

HEINL RADIO BUSINESS LETTER

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No. 770

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October 30, 1934.

NEW DAY AND NIGHT QUOTA AFFORDS ADDED FACILITIES

The new day and night quota just worked out by the Federal Communications Commission will allow an expansion of radio facilities in many zones and States. Heretofore the broadcast quota system of radio facilities has been considered as a single basic unit but because of the difference of atmospheric conditions at the different periods and because interference caused at night is different than that caused at day, the Communications Commission decided that there should be a "night quota" and a "day quota."

The new quota facilities due and assigned follow:

FIRST ZONE - NIGHT

State	Units Due	Units Assigned	Units Over or under	Per Cent Over or Under
Connecticut	2.13	1.89	-0.24	-11
Delaware	0.32	0.20	-0.12	-38
Dist. of Columbia	0.64	0.60	-0.04	- 6
Maine	1.06	0.99	-0.07	- 7
Maryland	2.16	1.95	-0.21	-10
Massachusetts	5.63	5.11	-0.52	- 9
New Hampshire	0.62	0.33	-0.29	-47
New Jersey	5.36	4.085	-1.275	-24
New York	16.69	18.09	+1.40	+ 8
Rhode Island	0.91	0.70	-0.21	-23
Vermont	0.48	0.06	-0.42	-88
Total	36.00	34.005	-1.995	- 6

FIRST ZONE - DAY

Connecticut	3.85	2.66	-1.19	-31
Delaware	0.57	0.33	-0.24	-42
Dist. of Columbia	1.16	1.00	-0.16	-14
Maine	1.91	1.22	-0.69	-36
Maryland	3.91	3.60	-0.31	- 8
Massachusetts	10.17	6.35	-3.82	-38
New Hampshire	1.11	0.60	-0.51	-46
New Jersey	9.67	4.955	-4.715	-49
New York	30.14	20.17	-9.97	-33
Rhode Island	1.65	0.70	-0.95	-58
Vermont	0.86	0.66	-0.20	-23
Total	65.00	42.245	-22.755	-35

SECOND ZONE - NIGHT

State	Units Due	Units Assigned	Units Over or Under	Per Cent Over or Under
Kentucky	3.38	3.95	+ 0.57	+ 17
Michigan	6.25	5.06	- 1.19	- 19
Ohio	8.58	9.38	+ 0.80	+ 9
Pennsylvania	12.43	12.54	+ 0.11	+ 1
Virginia	3.13	4.70	+ 1.57	+ 50
West Virginia	2.23	1.93	- 0.30	- 13
Total	36.00	37.56	+ 1.56	+ 4

SECOND ZONE - DAY

Kentucky	6.10	4.15	- 1.95	- 32
Michigan	11.28	5.96	- 5.32	- 47
Ohio	15.50	11.56	- 3.94	- 25
Pennsylvania	22.45	14.99	- 7.46	- 33
Virginia	5.64	5.85	+ 0.21	+ 4
West Virginia	4.03	3.90	- 0.13	- 3
Total	65.00	46.41	-18.59	- 29

THIRD ZONE - NIGHT

Alabama	3.32	2.735	- 0.585	- 18
Arkansas	2.32	2.67	+ 0.35	+ 15
Florida	1.84	3.65	+ 1.81	+ 98
Georgia	3.64	4.21	+ 0.57	+ 16
Louisiana	2.63	5.10	+ 2.47	+ 94
Mississippi	2.52	0.99	- 1.53	- 61
North Carolina	3.97	4.23	+ 0.26	+ 7
Oklahoma	3.00	3.24	+ 0.24	+ 8
So. Carolina	2.18	1.00	- 1.18	- 54
Tennessee	3.28	6.05	+ 2.77	+ 84
Texas	7.30	11.07	+ 3.77	+ 52
Total	36.00	44.945	+ 8.945	+ 25

