

HEINL RADIO BUSINESS LETTER

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No. 1018

April 6, 1937.

U. S. RADIO OFFICIAL ASSAILS "EDUCATIONAL PROGRAM MYTH"

Assailing what he termed "a myth of modern broadcasting", William Dow Boutwell, Chief of the Editorial Division, U. S. Office of Education and Director of the Educational Radio Project, cited the success of the programs sponsored by the Office of Education to refute it.

Writing in the bulletin of the National Committee on Education by Radio, Mr. Boutwell said:

"In the next five hundred words I will describe the puncturing of a myth of modern broadcasting. This myth, a frustrating fantasy, is worth killing because its execution may encourage the assassination of some of the more hideous monstrosities that crawl out of our loudspeakers.

"What is this myth? You will find it wearing various guises. You will find both broadcasters and educators accepting it. You will find it cropping out in many of the speeches delivered at the recent National Conference on Educational Broadcasting. You will find it in the report of '4 Years of Network Broadcasting'.

"Briefly, the myth asks you to believe that, 'The majority of the American people want entertainment from their radios - they do not want education.' Sometimes you find it couched differently. Prominent educators will say, 'Of course we realize that educational programs can never be as popular as "Amos and Andy" or Rudy Vallee, but they appeal to the minority and that minority should be served.'

"That myth, that conviction, that assumption is now dead. It has been slain in the last nine months; murdered by the combined strength of 300,000 American radio listeners.

"Little did these 300,000 listeners realize that they were killing a modern myth when they wrote to the U. S. Office of Education. They thought they were writing in response to broadcasts presented by the Educational Radio Project, but their letters, flowing into Washington in an ever-increasing flood - ten thousand, fifteen thousand, twenty thousand per week - have introduced a new fact in American broadcasting, namely, that the public for education on the air is probably as large as it is for entertainment!

"By what right can this claim be made? Three hundred thousand is small beside 4,200,000 letters recently received on a soap series. It is small beside the other records established by many commercial concerns. Yet 300,000 letters is probably more listener mail than any sustaining educational program not created by network broadcasters has yet rolled in. Considering the fact that prizes were not offered, it is very heavy. Few, if any, sustaining programs on NBC, CBS, or MBS can show listener response anywhere near that of the five network programs now being presented by the Office of Education.

"What does this prove? It proves that millions of Americans want educational programs prepared to meet public tastes and interests. To those who have examined this flood of letters, there is clear evidence that educational programs, adequately financed and skillfully produced, can compete with any entertainment programs on the air. This evidence challenges the moss-covered assumption that the public demand is solely for entertainment and issues a clarion call for a new definition of 'public interest, convenience, and necessity.'"

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BBC NOTES PROGRESS AT BERLIN BROADCASTING CONFERENCE

The British Broadcasting Corporation has just issued a resume of actions taken at the recent International Broadcasting Union Conference in Berlin. The resume follows, in part:

"The International Broadcasting Union, the members of which are responsible for the broadcasting programs that are followed by nearly 230 million listeners, has just terminated its Winter meeting, which was held at the Adlon Hotel, Berlin. Those who participated, as delegates or observers, numbered ninety-four, and they represented the broadcasting organizations or post, telegraph, and telephone authorities of twenty-three European countries, as well as of the United States of America, the Dutch East Indies, and Porto Rico.

"In the course of the meeting, four new member organizations were admitted: the Bulgarian State Broadcasting Service ("All-India Radio"), and the National Association of Broadcasters of the U.S.A.

"The Union, under the presidency of M. Maurice Pambert (who, until recently, was the Administrateur Delegeue of the Swiss broadcasting organization), was the guest of the Reichs-Rundfunk-Gesellschaft (R.R.G.), the representative of which, Dr. Kurt von Boeckmann (Intendant of the short-wave service, and Director of Foreign Relations), is one of the Vice-Presidents of the Union.

