

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 :: :: CONFIDENTIAL—NOT FOR PUBLICATION.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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COMMISSIONERS BATTLE FOR EQUALITY

Whether it is because of the approaching election or just a belated effort to remedy an injustice of long standing, the Radio Commissioners are suddenly falling over each other in their haste to introduce resolutions calling for a more equitable distribution of broadcasting facilities.

First came a statement from Maj. Gen. Charles McK. Saltzman, Chairman of the Commission, to the effect that the inequalities should be smoothed out. Judge Ira E. Robinson, former Chairman also has proposed such a resolution.

And now comes Commissioners William D. L. Starbuck and Harold A. Lafount with similar demands although the latter is particularly concerned over alleged discrimination against the Pacific Coast Zone, which he represents.

The plans of all the Commissioners, none of which have been acted on, are similar on the whole while varying in details. All propose the reduction of radio facilities in over-quota areas and their increase in under-quota sections.

"The Commission has not practiced such equality (as provided in the Davis Amendment) or sought to correct the existing inequalities", Mr. Starbuck charged. "Conformity with the law is a duty imposed upon the Commission and for which it is accountable. The present inequality can be cured and the mandatory equality accomplished without widespread disturbance or violent readjustment."

His proposals are:

1. That where an application is made by a station in a State having less than its quota in a Zone having less than its quote for facilities being used in a Zone having more than its quota and where the facilities applied for have adequate kilocycle and geographical separation from stations in the under-quota zone, the application shall be granted, if otherwise in the public interest.
2. Where facilities are taken from a State in an over-quota zone, as set forth in the preceding paragraph, the Commission shall effect an equalization, partial or total as it may deem necessary, of the facilities remaining in that State and/or Zone.
3. That any equalization of radio facilities among States in a Zone having not less than its quota shall be made only from within that Zone.
4. No application will be granted for additional facilities in any over-quota Zone.

Commissioner Lafount is chiefly concerned over the borrowing of a cleared channel from the Pacific Zone for the use of WGY, Schenectady, N. Y., leaving the First Zone with an extra channel and the West Coast Zone with one under its share.

As a remedy for this inequality, he proposed that the Commission either assign another frequency to WGY or that another channel be cleared and allocated to the Fifth, or Western, Zone.

In support of this resolution, Commissioner Lafount called respectfully to the following:

1. The service area of Station KGO has during early night hours been reduced to the area normally covered by a regional station, and in fact, to a less area than many regional stations now cover.

2. The area of the Fifth Zone is two-fifths of the United States, therefore, cleared channels are actually more necessary than in smaller zones.

3. That the amount of power used in the different Zones on cleared channels is not equal. The records on October 15, 1930, show the following:

1st Zone, including WGY	230,000 watts
2nd Zone	185,000 "
3rd Zone	170,000 "
4th Zone	200,000 "
5th Zone, including KGO	70,000 "

4. That although the Court order is not now effective, the Commission is continuing to license Station WGY on the Fifth Zone cleared channel, frequency of 790, with 50 KW power. That such an assignment is unfair and does not provide equality since it gives the First and smallest Zone high-powered stations on nine channels.

5. That through the Commission's act the Fifth Zone is now actually forced to operate one of its stations allocated to a cleared channel simultaneously with a station in the First Zone, not allocated to a cleared channel.

6. That the Fifth Zone has applications for additional 5 KW stations, which would render a needed service but since 5 KW stations cannot be assigned on regional frequencies and since the Fifth Zone has now only seven cleared channels instead of eight as provided for other Zones, such applications cannot be granted; consequently the public are deprived of their programs and the Zone is discriminated against.

The recommendations of Judge Robinson are as follows:

1. That the Engineering Division be instructed:

(a) To determine the average existing mileage separation between stations on the same and adjacent regional channels for given powers of 250, 500 and 1000 watts.

(b) To furnish to the Commission a list of frequencies which can be used in under quota States, and in what

portions of these States, with separations of the average amount determined as above.

2. That where facilities can be granted to under quota States using these present average mileage separations on the same and adjacent channels, that it adopt the average separation only for the purpose of allocating facilities to under quota States.

3. That in granting facilities to under quota States the power of existing local and regional stations be increased if possible rather than authorizing new stations.

4. That in following this procedure the Commission consider all applications coming from the same State at the same time, granting such applications under this procedure as it may deem proper and practicable.

