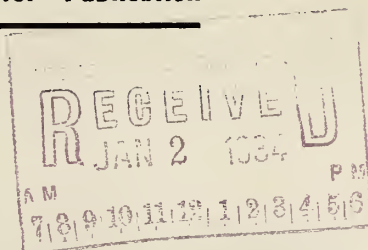
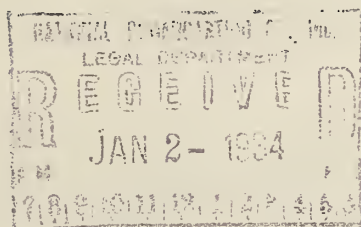


HEINL RADIO BUSINESS LETTER

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RADIO IN THE SOVIET UNION

During the first five-year plan the entire radio system of the Soviet Union was thoroly reconstructed and extended. The following table shows the number of stations, their power, and also the number of receiving points in the USSR:

	1928	1930	1932
Number of stations..	23	53	66
Power of the stations (kilowatts)..	126	395	1,702
Number of receiving points.....	350,000	1,200,000	2,800,000

In the last five years the number of radio stations has increased almost three times, their power thirteen and a half times, and the number of receiving points eight times. This has caused a considerable increase in the number of radio listeners, which, in 1932, was estimated to be between ten and twelve million. This figure, according to the Soviet Union Review, is based on the fact that usually every receiving point is used by a family of several persons and that many sets are collectively used in workers' clubs, village reading-rooms, army barracks, and communal living quarters.

Every nationality in the Soviet Union may have programs broadcast in its own language. Fifty different languages are used in broadcasting.

The system of local broadcasting points, organized in large industrial enterprises and many SOVHOZES and KOLHOZES is widely developed. These points function almost entirely independently, organizing radio-newspapers and concerts. These local stations also frequently relay the programs of the central stations, or send their programs thru them. On October 1, 1928, there were 27 local stations, on January 1, 1931, there were 962, and at the end of 1932 approximately 3000.

The special radio broadcasting of correspondence school courses has also developed to a large degree. During the first five-year plan 125,000 radio study points were formed, making it possible for many thousand workers and collective members to take correspondence work by radio..

The ultra high-frequency system has also highly developed, increasing some twenty times and allowing for sending and receiving programs from the district, regional, and republic centers of the most outlying spots in the Urals, Yakutia, Kazakstan, and other distant places. The RAYON, or county, receiving system has grown from 150 to 2500 units, facilitating transmission to the RAYONS.

Ten large radio telegraph centers have been organized in Moscow, Tashkent, Alma Ata, Khabarovsk, Irkutsk, Novosibirsk, Sverdlovsk, Leningrad, Tiflis, and Baku. All these centers are connected with Moscow and their own RAYONS.

Eighty-three new transmitters of 372 kilowatt power, 350 short-wave transmitters for outside RAYON connection, and 250,000 new radio points are planned. Sport arenas are having radio connections installed. The plan for 1933 foresees the receiving of Moscow programs by all regional, district, and republican centers and the sending of their own local programs by these centers to the RAYONS.

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NOTED POLITICAL WRITER BOOKED BY STATION WBAL

Among the outstanding features recently booked by an individual station, is a series of talks on "Public Affairs" over WBAL, presenting to the radio audience Frank R. Kent, one of the keenest political writers and observers of the day. These talks come to listeners at 8.00 o'clock (EST) every Thursday night and, according to Frederick R. Huber, Director of WBAL, these discussions of "Public Affairs" will be continued as one of WBAL's star attractions throughout the winter and spring.

Mr. Kent's appearances are sponsored by the Baltimore Commercial Bank, of which Gwynn Crowther is president. Incidentally, this is one of the few banking houses now on the air.