"The Technical Commission, under M. Raymond Brail-
lard (Director of the Brussels Control Centre) examined the
European wavelength situation in detail. It noted a partial
improvement therein, and proposed a fresh effort to clear
certain interferences which still exist. The Technical Com-
mission further drew the Council's attention to the fact,
demonstrated by the measurements of the Brussels Control
Centre, that the situation in the field of broadcasting short
waves is becoming more and more alarming. This condition, it
is impossible to remedy effectually without working out a plan
for the systematic allocation of these waves on a world scale.
The Council decided to recommend to the postal and telegraphic
administrations that such a plan should be elaborated at the
Telecommunications Conference of Cairo in 1938. Another pro-
posal of the Technical Commission approved by the Council
was to collaborate with the International Acoustics Commission
with a view to systematic coordination of technical studies in
this domain. The proposals of the Cairo Committee of the
Union were likewise approved.

"In another field, new recommendations concerning
the characteristics of music lines were worked out jointly
with some of the representatives of telephone authorities.
These were based on the detailed work of Dr. Braunmuhl of the
R.R.G., and constitute a considerable advance on previous
recommendations as to music lines. Lastly, the Council named
its delegates for the Conference of the C.C.I.R. (the Inter-
national Radio Consultative Committee) which is shortly to
take place at Bucarest, and expressed the hope that advantage
should be taken of the presence of technicians from all parts
of the world to make an unofficial study of the short-wave
situation.

"The numerous problems brought up by the use of
television were set forth in the reports of the R.R.G. on its
relations to copyright and to the sound-film. As is well
known, television may be carried out in various ways and in
particular by direct transmission of images and by the use of
an intermediate film, and the juridical problems that present
themselves, are both numerous and delicate. The Legal Com-
mission's conclusion was that transmission of images to the
public by means of television was simply the complement of the
transmission of sound. In other words, television is only a
form of 'radio-diffusion', or broadcasting, and as such falls
directly within the sphere of activity of the broadcasting
organizations. The reports submitted are to be re-examined at
the next meeting.

"Copyright in general was also discussed. The Con-
ference which was to have been held at Brussels for the revi-
sion of the Convention of Berne has been postponed, in order
to allow of the completion of studies now in progress for
the elaboration of a world-wide convention. The Legal Com-
mission has been concerned with the copyright question for
many years, and in 1935 drew up a memorandum of propositions

embodying the Union's viewpoint as to modification in the Convention; on the present occasion it was decided to study this new development. The broad ground taken is that the rights and duties of broadcasting organizations vis-a-vis authors, publishers, and executants should be reviewed as a whole. It has to be understood that radio-diffusion, in view of the important cultural part that it plays every day, should be regarded as a public service the activities of which ought not to be handicapped. All these problems were considered so important that special committees were formed for each.

"Finally, the recent and important development of short-wave broadcasting has brought up problems that in this domain, as in the technical, call for speedy solution; one of these is the legal protection of the broadcast program, which will be considered afresh at the next meeting.

"Certain matters were dealt with jointly by the Legal and the Program Commissions, the President of the latter, M. Dubois of Holland, presiding over both. One recommendation approved by the Council was to publish before the next meeting an account of all that had been accomplished by members, either individually or collectively, to acquaint their listeners with the institutions and cultural activities of other countries. The Council decided to press on with the Union's studies of ways in which broadcasting could be utilized for the 'rapprochement' of the peoples."

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HEARST APPLIES FOR TWO "BOOSTER" STATIONS

Applications for two synchronized "booster" stations in Washington to be used contingent upon granting of its application for a new local station in Washington were filed recently with the Federal Communications Commission by Hearst Radio, Inc.

The applications grew out of experiments conducted by McNary and Chambers, Washington consulting radio engineers for Hearst Radio, through synchronized operation of an experimental station in College Park, Md., with WBAL, Baltimore, on the 1060 kc. clear channel.

Because these experiments during the past month have shown promise of success, it was stated decision was reached to file the applications. They request construction permits for two boosters to be operated on the 1310 kc. local channel with 250 watts power daytime only which would be operated synchronously with the main transmitter of the proposed broadcast station in Washington.

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CAPITOL SETS UP OWN BROADCASTING STUDIO

The U. S. Capitol now has a "Temple of Radio", where members of Congress can "go on the air" without leaving Capitol Hill.

Senator Henry Cabot Lodge (R.), Massachusetts, and Representative Maverick (D.), Texas, formally dedicated the improvised studio last week.

The Temple of Radio is a room (No. 414 to be exact) set apart in the old House Office Building.