THIRD ZONE - DAY

Alabama	5.99	4.285	- 1.705	- 28
Arkansas	4.19	4.75	+ 0.56	+ 13
Florida	3.32	4.75	+ 1.43	+ 43
Georgia	6.58	4.90	- 1.68	- 26
Louisiana	4.75	5.40	+ 0.65	+ 14
Mississippi	4.55	2.11	- 2.44	- 54
North Carolina	7.17	4.85	- 2.32	- 32
Oklahoma	5.42	4.90	- 0.52	- 10
So. Carolina	3.93	2.25	- 1.68	- 43
Tennessee	5.92	7.25	+ 1.33	+ 22
Texas	13.18	13.22	+ 0.04	+ 0
Total	65.00	58.665	- 6.335	- 10

FOURTH ZONE - NIGHT

State	Units		Units		Percent
	Due	Assigned	Over	or Under	Over or Under
Illinois	10.14	11.03	-	0.89	- 9
Indiana	4.30	3.42	-	0.88	- 20
Iowa	3.28	5.02	+	1.74	+ 53
Kansas	2.50	2.49	-	0.01	- 0
Minnesota	3.41	4.18	+	0.77	+ 23
Missouri	4.82	5.00	+	0.18	+ 4
Nebraska	1.83	2.21	+	0.38	+ 21
No. Dakota	0.90	1.40	+	0.50	+ 56
So. Dakota	0.92	0.85	-	0.06	- 7
Wisconsin	3.90	3.05	-	0.85	- 22
Total	36.00	38.66	+	2.66	+ 7

ZONE FOUR - DAY

Illinois	18.30	14.74	-	3.56	- 19
Indiana	7.77	5.55	-	2.22	- 29
Iowa	5.93	7.26	+	1.33	+ 22
Kansas	4.51	3.32	-	1.19	- 26
Minnesota	6.15	5.37	-	0.78	- 13
Missouri	8.70	8.21	-	0.49	- 6
Nebraska	3.30	5.62	+	2.32	+ 70
No. Dakota	1.63	1.90	+	0.27	+ 17
So. Dakota	1.66	2.03	+	0.37	+ 22
Wisconsin	7.05	5.56	-	1.49	- 27
Total	65.00	59.56	-	5.44	- 8

FIFTH ZONE - NIGHT

Arizona	1.32	1.02	-	0.30	- 23
California	17.18	18.67	+	1.49	+ 9
Colorado	3.13	4.61	+	1.48	+ 47
Idaho	1.35	1.50	+	0.15	+ 11
Montana	1.63	1.75	+	0.12	+ 7
Nevada	0.27	0.35	+	0.08	+ 30
New Mexico	1.28	1.13	-	0.15	- 12
Oregon	2.89	4.02	+	1.13	+ 39
Utah	1.54	3.30	+	1.76	+114
Washington	4.73	7.26	+	2.53	+ 53
Wyoming	0.68	0.40	-	0.28	- 41
Total	36.00	44.01	+	8.01	+ 22

FIFTH ZONE - DAY

Arizona	2.38	1.66	-	0.72	- 30
California	31.02	21.05	-	9.97	- 32
Colorado	5.66	4.98	-	0.68	- 12
Idaho	2.43	1.95	-	0.48	- 20
Montana	2.94	2.30	-	0.64	- 22
Nevada	0.49	0.35	-	0.14	- 29
New Mexico	2.31	2.90	+	0.59	+ 26
Oregon	5.21	5.89	+	0.68	+ 13
Utah	2.78	3.30	+	0.52	+ 19
Washington	8.54	8.50	-	0.04	- 0
Wyoming	1.24	0.40	-	0.84	- 68
Total	65.00	53.28	-	11.72	- 18

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In increasing the daytime quota, Hampson Gary, head of the Broadcast Division of the Commission, said it was not the intention of the Commission to license additional new daytime stations unless it was absolutely proven that they were needed. However, the Commission authorized the maximum daytime power increased to 5,000 watts.

