

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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FEDERAL BUREAU OF INVESTIGATION  
DEPARTMENT OF JUSTICE  
G. W. JOHNSTONE

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No. 384

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## JAZZ PROGRAMS USE MOST RADIO TIME

Jazz continues to rule the ether by occupying more time on the air than any other radio entertainment, according to a survey of 4,002 broadcast hours of 75 stations by the White House Conference on Child Health and Protection.

In no other country is this popular form of music rated so importantly on radio programs. Of the total of 52.96 per cent of time devoted to music, which ranks first in broadcasting, 33.9 per cent is devoted to jazz, the report reveals. An analysis of 24 European stations, serving 12 countries, however, discloses that jazz occupies only 7 per cent of the radio time although 58.51 per cent is given to music.

Advertising occupies more time on the air in the United States than religious programs, but churches are making substantial use of the radio.

The Committee on youth outside the home and school, which made the study of the radio in its relation to youth, among other findings and recommendations, calls for adequate provisions to guarantee definite place for broadcasting for the benefit of youth.

A comparative table shows the emphasis placed in the American programs upon certain features with that in the European programs.

European programs give 18.09 per cent of the time to formal education compared with 1.08 per cent devoted to it in the American programs. In the United States, the radio programs studied, however, devoted 19.12 per cent of their time to informal education.

To drama, the European stations devote 3.54 per cent of their time compared with 3.38 per cent in America; to comedy and novelty, the European stations give 3.01 per cent of their time compared with 2.78 per cent in America; to children's hour, European stations set aside 2.09 per cent of their time compared with 2.59 per cent in America.

The study further showed that the American broadcasting companies devote 5.94 per cent of their time to church programs compared with 1.05 per cent by the European stations. Sports occupied but 0.22 per cent of the time in Europe while in the United States they enjoy 1.09 per cent of the broadcasting time.

Advertising, it was found, occupies 8.64 per cent of the broadcast time in the United States. No figures were presented in reference to advertising by the European stations.

The Committee declares that evidence is abundant that education has in radio a new and abundant tool. Music, which was found to occupy the largest percentage of time on the air, is reaching millions of young persons in the schools of the Nation.

Although advertising occupies a greater percentage of broadcasting time than church programs, churches are making substantial use of the radio. Catholic institutions own seven stations and have time on 30 other stations which are reaching adherents of their faith. There are four national Jewish organizations that are using from 10 to 18 stations in network. About 30 rabbis broadcast from local stations.

It was found that 20 of 50 Protestant church federations are utilizing the radio 14 of them as federations. The Federal Council claims 7,240 broadcast hours in 1929 and 268 speakers. It used 75 stations.

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#### BUFFALO GETS COMPLETE COLUMBIA SERVICE

The Columbia Broadcasting System will install its complete program service in Buffalo between Stations WGR and WKBW beginning Saturday, November 15, according to an agreement just negotiated by William S. Paley, President of Columbia, and Carlton P. Cooke, President of the Buffalo Broadcasting Corporation. This affiliation will make available to Buffalo and the Niagara frontier, all the programs of the Columbia network.

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#### "WILDCAT" ASKS FOR NEW TRIAL

Robert Gordon Duncan, the "Oregon Wildcat", who was convicted recently of violating the Radio Act by using obscene, indecent and profane language over the air, has asked for a new trial in the Federal Court at Medford, Oregon, according to Edwin W. Lovejoy, United States Supervisor of Radio for the Seventh District.

The maximum penalty for the offense is \$5,000 fine and five years in prison. Gordon's attorneys in arguing for a new trial, besides charging errors in the first hearing, declared that the penalty provided by law is "cruel and inhuman punishment."

Judge Bean has taken the arguments under advisement along with the records in the case.

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## CAP SPARKS OPENS ITALIAN BRANCH

Giving Bond Geddes a surprise ring in Washington from mid-Atlantic, was not the only long-distance telephone performance of Capt. William Sparks, President of the Sparton radio organization, inasmuch as prior to that, he spoke across 6,000 miles of land and water from Milan, Italy, to nearly 100 Sparton distributors assembled at Jackson, Michigan, to tell them that he was completing an agreement whereby the manufacture of Sparton radio will be started in Italy at once.