Messrs. Lodge and Maverick were to have made dedicatory speeches, but a couple of engineers were still tinkering with some wires and telephoning their control rooms to "run me up to minus six" when the scheduled hour arrived. So the news photographers recorded the event without sound.

"Act as if you were talking into the microphone", they requested Representative Maverick.

"What shall I say?" Mr. Maverick asked. "I guess I'll talk about the issues of the day. To hell with the Republicans!" he winked at Senator Lodge, who said nothing, but smiled.

Meanwhile, the Senate Interstate Commerce Committee has taken no action on the Pittman resolution to broadcast special Congressional proceedings.

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RADIO EDUCATION INSTITUTE TO MEET MAY 3-5

The Eighth Annual Institute for Education by Radio will be held in Columbus, Ohio, May 3-5. Features of the Institute this year will be a broadcast by Dr. Joseph E. Maddy, University of Michigan, on his weekly band lesson, an address on "Radio's Responsibility for National Culture" by Gladstone Murray, General Manager of the Canadian Broadcasting Corporation, the first American exhibition of recordings of educational radio programs, and an address by Dr. John W. Studebaker, U. S. Commissioner of Education, on "The Governments' Responsibility for Educational Broadcasting."

I Keith Tyler of the Bureau of Educational Research, Ohio State University, Columbus, is in charge of arrangements for the Institute, which will bring together scores of leaders in radio, representing educational institutions and their radio stations, the chains, and commercial stations, as well as governmental agencies concerned with radio.

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STATIC FORECASTS YEARS AHEAD SEEN BY BELL ENGINEER

From records of solar activity gathered by astronomers in the last 200 years, a rule has been devised that may make it possible to forecast world-wide radio receiving conditions five or six years in advance, according to an interview with A. L. Durkee, engineer of the Bell Telephone Laboratories, in the New York Times.

Mr. Durkee explained that each of the 11-year sun-spot cycles, the latest of which will reach its peak some time in 1938 or 1939, has an aftermath called the "magnetic cycle" that profoundly affects short-wave radio transmission.

In studying the record of eighteen 11-year sun-spot cycles, Mr. Durkee has found that the period of minimum spotting is an indication of the number of spots that will appear during the succeeding peak, a half cycle later. The less activity at a minimum, the less will be the activity at the maximum, he found. With a lag of one to two years, the maximum is followed by a period of magnetic disturbance to radio that corresponds in severity to the degree of sun-spotting.

"No one knows what would happen to radio", said Mr. Durkee, "if we should experience another sun-spot maximum such as occurred in 1778, when 154 spots were counted by astronomers, or in 1837, with its average of about 138 spots, or in 1870 with 139 spots. Since then, and during the relatively brief history of short-wave radio, the average in any one cycle has never progressed beyond about 104 spots, which was in 1917.

"Therefore, we are unable to predict what would happen if the 1778 conditions should recur, as radio has never had such an experience. In 1938, the last peak, only about seventy-nine spots appeared, with the three-year average through the maximum part of the cycle only registering seventy spots. The short-waves were then so undeveloped that very few observations were made as to the effect on world-wide channels when spots are most numerous. This new method of forecasting indicates about ninety spots will constitute the average maximum in 1938, 1939 or 1940.

"There is a likelihood that the 154-spot maximum of 1778 may recur some time in the future, or the number may go even higher. It is impossible to predict what actually would happen in such a case. It is certain, however, that it would be a very severe test of short-wave communication."

Mr. Durkee explained that evidence of periodicity of the large-number-of-spot years is meager; that is, they do not seem to recur at constant intervals, hence it is considered impossible to forecast just when they may arrive. It has been found that radio suffers directly from the magnetic fluctuations in about the same proportion to the number of solar

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blemishes visible. The magnetic wave generally lags a year or two behind the spots, but sometimes occurs at the same time, he said.

"It may be found in 1938 and 1939 that the very short radio waves are relatively free of solar spot influences", he continued. "As the spots increase in number the increased ionization in the upper air creates a more perfect conductor for waves between five and twenty meters, so they gradually become more useful over world-wide distances as the spots grow in number. In this may be found a future hope that the present high efficiency of overseas communication can be maintained."

The coming peak in the present cycle may furnish a clue on which engineers can lay the foundations for further pioneering in the field of short-waves, he said.

