HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication



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No. 689

Am In Sol

January 16, 1934.

F.D.R.'S VOICE REPRODUCED HEREAFTER ON OCCASION ONLY

The agreement to cease reproducing President Roosevelt's voice in the "March of Time" program last Friday night came as a result of discussions over the past two weeks between Columbia, the "March of Time" sponsors and the White House.

In explaining this, it was emphasized that at no time was any order issued by the White House that the President's voice could not be reproduced and that the agreement was reached as a result of friendly discussions with Columbia and the "Time" sponsors readily acquiescing upon learning the wishes of the White House. Nor does it mean that the President's voice may not be occasionally reproduced over the air in the future by special permission on great occasions, but it does mean that it will not be done so frequently as in the past.

The first embarrassment occasioned to the White House by the reproduction over the air was the innumerable requests for permission to likewise reproduce the President's voice from sound movie and phonograph people. It wasn't felt they were justified in permitting the radio to do this and turn the others.

Another embarrassment was the possibility of the President being misquoted in the paraphrases of his speeches which had to be cut down to an irreducible minimum to meet time limitations of radio broadcasts. There seemed to be an impression that these extracts were either direct quotations or phonograph records. At any rate, it seems the President has been called to account for many things credited to him over the radio. This brought many letters of complaint, adding to his already heavy burden.

Quite another embarrassment occasioned to the White House has been the receipt of letters from all parts of the country from people who actually believed it was the President himself they heard talking. They seemed to thimk President Roosevelt was really taking part in these dramas, which brought additional embarrassment to Mr. Roosevelt in view of the fact that he was always the hero of the radio presentations.

Therefore feeling that the Presidential voice reproductions were not a good thing, the White House explained its position to Columbia. The request seemed such a reasonable one, that Columbia immediately took it up with the "Time" sponsors, who upon being acquainted with the President's wishes in the matter complied with them without the slightest question.

So that programs which were already under way might not be interrupted, such as the review of the year of 1934 at New

Year's and the presentation "The Roosevelts in America" were allowed to be given but the agreement was that last night's performance would be the last and that from now on there would be no more reproductions of the President's voice either for radio movies or phonograph without specific authorization from the White House for each occasion.

The "March of Time" sponsors are the Remington Rand, Inc., typewriter manufacturers and the program is produced by Time Magazine.

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POLICE CALLS RE-BROADCAST LEADS DETECTIVE TO BURGLAR

The experiment of Station WJSV in Washington rebroadcasting radio calls of the police in the National Capital last Saturday night, gave thrills to listeners and was the means of Detective Sergeant Elmer Dolstrom catching a burglar.

Dalstrom was riding downtown in his own car, equipped with a long wave set, that night. Over it he heard the rebroadcast of a burglar alarm in his immediate vicinity. Hurrying to the address, he was in time to capture a young white man in the house.

After securing permission from the Federal Radio Commission and Superintendent of Police, E. W. Brown, WJSV rebroadast the police calls as an entertainment feature from 11 o'clock at night until 1 o'clock Sunday morning and then asked listeners how they liked it. Although there had not yet been a chance to hear from all listeners, Harry C. Butcher, manager of the station, said that the reaction thus far ascertained was in the ratio of 12 in favor of the idea as compared to 15 against it.

"The result has been a surprise to me", said Mr. Butcher.
"The younger people seem to be against it, apparently objecting to having their Saturday night dance music broken into, but the older people appear to favor it.

"An amusing incident was a young man writing in to say that he was seated on a divan with his girl listening to Guy Lombardo's orchestra and everything was going along nicely until a police call cam in - 'Man lying in street', whereupon the girl seemed to lose interest in her companion. 'Your police broadcasts are ruining romance', the swain wrote."

In introducing the program, Major Brown, Superintendent of Police, said that 75 percent of the radio calls were answered by the Washington police within 2 minutes and 95 percent within 5 minutes.

PLAN DISCUSSED TO TAX DETECTOR TUBE AS U. S. RADIO FEE

Mindful of the revenue collected on radio receivers in foreign countries - for example, in England there are approximately 8,000,000 outfits, the owners of which pay an annual tax of \$2.50 - the economists are wondering if radio on this side of the sea has reached an age where it can be called upon to pay its own way, Orrin E. Dunlap, Jr., writes in the New York Times.

"They point to the fact that a property rental is generally paid for billboards erected along the highways, or signs painted on barns", Mr. Dunlap goes on. "Why, then, they ask, should not Uncle Sam collect an annual toll on each wave length? Another argument, frequently expounded, is that circulars going through the mail add to the government's revenue by carrying a postage stamp, but an hour radio program is criss-crossed through space without Uncle Sam deriving any revenue, although he controls the channels.

