

# 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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 406

## COMMISSION CONSIDERS RECORDING DEVICES

Broadcasters who are summoned to hearings on charges of violations of regulations or failure to operate in the public interest will be confronted in the near future with phonograph records of their programs.

The Federal Radio Commission is making inquiries among manufacturers to find the best recording device for the purpose of taking down verbatim reports of stations under investigation. Ordinary home models are not adaptable to this sort of work, it was said, and something like the standard unit used in making master phonograph records is needed.

Heretofore, the Commission has relied upon stenographic transcripts of certain portions of broadcasts, but this method has been found cumbersome and not unquestionable.

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## ASKS ULTRA-HIGH FREQUENCY

John J. Long, Jr., Chief Engineer of Station WHAM, Rochester, N. Y., plans to do some exploring in the arctic regions of the radio world if the Federal Radio Commission grants his application to experiment in channels ranging from 50,000 to 100,000 kilocycles.

The purpose of the tests is to determine the value of the ultra-high frequencies for radiotelephone communication and to develop transmitters and receivers that may be used on these now useless channels. WHAM is operated by the Stromberg-Carlson Telephone Company.

The power which will be used in the experiments would vary, with a maximum of 75 watts, according to Mr. Long, and various types of antennae will be tried.

Both music and speech would be broadcast during the tests. Operation would be maintained on special schedules with amateurs and others interested in the work. Most of the experiments would be conducted consequently on Sundays.

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## NBC MAY LIMIT ADS TO 3-1/2 MINUTES PER HOUR

The National Broadcasting Company, according to a Variety story with a Chicago date line, will shortly include in their contracts with advertisers a clause specifying the maximum amount of advertising per broadcast.

"Up to the present, NBC has merely advised its advertisers that too much commercial talk is injurious to both radio and the advertiser", the story continues, "but many advertisers have not taken heed and are commencing to spend more and more time in glowing praise of their product. Reported that NBC will place a maximum time of three and one-half minutes per hour to be spent on commercial plugging."

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## RADIO RESEARCH BUREAU ESTABLISHED

The Bureau of Radio Research has been organized in Milwaukee, Wis., to give a new service to radio stations. The Bureau plans a periodical service for radio stations in which will be discussed problems of management, promotion and program planning. It will also undertake to produce convenient, time-saving forms which are particularly helpful in keeping broadcasters' records.

Another function of the Bureau will be to prepare statistical reports for radio stations in which coverage, marketing possibilities, etc., will be analyzed for the stations themselves, for advertising agencies and for advertisers.

Andrew Hertel, Manager of the Bureau, has been connected with radio for the last five years. He was formerly Manager of Milwaukee's largest radio station (WTMJ) and Radio Editor of the Milwaukee Journal. The offices of the Bureau are located at 215 Underwriters' Exchange Building, Milwaukee, Wisconsin.

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## R. L. ATCLASS REPORTED OUT OF WBBM

The following also appeared in the current Variety:

"Ralph L. Atlass, one of Chicago's pioneer broadcasters and carrying the titles of Vice-President and General Manager of Station WBBM, since its organization, has sold his interest to the Columbia chain and retired from the local field. His brother, Leslie, retains his connection with CBS.

"Former WBBM General Manager will continue broadcasting operations via WLAP, Louisville, personally controlled by him.

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## AKERSON WILL NOT REPLACE PALEY

George Akerson, Secretary to President Hoover yesterday (Wednesday) spiked the rumor in the current Variety that he was to succeed William S. Paley, President of Columbia. The basis for the report evidently is that Mr. Akerson, in his new position with Paramount, is to be a Paramount representative on Columbia's Advisory Board.

The Variety story said that Paramount-Publix had finally secured control of CBS by taking over two large blocks of stock from Major White, former President of the company.

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## RADIO AROUSES COUNTRY TO DROUGHT SITUATION

The following is from "Dial Flashes" by Robert D. Heinl, in the Washington Post:

"The point has been made that it is more difficult to bring to the people a realization of the plight of the drought sufferers than if they were the victims of a tornado or earthquake. Radio, however, is proving a great medium for waking up the country to the situation.

"Seldom, if ever, has there been a more dramatic presentation over the air than the plea made by the drought stricken farmer heard over Columbia from Little Rock, Ark., last week with a family of twelve children, all in need, and one of them ill and without medical attention. He was the first of several speakers to be presented by Will Rogers, who is doing such wonderful work in that area.

