

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 :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

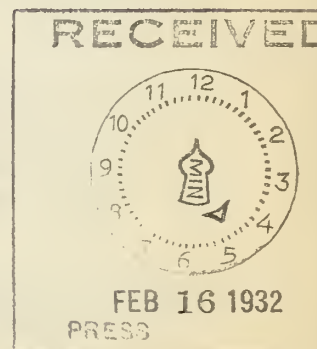
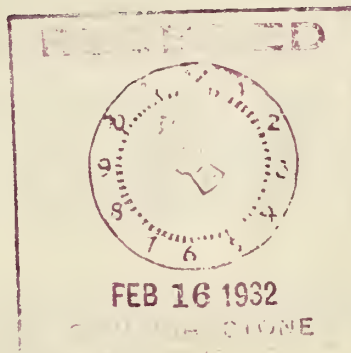
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No. 510



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## PHILCO TO CONDUCT TELEVISION TESTS

The Federal Radio Commission, by granting an experimental visual broadcasting construction permit to the Philadelphia Storage Battery Company, opened the way for a series of television experiments which may solve many outstanding problems of sight transmission and reception.

Studies of such problems, as distribution of service, suitability of frequencies, width of frequency band necessary for satisfactory transmission, interference, antenna design, efficiency in transmission will be carried on, as well as an exhaustive study of actual transmission and reception conditions on radio waves in order that laboratory results which have heretofore been produced over wires may be checked.

The experiments will be conducted under the direction of Philo T. Farnsworth, inventor and radio engineer, who will be assisted by more than 100 workers, many of whom are trained engineers.

In previous tests, the company is said to have produced in its laboratory a brilliant picture about four inches square on the end of a cathode ray tube with fair detail, and with a different kind of cathode ray tube to project an image on a screen with sufficient illumination to produce a practical image about one foot square. The transmitting and receiving equipment used has no mechanical or moving parts of any kind, the only method of scanning employed being electrical.

Hearing on the company's application, held November 2, 1932, brought out the fact that one of the most important investigations will be conducted on the 43000-46000-kilocycle band, which, according to Mr. Farnsworth, is on the border line "between the point where we can work and the point where we can not work." Information concerning propagation qualities of television transmission of these frequencies is highly important. These experiments will concern interference and distribution of service.

The company plans to use the frequency band 2750-2850 kilocycles for experiments with pictures of a low number of lines in further research based on data already obtained indicating that detail in pictures does not increase in proportion to the number of lines transmitted.

On the 60000-80000 kilocycle band, it is desired to experiment with synchronization of sound and picture in an effort to promote a more economical use of frequencies.

Station W3XAD, of the Radio Corporation of America uses the 43000-46000 kilocycle and 60000-80000 kilocycle bands. It is hoped that experiments of simultaneous operation between the company's and corporation's stations may reveal much to solve problems of interference.



A study of ratio of field strengths which must be maintained between desired and undesired signals in order to avoid objectionable interference could and should be made. Problems of selectivity and sensitivity of receivers could be studied under interference conditions as well as problems of wave propagation characteristics, of various vision modulated radio frequencies with respect to serviceable signals in the presence of interference, etc.

It appears that the applicant has no intention of engaging in commercial operation of a visual broadcasting station or, through such a station, of promoting the sale of television receivers. No commercial announcements of any kind will be made by means of facilities which may be granted pursuant to these applications, and television receivers will be manufactured and placed on the market by the applicant only if and when television becomes a practical success.

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#### DAILY CHECKS RADIO LISTENERS' HABITS

The Concord (N.H.) Daily Monitor and Patriot recently telephoned 100 homes at random between 7:45 and 8:15 P.M. to get some figures of the reception of radio programs. The results, as set forth in an editorial, follow:

"Fifteen families of the 100 were not at home.

"Seventeen more families said they had no radio receiving sets.

"Thirty-five more said their radio receiving sets were not tuned in at any station.

"Sixteen who were tuned in didn't know what the station was and 24 couldn't say whose program they were listening to.

"Only eight out of the hundred could tell what product was being advertised in the half-hour, and not more than two were actually conscious of listening to the same program."

The editorial added: "Concord has a population of 25,000. That is 250 hundreds. At two listeners to his program to each hundred the fortunate advertiser on the radio obtained a total audience in Concord last evening of 500 sets.

"Only one program got this audience. All others fell far short of this, and some had no conscious listeners at all. All told a radio audience seems to be an elusive group upon which to spend advertising dollars."