"Those who have studied the problem contend that it requires no higher mathematics to determine a fair tax on wave lengths. The calculators wonder, however, if the station should pay an annual tax for the wave it uses or whether each program should pay a license fee based on the length of time it is on the air. For example, should Amos 'n' Andy contribute as much for their fifteen minutes as a symphony orchestra in an hour concert? The calculations become more complex as the networks are involved and the number of stations increased. Therefore the simple plan, that calls for less bookkeeping, is for each station to pay for its right-of-way. That idea is believed to be more practical. The power output might be another factor in the problem; also the number of hours the station utilized the wave. A cleared channel would probably be taxed more than a shared wave.

"The latest idea presented in Washington is to tax the detector tube. Every radio receiver needs a detector; it is the heart of the machine. If there is no detector, the set is 'dead'. To put a toll on the detector is believed to be a simpler matter than issuing licenses each year.

"One plan that has been suggested is to bring about a change in broadcasting so that every one with a radio receiver will be compelled to buy one new tube - possibly a detector. This one tube would be controlled by the government and would bear a tax of \$2, plus the retail price.

"The tube could be designed to have a life of 1,000 hours, so that the person using his receiver the most will pay more into the United States coffers than the listener who tunes his set only an hour a day.

"From the millions Uncle Sam might collect from the \$2 tax, he would return half to the public, while the other half went to the general treasury. The advocates of this plan to give a

percentage of the money back would buy time and sponsor programs, so that there might be two or three hours a night entirely free of commercial sponsorship.

"But suppose the inventors cannot discover a way to make this novel change in the life of broadcasting. Will broadcast listening continue free? Not necessarily, because, if no way can be found to force every one to buy a new detector, the proposal is to pass a law whereby every radio set owner must buy a \$2 stamp and place it on the present detector. Then any one caught eavesdropping without a stamp-taxed tube would be liable to a fine or confiscation of his radio set. In the future, as each owner required a new detector, he would buy the stamp or pay the tax at the store. The retailer or manufacturer would reimburse Uncle Sam.

"There is no definite information that Congress will get this detector plan at the current session, but it is one of the things that the government is thinking about in its radio program."

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COMMISSION DENIES LICENSE RENEWAL TO QUINCY, ILL. STATION

The Federal Radio Commission denied a renewal of license to Station WTAD, of Quincy, Ill.; also it denied the application of WTAD for a construction permit to move to East St. Louis. WTAD's facilities were given by the Commission to WMBD, Peoria. Heretofore these stations had been sharing time on 1440 kilocycles but effective 20 days hence, WMBD will be permitted to operate on the frequency full-time. Both are 500 watt stations.

Some of the reasons set forth by the Commission in refusing a renewal of WTAD's license are;

"That the present arrangement limiting stations WMBD and WTAD to part time, sharing time, is not sound economically and is not conducive of the best type of service.

"That WMBD is the better qualified of the two applicants.

"That the service which station WMBD has rendered in the past has been meretorious and superior to that of WTAD.

"That the population served by WMBD is several times

greater than that served by WTAD at Quincy.

"That the granting of the application of WMBD would result in a reduction of the facilities assigned to the State of Illinois and the Fourth Zone which would tend toward the establishment of more equal division of facilities between zones."

Chairman E. O. Sykes and Commissioner Starbuck dissented in the decision.

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A. P. AMENDS RADIO RULES CLEARING WAY FOR COMPROMISE

The way to ratification of the ten-point program of cooperation between newspapers and radio broadcasters was cleared when the Board of Directors of the Associated Press, meeting in New York, adopted a resolution making substitutions to its strict broadcasting rules.

The Resolution follows:

"Resolved - That the general manager is hereby authorized to furnish for broadcasting purposes, without charge, the news of the Associated Press as follows:

"Portions of the day report for a broadcast limited to a five-minute period not earlier than 9 p.m.;

"Portions of the night report for a broadcast limited to a five-minute period not earlier than 9:30 a.m.;

"And in addition matters of transcendent importance as they occur.

"All subject to such additional limitations as are found necessary.

"And be it further resolved, That the general manager is empowered to suspend any provisions of the resolution of the Board of Directors of Oct. 6, 1933, affecting broadcasting which are inconsistent herewith.

"That portion of the October resolution which prohibited the tying-up of news broadcasts with commercial programs is not rescinded."

