

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::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. 483

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50,000,000 RADIO AUDIENCE ESTIMATED

Twelve and a half million radio sets, fifty million listeners, is the estimate of the Associated Press of the size of the radio audience.

"Take the Census Bureau's word for the first figure", the dispatch from Washington November 2nd submits. "A number slightly above that will appear in a final report soon to be issued. The second is an estimate described as conservative. It comprises 41 per cent of the country's population.

"As to how many sets are switched on for any one program and how many people are listening, the Census Bureau will not commit itself.

"Statistics as to the number of radio sets in homes have been announced for 45 States and the District of Columbia. The percentage of families having receivers varies in different States, as does the number of persons per family. The number of sets in the three most populous States - New York, Pennsylvania and Illinois - has not yet been made public.

"These three States have more than a quarter of the total radio sets of the country, it is estimated, on the basis of returns from nearby States, and more than one-third of the country's total probable listeners.

"In the period since the census enumeration, a year and ten months ago, many more radio sets have been placed in homes and the listening audience thereby considerably increased.

"The number of probable listeners has not been estimated by the Census Bureau. It gives only the number of families reporting possession of radio sets, but the Bureau has reported the average number of persons per family in the various States. Applying that average to the number of radio receivers in each State gives an approximation of the number of listeners."

A total of 625,639 radio sets was reported for the State of New Jersey according to the Department of Commerce census figures, as of April 1, 1930. The number of families was 987,616, with the population per family 4.1. Therefore, 63.4 per cent of the families of New Jersey have radio reception.

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BUSINESS ADVANTAGE FOR CBS FORESEEN IN NEW PARAMOUNT SETUP

The announcement that the Paramount Publix Corporation, headed by Adolph Zukor, will add to its Board of Directors, John Hertz, founder and Chairman of the Yellow Cab Company, William Wrigley, Jr., and Albert D. Lasker, Chairman of Lord & Thomas and Logan, advertising agency, may be responsible indirectly for the turning of broadcasting business toward the Columbia Broadcasting System. Paramount owns 51 per cent of the stock of Columbia.

The three new Board members are among the most influential business men in Chicago. Wrigley is shortly to go on the air over a nationwide CBS hookup. It is not unlikely that the new members of the Board may, through their various affiliations, turn more than this one account Columbia's way.

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MARCONI DISCUSSES EXTREMELY SHORT WAVE RESEARCH WORK

In a wireless to the New York Times, Senator Guglielmo Marconi, having warned his interviewer that "too much importance" must not be attached at this stage to the experiments in short wave radio telephony and explaining there is still a great deal to be done, is quoted as follows:

"The great advantage of the utilization of very short waves so far," according to Senator Marconi, "is the complete absence of static disturbances like fading which are so troublesome on long waves. They are also economical, using only sixty watts.

"I have been working at short distances, about ten to twenty miles, with a 10 to 20 inch wave-length. There is perfect telephonic speech production. The waves are transmitted as a beam.

"My experiments tend to show that a great number of undisturbed wave-lengths are available, but I shall still further investigate these possibilities. A very short wave will penetrate the brick walls of Italian houses, but not American buildings, owing to the steel and iron in them. If the apparatus is placed on the roof of a skyscraper or on a hilltop, speech will travel a hundred miles.

"The waves will not cross the Atlantic, because a series of automatic relays would be necessary. The principal use of the short-wave telephone would be between the mainland and islands and for ships at sea."

Asked whether the method would be important in wartime, Senator Marconi replied, "very. It will make it possible to locate ships in any weather up to 100 miles distant."

Tests of the apparatus have taken place in the presence of Italian government experts at Spezia, the principal Italian naval port.

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LOTTERY BAN AGREED UPON BY BROADCASTERS

The Resolutions Committee, of the National Association of Broadcasters, meeting last week in Detroit, in making its recommendations on the prohibition of the broadcast of lotteries, stated that it was of the opinion that the bill introduced in the United States Senate last February was too specific in its working. The following resolution was passed:

"Resolved, by the National Association of Broadcasters, in convention assembled, that this association favors an amendment to Section 29 of the Radio Act of 1927 prohibiting the broadcasting of any statement, proposal, offer or other verbal communication which, if written or printed, would be subject to exclusion from the United States mails under the postal laws of this country."

This action places the broadcasters in accord with the contention of many newspaper publishers, according to Editor & Publisher, that the radio was using material for advertising purposes which the postal laws prohibited publishers from using resulting in unfair competition.

