

HEINL RADIO BUSINESS LETTER

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J. W.

April 21, 1936.

WORLD-WIDE CONCERTS, NEWS REPORTING RECOMMENDED

Hook-ups of the world's principal broadcasting systems to transmit concerts for universal appreciation and news reporting for international, rather than national, consumption are visualized by broadcasters preparing for the Cairo Radio Conference.

Preliminary recommendations by a section on programs to the recent International Radiobroadcasting Meeting at Paris have just reached this country and are being distributed by the American committee organized by the Federal Communications Commission.

Among the proposals made to the Paris meeting were that more world-wide concerts be broadcast, that the principal nations be invited to participate in exchanges of news reporting, celebrations of national holidays, and brief reports on industrial activities.

European countries have already started exchanging programs on a rather broad scale, and the networks in this country pick up programs from Great Britain and the continent frequently. There have been few international relays, in which all countries participate, however. One was the "Youth Sings Across the Frontiers" last October.

Enlarging upon the world-wide concert plan, the committee reporting to the Paris meeting said that the music should consist of one of these three kinds: (a) orchestra music of special character; (b) typical national music; and (c) famous soloists.

"The meeting suggests that the first of these world-wide concerts be organized by the United States of America on September 20, 1936", the report issued by the FCC states. "The second should be the National Broadcasting Associations of the Republic of Argentina during the month of February, 1937; the third by the NIROM (Dutch East Indian Radio Omroep Maatschappij - Dutch East Indies)."

Should reception conditions not permit the third concert, the report adds, "It will be replaced by a transmission of negro music originating in the Belgian Congo."

"The program section likewise examined other forms of intercontinental relays which could take place at any moment and in any country", the report continued. "It recommends to the general assembly to invite all broadcast organizations of the world to develop the exchange of relays including:

"(a) Spoken reporting, news events; (b) national manifestations or national holidays; (c) short spoken reports on large industrial activities."

As the expenses of the international broadcasts, the program section recommended that "whenever international communications are involved the expenses of intercontinental commercial circuits be borne in equal shares by the organizations which participate in the relays with their own circuits.

"The program section recommends to the general assembly of the union to compile as soon as possible a list of important events which will be repeated at regular intervals and which might be susceptible to provide suitable material for world-wide broadcasts", the report adds.

The section also recommended that "in all countries reporters on radiobroadcasting ought to be put on an equal footing with the members of the press in matters concerning facilities generally accorded to same for the collection on the spot of useful information to enable them to fulfill their mission."

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CANADIAN PRESS OFFERS FREE NEWS TO RADIO

News for Canadian radio stations will be provided free of charge by the Canadian Press, dominion counterpart of the Associated Press, if a proposal submitted to a House of Commons Radio Committee investigating the present Canadian radio setup is accepted.

At a hearing held in Ottawa, a delegation representing the Canadian Press offered to provide free of cost, for transmission to all stations in Canada, material for a series of three additional news broadcasts to supplement the single broadcast now carried each evening.

The Canadian Press delegation explained why it offered the news service gratis. In 1924 the \$50,000 annual grant from the government was discontinued at the request of the Canadian Press itself, believing that a subsidy from the government might jeopardize its freedom.

For the same reason the Canadian Press refused to accept any fee for the news bulletins which have been supplied during the past three years.

One reason for the Canadian Press offer, it was explained, was to offset the news broadcasts from outside sources, particularly the United States.

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RADIO NOISES KILLED BY SILENCER ON RECEIVER

Development of a silencer on a novel radio receiving set by James J. Lamb, of the American Radio Relay League laboratory in Hartford, Conn., is attracting attention in the radio manufacturing industry.

First described by Dr. J. H. Dellinger, of the U. S. Bureau of Standards, at a recent RMA hearing before the Federal Trade Commission, the device is explained in more detail by a report from the ARRL headquarters.