The international get-together lasted for a half an hour, according to the October issue of "The Sparton Voice", the company's live publication.

"The negotiations on the business deal that terminated on the afternoon of the party and the trans-oceanic telephone talk, were started in Jackson last May", according to The Sparton Voice, "when several Italian engineers visited the Sparton plants. At that time it was planned that a strong company would take over the distribution of Sparton products in Italy. In the meantime Mussolini, in order to give greater employment to all Italians, built a new tariff wall which included a tariff of 25¢ per pound on imported radio sets. This changed the picture materially, and resulted in numerous cablegrams to Jackson from Italy and finally resulted in Captain Sparks' trip to Italy. It was the conclusion of these negotiations that the Captain announced briefly over the telephone stating that the new factory was to be started."

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## RADIO PROBLEMS ARE DISCUSSED

At a conference of the Union Internationale de Radiodiffusion, which concluded recently at Budapest, the problem of electrical interference with broadcast reception was discussed. The Union requested its appropriate Committees to pursue the investigation of this problem.

Technical discussions concerning the measures necessary to satisfy the future needs of the different nations as regards transmission facilities were held. The discussions centred particularly upon the forthcoming international conferences of broadcasting administrations.

With the view of extending public interest in programs which are concerned with outstanding national and international events, the Union instructed its office to collect information and render such other assistance as may increase broadcasts of this character.



In order to facilitate the use abroad of tourists' receiving sets, the Union has instructed its office to collect information in collaboration with the appropriate organizations and to prepare proposals to be examined at a subsequent meeting.

The next meetings of the Union, fixed for February and June next, will take place at Semmering, Austria, and Stresa, Italy, respectively.

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#### KING GEORGE GETS THE BREAK

The following appeared in "Dial Flashes" in the Washington Post by Robert D. Heinl:

"The last time King George was heard in the United States at about 6 A. M., Senator C. C. Dill, of Washington, climbed out of the hay a half an hour earlier and beat him to the American audience.

"However, with the Senator at his home in Washington State at present, it is expected that the King will have the field to himself during the broadcast at 6:58 o'clock next Wednesday morning."

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#### KAUER SEES THINGS LOOKING UP

Ernest Kauer and E. T. Maharin, President and Vice-President, respectively, of the CeCo Manufacturing Co., passing through New York on their way home to Providence after a business trip to Eastern and Middle West cities, sounded the most optimistic note heard in radio circles in a considerable while, according to a statement by Fred Baer, press representative of New York.

Besides New York, they visited Philadelphia, Pittsburgh, Cincinnati, Toledo, Boston and Chicago.

"There is considerable activity in the trade", Mr. Kauer stated. "In sets, this is particularly noticeable in the case of midgets and super-heterodynes. The tube business is becoming exceedingly active again. Sales of new sets and replacements of tubes in presently-owned sets have caused sales to mount above expectations."

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## EDITOR ASKS PALEY TO RECIPROCATE

The following is from the Editor & Publisher:

"An outspoken publicity release from the Columbia Broadcasting System, declaring that 'generally improved business conditions are indicated by an increasing demand for radio advertising', was counteracted by John B. Long, general manager of the California Newspaper Publishers' Association, recently with the request that a similar announcement concerning newspaper advertising be broadcast over a nation-wide Columbia network.

"Declaring that 'Our newspapers are glad to know of this optimistic trend throughout the nation', in a letter to William S. Paley, President of Columbia, Mr. Long gave the radio a dose of its own medicine as follows:

"'In return for our newspapers' expected cooperation, may I suggest that on your next nation-wide broadcast you announce to your hearers that the membership of the California Newspaper Publishers' Association also looks forward to a general increase in business, especially in newspaper advertising which is the primary merchandising medium of the modern day. Your announcer might also point out that "in California, it is the home town newspaper".

"'I am sure that your granting this free advertising over the air for our newspapers will be regarded as proper cooperation for the anticipated free advertising of the Columbia Broadcasting System through your publicity release.'"

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## CAPPER DEDICATES BROADCASTING STATION

Speakers at the dedication ceremony of Station KGFF, owned by the Coffeyville (Kan.) Journal, were: Senator Arthur Capper, head of the Capper Publications, and Dr. John Finlayson, Chancellor of the University of Tulsa, Tulsa, Okla. The Journal station, formerly located at Picher, Okla., was rebuilt as a 1,000 watt transmitter with 200 foot towers.