5. If hearings are necessary on such applications, all hearings coming from the same under quota State be set and considered on the same date or dates.

Coincident with the resolution, Commissioner Robinson issued a lengthy statement of explanation, which follows in part:

"In submitting this plan, I have borne in mind the fact that where facilities have already been allocated to States there are legal entanglements which handicap the Commission in withdrawing these facilities. I have also taken into consideration the existing service rendered by stations now licensed.

"The Commission has in the past allocated facilities when it thought necessary and advisable without strictly adhering to such a mileage separation as has been recently recommended by the Engineering Division.

"If the mileage separation which the Engineering Division has recommended was actually the separation which is now in existence, I would hesitate before offering this plan. However, I feel that this plan is reasonable as it is based upon the average separation now in existence between stations on the same and adjacent channels.

"Further, I feel that it was the intent of Congress that the Commission should practically apply the Davis Amendment. Not absolutely down to mathematical precision, but that wide discrepancies as between Zones and States should not occur. At the present time there are some very wide discrepancies, as for instance, Pennsylvania being approximately 8 units under quote and Illinois 11 units over quota. I do not believe that the rights of any specific State should be subservient to the rights of another State.

"It is, therefore, my purpose in submitting this plan to the Commission, to provide a means whereby these under quota States can be allocated the facilities which are now due them. It is not

my purpose to withdraw facilities from over quota States, but to allow facilities to be added to under quota States on the same score of separation that has been used in other parts of the country.

"Should some interference occur as a result of this plan, it will not be any more than that now existing where stations are operating with close mileage separation. Most of the regional stations are now rendering only a local service and if these additional facilities are allocated carefully and with the judgment which I know this Commission will exercise, the communities which do not now have adequate facilities will be given their just portion of service and cannot further raise the claim that they do not have their pro-rata part.

"As time goes on, there will be mortality of stations by which the Commission may gradually reduce the facilities in over-quota States."

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WBAL PUTS ON GREAT ANNIVERSARY PROGRAM

One of the finest programs ever put on by the staff of a single, independent station was that of Station WBAL, at Baltimore, last Saturday night, celebrating its fifth anniversary. All the talent was local. It was another fine achievement of Frederick R. Huber, the station director, who is also Supervisor of Music for the City of Baltimore.

The gala program reflected throughout the high musical standard which Mr. Huber has always insisted upon maintaining. For this the station director and his staff came in for praise from Charles M. Cohn, Vice-President of the Consolidated Gas and Electric Company, owners of the station.

"Baltimore must always be on the map in a radio sense and WBAL is doing the utmost to keep it there", Mr. Cohn declared. During the course of his talk he referred to the fact that the station had applied for an increase to 50,000 watts power.

More than 50 staff artists joined in the program. The broadcasting time of this station has increased more than 500 per cent in the last five years. When it first started, the station broadcast eleven hours a week, with two silent nights. The weekly time now is 61½ hours.

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NBC PLANS FOR FUTURE EXPANSION

The National Broadcasting Company, in preparation for new developments which may revolutionize radio broadcasting, is effecting an expansion of its program and production forces.

George Engles, Vice-President of the National Broadcasting Company in charge of programs, in announcing the new set-up said that it represents the foundation of a force that will not only be able to cope with all present requirements of broadcasting but will anticipate important future developments in radio.

"We realize that if we are going to be able to keep pace with the inevitable changes and growth in broadcasting, we must make preparations now", Engles said. "The organization we are in the process of creating represents a completely modernized personnel, capable of handling with the greatest possible facility all of the ramifications of the broadcasting business."

In the new executive alignment, the major responsibility falls on Miss Bertha Brainard, Phillips Carlin, William S. Rainey, Curt Peterson, Leslie Joy, Gerard Chatfield, Thomas McAvity and William Burke Miller, all skilled and experienced in practical broadcasting activities.

"Perhaps the most important change that is being made", Engles declared, "is the new emphasis that is being placed on the production department. In the theater the producer holds the most responsible position in the staging of a play, with the author, the stage director, and the musical director subordinate to him. This is the logical arrangement. From now on our production department will occupy the key position in the whole program structure. All the factors which go into a finished radio program - music, casting, continuity and direction - will be subject to final approval by the production department."