The silencer is said to make noise "commit suicide" before it has a chance to mar reception and to diminish fading in short-wave programs by making a strong signal kill a weak one before it reaches the loudspeaker.

The trick is accomplished by the use of what radio engineers call "dual diversity reception". Because of costs and difficulty of operation it has been confined heretofore almost entirely to commercial radio.

The use of two receiving sets, each with an antenna placed in a different location, is the basis of the diversity system of eliminating fading. A radio signal, it is well known to engineers, seldom fades simultaneously in two antenna locations, even when the wires are a relatively small distance apart.

In this new advance toward better reception, the magic is to pick up the signal waves on two or more antenna systems and then combine them in a single receiver circuit. The simple solution of hooking two aeriels to one set is impractical, for the two signals carried in would interfere with each other to such an extent that the net result, emitting as sound from the speaker, would be worse than before.

Combining of the two signals must take place in the receiver circuit where radio frequency phase differences are no longer of any consequence, Mr. Lamb explained. This point is close to the end of the route a signal takes through a set, at the output of the last detector. The two receivers, then, must be tuned exactly in accord, controlling the frequency of both signals until the last detector is reached before combining them. Here they fight it out; it is the survival of the fittest, for only the fit emerges from the speaker.

If one signal fades as it contacts the antenna, it is allowed to continue through the receiver until it is ready to be translated into sound. But at this point it dies, becomes nothing and is denied the chance of spoiling a program.

Tracing the signals through the twin sets, the dual diversity circuit, Mr. Lamb pointed to the entrance of the two signals through both antennas, touching first the radio frequency

amplifiers and then proceeding to the mixers which match up the radio frequencies of the twin signals.

Here the new development, yet unnamed other than an automatic synchronizer, comes into play. Tuning both sets is done with a single knob on a five-gang condenser; one condenser on each of the radio frequency amplifiers, one on each of the mixers and the last on the single high frequency oscillator.

This oscillator, a mutual part of both sets, is the new device to synchronize the two receivers, keeping them operating identically. With both receivers still working independently of each other but in perfect harmony, the twin signals advance to the last detector and are combined. The best signal wins every time, and pours through the loud speaker in sound.

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HARRIS TO URGE CONTINUATION OF PRESS-RADIO BUREAU

Broadcasters and publishers alike are awaiting with interest the report of E. H. Harris, of the Publishers' Radio Committee, to the American Newspaper Publishers' Association on Wednesday in New York City.

Continuation of the Press-Radio Bureau, though perhaps with some changes in operation, is expected to be recommended by Mr. Harris. The cooperation of the Associated Press, the United Press, and International News Service has been assured although the two latter will continue to sell news to radio stations for sponsorship.

One report is that Mr. Harris aims ultimately at placing the radio-press supervision under the control of the Federal Communications Commission with a regulation that would enable stations to charge higher rates for periods next to news reports but not actually sell the news programs to advertisers.

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Radio programs are to be sent from Tokyo to India, Siberia and South America. This follows successful broadcasts during the last four months to Canada, the United States and Hawaii. The services to India and Siberia are to begin next month, and that to South America this month. The Foreign Office is considering, in this connection the establishment of a new department for overseas broadcasts to supply official news.

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GIFFORD-BECKER CLASH MARKS REOPENING OF PHONE PROBE

A clash between Samuel Becker, Special Counsel of the Federal Communications Commission, and Walter S. Gifford, President of the American Telephone and Telegraph Company, over charges made by A. T. & T. to operating companies, marked the reopening of the telephone inquiry April 20th.

The theory of service charges between the A. T. & T. and its twenty-one associated companies was argued for more than five hours after Mr. Becker had challenged the \$13,000,000 collected annually by the telephone company.

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CBS MARCH BILLINGS BREAK ALL-TIME RADIO RECORD

With March billings of \$2,172,382, the Columbia Broadcasting System has reported the best month in the history of any radio network. This figure represents an 18.7% increase over March, 1935, and is the first time that a single national network has passed the \$2,000,000 mark.