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NEW TWO-WAY POLICE RADIO TRIED IN SCHENECTADY

An experiment in centralized police control was started in Schenectady under the direction of Police Chief William H. Funston. City precincts were abolished and newly designed and tested two-way radio auto patrols were put into operation.

The system was formally dedicated this week with a program broadcast from Station WGY. The broadcast marked the first and last time that citizens will be able to tune in on police messages, since the radio-patrol apparatus operates on such low frequency that even powerful short-wave sets are not equipped to intercept the signals.

The system is also static-proof, experts say. Broadcasts emanating from the 213-foot tower erected adjoining police headquarters will cut through electrical barriers such as high-tension wires and steel bridges, thus eliminating a disadvantage common to most police two-way patrol systems. The range of signal reception is five to nine miles.

Chief Funston's car, in addition to providing radio contact with patrols, is equipped for rebroadcast through the telephone system. In times of emergency he will be in constant touch both with his patrolmen and with city officials while actually participating in assignments outside his office.

The equipment was designed and built by the General Electric Company.

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TRADE NOTES

Station WCBC, Zion, Ill., was destroyed last Friday in a fire of mysterious origin that also razed the Shiloh Tabernacle, historic house of worship in Zion. WCBS's loss, exclusive of equipment, was placed at \$600,000. In included a \$30,000 organ.

Charles S. Sykes, son of Eugene O. Sykes, Chairman of the Federal Communications Commission's Broadcast Division, and Miss Kate Farnsworth, daughter of Mr. and Mrs. Palmer Farnsworth, Memphis, Tenn., were married last Saturday in Memphis. Judge Sykes was best man.

The Climax Radio & Television Corporation, Chicago, manufacturer of radio sets, has agreed to discontinue employing the words "Edison", "Elgin", "Hamilton", or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact, according to the Federal Trade Commission.

A total of 2,140 international broadcasts, in which the finest features obtainable in the cultural, political, entertainment, and news fields were presented, were carried by the National Broadcasting Company and its two original stations, WJZ and WEA, from 1924 through 1936, a survey of the twelve-year period, made by Max Jordan, NBC European representative, shows.

Earl Sowers, Promotion Director of the Richmond News Leader, and Managing Director of WPHR, Petersburg, was elected President of the Virginia Broadcasting System at the recent annual meeting. He also becomes General Manager, a newly-created position. He succeeds Hugh M. Curtler, of WCHV, Charlottesville. Station WPHR moves to Richmond in the late Summer and becomes WRNL, and as such will be the key station of VBS. Edward Bishop, of WGH, was reelected Vice-President, as was the Secretary-Treasurer, S. C. Ondarcho, of WBTM.

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NAVY BARES DEVELOPMENT OF "RADIO SPY"

Development of a "radio spy" by which enemy warships can be located or tracked long distances at sea has been disclosed by the Navy Department.

Rear Admiral Harold G. Bowen, Chief Engineer of the Navy, first reported development of the device by the Department's radio direction-finder experts to Congressional Appropriations Committees which handle Navy funds.

Admiral Bowen declined to make public details of the "radio spy", filing such information with the Committees under a "confidential supplement." Navy officers, while saying the development was "secret" and could not be discussed, added that it was possible it would be given its first comprehensive test in naval maneuvers to be held in the Alaska-Hawaii sector in the Pacific this year.

Under the same "confidential supplement", Admiral Bowen also requested funds for the development of a system of cryptography by which warships can transmit signals to another vessel in the fleet which cannot be deciphered by an enemy vessel.

Admiral Bowen said the Navy was bringing Navy vessels up to the minute in radio equipment by replacing old sets with the newest modern apparatus.

"There are about 2,000 radio receivers in the Navy, and about half of them are obsolete insensitive and can be interfered with easily", he said. "We have requested funds to replace them with modern equipment."

Two types of portable radio equipment now are being installed on warship. One type, which requires six men to handle, will be used to maintain communication between ships and advanced bases by landing forces. The other set, designed to be carried on a man's back is to be used by landing forces in action and for inshore operations.