"This farmer broke down at the end of his talk and apparently was sobbing as he left the microphone. It was an appeal which, unless we miss our guess, will easily mean a million dollars to the Red Cross and the drought sufferers. No who who heard that talk will fail to respond and no medium could have brought the plea into the homes of the country as speedily and as effectively as radio did."

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## SAYS SPECIAL WAVES WOULD HURT EDUCATION

The following editorial appeared in the February issue of Radio Retailing under the signature of O. H. Caldwell, editor:

"A bill introduced before the Senate January 8 would require the allocation of 15 per cent of the broadcasting wavelengths, facilities, etc., for the sole use of educational institutions.

"Such a plan of exclusive 'educational waves' would defeat the very purpose which educators and all public-spirited citizens really want to see accomplished, viz., the greater usefulness of the air for popular instruction.

"A wavelength carrying a continuous series of educational talks, lectures, etc., would have a very small audience. It is an axiom of broadcasting experience that 'the public tunes off of talks', and of course, the same goes for lectures.

"But intersperse some of these same educational features on popular wavelengths carrying a variety of programs - music, songs, famous figures, news events, etc. - and education has a chance of reaching audiences numbering millions. Already the important broadcasters have met this issue with splendid liberality, and much time is now used for educational purposes.

"It is unsound for Congress to start assigning our slender stock of wavelengths to special classes of broadcasters or to special interests of any kind. To set up 'educational wavelengths' will be further unwise and wasteful, for it will withdraw now-useful wavelengths from general circulation, while restricting the great educational power of the radio to the mere handfuls of listeners who would tune in on a menu of continuous instruction."

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## RADIO REPORT ON DELAWARE

The Bureau of the Census has announced that a preliminary count of the number of families in Delaware, as of April 1, 1930, and the number of radio receivers in the State reveals that 45.8 per cent are so equipped.

The total number of families was 59,295, while the 59,295, while the sets numbered 27,183. The number of persons per family averaged four.

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: BUSINESS LETTER BRIEFS :  
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Robert Pritchard, newspaper and publicity man, has been named Program Manager of Station WJSV, Mount Vernon Hills, Va. For the past three months, he has been conducting a Capitol Hill news feature over the station.

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The appointment of Ralph L. Walker as an Examiner on the Federal Radio Commission staff was announced this week. Mr. Walker, who is 28 years old, has been associated with the Legal Division of the Commission since December, 1928.

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Two new members have been added to the Engineering Department of the General Radio Company at Cambridge, Mass. They are William N. Tuttle, and Roy L. Steinberger.

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Pepsodent is said to be considering a half-hour program, separate from the "Amos 'n' Andy" series, featuring Correll and Gosden under their own names in the old-fashioned minstrel show, with 25-piece orchestra. This feature would be heard once weekly with the boys writing their own scripts.

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Quinn Ryan has succeeded Henry Selinger as Manager for Station WGN, Chicago, according to a report from that city. Selinger will be connected with Lord, Thomas & Logan, advertising agency.

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NBS SEEKS CONTROL OF WENR

Negotiations are said to be under way for the National Broadcasting Company to take over the management of Station WENR, of Chicago. Reports that WLS is also to come under NBC management at this time are discounted.

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## ADVOCATES NATIONAL CONSUMER WEEK FOR RADIO

A National Consumer Week is advocated by Joseph C. Buckley, Advertising Manager of the CeCo Manufacturing Co., at Providence, R. I., instead of radio shows for public and trade:

"In the past year, at least in the past half year, there has developed not a little dissatisfaction with the various shows, both trade and public, sponsored in the radio field, mainly by the RMA", Mr. Buckley said. "The dissatisfaction that has arisen is largely a good sign, I think most of us agree, because it shows that the exhibitors feel they are not getting the most out of their investment. I do not think any of us believe that the RMA sponsorship has been at fault. If any criticism against the Association is due, it is only on the score that they have not got across the idea to all members that the only benefit to any must rest on a benefit to all, and that no one or no few members can attempt to steal the show without in the end hurting themselves as well as the industry.