The NBC-Red network time sales for March were \$1,913,837, the NBC-Blue network \$1,122,516. The total NBC billings were \$3,036,353, showing a 4 per cent increase over March, 1935.

CBS time sales for the first quarter set another record for all networks. With a 13.9% increase over the same three months in 1935, Columbia finished the first quarter of this year with total billings of \$5,982,551. The previous record of \$5,538,879 was Columbia's last quarter of 1935.

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COMMITTEES ON C.C.I.R. TO MEET THURSDAY

The Third General Meeting of the Committees preparing for the Fourth Meeting of the C.C.I.R. will be held in the offices of the Federal Communications Commission, Room 1413, New Post Office Building, 12th and Pennsylvania Avenue, N. W., Washington, D. C., on Thursday, April 23rd, at 10 A.M.

It is expected at this meeting to complete the preliminary preparatory work on the eighteen questions pending for the Fourth Meeting of the C.C.I.R.

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RADIO NO MENACE TO PRESS, SAYS NEWSPAPER ANALYST

Under a full-page heading, "Radio No Serious Menace - Weston", Editor & Publisher in its April 18th issue carries a story under the signature of Samuel P. Weston, newspaper analyst. The article says, in part:

"It must be evident that the competition involves the major factor of advertising to a marked degree. Yet it is my opinion that the newspapers are unduly alarmed. They have always had competition from other media. They always will have. They have had it from magazines, from billboards, from street car cards, direct mail, etc. After all, it boils down to the consideration of what is the best medium. Newspapers always have been and always will be, from the very nature of the newspaper's intrinsic function as a permanent vehicle for the dissemination of news, preeminent as a vehicle for the advertiser's commercial announcements.

"The newspaper is a tangible, measurable commodity, recording news in a permanent form. The radio is an intangible, perishable and impermanent medium. Civilization, however, is founded on and depends for its existence on tangible records. The sense of visualization, moreover, is the most essential of all human faculties. I have never thought, nor do I now think, that radio is completely a serious menace to newspapers. In fact, it is my opinion that when the newspapers get their house in order, they will find themselves increasingly more stable as financial undertakings.

"It is equally evident to me that those engaged in the radio industry have been guilty of what the late Adolph Ochs so aptly called 'loose thinking'. The terrific turnover of radio advertising certainly indicates some great fault, either in radio as a medium, or in the methods employed. Presently radio advertising is going through the era of distortion, of super-superlatives and half truths. The medical mumbo-jumbo and fear psychology of present-day radio advertising is not far removed from the state of mind which seemed to characterize the newspaper advertising of 30 years ago when the Old Doctor took half a page to warn men about venereal diseases, promote electric belts, trusses, regulatives, life savers, colored pills, and what not.

"If the number of radio advertisers who are on the air constantly are correct, we, as a nation, are in dire physical straits. Between our teeth and our stomachs, we need immediate attention. Acidity and the acid nerve of our advertising agencies seems to be our dreadful fate."

In the same issue, but under a different heading. Robert S. Mann discusses NBC's recent survey of newspaper-radio competition and reports issued under the title of "Straight Across the Board." He says, in part:

"The conclusion is - that there is no battle. That when newspaper representatives and salesmen of broadcast time go forth to do or die, with their charts and tables and presentations, their efforts may sway an individual advertisers from one medium to the other; but not the industry of which he is part. That the growth of network radio, throughout the whole range of advertising industries, is inexorably expressed by a typical 'rate-of-growth' curve expressed in percentages and fractions of percents, and charted neatly in a sweeping curve on page after page.

"Frankly, we are still skeptical of the extent to which this conclusion can be carried, despite - or perhaps because of - the exactness with which the conclusions are pinned down to an unvarying mathematical formula. And we can't help wondering if NBC really wanted to argue so positively that 'radio's share of the total spent in advertising a class of products' has absolutely, positively no relation to 'its success as a medium for those products.'"

