

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING

WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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PRESS RELATIONS DEPARTMENT
G. W. JOHNSTONE

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No. 362

LEGAL QUESTION RAISED BY "PSYCHOLOGIST"

An interesting question in radio law was raised by the brief appearance and hurried departure of one Gayle Norman, self-styled "professor of psychology", who for a month answered questions at \$1 each over Station WOL, Washington. He left town two days before his contract expired when the Washington Post revealed that the fraud squad of the Police Department and the Legal Division of the Federal Radio Commission were investigating his program.

Norman had been going on the air twice daily for 15 minute periods and giving what he termed "psychological guesses" on a variety of questions, many of which dealt with the future.

While District of Columbia authorities planned to prosecute him on the grounds of telling fortunes without a license, the Radio Commission let it be known that they thought he might be violating two phases of the radio law: that he was transmitting messages from person to person and that he was soliciting money for personal gain.

LeRoy Mark, owner of the station, contended that Norman was answering questions for the entertainment of the whole radio audience and was not speaking specifically to the inquirer. He said a Radio Supervisor upheld him in this view and that numerous stations throughout the country were engaging similar entertainers.

Norman left the city, however, before the question was settled, and it is not expected that the Radio Commission's Legal Division will conduct the investigation further at this time.

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TRIBUNE STATION SEEKS 50,000 WATTS

The Chicago Tribune Company has applied to the Federal Radio Commission for permission to install a 50,000 watt transmitter at Station WGN. The application has been filed for hearing along with the others on September 15th or after.

Extensive investigations conducted by The Tribune and attested in the vast mail received from listeners, indicate, according to the Chicago paper, that WGN has the largest service area of any station in the Fourth Zone, comprising Indiana, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Nebraska, and the Dakotas. By service area is meant the area in which interference-free reception is had.

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HOOPER URGES SHORT WAVE S O S

Capt. S. C. Hooper, Director of Naval Communications, believes a short wave distress signal should be adopted to supplement the present S O S call so that vessels in remote waters might be able to get in touch with shore radio stations at all times.

The international distress channel of 500 kilocycles, is not ideally adapted for use by ships in remote waters, Capt. Hooper said, particularly in the daytime. While at night, it has a maximum coverage of about 2,000 miles, during the day it reaches only from 100 to 200 miles.

There are areas in the Pacific Ocean, he declared, where the S O S signal cannot be heard during the day because of the variable conditions governing the transmission of radio messages. The only chance that a vessel in distress in such a place may be heard, he said, is that another ship is in the vicinity and can relay the message.

More and more vessels are installing high frequency apparatus, Capt. Hooper declared. The Navy has been experimenting successfully in this field for some time. Adoption of the proposal to designate a short wave for an international S O S call would also be more economical, he contends, as fewer radio operator-watches would have to be maintained than under the present system.

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HISTORY MOST POPULAR SCHOOL FEATURE

History has been voted the most popular feature of the American School of the Air by children in 25 States, according to information just released by Miss Florence C. Fox, specialist in elementary education at the Office of Education. The pupils even prefer it to music; in fact, the only music most of them like is that provided by a good lusty band.

Questionnaires were sent to pupils of the sixth, seventh, and eighth grades. Teachers were also asked their opinions of some of the programs, and many of them responded that often the selections were too mature for the children's understanding.

Dramatization overwhelmingly led the list in the matter of presentation, and story telling came second. The lecture method was opposed by 75 per cent of the pupils and the interview by 59 per cent.

All agreed that the broadcasts in most instances livened up the school work considerably and made study after a pleasure rather than a drudgery.

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LAFOUNT RAPS REGIONAL "WASTE"

Federal Radio Commissioner Harold A. Lafount, who has frequently expressed dissatisfaction with the congestion of radio stations in this country, returned from a month's tour of the Middle West August 18th more firmly convinced than ever that some "weeding out" is necessary, particularly among the regional channels.

After visiting 30 cities in 11 States and inspecting 28 broadcasting stations, Mr. Lafount declared that there is a "real waste" on the regional channels, upon which the bulk of stations now operate. He found that the low powered, or local, stations are doing "reasonably well" and that the high powered stations on cleared channels are performing "the real service."

While on his tour, the Commissioner conferred with listeners as well as broadcasters so as better to ascertain actual conditions. He also met numerous radio dealers. He was entertained by Chambers of Commerce and luncheon clubs.