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NAZI USE OF RADIO FOR WORLD PROPAGANDA BARED

The investigation of the desperate and now successful efforts of the Reich radio to drown out the so-called secret station of the German Communist party revealed that the effect of its broadcasts on Pan-German propaganda is resented as much as its possible influence on public opinion within the Reich, according to a Berlin correspondent of the New York Times. He continues:

"The Communist sender, wherever he may have located his short-wave, could be heard clearly throughout Central Europe and, theoretically, overseas.

"The radio, however, more especially short-wave radio, is the Third Reich's most powerful instrument for inculcating Germanic racial mysticism and National Socialist ideas into citizens of other countries who are German in origin.

"The purpose of the elaborate and powerful German short-wave station at Seesen is described frankly in the official book entitled The Reich Radio, issued by the Reich Radio Company and the radio section of the Propaganda Ministry. Introducing the chapter devoted to short-wave broadcasting, the book states:

"'An instrument is to be created which shall bind all German racial comrades firmly to their homeland and the new national community which has been brought into being here. This process began with the Germans of North America.'

"The latter statement is a reference to the fact that the first move of the new National Socialist short-wave broadcasters was to introduce in April, 1933, two months after Chancellor Adolf Hitler came into power, a radio beam for the United States and Canada. There are now six beams, covering the whole surface of the globe.

"Writing in August, 1936, one of the directors of the short-wave service stated:

"'The conquest of the nation by radio was a colossal event, but of the 100,000,000 Germans in the world, some 15,000,000 German racial comrades overseas were at first left out of this development. This was tragic, for these very Germans who, winning new prestige for their motherland abroad, often have a profound longing for the home country. It appeared almost hopeless to bring this other Germany nearer to Adolf Hitler's Reich.

"The radio has succeeded, however. This task which never before has been undertaken has fallen to the German short-wave sender.

"'Wherever he may be, in the skyscraper cities of the New World or in a village school in the Brazilian jungle, the radio hearer can switch in and become a member of the German world community.'

"The article states that in 1935, 30,000 letters were received and that all were answered.

"The great majority of those who thus were invited 'to switch in and become members of the German world community' are citizens of other countries. It is estimated by the Foreign Office here (Berlin) that there are some 3,000,000 German citizens living abroad. The German short-wave directors claim, however, to have a potential audience of 15,000,000 German 'racial comrades' overseas. They refer to 100,000,000 Germans in all the world, whereas the Reich has a population of only 68,000,000."

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PAYNE MENTIONED AS G.O.P. CANDIDATE FOR N.Y.C. MAYOR

Commissioner George Henry Payne, of the Federal Communications Commission, was mentioned this week as a possible candidate for the Republican nomination for Mayor of New York City, in a syndicated and copyrighted article by Lemuel F. Parton. The article said, in part:

"In the early sessions of the fusion group, which finally nominated and elected Fiorello H. LaGuardia, Mayor of New York City, the three leading LaGuardia pioneers were Samuel Seabury, W. Kingsland Macy, and George Henry Payne. Now, in the Republican shifting and shuffling which prefaces the selection of a candidate to run against Mayor LaGuardia, Mr. Payne's name is the first out of the box. It is offered by Mr. Macy, former State Chairman, in his publication, the Suffolk Everyweek. This writer hears more and more talk about Mr. Payne as a possible candidate - a Warwick tilting at the throne."

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ROY HOWARD'S SON HEADS CONTINENTAL RADIO CO.

Jack R. Howard, 27-year-old son of Roy W. Howard, has been elected President of Continental Radio Co., succeeding Karl Bickel, who was named Chairman of the Board of the radio subsidiary of Scripps-Howard Newspapers.

Members of the Continental Radio Co. directorate elected this week included Mr. Bickel, Mr. Hawkins, Jack Howard, M. H. Aylesworth, former President of the National Broadcasting Co., now connected with the Scripps-Howard general management, and Paul Patterson, Comptroller and General Counsel for Scripps-Howard Newspapers and the radio subsidiary.

For the past six months, Jack Howard has been Assistant Secretary of the radio company and its Washington representative. His duties in Washington have been taken over by Paul M. Segal, Scripps-Howard radio attorney.

It was announced that James C. Hanrahan will continue as Vice-President of the company, an Ohio corporation formed in August, 1935. It owns and operates WNOX, Knoxville (Tenn.) News-Sentinel station, and WCPO, Cincinnati Post station. Applications have been filed for new stations in Toledo, Columbus, Washington and Denver.

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