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## URGES DENIAL OF THREE APPLICATIONS

The denial of three applications for radio facilities has been recommended by Examiner Elmer W. Pratt, in reports to the Federal Radio Commission last week. Arthur Faske, operator of Station WCLB, of Brooklyn, sought to remove his station to Long Beach, N. Y., and applied for a general experimental station license to operate on short waves. Station KGFF, of Alva, Okla., asked to be removed to Shawnee, Okla.

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## FILM ENTERTAINMENT VIA RADIO, IS PLAN

The following is from Motion Picture News, for November:

"Formation of an American company to handle the Fultograph, portable device used for radio broadcasting of photographs, is declared under way by Capt. Otho Fulton, inventor of the instrument. The captain now is in New York demonstrating the device. He is showing the reception of radio pictures on a motion picture screen, in what is declared to presage development of radio picture transmission as entertainment.

"In Europe, the Fultograph is being used by Scotland Yard to transmit photographs of fingerprints for identification, weather maps from Berlin to airplanes of the German lines and photographs of home receiving sets."

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## NEW WBBM-CBS CHICAGO STUDIOS

The following statement has been received from Columbia:

"Combining the very latest word in sound engineering and broadcasting equipment, WBBM, Chicago station for the Columbia Broadcasting system, will open two new Columbia studios on the main floor of the Wrigley building on the evening of December 1st.

"This addition to the existing Columbia facilities in Chicago occupies three floors of the building, the executive and administration offices now being on the ninth floor, and the older studios, the traffic department and the production department now covering most of the floor on the Rush Street level.

"New and unique features, the result of a study of all previous studio construction throughout the country, abound in the new broadcasting rooms, one 30 x 50 feet, the other 30 x 30 feet."

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## URGES UNIVERSAL USE OF RADIOBEACONS

Recommendations for the development of a world-wide system of radiobeacons were adopted by the recent international conference at Lisbon, Portugal, George R. Putnam, Commissioner of Lighthouses, declared upon his return from the parley as a delegate from this country.

The conference also urged the equipment of all ships with radio compasses for the increase of safety at sea. Thirty-one nations were represented at the meeting, which was the first of its kind since 1889.

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## WBEN MAKES ITS BOW TO NEWSPAPER FRATERNITY

In a full page advertisement in the current issue of the Editor & Publisher, the new station WBEN, at Buffalo, owned by the Buffalo Evening News, and directed by A. H. Kirchhofer, made its presence known to the newspaper fraternity last week. As set forth in this advertisement, the station is broadcasting full time on a frequency of 900 kilocycles with 1000 watts power, becoming the Buffalo outlet for the National Broadcasting Company's Red Network, November 15th, and reaching a radio audience of 200,000 families in the Buffalo territory.

In addition to carrying the NBC sponsored programs, a limited amount of time will be sold locally.

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## BIG PLANS FOR CLEVELAND NAB MEETING

Because the meetings will be open to broadcasters generally and not confined to members, an unusually large attendance is expected at the Eighth Annual Meeting of the National Association of Broadcasters to be held in Cleveland next Monday, Tuesday and Wednesday, November 17, 18 and 19th.

President William S. Hedges will preside at the session and the speaker list will include General Saltzman, Chairman of the Federal Radio Commission, Dr. C. B. Jolliffe, Chief Engineer, Col. Thad H. Brown, General Counsel, and Congressman Frederick R. Lehlbach, of New Jersey, who will succeed Congressman Wallace White as Chairman of the House Merchant Marine Committee if the Republicans are in power.

Among the things to be discussed are electrical transcription, copyright legislation, payment of royalty, and other matters. Also a successor to L. S. Baker is to be chosen. The most talked of candidate for this position is Phillip E. Loucks, young Washington lawyer, who has been acting as representative of the Association in the Capital.

The Radio Manufacturers' Association Board of Directors will also meet in Cleveland at the time the Broadcasters are there.

