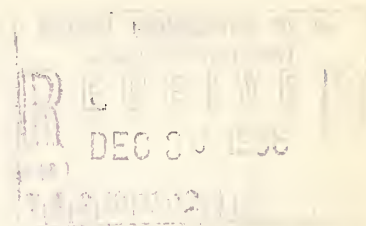


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December 29, 1936

TELEVISION LOOMS AS BIG QUESTION MARK OF 1937

With the entire radio industry - manufacturers as well as broadcasters - ending what is expected to be the most prosperous year in the trade's brief history, all eyes are turning to 1937 in expectation of even greater things.

As the industrial upswing gains momentum weekly there is every indication that the industry will continue to prosper and probably establish new records in the new year. The field of speculation consequently shifts to the technical aspects of broadcasting with television standing forth as the big question mark of 1937.

While the majority of leaders in the industry take the position that technical developments are not yet ripe for public reception of television, there are indications that one or more experimenter will try to jump the gun in 1937 even though ownership of televisors would be limited to the luxury class.

The Federal Communications Commission, however, holds the television strings by restricting the art to the experimental field, and its engineers hold that neither the public nor the industry is ready for the new form of transmission.

Public interest is daily growing stronger in television, however, because of developments abroad, especially the regular service of the British Broadcasting Corporation, and the private demonstrations in this country, all duly reported in the press.

Consequently the demand for some public exhibition of visual broadcasting may exert sufficient pressure both on the industry and the FCC to bring television into being as a plaything just as radio reception was in the days of the crystal set.

Next to television facsimile broadcasting attracts the most speculative interest because of the possibilities it suggests even to the layman's mind.

While much less interesting to the public, technical developments in the ultra short-wave bands, the attitude of the FCC toward super-power broadcasting, preservation of clear channels, and the economic rights of broadcasters will be watched with vital concern.

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Outstanding among the developments in the radio field in 1936 were:

The technical progress in television with experiments shifted from the laboratory to studios.

The tremendous growth in newspaper ownership of radio stations. Newspapers now control about 180 of 675 licensed stations.

A considerable let-down in the opposition of publishers and press associations to the broadcasting of news.

An increase in the number of international broadcasts and inauguration of the short-wave service by the National Broadcasting Company to Latin America in competition with European short-wave stations.

Increased public interest in short-wave reception of foreign stations and the general substitution of all-wave receivers for the limited long-wave sets by manufacturers.

The most sensational innovation in broadcasting program technique was made by the Republican National Committee and Senator Vandenberg, of Michigan, with the now-famed broadcast of the record-voice of President Roosevelt.

Outstanding in a year of many veiled charges of political pressure being exerted on the FCC was the "Willard Hotel Incident" which led to an inquiry by the Justice Department and the commission itself and produced nothing but a considerable amount of newspaper headlines and copy and much "off the record" gossip.

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U.S. ADHERES TO 10 KC. SEPARATION IN C.C.I.F. REPORT

Adherence to the 10-kilocycle separation between broadcasting stations, with the geographical distances such that the field intensity of the undesired station does not exceed 0.5 the field intensity of the desired station at the outer edge of the primary service area, is recommended by the United States in report to fourth meeting of the C. C. I. R.

Commander T.A.M. Craven, Chief Engineer of the FCC, and Chairman of the committees preparing for the Bucharest conference, has sent out a proposed draft of the report, summarizing the recommendations of several European countries, and asked for criticisms prior to January 5, the latest date at which changes may be made.

He invites particular attention to the following statement of the position of the United States:

"A reasonable frequency separation is ten kilocycles with such geographical separation depending on the ground conductivity, operating frequency, and power, that the field intensity of the undesired station does not exceed approximately 0.5 the field intensity of the desired station at the outer edge of the primary service area."