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HAMILTON INSTITUTE SEES RECORD RADIO YEAR

The outlook for the radio industry in 1936 is favorable, with prospects for a new record year, the Alexander Hamilton Institute finds.

It has been estimated that of the 31,300,000 homes in the United States 22,400,000, or 71.5 per cent of the total are equipped with radios.

In 1935 the number of radio sets purchased for replacement amounted to 2,664,000. If the gain in 1935 over the previous year is taken as the minimum increase, the replacement demand in 1936, is expected to total approximately 3,100,000 sets.

New owner purchases in 1935 totaled 986,000. While the number of radio sets bought by new owners has shown a steady decrease for the last two years, it is reasonable to assume that the current year will see a halt in this trend. New owner purchases are expected to at least hold at the 1935 level, with the prospects favorable for some increase.

Automobile radio set sales in 1936 can be estimated at about 1,400,000. Exports in 1935 were slightly lower than in the previous year. The prospects for 1936 are favorable for a moderate increase.

Taking into consideration the replacement and the new-owner demand for the home, the automobile and the export radio market, the prospects are that radio set sales in the current year will reach the new record high figure of about 6,120,000 sets.

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NEW RADIO DEVICE CALLED AID TO WEATHER FORECASTS

The California Institute of Technology, Pasadena, Cal., this week exhibited a tiny instrument, weighing less than a pound, which will automatically radio the temperature, humidity, and barometric pressure at altitudes to 90,000 feet.

Prof. Irving P. Krick, leader in the air-mass analysis method of weather forecasting, declared it a great forward stride in weather determination.

"The radiometograph can be sent up with small free balloons in stormy weather when airplane flights are impossible", he said. "It also can be sent up from ships at sea.

"Its cost is less than an airplane flight, so if one is not recovered its loss will not be great.

"Recording devices small enough to be sent up with free balloons are now in use, but they must be recovered for a reading."

Breaks in the radio signals are noted on a recording receiving set on the ground and can be measured to determine the changes in temperature, humidity and barometric pressures.

The instrument was designed by Capt. O. C. Maier, of the Army Signal Corps, and L. E. Wood, of the Institute.

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RADIO USED TO HEAT MOSCOW COPS' CLOTHES

Electrical heating of airmen's clothing has been successfully practiced for some time. A correspondent of World-Radio, the official foreign and technical journal of the British Broadcasting Corporation, describes a proposal to render the lives of Moscow traffic policemen more bearable, in a somewhat similar manner, during the appalling cold in which they have to perform their duties. They are to be provided with greatcoats interlined with wire-netting, which will be heated by wireless from a neighboring station. The account concludes with the naive remark: "The results of such an experiment will be interesting to watch."

To this the BBC editors add:

"We can imagine that a policeman who was endeavoring to deal with a bad traffic jam what time an engineer at the station made an error in the frequency or power he was putting out, would be intensely interesting to watch."

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INDUSTRY NOTES

Besides Anning S. Prall, Chairman of the Federal Communications Commission, speakers at the meeting of the Women's National Radio Committee in New York on Wednesday will be William S. Paley, President of Columbia Broadcasting System; Lenox R. Lohr, President, National Broadcasting Company; and Alfred J. McCosker, President of the Mutual Broadcasting System. The three networks will broadcast the speeches and awards for five radio programs adjudged the best of the year from 2 to 2:30 P.M. EST.

E. I. DuPont de Nemours and Company, which offered a technical pamphlet to the Columbia network audience on the April 1st broadcast of "The Cavalcade of America", was astonished to receive nearly ten thousand requests, coming from all parts of the country.

Fifth editors of farm papers from twenty-six States and Canada on April 19th were guests of the Radio Corporation of America at the studios in Radio City. On April 20th they were guests of RCA in Philadelphia, where they were joined by the Hon. Henry A. Wallace, Secretary of Agriculture.