At Grand Island, Nebr., Mr. Lafount inspected the new radio "police station", which will begin operation early this Fall. He discussed plans whereby daily reports will be transmitted from the station to the Radio Commission for prompt action.

Radio conditions on the whole in the Middle West are improving, the Commissioner found, and listeners appear well satisfied with the variety of programs they receive.

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CZECHOSLOVAKIA AS RADIO MART

Following is a review of Czechoslovakia as a market for radio sets as made by Commercial Attache K. L. Rankin, of Prague, to the Department of Commerce:

"It is estimated that out of the 282,000 registered radio sets in operation in Czechoslovakia as of March 1, 1930, 60 per cent were crystal sets and 40 per cent tube sets, about 10 per cent of the latter being operated on domestic lighting current. Thirty per cent of all types of sets are homemade by amateurs, and complete unassembled sets are purchased only to a very small extent, since it is usually cheaper to buy assembled sets. Owing to high prices the number of cabinet models in operation is very small.

"Sets operated by electric lighting current are becoming more and more popular, while the market possibilities for battery sets are less encouraging owing to the expense and inconvenience connected with changing batteries, particularly in rural districts. On the basis of the 1921 census, it is estimated that there are now 3,200,000 families in Czechoslovakia, almost 50 per cent of whom are users of electric current for lighting.

"Radio sets of the German Telefunken company and the netherland firm Philips dominate the Czechoslovak market, the former having been established there for a long time, while the latter has been gaining considerable ground in the past two years owing to extensive advertising.

"The present price range of the most popular sets is from 760 to 5,350 crowns for battery-operated sets, and from 2,010 to 7,550 crowns for electric sets (one Czechoslovak crown equals \$0.02964). Crystal sets are sold from \$6 upward. The demand for radio sets of five and more tubes is rather limited, owing to their greater cost. For the same reason American sets are not in general use, although they are in favor for their quality. Exports of radio apparatus from the United States to Czechoslovakia during 1929 amounted to \$32,420, of which \$10,671 was for complete receiving sets. Tubes for use in American sets are kept in stock by all larger dealers in radio supplies.

"The German Telefunken Company has an assembling plant in Czechoslovakia and the Netherland company maintains a branch office in Prague.

"Radio broadcasting is controlled by the Czechoslovak National Government, no field being left for private enterprise, and six stations are now in operation. The seventh and most powerful one is being constructed at Cesky Brod and is expected to permit practically every one in the republic to listen in on a crystal set. Furthermore, the location of Czechoslovakia in the center of Europe makes it possible to listen in to programs broadcast from various European centers, although the differences in wave lengths assigned to individual countries cause very frequency interference."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission granted the following applications on August 19th:

WELK, Howard R. Miller, Philadelphia, Pa., consent to voluntary assignment of license to WELK Broadcasting Station, Inc.; KGCI, Radio Sam Broadcast Co., Inc., San Antonio, Tex., consent to voluntarily assign license to W. W. McAllister; KGCI, W. W. McAllister, San Antonio, Texas, C. P. to move studio and transmitter locally in San Antonio, and install new equipment; WCAD, St. Lawrence University, Canton, N. Y., authority to suspend operation for a period of 2 weeks from August 19th, in order for operator to take renewal examination and prepare for Fall broadcasting schedule; KFGI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas, modification of C. P. to extend completion date to 8/17/30; WSBC, World Battery Co., Inc., Chicago, Ill., license to operate on 1210 kc., 100 watts, sharing with WEDC, and WCRW; KDKA, Westinghouse Electric and Manufacturing Co., Pittsburgh, Pa., license covering C. P.,

authorizing removal of transmitter from Pittsburgh to Saxonburg, and install new equipment; also special authorization to operate in synchronism with new transmitter installed at Saxonburg and old transmitter at Pittsburgh, for the purpose of permitting the gradual decrease of power in Pittsburgh and increase power in Saxonburg; Fokker Aircraft Corp. of America, Plane ATC 281, license on 3106 kc., 50 watts, unlimited time, to be used for messages relating to safety of life and property, not general public message traffic.