The Ministry of Posts and Telegraphs of the Republic of Czechoslovakia proposed that each country be assigned a "privileged station" of high power and 20 kilocycles separated from stations on adjacent channels. These stations would be equipped to transmit high quality programs and meet other technical requirements. It is further proposed that other stations be required to limit the modulation frequencies by a filter to a value of 300 to 3500 cycles per second to facilitate distant reception. All receivers to accommodate these stations and the privileged stations would necessarily require variable selectivity controls.

The French Administration suggested that from the sole point of view of the quality of radiophone reception, the separation between stations should theoretically 15 kilocycles but as a practical matter this separation cannot be obtained. High frequency broadcast stations should be given as far as possible a separation greater than 9 kilocycles.

The British Administration agreed with the French view and further states that owing to the particular conditions existing in Europe and undesirable compromise of 9 or even 8 kilocycles separation has had to be accented. For the high frequency stations 10 kilocycle separations should be fixed as the minimum.

The International Broadcasting Union present views substantially in agreement with the French and British Administration.

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U. S. TELEVISION TECHNICAL EQUAL TO BRITAIN'S

Television in this country is technically apace with that in England, despite the public transmission of the British Broadcasting Corporation. A correspondent writing in WORLD RADIC, BBC Journal says:

"Now that the glamour surrounding the inauguration of the American and British public television displays has cleared away, writers-in America, at least--are getting their first clear perspective of the actual visual broadcasting situation. It appears to me

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that television on both sides of the Atlantic has achieved about the same measures of technical progress, with England having a certain lead in that the BBC has advanced publicly with their work further than the FCA, Philco, or Farnsworth, in America. But there are reasons for this that I shall mention later.

"Now that the original publicity is over, the industry sits down on this side to its deepest concentration on these secondary problems that are so important to television's public success--or failure. On an international scale it is a friendly battle between England and the United States. Owing to a greater commercial field from which to reap rewards, more money is tied up in the American television adventure. It is this great financial investment that has developed the conservativeness in the American scheme rather than lagging behind England in progress!"

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OCTOBER BREAKS ALL BROADCAST AND RECORDS

Broadcast advertising experienced the greatest month in the history of the medium during October, according to the National Association of Broadcasters. Gross time sales amounted \$11,514,505, an increase of 34.8% over September and gain of 37.2% over October 1935. All portions of the medium registered the greatest volume of sales in history. Total gross time sales for the first ten months of current year were 20.5% ahead of the 1935 level for the corresponding period. Radio broadcasting showed the greatest gain over September of any major medium.

Total non-network advertising increased 31.4% over the preceding month. The greatest gain was shown by the clear channel group which rose 38.8%, although all classes of stations registered substantial increases. All sections of the country shared in the increased business, the South Atlantic-South Central Area and the North Central Area leading with increases over the preceding month of 36.9% and 36.3%, respectively. All classes of stations and sections of the country were well ahead of October 1935 non-network sales.

Transcriptions showed the greatest increase of any type of rendition over last month, rising 41.6%. All types of rendition, however, enjoyed marked increases. Announcements and transcriptions showed the principal gains in the national non-network field, while transcriptions and live talent led in the local field.

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All sponsor groups with a few minor exceptions gained as compared to September. Mainly because of sponsored political broadcasts, the miscellaneous group enjoyed the greatest increase over September, rising 94.2%. Principal gains were registered in the automotive, clothing, drugs and pharmaceuticals, food-stuffs, soap and kitchen supply and department store sponsor groups. The miscellaneous group showed nearly a threefold increase over last October. Soap and kitchen supply volume rose 90.4% and department store advertising 63.1% as compared to the corresponding month of last year.

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SOVIETS TO DESIGNATE "SNIPERS OF ETHER"

The Entral Council of the Society for Aerial and Chemical Defence of the U.S.S.R. has decided to introduce the title of "Sniper of the Ether" and "Master of Short-Wave Connexions," to be awarded to their members--short-wave amateurs who attain special results in the establishment of distant connexions.