Frank R. Kent is a Baltimorean. After attending the Johns Hopkins University, he joined the staff of the Baltimore SUN where he has served as political reporter, Washington correspondent, Managing Editor, foreign representative and columnist, his "Great Game of Politics" being a nationally known and followed newspaper column. Mr. Kent is also the author of several books and is a frequent contributor to the leading magazines. In addition to his writing activities, Mr. Kent is also one of the trustees of St. John's College, at Annapolis, and is a member of the Advisory Board, Pulitzer School of Journalism, Columbus University.

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RADIO MANUFACTURING SPEEDS UP IN CANADA

In Canadian radio manufacturing industry, practically at a standstill during the greater part of the current year, experienced a sudden spurt in September and now is operating at full capacity, according to Consul Damon C. Woods, Toronto.

The largest manufacturing company is reported to be 2,000 sets behind its orders. Employment in the radio factories of Toronto, the center of the Canadian industry, is practically twice that of a year ago.

Export shipments, the report points out, are made by one large Toronto radio manufacturer to sixty-eight overseas markets. Its export trade now exceeds its domestic business and it is hoped to double its foreign business in 1933.

The manufacture and assembly of radio sets in Canada supply the entire domestic and export trade, although many of the parts are imported from parent companies in the United States. For the twelve months ending October 31, 1933, total imports of radio tubes from the United States amounted to \$64,641 and imports of radio apparatus \$925,113. The corresponding figures for last year were, respectively, \$53,904 and \$1,897,194. The 50 per cent decline in imports of radio apparatus, the report states, indicates the growing use of Canadian materials by local manufacturers.

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URGES NEWSPAPERS TO ACCEPT 10-POINT PLAN

"End the newspaper-radio 'war'!" is the advice of the EDITOR and PUBLISHER, trade journal of the newspaper profession.

"With the least possible delay organized journalism should move to ratify the generous, intelligent and practical 10-point plan formulated and agreed upon by representatives of the press, press associations and services and chain broadcasters. It involves sacrifices on all sides, but it comes directly to a point of mutual advantage", the EDITOR and PUBLISHER says editorially.

"In this hectic day there is so much in business that borders on sheer insanity - the traditional long-view commercialist sometimes seeming to be well-nigh extinct - that we took actual delight last Saturday in telling the newspaper and advertising world of a radio-press agreement which smacked of rationality and was conspicuous for fairness. Here was a group of sensible men who did not need to be dragooned by some dictator into doing right."

"See what the 10-point plan means : Press and radio, equally committed to public service, were drawing near to an open and selfish fight, due to radio's encroachment on the newspaper's established preserves, followed naturally by reprisal measures.

For six years both sides permitted a dangerous antagonism to grow and drift."

"The press of the nation, through three responsible news agencies, spends annually between \$15,000,000 and \$20,000,000 to collect and disseminate current news, bulwark of democracy, most lavish and responsible reporting the world has ever known. This news is property and deserves to be protected. There has been silly talk that radio, if it wanted to use this material, should buy it. What could radio pay to compensate the press for such loss? Cwing to physical limitations the air services could only skim the cream from the news pan. Its relatively limited financial resources would not go far in covering the \$1,500,000 monthly news bill."

"For a long time (far too long in our view) radio used newspaper news with credit. Its "commentators" would sit at the microphome reading news hours before it could be distributed in the press over a metropolitan community. Many editors felt this a great injustice, not only to their province, but to good public policy. News cannot always be told, in fairness to free institutions, in bulletin form. The detailed account makes for proper ventilation of a democracy. So, as many editors believe, radio's news flashes definitely contributed to superficiality in public thought, the while robbing the press of its first blush of impelling interest."

"Associated Press directors no doubt will bring the matter up at their meeting on Jan. 9. Probably they will call for another membership referendum. This is a slow process, but it is hoped it will only be a matter of weeks before the cooperation is permitted to start. We confidently believe the rank and file of A. P. members will accept the new plan. The system as now operating is ridiculous and will lead to irreparable damage. It's no time to destroy when the whole nation is bent on reconstruction. The independent radio interests, organized as the National Association of Broadcasters, Alfred J. McCosker president, have yet to give formal assent. As might be expected, they will hold out to the last, for they have in instances been free in their use of local news, reckless of local newspaper rights. However, they can scarcely risk standing out for selfish reasons, incompatible with public policy, if all other interests are agreed."

