

HEINL RADIO BUSINESS LETTER

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No. 983

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November 24, 1936

UNCLE SAM PROVES SUCCESS AS EDUCATIONAL BROADCASTER

Delegates who attend the First National Conference on Educational Broadcasting in Washington December 10-12 will be shown an outstanding example of educational broadcasting sponsored and directed by an agency of the Federal Government.

The United States Office of Education daily receives more than 2,000 letters from pleased listeners scattered over the country. The programs which this office sponsors are unique in that they call upon the vast research facilities of the Federal Government for their material.

Five radio programs are now offered by the Federal Radio School. Four of these programs are based upon findings and discoveries of the most-renowned scientists in the world.

"Have You Heard", the first of these Federal programs, is made up of a body of facts, of natural science tidbits that tempt the mind and make it eager to want more. These curious and spectacular facts range the entire scientific world. They catch the listener's attention and focus his mind on the story to come, the explanation of the fact so curious and unnatural.

Each broadcast in "Have You Heard" is devoted to one special subject - the moon, earthquakes, flowers, fish and so on. Following the broadcast supplementary material supplied by the radio school is sent upon request. This material has been prepared from accurate scientific data, checked and rechecked for accuracy.

Further, in order to make the program more listenable, sound effects, to convey realism, music and dramatization are used. The speech, the talk, the lecture are taboo.

The second of these experimental educational broadcasts is called "Answer Me This". This is a social science program. It covers current events, civics, economics, government and related subjects. "Answer Me This" usually is a series of about 20 questions and answers. It covers a particular subject. Say that subject is the Olympic games, recently completed in Germany. Questions are asked about these games, their origin, their development, the number of nations participating in them today, the significance of the circles interlocking in the flag, whether the men and women athletes compete against each other, and so on.

The answers to these questions are given immediately. After such a broadcast the radio listener has the complete story

of the Olympics, or any other subject that may be chosen. This broadcast embodies distinctly the element of contest.

The most interesting and by far the most popular of these scholastic broadcasts of Uncle Sam is that titled "The World Is Yours." Response to this program by the public has been overwhelming.

It utilizes the vast storehouse of information lying somewhat dormant in the Smithsonian Institution. The educational program "The World Is Yours" humanizes, dramatizes, sketches with voice and feeling the exhibits lying cold and stark in the Smithsonian. The program makes listenable the story of all human programs.

The "Safety Musketeers" program carries on it everything that has to do with safety. There is a "safety in the home" program, a "safety boating" program, a "safety skiing" program, a "safety camping" program, a "safety motoring" program and so on. These programs have behind them the full support of all safety organizations in the United States - the A.A.A., the National Safety Council, the Red Cross, the Boy Scouts and Girl Scouts. Literature on this program goes out after broadcasts upon request.

The fifth program is the "house program". It is titled "Education in the News". It keeps the public informed on the entire field of education, a \$3,000,000,000 industry in the United States. It covers such topics as "Development of the Forum Idea"; "What Education Is Doing for Physically Handicapped Children", and the like.

Dramatization and vitalization of the programs put out by the radio school to see what is needed to make them "stick" have made for their success. Music and sound effects to hold the attention and feed the imagination play their part.

A new step now being planned by the school authorities consists of experiments looking forward to the placing of supplementary material into the hands of millions. Today such programs go only to the average listener. Another objective is working out of specially adapted programs. These would go to special classes - teachers, housewives, students.

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A novelty in the recent Austrian Radio Fair was the "Telefunken" radio receiving set with electric clock and automatic time switch by means of which it can be arranged in advance that reception be started and stopped at a given time. Several Austrian factories displayed automobile radios.

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CHEAPER TELEVISION SETS PROMISED BY BRITISH FIRM

Taking note of the advent of television service from Alexandra Palace, London, Alfred Clark, Chairman of the Board of the Electric and Musical Industries, Ltd., meeting in London recently, predicted that the price of television receivers will be reduced as production increases.