The title may be conferred on one who establishes radio-telegraphic connexion with all the continents and must have worked in the field of distant connexions for not less than five years, as well as have carried out experiments. "Snipers of the Ether" and "Masters of Short-Wave Connexions" are given special badges. They are also allowed to send out special "sniper" QSL cards indicating the call-letters of the station. There are more than five hundred short-wave amateur stations in Russia.

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FRANK ARNOLD TO WRITE WEEKLY RADIO COLUMN

Frank A. Arnold, formerly with the National Broadcasting Company and a veteran advertising executive, will write a weekly column on developments in radio and television for Editor and Publisher beginning with the new year.

In announcing the feature, Editor and Publisher called attention to the growth in newspaper ownership and operation of broadcasting stations.

"Wide newspaper interest in the radio field", it said, "is indicated by the fact that newspapers now own or have working relationships with approximately 180 of the 685 licensed broadcasting stations, with many more newspaper applications of facilities pending."

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U. S. TO PUBLISH MAGAZINE FOR LISTENERS

Beginning in January the Office of Education will issue a monthly magazine entitled "The World is Yours" for distribution to the thousands of listeners to the Office of Education-Smithsonian Institution Sunday morning broadcasts, dramatizing the Smithsonian.

The Magazine will consist of 24 pages, eight of them to be given over to rotogravure art. Reading contents will include two pages of explanatory material for each of the broadcasts to be given that month (this will replace the weekly background sheets sent out by the radio project); a Smithsonian scientific story of the month (the January issue will deal with Dr. Charles G. Abbott's much publicized solar machine); and other scientific and educational material. The first number will include a story on the Smithsonian Institution. Twenty-five thousand copies of the January issue are to be printed.

Bernard Schoenfeld, who has been doing the "World Is Yours" radio scripts will be the editor, with William N. Thompson and Thomas A. Reynolds as art editors.

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BEAUTY CULTURE, BARRED ON RADIO, MAKES TELEVISION DEBUT

The first television demonstration of health and beauty culture has been given by the British Broadcasting Corporation. A young lady showed exercises designed for all ages, recently, some of which were calculated to bring hope to those who could no more touch their toes (without bending the knees) than swim the English Channel. "There has never been any demand for broadcast physical jerks in Britain--not even when attempts have been made to whip up enthusiasm in the subject", the BBC commented, "But apart from any physical benefits received, there might be considerable entertainment value in such transmissions by television".

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A favorable report upon an application for a permit to erect a new broadcasting station at Brownwood, Texas, for operation on 1370 kc. with 100 watts power, daytime, was filed with the FCC this week by Examiner R. H. Hyde. The applicant is the Brownwood Broadcasting Co.

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A BRITISH "PIONEER" LOOKS AT U.S. BROADCASTING

Impressions of broadcasting in the United States are set forth in a recent issue of WORLD-RADIO, BBC Journal, by one who is labelled a "Broadcasting Pioneer" but left unnamed.

After revealing some of the factual aspects of broadcasting as seen in New York City, the writer says:

"Many brains are at work both within and without the American broadcasting chains seeking new and attractive programme features. An American firm of motor manufacturers, alive to the fact that women play an important part in the choice of a car, has arranged a weekly "Fashion parade," during which elegantly attired mannequins are described by a designer who has been closely identified with the "Folies Bergeres" at Paris. This broadcast obviously makes considerable demands upon the imagination. It will be interesting to see how far this new development in broadcasting technique justifies itself.

"Television would place the success of a programme of this order beyond doubt, but for a widespread exploitation of television Americans will have, I imagine, to wait some little time. The tests now taking place are full of promise. Televised films and studio performances are presented alternately. A standard of 441 lines, with double scanning equal to 60 images a second, will be used eventually, but the exploiters appear determined not to sell receivers to the public until the replaceable parts in the sets have been so simplified and standardised that a woman can choose and change them over. The programme side of television presents perhaps an even greater problem to American broadcasters than to those in Europe, as the necessary financial support from "sponsors" is unlikely to be forthcoming until a large area of service and a large number of viewers have been secured.