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BROADCASTER NEVER HEARD OF A LICENSE

Professing that until recently he did not know that a broadcasting station must be licensed to operate, Edward Tomajko, Jr., secretary of the Adamsburg Mines, of Pennsylvania, admitted to the Radio Commission October 30th, that he had purchased a 7½ watt station for \$1,000 and had been operating it without permission.

When he learned that a license was required, he said he filed an application for permit to erect and operate a 100-watt station. The call letters of the private station were WGM. Lee Elton Spencer, of Jeannette, Pa., from whom the station was purchased, broadcast with the call letters WOOP also without a license, according to testimony introduced.

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WORLD TREND TOWARD SUPER-POWER

While the Federal Radio Commission is debating the question of whether or not to open more than half the cleared channels to high power broadcasting stations, other countries over the globe are building super-power radio stations, according to reports of Consuls to the Department of Commerce.

Russia is erecting 100,000 watt stations - just twice the maximum power granted broadcasters in this country - according to unoffical reports. Stations of approximately 50,000 watts are being built at Rome and Milan, Italy. The former is to be utilized by the Pope to transmit messages over Europe, and by means of short waves, around the world.

A 15,000 watt station was recently put in operation at Johannesburg, South Africa, to penetrate the tropic static which impedes the radio signals.

Ireland is planning to erect a station that will cover the Irish Free State, while England intends to replace regional stations with several 30,000 watt transmitters.

Oslo, Norway, has a 60,000 watt station. Japan has eight 10,000 watt broadcasters, while at Lahti, Finland, there is a 40,000 watt station and another at Huizen, The Netherlands.

Both Germany and France have under consideration, plans for high power stations. The former intends to replace 28 regional stations with 11 high-power units. Two of these, each 60,000 watts, are already under construction at Heilsburg and Muehlacker. France desires a station that will be capable of reaching its widely scattered colonies. It would probably be a short wave transmitter with high enough power to be received in northern Africa, French Guiana, the West Indies, Indo-China, and Madagascar.

The theory upon which all these countries are working, it was pointed out by Department of Commerce officials, is that a few high power stations can serve a country more satisfactorily than a large number of low power broadcasters.

These foreign countries, however, have not quite the same problem as exists in the United States in that none of them have had the congestion of stations that this country has and only Russia has as large a territory to cover.

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CAP GIVES GEDDES RING FROM MID-OCEAN

In Washington for the week-end, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, who still maintains his home at 20 Grafton Street, Chevy Chase, almost fell out of his shoes Saturday morning when the telephone operator told him there was a call for him from the S. S. Leviathan, then about half-way across the Atlantic, headed for New York.

It was from Capt. William G. Sparks, of Sparks-Withington Co., of Jackson, Mich., returning from Europe. Captain Sparks had felt the urge to discuss plans for a meeting of the Radio Manufacturers' Association in Cleveland postponed to November 18th so he could attend.

Mr. Geddes said that two-thirds of the conversation was as clear as a local telephone call.

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FOUR STATIONS PUT OFF THE AIR

Four broadcasting stations were ordered off the air on October 31st by the Federal Radio Commission. Following is the text of the announcement:

Because of their failure to make application for renewal of licenses within the time specified by the Radio Act of 1927, the following telegram was sent to four broadcasting stations:

"Your license expires 3 A. M., E.S.T., October 31, 1930. Any operation of your station after that date and hour will be in violation of the Radio Act of 1927 as amended and you will be subject to penalties provided therein. Failure to renew license due to noncompliance with General Order 89."

The stations ordered off the air are: WMAY, Kings Highway Presbyterian Church, Grand and Lindell Boulevard, St. Louis, Mo.; WCSO, the WGAR Broadcasting Co., Springfield, Ohio; KFHA, Waldo L. Hawkins and Dr. A. R. Craig, Hawkins-Craig Syndicates, care Western State College, Gunnison, Colo.; KZM, Leon P. Tenney, 880 B Street, Hayward, California.

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WBEN JOINS WEA F NETWORK

Station WBEN, operated by the Buffalo Evening News, will become associated with the National Broadcasting Company on Saturday, November 15th. This 1000 watt station will distribute WEA F programs in the Buffalo territory.