Also, WLOXAL, National Broadcasting Co., Inc., Portable, renewal of license 2392 kc., 50 watts; WLOXAO, National Broadcasting Co., Inc., Portable, renewal of license 1584 kc., 50 watts, unlimited time between August 13th and 27th and between Sept. 10th and 25th incl.; Alaska Washington Airways, Inc., Airplane NC-974-H, license 3106 kc., 150 watts, unlimited time; Tropical Radio Telg. Co., Hialeah, Fla., C. P. for additional transmitter, 1604, 2398, 3256, 4795, 6425, 8650, 12850, and 17300 kc., 350 watts; U. S.-Liberia Radio Corp., Akron Ohio, C. P. for high frequency equipment 19780 kc., 750 watts, A1 emission, 12 hrs. daily, covering alternate one hour intervals in accordance with agreement between licensee and Southern Radio Corp; City of El Paso, Police Dept., El Paso, Texas, C. P. 1712 kc., 100 watts, full time 7 days a week; Radio Corporation of America, Ohio Co., NC-7120, license, 3106, 5660 kc., red chain frequencies 10 watts and 100 watts.

Also, KGE, Boeing Air Transport, Inc., Medford, Ore., consent to voluntary assignment of license to Aeronautical Radio, Inc.; KJM, Phillips Petroleum Co., Bartlesville, Okla., C. P. to move transmitter from 4th and Johnstone Sts., to near Bartlesville, Okla., 168.9 kc, 5 KW; W6XV, Federal Telegraph Co., Palo Alto, Cal., renewal of license 99, 150, 375, 500 kc., 10 KW, for period of 90 days; WCC, Radiomarine Corp. of America, Marion, Mass., license to cover C. P. for high frequency transmitter, calling 5525, 11050, 16580, 22100 kc., working 6455, 6470, 8430, 12580, 12640, 16740 kc., 350 watts; WRDU, City of New York Fire Dept., Brooklyn, N. Y., modification of C. P. to extend completion date to 8/29/30.

Application Denied

The Journal Company, Milwaukee, Wis., asked permission to intervene in matter of application for renewal of station license for station WFLA-WSUN, Clearwater, Florida. These stations operate on same frequency 620 kc.

Set For Hearing

KFRC, Don Lee, Inc., San Francisco, Cal., asks for C.P. to install new equipment and increase power from 1 KW to 50 KW; to move transmitter to site to be determined by Commission, and to

use portable to test for location; WBBS, Boston Broadcasting Co., Boston, Mass., asks for renewal of license; KDC, Globe Wireless, Ltd., Island of Guam, asks for C. P. for additional transmitter 3304, 4595, 5245, 5870, 7595, 8195, 15100, 18300, 19380, 20940 kc., 10 KW; KGQ, Globe Wireless, Ltd., Musselrock, Cal., asks for C.P. for additional transmitter, 3268, 3316, 4715, 5325, 6890, 7625, 9670, 15580, 18500, 19900, 21020 kc., 10 KW; KGR, Same Co., Edmonds, Wash., asks for C. P. to install additional high frequency apparatus, 3286, 4284, 5525, 5356, 7310, 7850, 13600, 17820, 19140, 20460 kc., 10 KW;

Applications Dismissed

The following applications were heretofore designated for hearing. The applicants have indicated a desire to have their respective cases dropped from further consideration:

KLS, Warner Brothers, Oakland, Cal., asked for modification of license 930 kc., 25 watts, to divide with KFWI; WEMC, George W. Trendle, Detroit, Mich., asked for C. P. to move station, install new equipment for unlimited hours of operation, frequency 590 kc., 1 KW power; Albert J. McMahan, Ely, Minn., asked for C.P. to erect new station on 1500 kc., 100 watts; Albert Chada, Denmark, Wis., asked for C. P. for new station on 1390 kc., 50 watts; Garrett W. Lewis, National Radio Tube Co., San Francisco, Cal., asked for C. P. for new station, experimental frequency 3500 to 4000 kc., 1000 watts; Warner Brothers Broadcasting Corp., Hollywood, Cal., asked for C. P. for experimental station, frequency 6030, 750 watts and also for renewal of license.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

WJSV, The Independent Publishing Co., Mount Vernon Hills, Va., modification of C. P. to extend completion date on C. P. to 12/10/30; WMBC, Michigan Broadcasting Co., Detroit, Mich., C. P. to make changes in equipment and increase power from 250 W. day and 100 W. night to 250 watts unlimited time on 1430 kc.; WRBI, Chas. A. Kent & Milton U. Kent, d/b as Kent's Furniture & Music Store, Tifton, Ga., request for authority to voluntarily assign license to the WRBI Broadcasting Co., Inc.; WRBT, Wilmington Radio Association, Inc., Wilmington, N. C., C. P. to move transmitter to Princess St. Road, Wilmington, move studio to same, install a new transmitter, change frequency from 1370 kc., to 1320 kc., and increase power from 100 watts to 1 KW, unlimited; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to use the old equipment as an auxiliary transmitter to be operated in cases of emergency with 1 KW; Ozark Radio Corp. Cartersville, Mo., C. P. to erect new station to use 1500 kc., 100 W. day hours and 1 evening hour; Clifford C. Sawyer, Elkhart, Kans., C. P. to erect a new station to use 1370 kc., 20 watts and unlimited time.