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: BUSINESS LETTER BRIEFS :  
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Miss Constance Lafount, daughter of Commissioner Harold A. Lafount, will be married to John Scowcroft, son of the late Herbert M. Scowcroft, of Ogden, Utah, at 8:30 P. M., Thursday, November 20th, at the Washington Club. Invitations were issued last week. The bridegroom-to-be is a graduate of the University of Utah and a member of one of Utah's pioneer families.

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A Sparton radio set was able to pick up WGY recently from the Coachella Valley, Calif., 200 feet below sea level.

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Dr. Lee DeForest, radio inventor, was restrained in a Federal injunction last week at Los Angeles from marketing any radio apparatus unless it is marked "not the original company", according to the Associated Press. The decision came after the Court had taken under advisement the application of the original DeForest Radio Company, of Passaic, N. J., for an injunction to restrain the Lee DeForest Manufacturing Co., Ltd., of Los Angeles, from using the trade name "DeForest."

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The Atlanta Broadcasting Company sought a new station November 7th at a Radio Commission hearing for use in connection with a "centralized teaching" system in the Atlanta public schools. The application was for 1,310 kilocycles with 100 watts power. It was opposed by George O. Sutton, counsel for Station WGST, of Atlanta.

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The following is from a financial report of the Grigsby-Grunow Company, Chicago, appearing in the New York Times:

"Three months ended August 31: Net loss after charges, \$182,974, compared with profit before Federal taxes of \$2,339,031 last year."

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With information for the R.M.A. regarding radio export trade and conditions in the European radio industry, Capt. William J. Sparks, of the Sparks-Withington Company, returned from Europe on the "S.S. Leviathan" on November 3rd. He made a two months' tour of the continent.

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The Coast Guard service is planning to build a new traffic control station at Fort Heat, Winthrop, Mass., and to purchase radio-phone receivers for section bases, patrol boats, picket boats, life boats, etc.

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"Electronics" in an editorial in the November issue calls upon the Radio Commission to open all cleared channels to high power broadcasting stations so that the farmers may receive a better grade of radio programs.

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The following is from Variety:

"NBC and Columbia are figured to do a combined biz of around \$20,000,000 this year compared to the year before when NBC alone grossed something like \$15,000,000. Drop is figured from 20 to 25 per cent in executives' estimates."

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#### APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

November 6 - WDAG, National Radio & Broadcasting Corp., Amarillo, Texas, modification of C. P. to change transmitter location from West of Amarillo to the Tri State Fair Park, Amarillo, and extend completion date on C. P. to 11/27/30; King Evans, Marshall, Texas, C. P. application amended to request 1420 kc., instead of 1340 kc., with daytime hours; KFKA, The Mid Western Radio Corp., Greeley, Colo., C. P. to change equipment.

November 7 - York Broadcasting Company, York, Penna., C. P. application amended to request 1000 kc., instead of 970 kc. with daytime hours; KGRS, Gish Radio Service, Amarillo, Texas, license to cover C. P. issued 3/1/30 to move transmitter and studio locally and install new equipment; WMBF, Isle of Dreams Broadcasting Corp., (WIOD-WMBF), license to cover C. P. issued 9/5/30 to move transmitter locally on Collins Island, Miami Beach, Fla., and studio from Collins Island to Miami, Fla.; WRBQ, J. Pat Scully, Greenville, Miss., license to cover C. P. issued 2/11/30 to install new equipment and increase power from 100 w. to 250 W. day and 100 W. night on 1210 kc.

November 8 - WORC-WEPS, Alfred Frank Kleindienst, Worcester, Mass., request for authority to install automatic frequency control; WOOD, Norman R. Hoffman, Harrisburg, Pa., request for authority to voluntarily assign license to the Keystone Broadcasting Corp.; WJW, John F. Weimer, (Manfield Broadcasting Association), Mansfield, Ohio, C. P. to change equipment, change frequency from 1210 kc., to 930 kc., and increase power from 100 watts to 250 watts with unlimited hours; Bryan T. Cole, Norman, Oklahoma, C. P. to erect a new station to use 710 kc., 100 watts and unlimited hours.