"Our television receiving sets are now on sale", he said. "As in all new industries, they may be expected gradually to become cheaper in price, thereby following the example of the motor-car, the radio, and similar articles. It is not so very many years ago that the Marconiphone Company was selling a two-valve radio set, without loud speaker or batteries, for £25, whereas today, for such a price, one can purchase a luxurious radio-gramophone.

"Any reference to the future outlook must take into consideration the fact that the sales of television apparatus, both for transmission and receiving, are going to form eventually an important part of our trading. While its progress is expected to be slow, as pioneers in the development of high definition television we intend to hold the premier position we have achieved."

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CBS ISSUES CRITICISM OF RADIO AUDIENCE SURVEYS

Somewhat caustically the Columbia Broadcasting System this week criticized the principal methods of measuring radio audiences in an analysis published in brochure form. The analysis was prepared by John J. Karol, Director of Market Research of CBS.

While Mr. Karol found advantages and disadvantages in the three chief types of surveys - telephone, personal interviews, and mail - he concluded with a review of the automatic recorded, which may be attached to radio receiving sets, and intimated that it prove the most efficient once the cost of production is lowered.

In his forward Mr. Karol said:

"It is, perhaps, something of a paradox in modern advertising that radio - the youngest major medium - has been subjected to more tests and surveys, more analysis and measurement, than most of its older relatives. From the moment his first broadcast has gone over the air waves the advertiser stops thinking of maximum possibilities and wants to know how many people his program actually reaches.

"The large volume and variety of research information which has been issued on radio programs may be confusing to some advertisers and agencies. This brief analysis of current methods of measuring the size of the radio audience for individual programs may be of some aid in removing that confusion.

"If our point of view appears overly critical it must be ascribed only to the pursuit of research perfection and certainly not be interpreted as an indictment of existing techniques. Most of the studies conducted in this field have been of real value both in providing specific data and in pointing the way toward improvements in radio research methods."

Concluding, he commented:

"Perhaps this brief analysis of current radio survey technique will at least indicate that radio broadcasting does lend itself to factual measurements - particularly in the subtle measurements of individual advertisements, as contrasted with the gross over-all measurements of total circulation."

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VILLAGE WHEEL MAY RUN INDIA'S RADIO SETS

The Standing Finance Committee of the Indian Legislative Assembly plans for the expansion of India's radio services, according to the Electrical Review, London. The principal proposals are for the erection of eight new broadcasting stations and the taking over of the station hitherto maintained by the Frontier Province Government at Peshawar. The total expenditure on the new stations, on the remodelling of the transmitters at Bombay and Calcutta, and on research and other necessary developments will amount to Rs. 33 lakhs.

There is also a provision in the program for a short-wave relaying receiver at Delhi, and for the erection of a suitable building at New Delhi for the studio and office of the local broadcasting station and to accommodate the research department and the office of the Controller of Broadcasting. After these stations are constructed and the wavelengths tested, the question of evolving a cheap set for India to meet mass needs will be considered. One of the difficulties of radio services in villages is that the community set is expensive, and the cost of the battery makes it difficult for provincial governments to launch a scheme of expansion on any large scale. Research is now in hand in this direction. Two alternatives are under consideration. One is to take advantage of the electricity used for tube wells, and the other is to evolve a wheel which, when worked by hand by the villagers, will generate enough electricity to run the radio set.

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EXAMINER RECOMMENDS DELETION OF KVOS, TARGET OF AP

While the United States Supreme Court continued to deliberate on the "news piracy" suit of the Associated Press against KVOS, Bellingham, Wash., an Examiner of the Federal Communications Commission this week recommended that the station be denied a renewal of license and authority to transfer control.

Examiner Ralph L. Walker's report, covering 14 mimeographed pages, describes in detail the "Newspaper of the Air" broadcast by KVOS and condemns the practice of the editor expressing his personal opinions about other persons during the program. The "Newspaper of the Air", according to the report, has been conducted in a manner strongly reminiscent of the newspapers of a past generation, when editors were less restrained in their opinions and language.