"This is particularly true of the trade show, whether it is held in Chicago, Atlantic City, or anywhere else. Even speaking as an advertising manager, it is my considered opinion that there is one place where bally-hoo should be minimized and where merchandise should be articulate. The whole purpose back of the trade show is to acquaint the distributing trade with the manufacturing lines. The important thing is to acquaint the selling end of the industry with what the manufacturers are going to produce and to have the two divisions cooperate in finding the best way to sell this merchandise over the retailer's counter.

"If any impression goes out from such a trade show that fine merchandise, fairly priced, is going to be available for the public, every exhibitor stands to benefit. If one or two exhibitors secure circulation for misleading impressions about their merchandise as against that of other exhibitors, this seems only to hurt everyone including those who try so hard for their selfish benefit. I think that is what happened since last June in Atlantic City. Such a trade show quite sensibly should be put on a case of one for all and all for one, and any other method helps no one and seems to hurt all.

"I think we all believe in the RMA trade show, but we believe in such a show as is best for the whole trade and not for any one or few members of the body.

"As to the various consumer shows, known variously as shows, world's fairs, etc., of which Chicago and New York are the leading examples, there is here a problem more easily stated than solved. I personally do not believe manufacturers should be called upon to finance these shows. They no longer have the technical box-office draw that they had a few years ago and there is no special reason for holding them, inasmuch as most of the exhibits can be seen any day of the year in any well-equipped retail establishment. Consumer shows should be made valuable to the public and to the

retailer, and the best way to do that, it would seem, is to have the exhibits sponsored cooperatively by distributors and retailers, so demonstrations could be had and purchases actually made at the exhibits. Or if demonstrations were not practical at the exhibits, arrangements could be easily made there for home demonstrations. This would naturally be valuable to the exhibitors. It would mean much to the Radio Industry if a national consumer radio show week could be determined upon, and a schedule worked out in which all the various cities conducted their shows simultaneously.

"I do not wish to give the impression that the manufacturer has no responsibilities in creating public demand for radio merchandise. He most certainly has, but I do not think these public radio shows furnish the best method of his doing so. It would be much wiser, to have the manufacturers cooperate in a magnificent pageant of broadcasting; something unusual, something very fine, something very appealing; something that would make people buy a set if they did not own one now, or buy new tubes if they had a set which was working none too well.

"This RMA broadcasting program should be featured coincidedly and cooperatively with the consumer radio show week. It is broadcasting fine programs that sells radio merchandise and that is where the promotional money of manufacturers should go.

"If the total sum spent by all manufacturers on booth rental, printing, animated signs, furniture, travel, staff hire, etc., etc., at the Chicago and New York shows this Autumn were lumped in one purse of money to put a week's broadcast over a coast-to-coast network that would set a new standard of entertainment over the air, there would be a sufficient sum of money available to cover expenses. This week of unusual broadcasting sponsored by manufacturers, and backed by a national consumer show week, sponsored by distributors and retailers, would be something to talk about; something for the retailer to drum up business on; something that would be more productive of more business than the heterogeneous consumer shows now being conducted."

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#### OMAHA NEWSPAPER ACTS AGAINST RADIO

By order of the Managing Editor, the word "radio", or any reference to stations or broadcasts, are said to be taboo in the news columns of the "World-Herald", daily newspaper of 125,000 circulation. Only if the President, or some other big governmental executive, is to make a speech is radio to be mentioned in the news.

"No move has yet been made to cut off printing the few radio programs the 'World-Herald' has carried", the report continues, "nor has the paper eliminated its own 'newspaper of the air', which has two 15-minute broadcasts a day. But this may come in what is the first overt act toward a battle with radio."

There are two large radio stations in Omaha - WOW and KOIL.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

February 4 - WCAH, Commercial Radio Service Co., Columbus, Ohio, request for authority to install automatic frequency control; WRAW, Reading Broadcasting Company, Reading, Pa., license to cover C. P. issued 12/19/30 to change equipment and increase power from 50 watts to 100 watts on 1310 kc.; WCAH, Commercial Radio Service Co., Columbus, Ohio, also, modification of license to increase hours of operation from sharing with Station WHP & WBAK to unlimited time; WSOC, WSOC, Inc., Gastonia, N. C., C. P. to move transmitter from Gastonia, N. C., to Belmont, 10 miles east of Gastonia, and to make changes in equipment, installing automatic frequency control; KUJ, Paul R. Heitmeyer, Longview, Wash., modification of C. P. to give permanent location of studio and transmitter, Walla Walla, Wash.; KJR, Northwest Broadcasting System, Inc., Seattle, Wash., license to cover C. P. issued 1/6/31, to make changes in equipment; KFBK, James McClatchy Company, Sacramento, Calif., C. P. to make changes in equipment; John W. Lieuallen, Moscow, Idaho, C. P. to erect a new station to use 1070 kc., 100 watts, daytime; Henderson Bros. Electric Co., Belle Fourche, S. D., C. P. to erect a new station to use 650 kc., 100 watts, unlimited time; The Call Publishing Co., Racine, Wis., C. P. to erect a new station to use 1310 kc., 100 watts, unlimited time.