August 19 - WEMC, Emmanuel Missionary College, Berrien Springs, Mich., request for authority to voluntarily assign license to WKZO, Inc.; Detroit Broadcasting Co., Wayne Co., Mich., C. P. to erect a new station to use 1200 kc., 100 w., and unlimited hours; WNRC, Wayne M. Nelson, Greensboro, N. C., request for authority to voluntarily assign license to the North Carolina Broadcasting Co., Inc.; KGFK, R. W. Lautzenheiser & O. R. Mitchell, d/b as Lautzenheiser & Mitchell, Moorhead, Minn., request for authority to voluntarily assign license to the Red River Broadcasting Co., Inc.; Pioneer Mercantile Company, Bakersfield, Cal., C. P. for a new station to use 1380 kc., 1 KW, and unlimited hours; this application supersedes application previous filed in May.

August 20 - WEVD, Debs Memorial Radio Fund, Inc., Forest Hills, N. Y., C. P. to make changes in equipment; L. D. Claborne, Corinth, Miss., amendment filed to C. P. for new station to request authority to locate transmitter at Corinth, Miss., instead of Tupelo; KTUE, William John Uhalt, Houston, Texas, C.P. to move transmitter locally and install a new transmitter; WREC, WREC, Inc., Whitehaven, Tenn., C. P. to move transmitter from Tennessee to West Memphis, Arkansas, install a new transmitter, change frequency from 600 kc., to 620 kc., and increase power from 1 KW day and 500 watts night to 50 KW; WISJ, Wisconsin State Journal Broadcasting Co., Beloit, Wis., (C.P. for near Madison); Modification of C. P. to change frequency from 560 kc., to 780 kc., change power from 500 watts to 500 W. day and 250 W. night, and hours from sharing with WIBO and WPCC to unlimited on 780 kc.; WKBH Jos. Callaway, trading as Callaway Music Co., R.F.D. #1, LaCrosse, Wisconsin, license to cover C. P. issued 5/20/30 to install a new transmitter.

Applications Other Than Broadcasting

August 18 - KNW, Palo Alto, Calif., and KNN, near Honolulu, Oahu, Island, Mackay Radio & Telegraph Co., renewal of LP license for the 52 Mackay frequencies, 5 KW; WMJ, City of Buffalo (Police), Buffalo, N. Y., modification of LC C.P. for extension of completion date to 11/1/30; WAA, Radio Corp. of America, Ohio Co., Detour, Mich., modification of LP-Marine Relay license for time of operation: continuous 8 A.M. to 12 noon throughout season of Great Lakes Navigation and such hours of day or night as may be necessary to efficient traffic movement.

August 19 - W3XAK, National Broadcasting Co., Portable, Bound Brook, N. J., renewal of experimental television license for 2000 to 2100 kc., 5 KW; KGUG, Aeronautical Radio Inc., Big Spring, Texas, new aeronautical C. P. for 3484-5600 kc., maximum power 250 watts; Aeronautical Radio, Inc., Orland Township, Ill., new aeronautical C. P. for 3238 kc., 400 watts; City of Portland, Oregon, Bureau of Police, Portland, Oregon, Portables, licenses (2) covering C.P.s for experimental service on 2452 kc., maximum power 25 watts.