## Applications Other Than Broadcasting

November 6 - KFQ, Globe Wireless, Ltd., Guam, Mariana Islands, license covering C. P. for 7445, 14890, 18820, 22660 kc., 10 KW, limited public service; KDC, Globe Wireless, Ltd., Island of Guam, license covering C. P. for 5525, 11050, 16580, 22100, 4116, 6515, 8630, 11020, 11080, 11140, 11200, 16900, 22160 kc., 1 KW, coastal service; W10XX, Boeing Air Transport, Portable on truck #2, renewal of special experimental license for 3142, 5660, 8650, 12850, 23120 kc., 50 watts; W9XJ, University of North Dakota, Grand Forks, N. Dakota, renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 500 watts; KGPG, Vallejo Police Department, Vallejo, Calif., modification of C. P. for extension of completion date to 1/1/31; W8XAA, City of Cleveland, Dept. of Airport, Cleveland, Ohio, license to cover C. P. for 278 kc., 10 watts, special experimental service; W6XK, Don Lee, Inc., Los Angeles, Calif., license covering C. P. for amateur bands according to revised amateur regulations 500 watts; KGTH, Aeronautical Radio, Inc., Airport, Salt Lake City, Utah, modification of license to cover new transmitter on 278, 3460, 6350, 5540, 3070, 8015, 12180 kc., 400 watts and 15 watts on 278 kc.

November 7 - KGUP, Aeronautical Radio, Inc., Phoenix, Ariz., modification of license to cover new transmitter on 278, 3484, 5630 kc., 400 and 15 watts; KG TJ, Aeronautical Radio, Inc., Las Vegas, Nevada, modification of license to cover new transmitter on 278, 3070, 3460, 5540, 6350, 8015, 12180 kc., 400 watts; W6XV, Federal Telegraph Co., Palo Alto, Calif., renewal of special experimental license for 99, 150, 375, 500 kc., 10 KW; RCA Communications, Inc., Rocky Point, N. Y.: WEN, renewal of limited public license for 7407.5 kc., 80 kw.; WER, renewal of limited public license for 6710 kc., 80 KW.

November 8 - RCA Communications, Inc., Rocky Point, N.Y.: WEO, renewal of limited public license for 6957.5 kc., 80 KW; WGZ, (San Juan, P.R.) renewal of limited public license for 9480 kc., 80 KW; W KU, modification of limited public license for change in points communication to Buenos Aires, Mexico City, Santo Domingo, and change in normal transmitter No. to #48; W KU, modification of license for change in points of communication to Buenos Aires, Mexico City, Santo Domingo, Shanghai, and change in normal transmitter No. to #48; W AJ, modification of license for change in points of communication to Oslo, and normal transmitter No. to #41; W QU, modification of limited public license for change in points of communication to Madrid, Lisbon and change in normal transmitter No. to #45; W EE, modification of limited public license for change in points of communication to Paris, and change in normal transmitter No. to #47; W KW, modification of limited public license for change in frequency to 15445 kc; Press Wireless, Inc., near Washington, D. C., modification of C. P. for Station W JM, for extension of completion date to 6/30/31; W2XPS, National Broadcasting Co., inc., Portable, New York, N. Y., modification of visual broadcasting license to cover C. P. for 2100 to 2200 kc., 5 KW.

## HALF OF BIG STATIONS MAKING MONEY

Only half of the larger broadcasting stations are making profits, while the other half are losing money, according to a survey of 20 of the leading broadcasters by the Federal Radio Commission. All of those questioned operate on a cleared channel with 5,000 watts or more power.

The average profit for ten of stations was found to be \$29,000 annually, while the losses of the other ten average \$54,000 a year.

The average investment in a 5,000 watt station is \$189,000, while the cost of installing a 50,000 watt transmitter is \$250,000. Yet 26 stations have applied for such permission.

Only 30 per cent of the programs carried over the 20 stations was paid for by advertising sponsors, the analysis showed, the other 70 per cent being free entertainment.

The advertising rate per hour averages \$310 for night broadcasts. The monthly income from advertising averages \$21,500, while the aggregate total income is \$23,500 for the same period.

Operating costs amount to about \$22,000 a month. Of this \$12,500 goes to talent, while the other employees get \$6,400.

With 5,000 watts, the average service area of a station is 35 miles, the survey revealed, and all applicants estimated that they could more than double this with the maximum power.

These tabulations grew out of questions asked at the recent super-power hearings. They have just been analyzed and submitted to the Radio Commissioners.

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