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## EUROPEAN REGULATION RESTRICTS COMMERCIAL PROGRAMS

Regulation of commercial broadcasting in Europe, with a few significant exceptions, is unfavorable to the development of this form of publicity, according to a bulletin of the Department of Commerce.

Despite a variety of governmental restrictions and natural economic limitations, there are, however, some opportunities for exploitation of American products and services by radio in Europe, it is pointed out. Yet commercial programs are the exception, not the rule, and the possibilities of effective coverage of the continent by broadcast advertising are limited.

In some countries commercial broadcasting is definitely prohibited, and in others the restrictions upon owners of radio sets are such as to discourage their general use, the bulletin says. It supplies the following additional information:

Radio broadcasting in European countries has developed on a basis almost entirely different from that in the United States. There is uniformity in the European system of radio only in reception, since most governments require a tax or license fee for receiver-set ownership. As for broadcasting, there is no general practice among European countries, each nation having regulations peculiar to its own government.

Foreign advertising is accepted in only 10 out of 26 countries for which data are available on that subject. Seven countries have no broadcasting stations, and in two the status of foreign advertising is not known.

Broadcasting is a governmental monopoly in some countries, with operation of the stations either in the hands of an official branch of the government or a club-like association responsible to the government. In other countries, private and government stations are operated side by side, with the private broadcaster accepting advertising and the State radio refusing it. In a few other nations, all broadcasting as well as reception is prohibited by law.

Discussions are presented in the bulletin of the radio situation and advertising policies in the various countries of Europe, with the exception of Russia, and to estimate the feasibility of broadcast advertising each country must be studied individually.

Another important factor the American advertiser should consider in continental broadcasting is the common reception of foreign programs. With political boundaries in some cases only a few hundred miles apart, the ether waves easily carry one national program into half a dozen different countries. The language factor is also evident. In Yugoslavia alone, for example three languages are used by the three broadcasting stations.



Reception is by no means as popular in the United States, since the cost of sets and the taxes levied on them make listening prohibitive to a great part of the population. While the information in the bulletin cannot be considered complete and final, it should prove of value to American concerns contemplating the use of radio for advertising purposes in Europe.

An effort has been made in countries permitting foreign advertising on the radio to obtain information on rates, talent, use of records, language, the users of broadcast advertising, prospects and other subjects.

The bulletin is the second in a series on the feasibility of employing radio as an advertising medium in foreign lands. A previous bulletin dealt with the Western Hemisphere outside the United States and Canada. The third will cover Africa, Asia and Oceania. The bulletin on Europe, entitled "Broadcast Advertising in Europe", is obtainable as Trade Information Bulletin No. 787, for 10 cents per copy from the Superintendent of Documents, Government Printing Office, Washington, D. C.

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#### FEDERAL SURVEY STARTED ON EDUCATIONAL BROADCASTS

The United States Office of Education will prepare a handbook on "Methods of Instruction by Radio", Commissioner William John Cooper announced February 12th.

"The principal purpose of this study", Dr. Cooper explained, "will be to make available to the educational profession the best that is known about the technique of effective broadcasting and follow-up work." A questionnaire has been prepared by the Office of Education and has been distributed among all collect broadcasting stations from whom information is being gathered. In explaining the proposed book, Dr. Cooper supplied the following additional information:

It is expected that the study will be of interest also to professional broadcasters. The National Association of Broadcasters and other organizations are cooperating with the Office of Education in the preparation of the publication.

Those acquainted with the use of radio in education at the Department of the Interior believe that educational features which are to be broadcast should be so arranged and presented as to conform to the standards that are set up for other broadcasts.

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## WOULD APPLY LIBEL LAWS TO RADIO

The New York Legislature has before it a measure designed to place radio broadcasters under the same responsibility for libel as newspapers. A bill amending the penal law to this effect was introduced this past week by Senator William J. Hickey and Assemblyman Haward Dickey, both of Buffalo.

The bill, now before the Codes Committees in Senate and Assembly, probably will be given a public hearing. Primarily, it extends the definition of libel as follows:

"A malicious publication, by writing, printing, effigy, sign or otherwise that by mere speech and a malicious broadcast of matter to the public by radio, which exposes any living person, or the memory of any person deceased, to hatred, contempt, ridicule or obloquy, or which causes, or tends to cause any person to be shunned or avoided, or which has a tendency to injure any person, corporation or association of persons, in his or their business or occupation, is a libel."