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EDUCATIONAL-RELIGIOUS HEARINGS TO BE CONCLUDED

Hearings concluding the educational-religious program sessions will be resumed Wednesday morning, November 7. Among those who have been invited to appear are William Green, President of the American Federation of Labor, and Charles Nockles, Secretary of the Chicago Federation of Labor. Mr. Green has more or less endorsed the present system of broadcasting but the American Federation of Labor has condemned it. Although the laboring people were expected to attend the meeting in full force, none as yet has appeared.

In fact, about half the other witnesses who expressed their intention of appearing failed to show up. Father James Harney, Superior General of the Paulist Fathers, whose protest started the investigation, appeared only long enough to take issue with Judge Rutherford, of the Jehovah's Witnesses sect, in a matter of personal veracity. Father Harney, however, expressed the intention of filing a brief later.

Henry A. Bellows, in charge of the Broadcasters' presentation, will likewise file a brief, but Dr. Tracy F. Tyler said that he had not decided whether he would file a brief or not. Neither had he reached a decision in the question of offering witnesses in rebuttal. Commissioner Hampson Gary, Chairman of the Broadcast Division, announced that all briefs would have to be on file within two weeks after the close of the hearings. It is not believed the hearings will run more than a week or so longer.

The witnesses yet to be heard, in addition to any labor representatives who may appear, are principally those of the Government and Dr. Levering Tyson of the National Committee on Education by Radio.

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CLEAR CHANNEL DECISION ABOUT 3 WEEKS HENCE

If the Federal Communications Commission completes its hearings shortly as is expected in the so-called "640" case, a decision is expected within the next two or three weeks. Numerous stations have applied for permission to broadcast on the clear frequency of 640 kilocycles now being used by KFI, a 50,000 watt station of Los Angeles.

It is considered more or less a test case for if the stations are allowed to do so, they will break down KFI's clear channel. Clear channels have been broken down before but inasmuch as the new Communications Commission is taking up the subject for the first time, whatever action taken is apt to be a precedent and an indication of future policy.

There is an impression, whether well founded or not, that the Commission may let down the bars on the clear channels and consent to a liberal power increase in the regional stations. Their decision, however, will have to be awaited to determine this definitely.

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USE RADIO LIBERALLY TO BEAT SINCLAIR

About everything is being adapted to radio in the "beat Sinclair" campaign now in progress. For the final weeks of the campaign every device known to opinion management and the artisans of propaganda is being employed. Lord & Thomas advertising agency is using four radio programs to undermine the Sinclair arguments through subtle arguments put across in the shape of entertainment by professional actors. These are financed by the Republican campaign fund.

"Novelty of the presentations is sure fire and a check of the listening audience shows that a tremendous wedge is being driven in spots where other agencies of promotion have failed to make much more than a superficial dent", Variety reports.

"Show which is creating the most interest is tagged 'Weary and Willie.' Subject treats with two hoboos hopping a freight to California and discussing the good things in store for them in the advent of Sinclair's election. Script is well done and the characters drive home the anti-Sinclair propaganda in a whimsical but straightforward way. Theme is a parody on 'California, Here We Come.' This one is on for a 15-minute swing three times a week.

"In high favor is 'The Bennets', aimed at the family circle and smartly done. Various subjects of a political nature are discussed around the fireside and the appeal is directed

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mainly at the women of the household. Intimate touch, is used.

"'Turn of Events', patterned after 'March of Time', is an historical dramatization of events that skirt the political border. This is disguised as entertainment for 15 minutes over KHJ, the CBS outlet.

"Slotted every night on KNX is 'The Political Observer', a supposedly non-partisan view of things politic, but highly tinctured with anti-Sinclair promotion. Current events are mulled pro and con."

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CONTENDS RADIO MUSIC SLOWS DOWN SPEEDSTERS

Additional expert opinion that automotive radio tends to reduce driving speed and is a safety factor, is contained in a recent survey. Denying that American youth is "speed crazy", the survey of H. G. Weaver, Director of the Customer Research Staff of General Motors, states:

"The most outstanding point of difference between the young people and the adult group is that an overwhelming majority of the boys and girls want radios in their cars and it was pointed out over and over again that radio equipment makes for slower, safer driving. As one college chap expressed it, 'Even the fastest kind of fox trot doesn't blend nicely with a speed of over 50 miles an hour - and with waltz-time I find myself slowing down to 40 or less.'"