The adoption of the resolution by the A.P. Directors this week is seen as tacit approval of the conciliation proposal. Karl Bickel, President of the United Press, on hearing of the A.P. Directors' resolution, told Editor & Publisher that the U.P. had accepted the ten-point proposal last December 13, and was willing to abide by the rules as they affected press associations.

William Randolph Hearst, who runs the International News Service and the Universal Service, is said thus far to have refused to commit himself to the agreement objecting, it is reported, to the provision that would subject his broadcasting of news from his stations to the supervision of a committee containing representatives from competitive news collecting services.

NO IMMEDIATE HOPE SEEN FOR REPEAL OF 5% RADIO TAX

Although he has put up a hard fight on it, Paul B. Klugh, Chairman of the Legislative Committee of the Radio Manufacturers' Committee, reported that he believed there wasn't much chance for the repear of the Federal 5 per cent tax on radio and phonograph apparatus at this session of Congress.

Nevertheless numerous jobbers and dealers are appealing to their representatives and senators for relief. Mr. Klugh said it appeared improbable that the radio taxes will be increased.

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INDICATES LABORATORY HAS SOLVED TELEVISION

V. K. Zworykin, television inventor of the Radio-Victor Company, gave the impression, addressing the Washington Institute of Radio Engineers, that as far as the television laboratory experiments are concerned, they "have got it". Judging from what he said, television is now apparently only a question of financing and manufacturing.

Zworykin said that his television device resembles the human eye but has advantages over it in that it can magnify the size of an object and when perfected may reveal objects or scenes in their natural colors. Zworykin also declared that his television device would work satisfactorily on a dark or cloudy day, and that he could operate it in any light in which a motion picture camera could be operated.

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EXTORTION BY RADIO WILL BE JUST AS BAD

A bill was introduced into the House of Representatives by Representative Celler, of Brooklyn, which would apply the powers of the Federal Government, under the commerce clause of the Constitution to extortion by means of telephone, telegraph, radio, oral message or otherwise.

Representative Celler's bill has been referred to the Committee on Judiciary.

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GERMAN RADIO INDUSTRY PROSPERING

A record turnover is anticipated by the German radio industry during the current business year, according to a report from Vice Consul C. T. Zawadzik, Berlin.

During the August-October, 1933, period, the turnover reached 500,000 radio receiving sets compared with 300,000 sets during the corresponding period of the preceding business year. Production reached nearly 90 per cent of total capacity against 76 and 77 per cent, respectively, in the two business years immediately preceding.

Fears of the radio industry that the production of the popular standard type of receiving set would result in a decline in the normal types of sets appear to have been groundless. Even if one deducts this standard model from the total turnover, the results for the other models were higher this year than last.

The improved domestic business has more than balanced the losses in export trade, the report points out. Exports of wireless telegraphic and telephonic equipment from Germany during the ten months ended October, 1933, amounted to 22,040,000 reichsmarks compared with 31,620,000 reichsmarks in the corresponding period of 1932. The current value of a Reichsmark equals 37 cents in U. S. currency.

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RADIO MANUFACTURERS SPONSOR CHICAGO SHOW BUT NOT N. Y.

A change in its policy relating to public radio shows was made by the Board of Directors of the Radio Manufacturers' Association at their recent meeting in New York. While the RMA will continue its plan to promote a public radio and electrical show in Chicago next Fall, the Associated decided to take no action relating to a similar show in New York until 1935 at least. The Board decided not to sponsor the show being planned in New York next September under private management, but to leave members free as to their action on exhibiting in the New York show. The R.M.A. is not opposing the show planned in Madison Square Garden in September, but is withholding any Association connection therewith.

In Chicago next Fall it is proposed that a public radio and electrical show be held under the sponsorship and auspices of the Association.

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: BUSINESS LETTER NOTES :

A plan has been adopted by the Radio Manufacturers' Association to have all members "Buy RMA" in their purchases.

"NBC expects to gross \$300,000 out of its 40ϕ tourist charge the first year the studios have been opened", says <u>Variety</u>. "During December, 1933, alone, there were 27,885 paid admissions, with an average for the ten November days the studios were open to the public being around 400. Top day in the two months past was December 27, when not quite 2,000 paid. Since that peak, the average has been 1,000 daily, necessitating an increase in guides from 12, at the beginning, to 40 currently."

The top of the 400-wooden tower of the broadcasting station at Leipzig, Germany, recently caught fire and became a blazing torch, lighting the countryside for several miles around.

That is one thing broadcasters using steel towers don't have to worry themselves about.