Taking cognizance of the growing resentment on the part of the public against the indiscriminate use of advertising to the detriment of the value of the programs to the listener, the Association went on record in favor of placing the following general principles at the beginning of its standards of commercial practices:

"1 - Service to the listener is a primary requisite to commercial success.

"2.- Quality of production should never be sacrificed to commercial expediency.

"3 - Each advertiser should be required to make a contribution to the entertainment or education of the listener, for the privilege of reaching the radio audience with his message.

"4 - It should be the objective of each commercial station to maintain itself on at least a self-sustaining basis, since any other basis may be characterized as unfair competition with other stations or other advertising media."

Another recommendation also accepted stated that station and commercial managers, in order to make radio campaigns most effective, should give close study to the use of additional merchandising tie-ups, and that they recommend to clients the use of such tie-ups as would best promote the success of broadcast advertising.

Editors Pleased By Lottery Resolution

The following is from the Editor & Publisher:

"Good sense is entering the field of radio broadcasting, if we may take as a criterion the resolutions passed by the National Association of Broadcasters at Detroit this week.

"It is recognized that the lottery abuse is grave and the situation is met by a resolution favoring an amendment to the Radio Act of 1927, prohibiting the broadcasting of any communication which would be subject to exclusion from the mails if printed in a newspaper.

"That hits the nail on the head. Will the broadcasters live up to it?

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WESTINGHOUSE STATIONS CHANGE COMMERCIAL PERSONNEL

Important changes in the commercial organization of Westinghouse Radio Stations are forecast in an announcement made public by Lloyd C. Thomas, General Commercial Manager.

Oliver Morton will go to Boston to assume the duties of commercial manager of the New England Westinghouse stations - WBZ, Boston, and WBZA, Springfield, effective November 1st. Mr. Morton has been with the Westinghouse stations for two years, at first in the commercial department of Station KDKA, at Pittsburgh, and subsequently in charge of the mid-West office at Chicago.

Milton W. Stoughton, who for more than two years has been commercial representative of WBZ-WBZA in western New England, located at Springfield, will represent the Western States and will be located at Chicago, November 1st.

Stanley L. Spencer for the past year identified with the KDKA commercial staff, will be placed at Springfield for WBZ-WBZA, also November 1st.

Continuing on the Boston commercial staff will be Norman E. Whittaker and Clyde A. Gordon, at Pittsburgh, William E. Jackson and Walter G. Horn, with Eugene O'N. Herron newly appointed, and at New York, F. E. Spencer, Jr.

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RADIO ELIMINATES DISTANCE

One of the most interesting communications received by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation - a great adventurer and explorer himself - is contained in a letter received from Dr. W. W. Perrett, Moravian Missionary at Hopedale, Labrador.

Dr. Perrett writes:

"During the past year we have had great satisfaction from the radio and I still claim that none of the sets around here beat the "Zenith". On several occasions I have had Rome, and that surely is a long stretch from Labrador. All the Winter I hadn't a Radio Call Book Magazine so I could not verify stations as I caught their announcements, but I still frequently pick up stations I had not heard before. I will make out and enclose a list of the stations I have marked down. It is so nice during the Winter to pick up the 'Globe Trotter', 'Town Crier', etc., and listen in while they relate the chief items of the day's news. Labrador is no longer out of the world like it used to be. We have a Marconi wireless station open here during the Summer. It closes down for the Winter.

"With all good wishes and in pleasant remembrance,

Very sincerely yours,

(Signed) W. W. Perrett"

A list of broadcasting stations picked up by Dr. Perrett includes: W2XCR, WKBW, WSAI, WSMB, WNAC, CFNB, WOWO, WCAU, WAPI, WHAM; London, England; WLWL, WPG, KMOX, WTAM; Berlin, Germany; WTIC, KPMS, CFCE, WBZ, KDKA, CNRT, WOSH, CHNS, WJAS, WENR, WABC, WHAS, WGY, WEAN, WJZ, CKAC, WOR, WLW; Rome, Italy; CKGT; Glace Bay; St. John's; WEAH, WLBZ, CNRA, WEEI; Daventry, and several European stations, German, French and Scandinavian.

Of special importance is the fact that Dr. Perrett is located in the center of the band of maximum frequency of the Aurora Borealis. Although in the heart of the Aurora, he reaches out over the world for radio reception.

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SAM NOW RICH

Intimations coming to the attention of this writer of newly found riches acquired by Sam Pickard, former Federal Radio Commissioner, and now Vice-President of Columbia in New York, are borne out by the story that Sam received a large part of the \$200,000 which is supposed to have been paid for Station WKRC, in Cincinnati, of which he was a part owner.