### Applications Other Than Broadcasting

Jan. 31-WAG, Mackay Radio & Telegraph Co., Inc., near Rockland, Maine, modification of license for additional frequency of 121, 418 kc., and additional V. T. transmitter; W3XAD, RCA Victor Co., Inc, Camden, N. J., license covering C. P. for 35300 to 36200, 39650 to 40650, 43000 to 46000, 48500 to 50300, 60000 to 400000 kc., visual broadcasting service; Boston Pilots' Association, Boston, Mass., C. P. for 2536 kc., 200 watts, private maritime special service.

February 5 - KMF, Egegik, Alaska, KMG, Ekuk, Bristol Bay, Alaska, KNO, Nushagak, Alaska, - Libby, McNeill & Libby - modification of C. P.s for change in apparatus, extension of date of commencement of construction to 6/1/31, change in frequency to 3184 kc., and increase in power to 100 watts; KML, Lockanok, Alaska, and KVV, Same Co., Koggiung, Alaska, - modification of C. P. for change in apparatus, extension of date of commencement of construction to 6/1/31, and change in frequency to 3184 kc.; K6XAK, Globe Wireless, Ltd., Portable, Island of Oahu, T. of H., renewal of experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 watts; W9XV, Ozark Radio Corporation of Carterville, Carterville, Mo., modification of experimental license for change in hours of operation.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on February 3 granted the following applications:

WLIT, Lit Bros., Philadelphia, Pa., C. P. to install new equipment to conform with G.O.s 91 and 97, increasing maximum rated power of equipment to 1 KW; KGA, Northwest Broadcasting System, Inc., Spokane, Wash., C. P. to change equipment to conform with G.O.s 91 and 97, increasing maximum rated power of equipment from  $2\frac{1}{2}$  KW to 5 KW; WJJD, Supreme Lodge of the World, Loyal Order of Moose, Mooseheart, Ill., C. P. to change equipment increasing maximum rated power of equipment from  $12\frac{1}{2}$  KW to 20 KW only;

Also, Aeronautical Radio Co., Inc.: WAEB, Columbus, Ohio, C. P. for new transmitter, 8015 kc., day only, 1 KW; KGUN, Douglas, Ariz., license to cover C. P. 2326, 2344, 4140 kc., unlimited, 6260, 6275, 12210 kc., day only, 150 watts; KGSD, Albuquerque, N. M., 2 licenses, 2722, 4108 kc., unlimited, 6350, 8015, 12180 kc., day only, 150 watts; KGUN, Douglas, Ariz., license 3484 kc., unlimited, 5600, 5630 kc., day only, 400 watts; KGQX, Seattle, Wash., and KGQW, Juneau, Alaska, modification of C.P.s to extend completion date to Feb. 15, 1931; KSA, Globe Wireless, Ltd., Edmonds, Wash., license for marine relay service.

Also, Radiomarine Corp. of America: WCM, Chatham, Mass., license, calling and transmission of operating signals, 143, 500 kc., working and transmission of operating signals, 111, 117, 125, 129, 137, 141, 406 kc., 750 watts; WGV, Galveston, Texas, modification of license for additional frequency of 500 kc.; KHCJQ, Transcontinental and Western Air, Inc., Los Angeles, Cal., authority to use temporary broadcast pickup frequency Feb. 3rd for station KMTR, 2368 kc., 50 watts;

### Set For Hearing

C. M. Schaap, Ft. Collins, Colo., requests C. P. 1200 kc., 15 watts, share with KGEK equally if 5-P-B-1816 (designated for hearing Dec. 19) is granted, or one-third time sharing with KGEK and KGEW is said application is denied; KLCN, Chas. Leo Lintzenick, Blytheville, Ark., requests modification of license to increase operating power from 50 to 100 watts.

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