"The American programmes to be heard in New York contain some excellent musical material, smart dialogues, and frequent novelties. Their precision in presentation is admirable, but one feels that from time to time the exigencies of the commercialized programme system must be causing uneasy moments for those who are artistically inclined amongst the programme executive. For example, a talk on "Angels" from one station on Sunday morning last was followed immediately by another on kidney disorders! This sort of thing, I am sure, will become impossible as the broadcasting art in America develops.

"Everyone I have met who is associated with American broadcasting believes it to be the best in the world. Whether this is so or not, those responsible for American broadcasting on the big scale seem to possess one common virtue: they are conscious that much still remains to be done in the development of the art, and are determined to do it.

"My remarks in this article concern general broadcasting as conducted by the big chains of stations. There are, however, 600 stations in the United States, half of which are not associated with the chains. Generally speaking, the independent stations have but limited radii of service. A small number are operated by Universities and other educational institutions."

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BBC HAS 60,000 RECORDS IN ITS LIBRARY

The BBC gramophone library now contains something like 60,000 records, and the number is being increased at the rate of 300 a month. Thousands of records of an ephemeral character are scrapped after a short time in use, and all the records preserved are of more than temporary interest. The library contains practically every piece of classical music, instrumental and vocal, published, as well as the best examples of every other branch of music. Some of the records are of considerable historical value, such as those of Caruso, Patti, Calve, Edouard de Reszke, and a very rare record of Charles Santley. There are also records from the Cominions and Crown Colonies, French-Canadian songs, Maori songs, and many Gaelic, Erse, and Welsh records. The 'curiosity' records include Haydn's 'Flute Clock' and a record of music played by a troupe of sea lions.

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BBC TELEVISION RANGE STILL 25 MILES

"The range of the television transmissions by the British Broadcasting Corporation in London is still only 25 miles", a BBC statement explained.

There seems to be a certain amount of confusion in the public mind about the range of television. In the House of Commons (where two television receivers have been installed, although the members have always resisted the intrusion of sound broadcasting), Mr. Bosson asked the Lord President of the Council, Mr. Ramsay MacDonald, whether the Government would make the necessary arrangements to instal television apparatus in Westminster Abbey, so that the actual Coronation ceremony might be witnessed throughout the Empire. Mr. MacDonald hoped that the question would not be pressed until experiments had gone a little farther. The sound programmes from Alexandra Palace have been received over wide areas--they have been remarkably well heard in Johannesburg, for example. But there has been no substantial increase in the range of television--twenty five miles--since the service was inaugurated.

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LEMMON LAUDED AS UNIQUE EDUCATIONAL BROADCASTER

An unusual tribute to the activities of Walter S. Lemmon, of Boston, and his non-profit-making short-wave station W1XAL, was carried in the December 21 issue of TIME magazine.

Pointing out that Mr. Lemmon had declined to make an address at the First National Conference on Educational Broadcasting in Washington, TIME had this to say about the unique educational station and its owner:

"Stocky, blond Engineer Lemmon, who was wireless operator on the GEORGE WASHINGTON when it took Woodrow Wilson to the Peace Conference, made a fortune from his patent on single-dial radio control, is now research chief for International Business Machines Corporation.

"Since Engineer Lemmon foots all the bills for W1XAL himself, his station is not likely to set a precedent."

The articles pointed out that the Boston station had since 1934 broadcast lectures and lessons by Harvard, Radcliffe, and Boston university professors, as well as chamber music, and the complete public program of this year's Harvard Tercentenary.

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NBC CITES NEWS RECORDS IN REVIEWS OF YEAR'S WORK

The National Broadcasting Company called attention to numerous records it made in 1936 in a voluminous year-end review sent out by its press department. In addition, David Sarnoff, President of RCA, and Lenox R. Lohr, President, of NBC, issued statements citing the tenth anniversary of NBC and predicting more progress in 1937.