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ADVOCATES USE OF SUPPLEMENTAL NEWSPAPER ADVERTISING

In an address to the New England Association of Advertising Clubs, at New Haven, Harry C. Butcher, Washington representative of Columbia, spoke in part as follows:

"Considerable criticism of radio advertising comes from the newspapers, and inasmuch as these barbed shafts usually hit weak spots in the radio picture, they should serve to improve the art. We in Columbia feel that no single medium of advertising - even radio advertising - will do the whole advertising job. Radio advertising should be tied in with other forms of advertising, particularly newspaper space. In radio advertising, the sponsor of a program may build up good will for his concern, and he should use his newspaper copy for actually selling his merchandise.

"Some newspapers and editorial associations have charged that radio time is sold partly, if not largely, because of the mention given the sponsor in the newspaper radio programs and in publicity stories. In so far as Columbia is concerned, this is wholly incorrect. In selling time on the Columbia network our sales force confines itself to the advantages of the time on the air itself. Certainly the sale of half-hour periods to a sponsor for \$5,000 or more on the basis of possible mention of the sponsor's name in newspapers would be an insecure basis for the broadcasting business. Columbia does not even subscribe to a press clipping service of any kind."

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RADIO USED BY NEWS CAMERAMEN

The Dayton (O.) Daily News is experimenting with a radio receiver for use by its news cameramen in automobiles. With the cooperation of Station WSMK, the City Editor of the Daily News has been able to reach his photographers instantaneously when they are out on an assignment.

Regular program service of the station is stopped momentarily when the messages are to be sent. So far the communication scheme is still experimental, but the newspaper is said to have found it practical.

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: BUSINESS LETTER BRIEFS :
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A Buenos Aires broadcasting station has been silenced for eight days because it was transmitting about 250 words of advertising matter between entertainment numbers. The charge has often been made that Argentine stations are over-burdened with advertising matter.

The brief of the Radio Corporation of America in answer to the suit of the DeForest Radio Company in the United States Circuit Court of Appeals for the third circuit has just been published.

If the time had been sold to the Republican and Democratic National Committees, the revenues to Columbia during this campaign would have been approximately \$62,400, an average of \$5,200 for each half-hour, according to Harry C. Butcher, Washington representative of Columbia.

Assuming the NBC contribution to be about the same, this would bring the amount of time which the two chains donated to the Republican and Democratic parties considerably more than \$150,000.

Experimental testing of the radiotelephone link between New Zealand and Australia has now commenced, according to the Department of Commerce. Initial tests have proved very satisfactory, and telephone conversations can now be exchanged without difficulty between the two radio stations. A great deal of work has yet to be done in connection with the linking up of the wireless section with the toll lines of the country.

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TOO MUCH ADVERTISING TALK LISTENER DECLARES

A reader wrote to the Washington Post recently as follows:

"Hotels provide dinner music for their guests. Washington radio stations seem to have conceived the new idea of providing speeches. Moreover, these speeches now seem to come from admirable charity and community organizations, which organizations will defeat their purposes of collecting any further funds from me unless they have the good taste to present their appeals at the proper time and place.

"A solicitor for the most worthy charity or civic enterprise is not usually invited into the dining room to present his cause. And he should not try to intrude there by radio.

"Advertisers by radio also are offenders. But I suppose it will take some time yet to convince advertisers that when one sits down to listen to music on the radio, it is not good salesmanship to start talking about a produce.

"My radio dealer tells me that his greatest sales resistance no longer is the quality of sets - they are marvelous - but the quality of programs, and the latter are being more and more marred by too much talking, by too many speeches, by too much salesmanship even in the programs labeled 'musical.'

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Oct. 29 - Melvin M. Burtis, Syracuse, N. Y., C. P. to erect a new station to use 1500 kc., 250 w. day and 100 w. night, and unlimited time; WBEN, Edward H. Butler, Trustee for Ada Butler Mitchell and Edw. H. Butler, d/b as The Buffalo Evening News, Buffalo, N. Y., C. P. to install an auxiliary transmitter at studio location, to be operated in case of emergency on 500 W., and 900 kc.; WEXL, Royal Oak Broadcasting Co., Royal Oak, Michigan, license to cover C. P. issued 6/27/30 to move transmitter and studio locally and install a new antenna; Canton Broadcasting Co., Canton, Ohio, C. P. to erect a new station to use 620 kc., 1 KW and unlimited hours.