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RADIO EXPORTS RISE

An increase in radio exports during both July and August, latest months to be compiled, is reported by the U. S. Department of Commerce. Exports of receiving sets during August totaled 41,047 with a value of \$1,096,674, as against 34,909 sets in July valued at \$1,030,693. Tube exports in August totaled 625,719 valued at \$306,865, and 916,624 tubes at \$469,491 in July. Exports of loud speakers during August were 7,968 units valued at \$22,751, as against 15,270 units in July valued at \$40,270. Exports of radio parts and accessories during August were valued at \$422,901 compared with \$462,966 in July.

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DR. STARCH PUTS THE MICROSCOPE ON FOUR COLUMBIA PROGRAMS

Copies of Columbia's study, "Ears and Income" just made under the direction of John J. Karol, Director of Market Research for the Columbia Broadcasting System, are now available.

This study of the actual listening audience of four "selective" programs, is based on data gathered in a nationwide investigation by Dr. Daniel Starch, Consultant in Commercial Research. The four programs, whose approach and appeal, whose talent and tempo, should tend to select a "higher-than-average class" audience, included in this study are the March of Time, the Chesterfield Program, the Philco Radio Program, the Fletcher's Castoria program.

"It is interesting to note that the highest penetration for each of these programs was found in the highest income class", Mr. Karol observes. "In summary, the figures for actual listeners to these four programs are as follows:

	<u>Highest Penetration in Highest Income Levels</u>
Chesterfield Program	76.0%
March of Time	65.9%
Philco Program	70.5%
Fletcher's Castoria Program	55.0%

"I believe the last few pages of this brochure will be found of particular interest. Under the caption, 'Telling How Many People How Many Times', data are presented which reveal that the actual coverage achieved - the cumulative job done - by a specific program, cannot be measured by determining the size of its audience on a single broadcast, but must be expressed in multiples of that audience, which are apparently limited only by the appeal of the program and the cycle of the broadcast.

"The four definite conclusions of this investigation are as follows:

1. Radio programs can be built to attract an audience in upper income levels (all income groups over \$3,000 per year) as readily as in the lower levels.
2. Such programs can command a concentration of listening in upper income levels without sacrificing the broad base of their appeal to homes of average and less-than-average incomes (all incomes under \$3,000 per year).
3. A single network advertiser, with this type of radio program, can penetrate top income levels most deeply, bottom income levels least deeply, and score increasing penetration in each ascending income level.

4. Even with a "selective" program keyed to a selective audience, it is possible for an advertiser, in a few months of CBS broadcasting ...

to reach 2 out of 3 of all radio homes in all income levels, 36,000,000 listeners (while he reaches 3 out of 4 of all radio homes in the upper income levels)."

Three more conclusions presented separately and a little less boldly, because the measurement of "repetition" (intrinsic to these findings) was based on less complete data.

1. A single advertiser, reaching a total audience of 36,000,000 actual listeners (in less than four months of broadcasting on the Columbia Network), reached them an average of 10 times each.
2. Another advertiser (with a smaller CBS hook-up and a longer cycle of broadcasting) reached an audience of 30,000,000 actual listeners an average of over 70 times each.
3. The actual coverage achieved - the cumulative job done - by a specific program cannot be measured by determining the size of its audience on a single broadcast - but must be expressed in multiples of that audience, which are apparently limited only by the appeal of the program and the cycle of the broadcasting.

According to the paragraph "Telling How Many People How Many Times" referred to by Mr. Karol, "The Chesterfield Radio Program was found to have reached 69% of all radio homes. That's over 12,000,000 homes - over 36,000,000 listeners, representing the total audience reached by the Chesterfield Program up to July, 1934 (45 broadcasts)."