The Mergenthaler Linotype Company is offering a cash prize of \$500 and a trip to New York City to the person who writes the best thirty-minute radio script on the subject "Salute to the Modern Newspaper" - the script which best dramatizes newspaper development through the last half century.

The National Broadcasting Company will present the program centered about the winning script as a net-work sustaining feature. It will also be available to independent stations.

Three major awards for excellence in advertising art were given to the Columbia Broadcasting System by the Art Directors Club at the opening of its 15th Anniversary Exhibition in New York, April 16th. The Club medal for the best photographic illustration was awarded to Anton Bruehl's photograph of an African drummer, used in Columbia's advertisement "Black Magic - and White". The other awards were for the best photographic illustration in trade publications, and the best booklet in the exhibition.

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WPA RADIO PROGRAM HAS WIDELY VARIED PAYROLL

The payroll of the participants in the WPA radio project sponsored by the United States Office of Education with a \$75,000 grant is widely varied, according to William Dow Boutwell, Director.

The list comprises six paid Supervisors, receiving as much as \$3,600 a year, in addition to pay from private employment, 36 relief workers drawing "security" wages, and a varying number of unpaid volunteers. Rudolf Schramm, Washington orchestra director, is the Supervisor being paid the \$3,600 salary although he is simultaneously paid for a network broadcasting program originating in the National Capital.

Mr. Boutwell, answering criticism of the project, said that its primary purpose is not to take men from relief rolls but to stimulate public interest in education and news.

The volunteer workers participating in the project are amateurs who work on the programs for the radio experience involved, and are unpaid, said Mr. Boutwell, in answering criticisms that participants in the programs are in some cases unpaid.

Mr. Boutwell pointed to the fact that while WPA contributed \$75,000 to the project, NBC was giving free time that, at present rates, would bring \$200,000 per year. He said:

"There is not another WPA project in the entire country in which private enterprise has contributed to such a huge extent."

Criticisms had been directed at the initial program because of the grade of the material presented because Doris Rook, one of the two speaking participants, was unpaid (she was Miss Information); at the fact that Mr. Schramm, furnishing incidental music for background purposes, was a highly paid NBC staff man; because \$75,000 had been allotted for a project at present employing fewer than 50 workers, and at the fact that more than two months had been consumed in preparation before the first program was presented on the air.

Answering the latter point, Mr. Boutwell pointed out that much more than two months' time was usually spent by advertising agencies and other groups in preparing good radio programs, and that, when considered from all practical aspects of production, audition, creation of material, etc., the combined efforts of 36 people to produce such programs as the first WPA effort were not unusual.

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DAILY TELEVISION TESTS IN PARIS NOW

M. Mandel, the French Minister of P. T. T., states that daily television transmissions from the Eiffel Tower are being made on a wavelength of 8 meters between 4 and 4:30 P.M., coupled with sound broadcasts from Paris PTT. The Sunday transmissions from 5:30 to 7:30 P.M., and the free public viewing-rooms, will be continued.

Several French firms - some of which advertise receivers that they will make to order - are experimenting with television. One concern has constructed a number of sets of its own design, but has not yet put them on the market or fixed a price for them. Each unit is a combined sight-and-sound receiver. The manufacturers carry out their experiments from their own private transmitter, using a wavelength of 7 meters, and are preparing to give a public demonstration very shortly.

Inquiries are being made in France as to whether television will be available for publicity transmission, presumably on the lines of the publicity films seen during the intervals at cinemas. It appears certain, however, that television will be under the strict control of the State, and that private enterprises will not be allowed to develop without supervision.

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Variety tells this one:

"Major Bowes was approached by a serious fan immediately after a broadcast a couple of weeks ago and asked, since he now counts his listeners in the millions, why he doesn't run for the presidency of the United States.

"Bowes, also serious, replied:

"I don't think I can spare the time to go into politics."

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