Chicago stations are reported to be concluding their liquor announcements with:

"This announcement and show intended only for those States in which liquor is legal."

A great switch-over in radio wave lengths of 230 transmitting stations of Europe occurred at midnight of January 14 in accordance with a plan evolved at a recent conference in Lucerne to prevent overlapping, according to an A.P. dispatch from London.

M. Raymond Braillard, President of the Technical Commission of the International Union of Radio Diffusion, at Brussels, with 40 experts, is testing the new wave lengths allotted the various countries, including England. It is hoped that by the new arrangement reception for millions will be clearer.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted (January 16,1934)

WGBI, Scranton Broadcasters, Inc., Scranton, Pa., spec. experimental authority to March 1, 1934, to use 250 watts power exp. in addition to regular assignment of 250 watts, WINS, American Radio News Corp., Carlstadt, N. J., authority to operate until 5:30 P.M. MST, during January; WTAG, Worcester Telegram Pub. Co., Inc., Worcester, Mass., C.P. to make changes in equipment of auxiliary transmitter and to increase the power of aux. transmitter from 100 to 250 watts (station licensed to operate 250 w. night, 500 w. LS): WHET, Troy Broadcasting Co., Dothan, Ala., license covering move of station and changing frequency 1370 kc., 100 watts, daytime, specified hours on Sunday; WKBV, Knox Battery and Electric Co., Richmond, Ind., license covering changes in equipment andmoving station from Connersville to Richmond, Ind., 1500 kc., 100 watts, specified hours; WCBS, WCBS, Inc., Springfield, Ill., license covering local move of transmitter 1210 kc., 100 watts, shares with WTAX; KIDO, Boise Broadcast Station, Boise, Idaho, license covering changes in equipment, 1350 kc., 1 KW unlimited time.

WCNW, Arthur Faske, Brooklyn, N. Y., modification of C.P. extending completion date to Feb. 1. 1934; KWFV, Hilo Broad casting Co., Ltd., Hilo, Hawaii, modification of C.P. to move station from Haili Tract, Hilo to Waiakea, T.H., make changes in equipment and extend commencement date to March 1 and completion date to July 1, 1934; WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., modification of license to change hours of operation from sharing with WOWO, to simultaneous daytime operation with WOWO, sharing with WOWO at night; WOWO, the Main Auto Supply Co., Ft. Wayne, Ind., modification of license to change hours of operation from sharing with WWVA to simultaneous daytime operation with WWVA, sharing with WWVA at night; KRKD. The Fireside Broadcasting Co., Los Angeles, Cal., modification of license to use auxiliary transmitter of KFSG as the auxiliary transmitter of KRKD; WESG, Cornell University, Elmira, N. Y., authority to operate from 2 A.M. to 4:30 A.M. Jan. 21 in order to broadcast DX program.

Also, WCOC, Mississippi Broadcasting Co., Inc., Meridian Miss., special authority to operate daily specified hours until Feb. 15, 1934; WCAX, Burlington Daily News, Inc., Burlington, Vt., special temporary authority to operate from 6 P.M. to 12 midnight, EST, on Jan. 16, 1934; WHP, WHP, Inc., Harrisburg, Pa., special temp. authority to operate 2:00 to 2:30 P.M. EST Jan. 23, 24, 25, and 26, 1934, provided WBAK remains silent; WBAK, Penna. State Police, Harrisburg, Pa., special temporary authority to operate from 4:30 to 5 P.M. EST, Jan. 23, 24, 25 and 26, 1934, provided station WHP remains silent; WBBZ, James F. Kyler, Ponca City, Okla. special authority to operate station WBBZ to April 1, 1934; KGHF, Curtis P. Ritchie & George J. Ikelman, Pueblo, Colo, consent to voluntary license assignment to Curtis P. Ritchie; WJJD, WJJD, Inc.

Mooseheart, Ill., modification of license to move studio locally in Chicago (Mooseheart to Chicago).