L. H. Darwin, a former newspaper publisher of Bellingham, conducts the program under contract with the station and with the aid of two reporters, a secretary, and the service of a press association, subscribed to after the AP suit was filed alleging illegal use of material published in local newspapers.

The program is broadcast five times daily and consists of local, national and international news items, commercial and gratuitous announcements, and "editorial comments" by Mr. Darwin. It is the latter that has proved the most disturbing, according to the Examiner.

The editor of the "Newspaper of the Air", evidence showed, had run-ins with the local ministerial association as well as various political candidates.

"The City of Bellingham is sharply divided along political lines", the Examiner said, "the Bellingham Herald giving voice to and supporting one faction while Mr. Darwin, using the 'Newspaper of the Air' over KVOS, strongly supports the other in that part of the program referred to as 'editorial comments'. He concludes his early evening broadcast with the announcement:

"Our next broadcast is at 9:45 p.m., cleaning up the news of the day and making it unnecessary for you to look in the morning paper."

Two examples of the "editorial comment" cited in the report follow:

"If Justice Roberts of the United States Supreme Court were to run for President, do you think it would be worthwhile counting his votes? He is nothing but a Philadelphia Republican machine lawyer. Read his opinions, and you will find what your Congress has done, what the President has done, who were elected by two-thirds of the people of the United States."

"Another of the brazen falsehoods of Sefrit in the Herald tonight was the statement that the new budget allows the sheriff three field deputies. Of course it only allows him one - but another falsehood means nothing to Sefrit. Do you understand why United States Senator Bone stated that he could not understand why a just God would strike Ananias dead for lying - and let Frank Sefrit live? You would think there would be some limit to what a man wants to do in the way of falsification - especially where the official records proclaim the falsehood."

On other occasions Mr. Darwin referred to Mr. Sefrit as a liar and as a character assassin; to a veterans' organization as controlled by big business; to the Chamber of Commerce as controlled by Mr. Sefrit and the Bellingham Herald; to a dairy association as controlled by big business; to the Chamber of Commerce as having been instrumental in bringing bombs and instruments of warfare into the city in connection with a strike; to a county commissioner as being a party to an "alliance campaign using the aged and infirm inmates of the Whatcom County Home as a means of playing dirty politics", and to a mayoralty candidate as "Holy Land Banker Brown". After a primary election he stated that, "The churches and vice gangs are equally pleased with the results of the election." Mr. Darwin has made repeated use of the name of the manager of the newspaper as an adjective in describing those who do not agree with his views, the Examiner said.

The advertising rates for announcements on the "Newspaper of the Air" are substantially higher than for other periods, and the station numbers among its clients thereon some of the more prominent business houses of Bellingham. In July, 1933, the average number of paid commercial announcements per day on the three news broadcasts then carried was less than one. In January, 1934, the daily average of such announcements had increased to nine, in January, 1935, to thirteen, in August, 1935, to thirty-four, and in December of the same year, to more than thirty-six. During the months of February, March and April, 1936, approximately thirty-eight per cent of the gross income of Station KVOs was derived from commercial announcements on the "Newspaper of the Air". The net amount paid to Mr. Darwin during 1935 (after deduction of expenses charged to him) was approximately \$2,800.

In 1934 and 1935 Station KVOs broadcast a play-by-play description of the "World Series" baseball games, accomplishing this by having its employees listen to the commercially sponsored program as broadcast by a station affiliated with a national chain, and repeat the substance thereof over KVOs. Four concerns originally sponsored the broadcast over KVOs. Station KOL, Station KOMO and a representative of the national advertiser objected, and, after several of the 1934 games had been broadcast, three of the local sponsors withdrew. This left as the only sponsor of the KVOs broadcast a local dealer of the national advertiser who sponsored the chain broadcast. This local dealer was the only sponsor of the 1935 broadcast.

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BRITISH SLOW TO ADOPT RADIOS FOR AUTOS

At the recent Motor Car Show at Olympia, London, there was further evidence that British manufacturers do not think the time is ripe for the mass-production of cars equipped with radio, according to the British Broadcasting Corporation.