To sustain a charge of broadcasting a libel by radio, the bill states, "it is not necessary that the matter complained of should have been seen by another. It is enough that the defendant personally broadcast such matter to the public by radio or that the defendant knowingly permitted such matter to be broadcast by radio to the public from a radio station owned, operated or controlled by such defendant."

Similar to the section covering editors and publishers, the measure provides that "every person, firm or corporation owning, controlling or operating a radio station broadcasting programs to the public is chargeable with the broadcast by radio of any matter broadcast to the public from such broadcasting station."

Immunity for broadcasting a true report of public official proceedings would be granted, and a radio station also would be protected against persons delivering false statements intended for broadcast. These persons would be liable to prosecution for a misdemeanor, the same as those who threaten to broadcast a libel or who accept money to prevent broadcasting of a libel.

An indictment for a libel broadcast by radio against a person not a resident of the State would have to be found and tried in the county where the radio station is located.

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## MARINE BAND "SHUT-IN" CONCERTS PROVE POPULAR

Inaugurated last June and broadcast practically every week since then, the "Shut-in" concerts by the United States Marine Band cheer invalids all over the country and grow more popular as time goes on. The response has been tremendous. During the first month, to the delight of Capt. Taylor Branson, leader of the band, who originated the series, almost 800 letters were received.

"This came as a surprise because the weather was hot and I was not sure that anyone would want to listen", Captain Branson said. "K. H. Berkeley, of the NBC, had asked us to take the time of Walter Damrosch after Mr. Damrosch concluded his Music Appreciation series, saying that listeners were complaining about the music being substituted for the Damrosch orchestra.

"Having long had the desire to give a series of request number concerts for invalids, this seemed to be our opportunity for trying out the idea and so the 'Shut-in' hour, as it later came to be known, began."

Since then an average of between 500 and 600 letters a month have been addressed to Captain Branson by grateful listeners. In addition to this, at least 1,000 letters have been sent to Arthur Godfrey, personally, in recognition of the splendid job he has done as an announcer in this hour.

After announcing the hour for sometime, it was the fate of young Godfrey to be injured in an automobile smash-up which landed him in the hospital for three months. Himself a "shut-in", he could then better appreciate how much the musical offering meant to the other fellow.

The Marine Band serenaded Godfrey at the Mount Alto Veterans Hospital via radio with his own composition, "Pale Potomac Moon."

To realize the gratitude of the invalids and others who listen, it is necessary only to glance over the touching letters received. One of these came from the "Sailors' Snug Harbor", at New Brighton, L. I., and read:

"I want to thank you and the members of your excellent Band for the grand music you give us old snugs. This is a home for aged sailors who are no longer fit for sea service and a grand home it is. We are mostly shut-ins and look forward to every concert."

"Your music was an inspiration to my daughter, who suffered from a heart condition for years and was not able to leave her room", a mother in Yonkers wrote. "Listening to your music helped her to forget the extreme pain. She has recently passed to the Great Beyond -- alone I still listen."

"I was a visitor in one of our large hospitals today in the crippled children's ward", a listener wrote. "I found a bright little boy of ten years, waiting for the 'Shut-in' hour of your Band. He told me that last week while the doctor dressed his leg, 'it didn't hurt at all because the Marine Band played the 'Hunter and His Dog'". He was still whistling it."

"My son, a shut-in, always tunes in on the programs", a mother from Alexandria, Minn., writes, "listening many times with tears of joy."

"The concerts help me forget the pain, the physical darkness and the four walls which sometimes seem closing in", is the word from another.

Hundreds of letters are received from others besides the "shut-ins". These "shut-in" programs of the Marine Band are broadcast from Washington over an extensive network of the NBC every Monday afternoon at three o'clock, EST.

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#### DECLARES CONTEST CREATES ILL-WILL FOR SPONSORS

An article in the Editor & Publisher for February 13th by A. Daniel Bell, captioned "Radio Contests Create Ill-Will For Sponsors", declares that the individual's chances to win in radio contests are often 50,000 to 1.

"What entering one of these nationwide radio contests really signifies", the article goes on, "is not a chance to win because of skill, superior knowledge or conscientious effort, but an opportunity to try one's luck. It is a gamble, just as much so as buying a ticket on the English Derby or the Irish Sweepstakes. And the odds, instead of being a matter of a ten or 15 to one shot, rise until they will average twenty, thirty or fifty thousand to one against the chance of winning even one of the lesser prizes.

"One competition, held under the auspices of a widely known manufacturing company recently, brought in 100,000 answers to the weekly broadcast. This one happened to be a slogan, but if it had been words or names, and the usual average was maintained, the task would be to check around 200,000,000 manipulations of the alphabet. No manufacturer would be insane enough to undertake the unraveling of such a Gordian knot as this.