The report is also going around that Sam can now be seen on Fifth Avenue sporting a frock suit, silk hat, cane and spats. When last seen in Washington, the former Kansan was accompanied by a wolfhound almost bigger than he was.

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HEARINGS SCHEDULED BY FEDERAL RADIO COMMISSION

November 3 - Television Laboratories, Ltd., San Francisco, Cal., for C. P. 2100 kc. or as assigned, time variable, 1500 w., others notified: National Broadcasting Co., New York City; RCA Victor Co., New York; General Electric Co., Schenectady, N.Y.; Westinghouse Electric and Manufacturing Co., E. Pittsburgh, Pa.; Chicago Daily News, Chicago, Radio Pictures, Inc., Long Island City, N. Y., and Don Lee, Inc., Los Angeles.

Indiana's Community Broadcasting Corp., Hartford City, Ind., C. P. 2750-2850 kc., 2 hrs. each day, 50 w., others notified: United Research Corp., Long Island City, N. Y., Purdue University, West Lafayette, Ind., and Atlantic Broadcasting Co., New York City.

November 4 - WCAT, South Dakota State School of Mines, Rapid City, South Dakota, renewal of license, unlimited time, 1200 kc., 100 w.

WPG, WPG Broadcasting Corp., Atlantic City, N. J., renewal of license, shares with WLWL, 1100 kc., 5 KW.;

WLWL, Missionary Society of St. Paul, the Apostle, New York City, renewal license, shares with WPG, 1100 kc., 5 KW.

KGIW, Leonard E. Wilson, Trinidad, Colo., voluntary assignment of license, 1420 kc., unlimited time, 100 w.

November 5 - Weber Jewelry & Music Co., Inc., St. Cloud, Minn., C. P. 1500 kc., share with KGFK, 50 w., others notified: KGFK, Moorhead, Minn., and KSTP, St. Paul, Minn.; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., renewal of license, 1500 kc., unlimited time, 50 w.

F. Koren, Wm. L. Dean, and Robert J. Dean, d/b as Capitol City Broadcasters Co., Pierre, S. Dakota, C. P. 580 kc., 12 hours daily, others notified: KGFX, Pierre, S. Dakota; KSAC, Manhattan, Kans.; WIBW, Topeka, Kans., WNAX, Yankton, South Dakota.

KGFX, Dana McNeil, Pierre, S. Dakota, renewal of license, 580 kc., daytime, 200 w., others notified: Capitol City Broadcasters Co., Pierre, S. Dakota.

November 6: WCOH, Westchester Broadcasting Corp., Yonkers, N.Y., modification of license, 1050 kc., unlimited time, 100 w., present assignment: 1210 kc., 100 watts, shares with WGBB, WJBI, and WMRJ, others notified: WTIC, Hartford, Conn., WBAL, Baltimore, Md., WQAO, New York, N. Y.; WHN, New York, N. Y.; WRNY, New York, N. Y., and WLWL, New York City.

WHDH, Matheson Radio Co., Inc., Boston, Mass., C. P. 830 kc., daytime, 1 KW, requests authority only to move transmitter, others notified: WRUF, Gainesville, Fla.; WABC, New York, N. Y.; and WGY, Schenectady, N. Y.

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: BUSINESS LETTER BRIEFS :
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A visitor to Washington last week was Thomas Patrick Convey, of Station KWK, St. Louis, Mo. While in Washington, Mr. Convey called at the Federal Radio Commission where he transacted some business in connection with his station.

The appointment of David Sarnoff, President of the Radio Corporation of America, as head of the Motion Picture and Theatrical Division of the Federation for the Support of Jewish Philanthropic Societies in its campaign to make up a deficit of \$2,230,000, was announced last week by Paul Block, campaign chairman, at a luncheon meeting in New York.

Mr. Sarnoff suggested that the quota for this year for the group be \$150,000. Of this amount, \$67,000 already has been raised. Plans were discussed to hold a theatrical benefit on December 1st.

Big Crosby, said to have been the personal find of William S. Paley, President of Columbia, is now being sponsored by the Cremo people.

The Utah Oil Refining Company, large Salt Lake City advertiser, has discontinued radio advertising other than to call attention to its advertising in the newspapers. It is the first Utah advertiser to do this.

The Edward Hines Lumber Company has placed its radio account with Albert Frank & Co., Chicago, Ill.

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HARBORD WAS SLATED FOR A. E. F. COMMAND

Gen. J. G. Harbord, according to the new book written by Col. Frederick Palmer, "America at War", was slated by Secretary of War Baker to receive the supreme American command if anything happened to General Pershing.