August 20, 1930 - Federal State Marketing Service:
 KRJ, Sacramento, Calif., renewal of limited commercial license for 3250, 4244, 5365, 8810, 10010 kc., 500 watts; KRB, Salinas, Calif., renewal of limited commercial license for 3250, 4244, 5365, 8810, 10010 kc., 100 watts; KRM, Los Angeles, Calif., renewal of limited commercial license for 3250, 4244, 5365, 8810, 10010 kc., 100 watts; also C. P. for limited commercial service on 3250, 4244, 5365, 8810, 10010 kc., 100 watts, for an additional transmitter at station KRM; KRN, Brawley, Calif., renewal of limited commercial license for 3250, 4244, 5365, 8810, 10010 kc., 100 watts; KRG, San Francisco, Calif., renewal of limited commercial license for 3250, 4244, 5365, 8810, 10010 kc., 500 watts; also C. P. for additional transmitter at station KRG, for limited commercial service on 3250 4244, 5365, 8810, 10010 kc., 500 watts; WLXA, Edward C. Crossett, Wianno, Mass., renewal of experimental license for 8650, 12850, 28200 kc., 500 watts; Aeronautical Radio, Inc., Municipal Airport, Boston, Mass., new C. P. for aeronautical service on 5600 day, 3484 kc., anytime, 400 watts for phone and 1 KW for telegraph; WAG, Mackay Radio & Telegraph Co., Inc., near Rockland, Maine, coastal license covering C.P. for 143, 500 calling, 121, 418 kc., working, 5 KW.

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CENSUS TO CHANGE STATE QUOTAS

A survey of the preliminary census figures by the Engineering Division of the Radio Commission shows that there will be a general revision in the broadcasting facility quotas of virtually all States as a result of the changes in population figures.

In the case of the three most over-quota States - Illinois, New York and California - under the previous unit measurement, the census figures cuts this surplus considerably by revealing gains in population.

California, which was rated at 7.19 units above its quota, under the new census count would be reduced to a surplus of 2.68 units.

New York's over-quota is reduced from 4.32 units to 3.49 units, while Illinois' surplus falls from 10.72 to 10.28 units.

On the other hand, Pennsylvania, which was listed as the most under-quota State, loses under the new census count, its population having fallen from 9,854,000 to 9,640,000 since 1928. Its minus units are consequently cut from 8.86 to 8.47.

The Commission has not yet adopted the census figures as official; consequently there will not likely be any immediate reallocations.

On the whole the changes are slight, however, and would cause no general shakeup if put into effect.

The Commission's analysis of the changes for each State and Zone on the basis of the unit measurement follows:

<u>First Zone</u>		
	<u>1928</u>	<u>1930</u>
Connecticut	-1.25	-0.84
Delaware	-0.01	+0.036
District of Columbia	-0.23	-0.04
Maine	-0.33	-0.22
Maryland	-0.93	-0.76
Massachusetts	-2.31	-1.60
New Hampshire	-1.14	-1.11
New Jersey	+0.27	+0.23
New York	+4.82	+3.49
Rhode Island	-0.70	-0.51
Vermont	-0.73	-0.70
Porto Rico	-3.20	-3.72
Virgin Islands	-0.07	-0.064
Total	-5.81	-5.81

<u>Second Zone</u>		
Kentucky	+0.36	+0.08
Michigan	-2.16	-2.98
Ohio	-0.87	-0.50
Pennsylvania	-8.86	-8.47
Virginia	+2.17	+2.56
West Virginia	-1.30	-1.35
Total	-10.66	-10.66

<u>Third Zone</u>		
Alabama	-2.83	-2.89
Arkansas	-1.24	- .87
Florida	+4.33	+4.26
Georgia	-1.52	- .48
Louisiana	+2.95	+2.67
Mississippi	-2.50	-3.00
North Carolina	- .55	-1.02
Oklahoma	+1.14	+1.38
South Carolina	-3.41	-2.92
Tennessee	+5.77	+5.61
Texas	+7.05	+6.45
Total	+9.19	+9.19

Fourth Zone

	<u>1928</u>	<u>1930</u>
Illinois	+10.72	+10.28
Indiana	-3.42	-3.47
Iowa	+5.37	+5.32
Kansas	-0.67	-0.73
Minnesota	+0.88	+1.43
Missouri	+1.38	+1.18
Nebraska	+1.62	+1.75
North Dakota	+0.38	+0.29
South Dakota	+1.31	+1.37
Wisconsin	-1.49	-1.34
Total	+16.08	+16.08

Fifth Zone

Arizona	-0.77	-0.23
California	+7.19	+2.68
Colorado	+1.88	+2.88
Idaho	-1.63	-0.64
Montana	-1.0	-0.57
Nevada	+0.25	+0.20
New Mexico	-0.44	-0.40
Oregon	+2.00	+2.22
Utah	+2.83	+3.33
Washington	+4.65	+5.76
Wyoming	-1.55	-1.26
Alaska	+0.61	+0.62
Hawaii	-0.22	-0.79
Total	+13.80	+13.80

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