"Furthermore, even if the concern was willing to spend the time and money needed to examine all of the lists submitted, the eager prize seekers would not tolerate the delay. If the company finds it impossible to wade through the huge stacks of lists in the allotted time, the telephones start ringing. Messenger boys arrive. The mail carrier's sack is loaded with letters. Every message is a complaint."

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## THAD BROWN HEARING AGAIN GOES OVER

The continuation of the hearing with regard to the confirmation of Col. Thad H. Brown as Federal Radio Commission has been tentatively set for tomorrow (Tuesday, Feb. 16) by the Senate Interstate Commerce Committee. Colonel Brown has been asked to submit to the Committee, data with regard to the action taken by the Commission on certain Ohio stations.

There is no indication how far Senator Couzens will press his objections to Colonel Brown but the impression seems to prevail that Brown will eventually be confirmed.

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## NEW TELEVISION ORGANIZATION FORMED

For the purpose of conducting television demonstrations throughout the United States and affiliating with the development of television technically and as a future industry, Television Exhibitions, Inc., has been formed. The company will cooperate with local scientific and commercial organizations, as well as conduct other business linked up with visual broadcasting.

Eric Palmer, pioneer in radio and television, is President of the new company. Temporary offices are at 11 Broadway, New York City.

Invitations for the holding of demonstrations have been received already from a score of cities. Only a few cities other than New York and Chicago have seen auditorium displays of television programs.

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## APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

February 11 - WNBO, John Brownlee Spriggs, Silver Haven, Pa., C.P. to install new transmitter amended as to the type of equipment to be installed; KFYO, Kirksey Brothers, Abilene, Tex., C.P. to move transmitter and studio to Lubbock, Texas; KLZ, The Reynolds Radio Co., Denver, Colo., application to install automatic frequency control; Richmond J. Morrow and Ronald F. Brill, Roseville, Calif., C.P. resubmitted and amended to request 1420 kc., instead of 1400 kc.; 100 w., instead of 30 w., 11 hours daily instead of daytime; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., license to cover C.P. granted Nov. 17, 1931, to move station locally and make changes in equipment; WJW, John F. Weimer, Mansfield, Ohio, C.P. to move station to Akron and make changes in equipment.

Also, A. V. Tidmore, Hagerstown, Md., C.P. to erect new station to use 1210 kc., 100 w., unlimited time; WFBR, The Baltimore Radio Show, Baltimore, Md., C.P. to install new transmitter; WRBX, Richmond Development Corp., Roanoke, Va., C.P. to move station to Charleston, W. Va.

Correction: Application which was entered Feb. 4, 1932, should have been entered as follows: WNAX, The House of Gurney, Inc. Yankton, S. Dak., C.P. to install new equipment and increase power from 1 kw to 1 kw, 2½ ks, LS. resubmitted.

February 12 - WASH, Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich., modification of license to use transmitter and studio of WOOD; York Broadcasting Co., York, Pa., modification of C.P., requests approval of transmitter location near York, and changes in equipment.

#### Applications, Other Than Broadcasting

February 10 - WMU, Southern Radio Corp., Linden, N. J., modification of license for change in points of communication to permit direct communication with LaPaz and/or Yacuiba, Bolivia, point-to-point service; KPK, Radiomarine Corp. of America, Portland, Ore., modification of license for change in hours of operation 8 A.M. to midnight local standard time, public coastal service; KGYK, City of San Diego, San Diego, Calif., license covering C.P. for 278 kc., 10-12 watts, airport station; Chicago Federation of Labor, Chicago, Ill., new C.P. for 60-400 megacycles, 15 watts, experimental service; KGUE, Aeronautical Radio, Inc., Brownsville, Texas, modification of C.P. for change in description of transmitter and reduction in power to 50 watts, aeronautical and aeronautical point-to-point service; WMD, Mackay Radio & Telegraph Co., Sayville, N. Y., modification of license for change in transmitter, public point-to-point service.

February 11 - WIH, WIB, WID, WIC, Mackay Radio & Telegraph Co., Sayville, N. Y., modification of license for change in frequency; WEB, WEZ, WEV, R. C. A. Communications, Inc., Rocky Point, N. Y., modification of license for change in frequency; Aeronautical Radio, Inc., Bismarck, N. Dak., new C.P. for 2668, 2372, 3005, 2854, 5377.5 kc.; KGUE, Aeronautical Radio, Inc., Brownsville, Texas, modification of C.P. for change in description of transmitter and reduction in power to 50 w., aeronautical and aeronautical point-to-point service.