There were upwards of 500 different models on view, but, with the exception of the American exhibits, there were very few cars permanently equipped with radio, although manufacturers were quite ready to install it as an extra if desired. Prior to the show there was a certain amount of anxiety as to what Olympia might reveal in this connection, in case some specially enterprising firm should come out with a standard car equipped with a wireless receiver, the BBC stated, but there was no sign of any startling development.

"The principal objection in Britain to car radio seems to be that it might distract a driver's attention at a critical moment. Motorists in the United States contend that this fear is groundless. They say that a wireless set relieves the tedium of a long journey, and argue that listening to a wireless program is less distracting, and usually much more interesting, than listening to the conversation of anyone who happens to be sitting beside the driver."

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S-W SETS REDUCE FOREST FIRES IN NORTHWEST

Shortwave, portable radio sets, used extensively this year for the first time by the United States Forest Service in establishing speedy communication in out-of-the-way places, operated within $2\frac{1}{2}$ percent of perfection, U. S. officials report.

A regional network covering Montana, northern Idaho and eastern Washington, handled 2700 emergency contacts, 97 $\frac{1}{2}$ percent of which were perfectly received without relaying in all kinds of weather conditions.

Use of the radio in speeding up the service played a large part in the record of less than 3 percent of the 1651 fires for the season going over 10 acres, it was said.

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STROMBERG-CARLSON OPENS NEW FACTORY IN AUSTRALIA

The opening of Stromberg-Carlson's new factory in Alexandria, Australia, in mid-October proved a gala event, according to an account in the Radio Retailer of Australia, which has just reached the United States.

No less a personage than J. A. Lyons, Prime Minister of Australia, participated in the ceremony. Other persons prominent in governmental and radio industrial circles in Australia also attended the luncheon given by A. Freedman, Director of Sales and Manager of the company. W. M. Angle, President of the Stromberg-Carlson Telephone Manufacturing Company, Rochester, New York, sent a message of greeting.

Many tributes were paid to the Stromberg-Carlson company by the speakers for its enterprize and confidence in erecting a plant designed to meet the industrial needs of the future.

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FARNSWORTH FORECASTS TELEVISION FOR 1937

Philo T. Farnsworth, who has an application for a television station in Philadelphia pending before the Federal Communications Commission, was quoted as predicting that regular television broadcasting will begin next year in an interview with Gobind Behan Lal, New York American science editor, last week. The story read in part:

"Speaking as a scientist and not as a maker of television receiving sets or as an officer of any television broadcasting studio or station, Mr. Farnsworth told this writer:

"I, for one, have no doubt television broadcasting will begin in 1937, although I cannot say just around what date. After all, the important thing, from the scientific viewpoint, is that the main obstacles have been sufficiently mastered."

"The Radio Corporation of America and the National Broadcasting Company have been experimenting in the field this year. Regular programs have been sent out and received by a select group of persons within a radius of many miles around New York City.

"So far this television transmission has been using a definition of 343 lines for each picture. The greater the number of lines constituting each picture the clearer is the picture. Television service to the public will mean pictures of 441 lines.

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"In one second 60 such pictures will be delivered by television, so the observer's eye will perceive no 'flickering'. That, of course, has been the objective of the American inventors, Dr. V. K. Zworykin of the R.C.A. Laboratories and Mr. Farnsworth, both creators of what is described as the new or only possible electronic television.

"Assurance is given that nowhere in the world will better televised images be produced and received.

"Four television sending stations can be expected to be ready for functioning next year. Two probably will be in New York, one in Philadelphia and one in Hollywood

"The average dependable distance to which satisfactory direct television is expected to be delivered is 40 miles from the sending station. However, devices have been developed which automatically will relay, or transmit, pictures beyond this approximate limit.

"The frequencies, or radio waves, to be used will be between 42 and 98 megacycles. That does not concern the layman so much as Mr. Farnsworth's expectation that a working receiving set need not cost at the lowest more than between \$200 and \$250. But these figures are mere estimates."