Oct. 30 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., modification of license to use WBBC's transmitter as an auxiliary transmitter, location same as WCGU; WGOP, May Radio Broadcast Corp., Newark, N. J., C. P. to move transmitter locally; KDKA, Westinghouse Electric & Mfg. Co., Pittsburgh, Penna., request for an extension through the next license period (Oct. 31, 1930, to Jan. 31, 1931), the authority granted 8/19/30 to synchronize old transmitter at Wilkins Twp. with new transmitter near Saxonburg, combined power not to exceed 50 KW; Leo J. Callinan, Akron, Ohio, C. P. to erect a new station to use 1500 kc., 100 W., and unlimited hours; WROL, Stuart Broadcasting Corporation, Knoxville, Tennessee; license to cover C. P. issued 8/26/30 to move transmitter and studio locally, install new equipment, and increase power from 50 W to 100 W. on 1310 kc.; The Greenville News-Piedmont Co., Greenville, S. C., C. P. application amended to request limited time on 1180 kc., with 1 KW instead of unlimited time on 610 kc., with 1 KW; KWKC, Wilson Duncan, trading as the Wilson Duncan Broadcasting Co., Kansas City, Mo., license to cover C. P. issued 6/24/30 to rebuild equipment; H. O. Clemensen, Payette, Idaho, C. P. to erect a new station to use 1390 kc., 100 watts, and unlimited hours;

October 31 - Anderson-Gross Broadcasting Co., Lansing, Mich., C. P. to erect a new station to use 570 kc., 500 watts, and unlimited hours; WDAH, d/b as Egle Broadcasting Co., El Paso, Texas, license to cover C. P. issued 5/19/30 to move transmitter and studio locally, and install new equipment; WNER, Memphis Broadcasting Co., Memphis, Tenn., modification of license to move studio locally.

Applications Other Than Broadcasting

Oct. 29 - National Air Transport, Inc., Planes #NC-426-H,* NC-417-E, NC-191-E, NC-424-E, NC-397-E, NC-422-H,* NC-427-H,* NC-423-E, NC-425-E, NC-414-E, NC-421-H,* NC-420-H,* NC-413-H,* NC-411-H,* NC-8415,* NC-8414,* NC-9669,* NC-9668*, licenses for aircraft on 3106-3160 kc., 15 watts; those starred, also 50 watts.

Oct. 30 - Dr. Eugene V. Broughton, North Bend, Ore., new C. P. for 1 kc. in 3000 kc. band and 1 kc. in 5000 kc. band, 250 watts; KHIXC, NC-985-H, KHNAZ, NC-369-N, KHIVE, NC-311-N, National Air Transport, Inc., modifications of licenses for changes in frequency to 3106-3160 kc., 50 and 15 watts; WJK, Press Wireless, Inc., Needham, Mass., renewal of limited public license for 7370, 7835, 15670, 15880 kc., 5 KW; WJH, Press Wireless, Inc., Hicksville, N. Y., C. P. for change in location from Little Neck, L. I., to Hicksville, N. Y.; Max C. Huling, new C. P. for 1 frequency in the following bands: 14000-14400, 28000-30000, 56000-60000 kc., 50 watts, special experimental service.

Oct. 31 - Trustees of Tufts College, Medford, Mass., WLXAW, renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 500 watts; Press Wireless, Inc.; WJP, Cantiague Village, N. Y., and WJA, Chicago, Ill., modification of limited public licenses for change in frequencies to 4710, 4720, 4730, 4740, 4750, 4920, 4930, 4940, 4950, 4960, 4970, 4980, 4990, 5000, 5280, 5290, 5300, 5310, 5320, 5330, 5340, 5350, 5360, 7332.5, 7347.5, 7362.5, 7377.5, 7617.5, 7632.5, 7647.5, 7812.5, 7827.5, 7842.5, 7857.5, 7910, 7940, 7970, 15565, 15595, 15625, 15655, 15685, 15715, 15745, 15835, 15865, 15895, 15925 kc.; Globe Wireless, Ltd.; KTK, Mussel Rock, Calif., C. P. for additional transmitter on 5525, 11050, 16380, 22100, 4116, 5615, 8630, 11020, 11080, 11140, 11200, 16900, 22150, 500, 460 kc., 1,500 watts; KCQ, Musselrock, Calif., C. P. for additional transmitter on 7430, 7445, 9410, 10930, 14860, 14890, 18820, 22700 kc., $1\frac{1}{2}$ KW, limited public service; W9XAM, Elgin National Watch Co., Elgin, Ill., modification of license to cover C. P. for amateur bands in accordance with revised amateur regulation, 500 watts, special experimental service.

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