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## DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission on February 11th granted the following applications:

WHBC, St. John's Catholic Church, Canton, Ohio, C.P. to install new equipment to conform to General Orders 111, 115 and 116; WINS, American Radio News Corp., New York, authority for direct measurement of antenna input; KXRO, KXRO, Inc., Aberdeen, Wash., authority for direct measurement of antenna input; WGBB, Harry H. Carman, Freeport, N. Y., modification of C.P. to extend completion date from Feb. 16 to March 1, 1932; WAAT, Bremer Broadcasting Corp., Jersey City, N. J., license covering installation of new equipment 940 kc., 300 w., daytime until 6 P.M., E.S.T.; WJBK, James F. Hopkins, Inc., Detroit, Mich., license covering changes in equipment 1370 kc., 50 w., share with WIBM at night; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., modification of license to increase hours of operation from sharing with WSBT to continuous night-time operation.

Also, WSBT, The South Bend Tribune, South Bend, Ind., modification of license to change time from sharing with WFBM to specified hours; KGBU, Alaska Radio & Service Co., Ketchikan, Alaska, permission to install a 100 w., transmitter immediately and Sept. 15, 1932, add additional equipment to increase power of transmitter to 500 w.; WAAM, WAAM, Inc., Newark, N. J., authority to operate with reduced power for period not to exceed one week from February 8th.

Also, RCA Communications, Inc., Riverhead, N. Y., C.P. experimental service; W9XV, Ozark Radio Corp., Cartersville, Mo., C.P. to change transmitter location to 214 College St., Shreveport, La.; WRDS, State of Michigan, Department of Public Safety, Lansing, Mich., C.P. to change tubes in equipment; Police Department, New Orleans, La., C.P. for police department 2430 kc., 100 w.; WLC, Central Radio Telegraph Co., Rogers City, Mich., C.P. to install new equipment; KGUB, KGUH, WQDP, Aeronautical Radio, Inc., Houston and Waco, Tex., Atlanta, Ga., modification of license to decrease power to 150 w., and change description of transmitters; WLD, Pere Marquette Railway Co., Ludington, Mich., authority to test field strength of station; W8XAR, Westinghouse Electric & Manufacturing Co., Saxtonburg, Pa., renewal of special experimental license; KGBZ, Houston, Texas, extension of time to complete C.P. of police station.

### Renewal Of Licenses

The following stations were granted renewal of broadcasting station licenses: WJAY, Cleveland, Ohio; WSAZ, Inc., Huntington, W. Va.; KFSD, San Diego, Calif.; KGW, Portland, Oreg.; KSEI, Pocatello Idaho.

WIBO, Nelson Bros. Bond & Mortgage Co., Chicago, Ill., granted renewal of license, 560 kc., 1 kw, 1½ kw., local sunset, shares with WPCC; license issued pursuant to stay order in Court of Appeals and effective subject to further order of that court pending determination of the issues raised by appeal.

WPCC, North Shore Church, Chicago, Ill., granted renewal of license, 560 kc., 500 w., share with WIBO, subject to stay order as above.

### Set For Hearing

Caldwell Bros., Mt. Pleasant, Iowa, requests C.P. for new station, 1200 kc., 100 w., share with KFJB; KMLB, Liner's Broadcasting Station, Monroe, La., requests modification of license to increase hours of operation from daytime to 6 A.M. to 8 P.M. daily (facilities of WJBO).

### Applications Dismissed & Action On Examiners' Reports

Bay State Fishing Co., Boston, Mass., application for limited commercial license dismissed at request of applicant; Lynchburg Broadcasting Corp., Lynchburg, Va., denied C.P. to change frequency from 1370 to 1200 kc., power from 100 w. to 100 w. night, 250 w., local sunset, and hours of operation from sharing with WBTM to unlimited, sustaining Examiner Ellis A. Yost; WLBG, WLBG, Inc., Petersburg, Va., granted renewal of license, 1200 kc., 100 w., night, 250 w. local sunset, unlimited time, sustaining Chief Examiner Ellis A. Yost;

Also, The Community Broadcasting Co., Toledo, Ohio, denied C.P. for new station 1500 kc., 100 w., unlimited time, sustaining Examiner R. H. Hyde; Clayton B. Johnson, Sandusky, Ohio, denied C.P. for new station, 1500 kc., 100 w., unlimited time, sustaining Examiner R. H. Hyde.

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