Also. RCA Communications. Inc.: WAD, Rocky Point, N. Y., modification of license to add Washington, D. C., as a secondary point of communication, and alternate with any other points of communication specifically named in point-to-point telg. station licenses for fixed public service granted to licensee herein authorized; WDA, Rocky Point, N. Y., modification of license to make changes in equipment and add Boston as secondary point of communication; and, etc. (same as for WAD) WEO, New Brunswick, N. J., WIR, Rocky Point, N. Y., WKL, modification of licenses to add New Orleans, Washington, D. C., Boston, and Chicago respectively as secondary points of communication; (WQEA, modification of license to communicate primarily with Panama, Managua; secondarily with San Francisco, Chicago; and alternately, etc. (same as for WDA); at Washington, D. C., C.P. frequencies 5110, 7407.5 kc.; 200 watts; at Boston, Mass., C.P., frequencies 3275, 5180 kc., 200 watts; at New Orleans, La., C.P. frequencies 5180, 10636 kc., 1 KW power (2 transmitters); at Chicago, Ill., C.P., frequencies 5100, 9470 kc., two transmitters 1 KW each; on Down Town Office Bldg., New York City, at New Brunswick, N. J., Office Building in center of Trenton, N. J., Office Bldg., in center of Philadelphia, Pa., general experimental C.P.s for high speed facsimile; frequency 50,000 cycles, for experimental. communication in order to make initial tests of proposed circuit between New York and Philadelphia; WKC, Rocky Point, N. Y., C.P. to add RCA Composite Vt. Transmitter 100 KW, 13465 kc.

Als, W9XAO, Western Television Research Corp., Chicago, Ill., C.P. to move station locally in Chicago; City of Reno, Nev. C.P. for police service, frequency 2422 kc., 50 watts; KIIM, Northern Commercial Co., Hot Springs, Alaska, license, 2994, 3190 kc., 50 watts, pt. of communication WXP, Fairbanks; WXE, Anchorage; KGZY, City of San Bernardino, Cal., modification of C.P. to extend completion date to Jan. 31, 1934; Radio Pictures, Inc., Long Island City, N. Y., special experimental license, frequencies 2000-2100, 42000-56000 and 60000-86000 kc., 1 KW; WPGG, State of New York, Div. of State Police, Sc. Schenectady, N.Y. modification of license extending special authority to operate with increased power of 5 KW day, 1 KW night, to May 1, 1934; Aeronautical Radio, Inc.: WQDQ. New Orleans, La., license, frequencies 2612, 2636, 3467.5, 4740 kc., unlimited; 6540, 6550, 6560, 8015 kc., day only, power 150 watts; WQDQ, license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3447.5, 3457.5. 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc. day only, 400 watts.

Also, <u>D. Reginald Tibbetts</u>; New, Portable and Mobile, 5 new C.P.'s, General experimental purposes to be used in connection with building of San Francisco-Oakland Bay Bridge only; 41000, 51400, 61000 and 63000 kc., 25 watts; <u>W6XV</u>, C.P. to construct 2 additional transmitters; <u>W6XAL</u>, and <u>W6XH</u>, C.P.s for additional transmitter at this station; <u>Borough of Lansdown</u>, <u>Pa. Police Dept.</u>, General experimental C.P. 301000, 33100, 37100, kc., 15 watts; <u>Boeing School of Aeronautics</u>, Portable, special experi-

mental C.P., frequencies 62000 and 66000 kc., 50 watts; <u>WEXG</u>, Ronald G. Martin, Portable & Mobile, San Francisco, License, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; <u>W3XU</u>, City of Philadelphai, Dept. of Public Safety, Philadelphia, Mobile, renewal of license in accordance with existing license;

Also, National Broadcasting Co. Inc.: Portable and Mobile, general experimental C.P., frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 1 watt; New, Portable and Mobile, general experimental license, frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000 to 400000 kc., 1 watt; KNRA, on board Schooner "Seth Parker", 3rd class private ship license, frequencies 6660, 6670, 8820, 8840, 13200, 13230, 17600, 17620 kc., 1 kW.

Rativications

Action taken January 10: KUCD, Radiomarine Corp, of America, Washington, D. C., granted 60 day authority to operate transmitter aboard vessel "Point Arena", pending action on formal application; WMZ, WIV, New York, extension granted of service tests for a period of 10 days; KGKB, E. Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 9 to 10 P.M. CST on Jan. 11, 18, 25, Feb. 1, 1934; Action taken January 12: WCAE, WCAE, Inc., Pittsburgh, Pa., extension granted of temporary authority to operate auxiliary transmitter while moving main transmitter from Jan. 15 to Feb. 15, 1934; WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss., special temporary authority to operate daily specified times until Feb. 15, 1934; WPFB, Otis Perry Eure, Hattiesburg, Miss., granted special temporary authority to reduce hours of operation to specified for a period not over 30 days.

Application Denied

WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., denied authority to operate unlimited time on frequency 1360 kc. for period not over 30 days or until such time as the now unused 4/7 time on this frequency is disposed of.

Amateur Licenses

The Commission also granted 415 amateur station licenses of which 135 were new and 280 modifications.

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