, Idaho Falls, Idaho, C. P. to change equipment and increase power from 500 W. day and 250 W. night to 500 W. day and night on 1320 kc.

October 25 - Kent's, Inc., Petersburg, Virginia, C. P. to erect a new station to use 1310 kc., 15 W., and unlimited hours; KXYZ, Harris County Broadcast Co., Houston, Texas, license to cover C. P. issued 8/29/30 to move transmitter and studio locally and install a new transmitter; David R. Gray, Duncan, Okla., C. P. to erect a new station to use 1270 kc., 1 KW and unlimited hours;

KGNF, Herbert Logan Spencer, North Platte, Nebr., modification of license to change frequency from 1430 kc., to 710 kc., with daytime hours; John H. Hidy, trading as the Central Distributing Company, Champaign, Ill., C. P. to erect a new station to use 1370 kc., 100 W., and unlimited hours; KDYL, Intermountain Broadcasting Corp., Salt Lake City, Utah, modification of C. P. to change the type of equipment on C. P. issued 8/15/30, and extend commencement and completion dates to 10/6/30 and 12/31/30 respectively.

Applications Other Than Broadcasting

October 23 - Norden-Hauck Electric & Mfg. Co., near Lansdale, Pa., new C. P. for 6425, 12850, 25700 kc., 125-500 watts, experimental service; W9XX, Rev. Lannie W. Stewart, Cartersville, Mo., license to cover C. P. for 1604 kc., 100 watts, experimental service; WNC, American Telephone & Telegraph Co., Lawrenceville, N. J., renewal of limited public license for 9750, 14470, 19220 kc., 20 KW; WSL, Mackay Radio & Telegraph Co., Sayville, N. Y., C. P. to install new transmitter on 143, 109, 120 kc., 10 KW, coastal service; W2XCB, David Grines, New York, N. Y., C. P. to change location as well as install new equipment 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 50 watts, experimental service; WIO, American Telephone & Telegraph Co. Lawrenceville, N. J., renewal of limited public license for 10550, 16270, 21420 kc., 20 KW; WPDB, City of Chicago, Police Dept., Chicago, Ill., license to cover C. P. for 1712 kc., 500 watts; WLXJ, Harvard University - Cruft Laboratory, Cambridge, Mass., renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850 kc., 500 watts, experimental service; KRM, Los Angeles, Calif., and KRG, San Francisco, Calif., Federal-State Marketing Service, modification of license to cover additional transmitter for 3250, 4244, 5365, 8810, 10010 kc., 100 watts, Agriculture service; W9XI, University of Minnesota, Minneapolis, Minn., renewal of experimental license for 1604, 2398, 3256, 6425, 4795, 8650, 12850, 17300 kc., 500 watts.

October 24 - RCA Communications, Inc., Rocky Point, N. Y.; WIK, WKL, WQP, WQT, modifications of licenses for changes in normal transmitter number to #34, #21, #6 and #27 respectively; Aeronautical Radio, Inc.; WAEB, WAEC, Columbus, Ohio and Pittsburgh, Pa., licenses to cover C. P.'s for 3468, 6365, 8015, 12180 kc., 400 watts, also WAEC, license to cover C. P. for 393, 400, 414, 420 kc., 100 watts; KGJW, Pan American Airways, Inc., Brownsville, Texas, modification of license for increase in power from 300 watts to 350 watts, also renewal of license for 278, 2662, 3070, 5690, 8015, 6350 kc., 300 watts and 10 watts; KHEPK, R. H. Jackson, Jr., NC-100-K, renewal of aircraft license for 3106 kc., and other available frequencies, 50 w.; City of Omaha, Police Dept., Omaha, Nebr., new C. P. for 1712 kc., 400 watts day, 150 watts, night, police service; Washington Air College, Tacoma, Wash., new C. P. for 3010, 3172, 5660, 3286, 2506 kc., 150 watts, aeronautical service.

October 25 - Aeronautical Radio, Inc.; KGUF, Dallas, Texas, WQDP, Atlanta, Ga., KGUA, El Paso, Texas; KGUB, Houston, Texas, KGUC, Ft. Worth, Texas, modification of licenses for change in frequency to 2326, 2344, 4140, 6260, 6275, 12210 kc.; WAEE, Camden, N. J., WAED, Harrisburg, Pa., licenses to cover C.P.'s for 393, 400, 414, 420 kc., 100 watts.

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NEWSPAPERS RAP ADS IN RADIO PROGRAMS

Newspaper publishers and advertising executives, meeting in separate sessions, took a rap at commercial advertising in radio programs as carried in the daily press, according to Editor & Publisher.

In Boston the question of a change of policy relative to the radio pages of the newspaper came up for considerable discussion at the semi-annual meeting of the New England Daily Newspaper Publishers' Association.

"The feeling was prevalent that altogether too much free space is given radio programs and this fact is being capitalized by the radio station solicitors in presenting their arguments to prospective customers. A survey showed 11 out of 16 newspapers gave radio advertisers considerable free publicity. Of the remaining five, only one entirely eliminated advertisers' names and products from their radio program listings.

"A special committee appointed to investigate the radio situation reported that radio broadcast advertising is, and should be, considered a competitor of the newspaper, and declared that a newspaper should not further the advancement of a competitor by giving considerable free publicity. The committee recommended that newspapers take a cooperative attitude with radio interest to bring about better understanding between the two in an attempt to straighten out the situation.

"A resolution was presented and adopted to the effect that this association recommend a more uniform method of listing radio programs throughout the country, and that the listing entirely eliminate all mention of the advertiser or his produce."

At Chicago, growing hostility to the use of commercial names in newspaper radio columns was voiced at the convention of the Newspaper Advertising Executives Association.

"General agreement was expressed that newspaper radio columns are building up a competitor which is actually diverting advertising revenue from the newspapers, some members citing specific instances to prove this point. The association, however, declined to take any formal action on the matter, holding that decision on what should be printed in the news columns ought to come from the editorial offices, rather than from advertising executives."

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