Among the achievements to which NBC pointed with pride were:

The signing of 26 new broadcast outlets, bringing the number of affiliated stations to all-time high of 111 as of January 1, 1937.

The broadcasting of 342 foreign programs from 38 countries during the first ten months of 1936--more than carried during the entire 1935.

Educational programs increased until they accounted for about 25 per cent of the NBC schedule. Religious programs gained 14 per cent and represented a total of 250 hours.

The transfer of television from RCA laboratories to NBC studios, development of the micro-wave transmitter, and the construction of an ultra-modern vertical radiator antenna for WJZ, New York.

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PALEY TO GREET NEW PACIFIC NETWORK

A special two-hour broadcast, originating in New York and Hollywood, will welcome Columbia's new Pacific coast network to the nationwide system on Saturday, January 2, starting at 10:30 pm EST. William S. Paley, president of the Columbia Broadcasting System, will officially welcome KNX, Hollywood, and KSFO, San Francisco. Major Edward Bowes, acting as master-of-ceremonies during the first hour of the program, will introduce such radio stars as Phil Baker, Nino Martini, Rubinoff, Pic and Pat, George Burns and Gracie Allen, Kay Thompson and her Rhythm Singers, Milton Berle, Al Pearce and Arlene Harris.

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BRITISH CRITIC CALLS U.S.S.W. STATIONS "ELUSIVE"

A British critic, writing in the December 11 issue of WORLD-RADIO, has this to say of American short-wave stations, which he subsequently discusses in detail:

"Probably the great majority of people in this country who purchase a short-wave or all-wave receiver do so with the specific object of listening to the radio programmes of Uncle Sam. But, having bought their receiver, they may find that the American stations are not quite as easy to receive as the advertisements would seem to indicate!

There is certainly no dearth of short-wave stations of high power in the United States, as a glance at the list of stations in WORLD-RADIO will show. Most of them are, nevertheless, rather elusive transmissions, and one has to search for them intelligently to obtain good results. The bashfulness of these stations may be partly explained by the fact that only two of them--Boston (W1XAL) and Schenectady--employ airdirectionals to Europe; and even then the Schenectady transmitters only use their European aerial on the special occasions."

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ROOSEVELT LED U.S. OFFICIALS IN TIME ON THE AIR

President Roosevelt led the list of high federal officials heard over NBC networks during the year, with 33 appearances, eight of which were sponsored by the Democratic National Committee. With one other radio address scheduled for December, this will bring his total number of NBC microphone appearances during his administration to 90 for the four years since his inauguration. Second on the list was Postmaster General Farley, who made 26 appearances, with Secretary of Agriculture Wallace coming third with 22 appearances. Vice President John Nance Garner set a new record when he made six NBC addresses during the year, the first since his inauguration.

Figures released by NBC show that although there has been an increase in the number of officials appearing on the radio, the actual broadcast time decreased 29.4 over the first 10 months of year. During 1935 the average speaking time amounted to 21 minutes, but this figure was cut to 13 minutes during the first months of 1936.

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W B S TO OCCUPY LARGER PLANT IN CHICAGO

Chicago headquarters of World Broadcasting System will move early in 1937 to a new location at the southeast corner of Erie Street and Fairbank Court. World is planning to occupy its new building by February, according to an announcement by P. L. Deutsch, President of WBS.

Greatly increased activity among transcription advertisers in the midwest area has encouraged the move to larger quarters. The selection of the site in the upper Michigan Avenue district was influenced by its proximity to Chicago's radio and advertising centers, according to A.J. Kendrick, Vice President in Charge. At present World's Chicago offices are located in the Daily News Building, 400 West Madison St.

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Radio City, NBC headquarters in New York city, was second only to Mount Vernon, home of George Washington, as a sightsees' mecca in 1936. It drew 497,399 persons during the first 11 months of the year.