"Less simple - even more arresting - is the corresponding story on the Philco Program. Here, for the second factor, the size of the audience on a single broadcast - we have data supplied by Sayre M. Ramsdell, Sales Promotion Manager of the Philco Radio and Television Company. He reports, from studies made over a wide area, that 27% of the sets in use between 7:45 and 8:00 P.M. (the period of Boake Carter's broadcasts) were tuned to the Philco news program.

"Applying this figure to the number of radio sets in use at that hour, and in the zones covered by the Philco hook-up, it nets down to 2,000,000 radio homes, or 6,000,000 listeners per broadcast. Dr. Starch's measurement of Philco's cumulative audience through June of 1934 showed that it had then reached 65% of all radio homes within its broadcast area - about 30,000,000 listeners."

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(AN ADD TO PREVIOUS STORY "CLEAR CHANNEL DECISION ABOUT THREE WEEKS HENCE" - in Re: Petition of Broadcast Station KFI, et al, decision which follows having just been handed down late today, October 30, 1934)

"The licenses of certain clear channel stations petitioned the Commission for an investigation of the service rendered on clear channels and a restatement of the regulations regarding them. The Broadcast Division has decided to conduct a thorough survey of the broadcast structure both as to results of allocation on clear channels and on channels to which more than one station is assigned to operate simultaneously at night. This survey will be made for the purpose of determining the service available to the people of the United States and the type of station that the listeners in rural areas are dependent upon for their service. The degree of interference or impairment of service caused by duplication of certain high power stations is to be investigated, as well as the possibility of providing additional high power stations without reducing the service to the listening public from existing stations.

"The cooperation of the licensees of all broadcast stations is requested in making this survey. All licensees volunteering their field intensity equipment and personnel to make the observations and measurements should notify the Commission of the facilities which they are willing to place under the direction of the Commission for conducting the survey. The extent and scope of the survey will to some extent depend on the facilities that are made available.

"An informal conference will be held at the office of the Commission in Washington on November 9, 1934, for the purpose of determining definitely the details of the survey and prorating the assignments to the licensees volunteering their facilities. This survey will be made under the strict supervision of the Commission and the measuring facilities of any station accepted will not be limited to measurements on the licensee's station alone, but will be assigned other territories.

"This is the survey generally requested in Proposal numbered (1) by the petitioners.

"The proposal numbered (2) is dependent entirely upon the survey to be made and need not be considered further. It is obvious that if the information and data secured from the survey indicate that new or amended regulations should be promulgated, they will be considered by the Division later.

"The Proposal numbered (3) of the petition, if granted, would preclude the Division from taking any other or further action with respect to duplicate nighttime operation on clear channels. It is considered that to grant this proposal would violate the spirit of the law. Therefore, Proposal numbered (3) must be and is denied."

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 :::::INDUSTRY NOTES :::::
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Manufacturers and users of lead-acid storage batteries will be interested to learn of the recent completion by the electro-chemistry section of the National Bureau of Standards of measurements on the resistivity of sulphuric acid solutions in the range from $+86^{\circ}$ to -40° F.

Radio announcers, who have contested among themselves for the American Academy of Arts and Letters annual medal for good diction on the air for the past five years, now have an additional annual award to inspire their efforts.

The advertising agency of Batten, Barton, Durstine and Osborn has just announced "The B. B. D. O. Cup for Good Announcing", which will be awarded each year among the network announcers whose programs are audible in New York City. The first cup will be awarded shortly after January 1, 1935.

The dedication of the newest modern broadcasting studio of America's pioneer radio station will take place over an NBC-WJZ network on Friday, November 2, at 12 o'clock midnight EST.

KDKA, of Pittsburgh, will celebrate on that date the fourteenth anniversary of its first broadcast by opening its new and completely up-to-date studios and offices in the Grant Building in Pittsburgh's business center.

A Washington dispatch in The New York Times of Oct. 9 reported that the Supreme Court had declined to review certain decisions involving motion picture companies using the General Electric and R.C.A. system of sound recording on film. This was an error. The suits involved the Electric Research Products, Inc., and the R.C.A. The former is a subsidiary of the Western Electric.