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NEW 5 KW TRANSMITTER MADE BY WESTERN ELECTRIC

A new 5 KW broadcasting transmitter has been developed by Western Electric, according to an article by L. G. Young, of the Radio Development Division, in "Bell Laboratories Record". The transmitter is labelled 355D1.

"The rapid trend toward higher quality in radio transmitters has already resulted in the 'high-fidelity' transmitter - a designation descriptive of quality and well merited by performance", Mr. Young writes. "High-fidelity transmitters of various ratings have already been developed by the Laboratories, and the 355D1 is also distinctive in this respect. Its chief contribution to the radio art, however, is the attainment of high-fidelity characteristics with simplified apparatus and lowered cost. To a large extent this has been brought about by the use of stabilized feed-back, which has permitted the new transmitter to be completely a-c operated, and - with other improvements - has made available a transmitter of highest quality that is yet low in price and easily maintained.

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"This new transmitter is similar in its general features to the D-96847 but the use of alternating current for the filaments has made it possible to eliminate the motor-generator set. Its place is taken by simple transformers to reduce the alternating current supply voltage to a proper value for application to the filaments. Transformers are not only much less expensive than motor generators, but require no attention during operation, and their use therefore represents an appreciable simplification. A further distinguishing feature of the new transmitter is the use of the 315-A mercury-vapor rectifier tube in the high-voltage rectifier circuit. This rectifier employs six of the 315-A tubes, and is rated to deliver 1.7 amperes at 11,500 volts. This is the first application of this low-priced tube, which is designed primarily to reduce the cost of furnishing direct current at voltages as high as 12 kilovolts.

"Another simplification in the new transmitter is the omission of the one-kilowatt amplifier unit. One complete unit, including tubes and power supply, has been omitted, thus lessening the cost of the transmitter and decreasing the space required.

"Only twenty-seven tubes are employed in the complete transmitter, which represents a substantial reduction as compared with other equivalent transmitters."

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CROSLEY DECLARES DIVIDEND OF 75 CENTS

The Crosley Radio Corporation last week declared a dividend of 75 cents. The 50-cent distribution made on July 1st was the first payment since 25 cents was voted on July 1, 1935.

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WXYZ, NBC-Blue network station in Detroit, has begun construction on a new, 474-foot vertical antenna. The new structure will mean wider coverage for the station, and also a better signal in Detroit, its suburbs and surroundings.

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:::: INDUSTRY NOTES ::::

The second meeting of the Preparatory Committee for the International Telegraph Conference to be held in Cairo, in February 1938, will be held at 10 A.M. on Monday, November 30, 1936, in Room 1413, New Post Office Building, Washington, D. C.

Louis G. Caldwell, prominent radio authority, has been named departmental advisory editor on radio and communication of The George Washington Law Review. He was formerly editor of the Journal of Radio Law and is past Chairman of the American Bar Association's Committee on Radio Law.

There has just been placed on the market in South Africa a line of broadcast and all-wave radio receivers and radio-gramophones manufactured in Australia, the U. S. Commerce Department reports. The receivers are sold under the trade name of "Fisk" and are the product of Amalgamated Wireless (Australia) Limited of Sydney.

False representations as to the merits and effectiveness of "Youthray", offered as a hair color restorer, are prohibited by the Federal Trade Commission under an order to cease and desist entered against Erna Saffan, Inc., and Roy M. Kirtland, 646 North Michigan Ave., Chicago. The respondents are directed to discontinue representing in catalogues, on labels, by radio broadcasting, or in any other manner, that "Youthray" is not a dye, can be used to restore the color of hair without the aid of harmful dyes, etc.

Larus & Brother Company, Richmond, Va., makers of Edgeworth Smoking Tobacco and Domino Cigarettes, is the sponsor of a new World transcribed program, presenting outstanding radio artists and prominent personalities in a show directed at the male audience. "Moments You Never Forget" is the title of the half-hour program, heard weekly on a selected list of stations from coast to coast. The campaign is handled by Marschalk & Pratt.

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