Colonel Palmer pays several tributes to the ability of General Harbord in the book. The compilation is based on the contents of papers and files of Woodrow Wilson, Secretary of War, and throws light on many events of the struggle only partially revealed in General Pershing's memoirs.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 28 - WAAT, Bremer Broadcasting Corp., Jersey City, N. J., C. P. to install new equipment; WJBK, James F. Hopkins, Inc., Detroit, Mich., C. P. amended to request 100 watts power when not operating simultaneously with WIBM; H. C. Hefling, E. D. Sharp, R. W. Rutledge, W. W. Hall, John Nolan, and M. C. Hefling, d/b as Eastern Ohio Broadcasting Co., New Philadelphia, Ohio, C. P., to erect a new station to use 850 kc., 500 watts, limited time; WTSL, G. A. Houseman, Laurel, Miss., license to cover C.P. granted 10/6/31 for removal of station to Laurel, Miss., from Shreveport, La.; WEBQ, First Trust & Savings Bank of Harrisburg, Ill., install automatic frequency control.

The following applications have been returned to the applicants:

KFQW, KFQW, Inc., Seattle, Wash., change equipment (station deleted); WTSL, G. A. Houseman, Laurel, Miss., change hours of operation (returned at request of applicant); KFXV, A. H. Shermann, Flagstaff, Arizona, change equipment (not necessary); May Ronsaville, Hollywood, Calif., new station on 820 kc., (did not comply with G.O. 102 and 40., also unsatisfactory transmitter).

October 30 - WGBS, American Radio News Corp., New York, N. Y., modification of C.P. granted 8/25/31, as to equipment, to extend completion date to 1/15/32, and change studio location from Hotel Lincoln to Ritz Tower, Park Avenue & 57th Street, N. Y. C.; WBBC, Brooklyn Broadcasting Corp., Brooklyn, N. Y., license to cover C. P. granted 6/26/31 for changes in equipment; KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla., license to cover C. P. granted 10/16/31 for change in equipment; WRBJ, W. E. Barclift, F. E. Barclift & P. L. Barclift, d/b as Hattiesburg Broadcasting Co., Hattiesburg, Miss., modification of C. P. to change transmitter and studio from Forrest Hotel to Hattiesburg Hotel locally; WJBC, Wayne Hummer and H. J. Dee, d/b as Kaskaskia Broadcasting Co., LaSalle, Ill., modification of license to change hours of operation from sharing with WJBL to unlimited.

The following application was returned to the applicant:

Renzia Ortman, Batesville, Ark., new station on 1500 kc., (did not comply with G. O. 111, 115, 116, and 102).

Applications Other Than Broadcasting

October 30, 1931 - W2XAL, Shortwave Broadcast Corp., Coytesville, N. J., modification of C. P. for change in transmitter location to Boston, Mass., decrease in power to 5 KW and change in call letter to W2XAL; WPL, Northern States Power Co., St. Croix Falls, Wis., request for automatic frequency control, power; City and County of Honolulu, Honolulu, T. H., C. P. for 1712 to 2470 kc., specifically 2452 kc., 100 watts, police.

Also, Press Wireless, Inc.: W2XCK, license to cover C. P. for 23100, 24100, 26100, 31000, 37000, 45000, 55000, 65000 kc., 150 watts, experimental; WJU, Hicksville, N. Y., modification of C. P. for extension of time to 6/30/32, point-to-point; Empire Broadcast Corp. of Va.: W3XG (requested), Falmouth, Va., C. P. for 4797.5 kc., 500 watts, special experimental; W3XH, (requested) Glen Allen, Va., and W3XD, (requested) South of Alexandria, Va., C. P. for 1305 kc., 500 watts, experimental (special); W3XF (requested), Falmouth, Va., C. P. for 3492.5 kc., 500 watts, special experimental.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WGBB, Harry H. Carman, Freeport, N. Y., C. P. to move transmitter locally in Freeport; KIDO, Frank L. Hill and C. G. Phillips, d/b as Boise Broadcast Station, Boise, Idaho, modification of license to change frequency from 1250 to 1350 kc.; WFEA, Rines Hotel Company, Manchester, N. H., modification of C.P. to extend completion date from October 25th to December 29, 1931; WRBQ, J. Pat Scully, Greenville, Miss., modification of C.P. to extend completion date from Sept. 15th to October 15, 1931; KFJY, C. S. Tunwall, Riverdale, Iowa., consent to voluntary assignment of license to the Cedar Rapids Broadcast Co.