The American Broadcasting System will join with State and local officials in presenting a gala program to welcome the new high fidelity station in Waterbury, Conn., to the ABS network on Friday, Nov. 2. The entire program will be heard at 8:45 P.M. EST. Addresses will be made by U. S. Senator Frederick Walcott and Governor Wilbur I. Cross, of Connecticut, and Mr. Pape.

The Waterbury American and The Republican, published by William J. Pape, own and will operate the station which has been assigned the temporary identification WLXBS. It is one of the first stations required by the Federal Communications Commission to transmit a high fidelity signal. It will also utilize directional antenna, another recent radio development.

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APPLICATIONS GRANTED BY BROADCAST DIVISION

October 30 - KWK, Thomas Patrick, Inc., St. Louis, Mo., license to cover C.P., 1350 kc., 1 KW night, $2\frac{1}{2}$ KW LS, unlimited time; UCNW, Arthur Faske, Brooklyn, N. Y., modification of C.P. to move transmitter and studio locally in Brooklyn, and extend commencement date to at once and completion date to 30 days from this date; WJR, WJR, The Goodwill Station, Detroit, Mich., license to cover C.P. covering move of transmitter and change in equipment, 750 kc., 10 KW, unlimited; WLNH, The Northern Broadcasting Co., Laconia, N. H., license to cover C.P. 1310 kc., 100 watts, daytime; KSLM, Oregon Radio, Inc., Salem, Ore., license covering new station; 1370 kc., 100 watts, daytime.

Also, WBBZ, Chas. Lewis Garrell, deceased, represented by Howard Johnson, Ponca City, Okla., license covering local move of transmitter and studio, 1200 kc., 100 watts, unlimited time; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., license covering change in frequency from 1420 to 1430 kc. and increase in power to 250 watts night, 500 watts LS, unlimited time; KGBZ, KGBZ Broadcasting Co., York, Neb., license covering changes in equipment and increase in power from 500 watts night, 1 KW LS, to 1 KW night, $2\frac{1}{2}$ KW LS, shares KMA; WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, consent to voluntary assignment of license to WSMK, Inc.

Miscellaneous

KMLB, Liner's Broadcasting Station, Inc., Monroe, La., granted petition to take depositions in support of its application for change in frequency and increase in power to be heard Nov. 13, 1934, at Washington, D. C.; WTJS, The Sun Publishing Co., Jackson, Tenn., hearing scheduled for Nov. 12, 1934, continued for an indefinite period; WNBR, Memphis Broadcasting Co., Memphis, Tenn. (same as for WTJS); WTMJ, Milwaukee Journal, Milwaukee, Wis., reconsidered and granted request for an increase in daytime power from $2\frac{1}{2}$ KW to 5 KW, no change in night power which remains at 1 KW; WMBH, Joplin Broadcasting Co., Joplin, Mo., reconsidered and granted modification of license to change hours of operation from specified to unlimited, upon motion of Commissioner Brown.

Also, WBAA, Purdue University, W. Lafayette, Ind., reaffirmed grant of June 29, 1934, for modification of license changing frequency from 1400 kc. to 890 kc., and increasing day power to 1 KW-LS, following withdrawal of the protest of Station WILL; WKBF, Indiana Broadcasting, Inc., Indianapolis, Ind., reaffirmed action of June 29, 1934, granting unlimited time; WEBR, Howell Broadcasting Co., Buffalo, N. Y., redesignated for hearing amended application for C.P. to authorize change in frequency to 800 kc., increase in power to 1 KW, and reduce hours of operation from unlimited to sunset at Dallas, Texas, and to install new equipment; WALR, WALR Broadcasting Corp., Zanesville, Ohio, suspended grant made Oct. 12, 1934, for removal of Station WALR from Zanesville to Toledo, to operate on 1210 kc., 100 watts, because of the protest of Station WHBU, Anderson, Ind. An application for removal was designated for hearing.

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