Also, WSYB, Philip Weiss, d/b as Weiss Music Co., Rutland, Vt., license covering removal of transmitter locally; KLO, Perry Building Co., Ogden, Utah, authority to install automatic frequency control; WMAQ, WMAQ, Inc., Chicago, Ill., consent to voluntary assignment of license to the National Broadcasting Co.; KFYR, Meyer Broadcasting Co., Bismarck, N. Dakota, authority to operate on the morning of Nov. 1st from 1 A.M. to 3:30 A.M., C.S.T. with 2½ KW power in order to broadcast a specially arranged program for the Newark News Radio DX Club.

Also, Aeronautical Radio, Inc.: at Wichita, Kans., and WEEC, Charleston, S. C., KGUD, San Antonio, Texas., licenses for aeronautical service; KFPE, City of Kansas City, Mo., Police Dept., modification of license to increase power from 250 to 400 watts; American Telephone and Telegraph Co.: at Ocean Gate, N. J., special experimental license to use transmitter now licensed for coastal service at Ocean Gate, Station WOO; W3XD, Portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of experimental license; National Broadcasting Co., Inc.: WLOXAL, W2XCZ, WLOXAO, New York City, authority to operate pickup transmitters WLOXAL, Woodridge, N. J., W2XCZ on Dirigible Akron; #10XA) on ground Lakehurst, N. J., Oct. 25th to October 31st, incl., operation on dirigible Akron and on ground Lakehurst subject to approval of Navy Dept.; Portland-Calif. SS Co.: KDNK, On Board SS "Sunugentoo", and KDBS, on board SS "Surailoo", authority to operate the spark transmitter on board the steamer "Sunugentoo" pending receipt of and action on formal application for ship station licenses which has been filed with local supervisor; and same for "Surailoo".

Renewal of Licenses

KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, regular renewal of license; WCSC, Lewis Burk, Charleston, S. C., extension of existing license for 30 days from November 1st; KYW, Westinghouse Electric and Manufacturing Co., Chicago, Ill., and WTAW, Agricul. and Mechanical College of College Station, Texas, regular license and renewal applications dismissed from hearing docket.

Applications Denied

WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., denied authority to increase power to 1 KW on evening of November 5th between 6 and 8 P.M.; KWKH, Hello World Broadcasting Corp., Shreveport, La., denied permission to have oral argument on Examiners Reports Nos. 59 and 249.

Set For Hearing

KOY, Nielson Radio & Sporting Goods Co., Phoenix, Arizona, requests modification of license to change power from 500 w. to 1 KW.

Applications Dismissed (at request of applicants)

The Atlanta Journal Co., Atlanta, Ga., C.P., 2000-2100, 2750-2850 kc., 500 watts; Knoxville Journal Co., Knoxville, Tenn., C. P. 1330 kc., 1 KW; N. O. Clemensen, Payette, Idaho, C. P. 1200 kc., 100 watts; Frank E. Howe, Bennington, Vt., C. P. 1290 kc., 50 watts; Gimbel Bros. Television Development & Research Co., C. P. 2100-2200 kc., 500 watts.

Applications in the following cases were heretofore designated for hearing; applicants failed to enter appearances within time allowed and applications are therefore denied.

W2XTF, Faske Engineering Co., Brooklyn, N. Y., modification of C.P.; Sanabria Television Corp., Chicago, Ill., C.P., television service; WGL, Fred C. Zieg (Allen-Wayne Co.), Ft. Wayne, Ind., modification of license 1370 kc., 100 w., 250 w LS; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Cal., and C. P. 950 kc., 1 KW, 2½ KW, LS; Charles K. Cable, West Bridgewater, Pa., renewal of amateur license.

Licenses Renewed

WCHI, People's Pulpit Association, Chicago, Ill., granted extension of existing license for 20 days from November 1st; WCKY, L. B. Wilson, Inc., Covington, Ky., regular renewal of license granted.

Action On Examiners' Reports

WEVD, Debs Memorial Radio Fund, Inc., New York City, granted renewal of license to operate on 1300 kc., 500 w., share with WBBR, WHAP & WHAZ, reversing Examiner Pratt (Commissioners Saltzman and Starbuck dissented); WCKY, L. L. Wilson, Inc., Covington, Ky., granted modification of license to change hours of operation from 4/7ths to unlimited time, reversing Examiner Walker; WMBA, Leroy Joseph Beebe, Newport, R. I., denied renewal of license, sustaining Examiner Walker.

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