"To avoid further waste and cross-purpose and to assure mutual benefits of incalculable worth, the "war" should end now, permitting both radio and press to rear their separate castles in the spirit of mutual respect and fair play. It is doubtful if such favorable auspices as the 10-point plan affords will again be available."

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PRESSLEY IS NEW ZENITH CHIEF ENGINEER

E. F. McDonald, Jr., president of Zenith Radio corporation, announces the appointment of Jackson H. Pressley as chief engineer in charge of the entire Zenith engineering department and laboratories. Mr. Pressley was graduated from the University of California.

He served with honors during the World War and while in army radio laboratories, his work comprised research, development, and design of a wide variety of radio problems and apparatus. This included radio receivers and transmitters having ranges from a few miles to several hundred miles, and also radio telephone transmitters as well as receivers for ground use and aircraft. His work also involved many special problems such as direction finders on which he has several patents relative to this branch of radio. Part of his work during the World War was spent with E. H. Armstrong in the development of his first superheterodyne receiver.

After the war Mr. Pressley entered the U. S. Army Signal Corps radio laboratories as radio engineer and was appointed chief engineer of these laboratories in 1922. In 1928 he became Assistant Chief Engineer at the Hazeltine Corporation. In 1929 Mr. Pressley went with the U. S. Radio & Television Corp., as Chief Engineer and later as Vice-President in charge of production and engineering.

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SEE DILL'S COMMISSION ATTACK AS CAMPAIGN RED FIRE

There are those in Washington who regard the attack of Senator Dill on the Federal Radio Commission as the opening gun of his campaign for re-election next year.

"It is true Senator Dill has it in for the Radio Commission and has had ever since they turned down his proposition providing that two stations may broadcast simultaneously on a clear channel if they are 2300 miles apart" a critic of the Senator said" Senator Dill was embarrassed by the failure of this regulation as it kept several stations in his state of Washington from increasing their power as he assured them they would be able to do"

"However the Senator knows well that the Commission has not the authority to regulate and censor advertising as he suggests. He also knows that every member of the Commission quakes and fears that the body may be dissolved when he declares that they have nothing to do and are doing it. The latter assertion is really not far from the truth nevertheless the Senator seems to delight in telling them so.

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: BUSINESS LETTER NOTES :
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Radio broadcasting has reached maturity without having gone through those wildcat early years that have marked the childhood stage of so many great activities, William S. Paley, president of Columbia said in a New Year statement.

"Nothing could have demonstrated its soundness, its vigor and its maturity better than its sure, unwavering strides in 1933." Mr. Paley continued, "in the year just closing the depression hit us. The blow came to us last of all, and I think it should be a deep source of satisfaction to all Americans that it was unable to slow our forward movement."

"If it is of public significance that we were the last to feel the depression, I think it is also significant that we have been among the very first to recover. This recovery is added evidence of our sound and permanent place in American life as a medium of entertainment, instruction and advertising."

Charles H. Berkeley, father of K. H. Berkeley, manager of Stations WRC and WMAL in Washington, died of heart failure after a long illness. Mr. Berkeley, Sr., who was 57 years old, was a native of Washington and had lived there practically all of his life.

George Durno writing for the McClure Newspaper Syndicate makes this observation with regard to the President's Communications report:

"Secretary of Commerce Roper is going to watch Congress work out a solution to the communications problem without interference. President Roosevelt has suggested the alternative of letting telephone, telegraph and radio (1) remain as they are, (2) become monopolies under strict government supervision or (3) be taken over by the government"

"That pretty well leaves No. 2 as the outcome but Roper isn't going to draw up any bill providing for an Administrator of Communications with his name attached to it. He'll just be on hand with advice."

Mr. Durno has this to say about the proposed Food and Drugs Act:

"The administration is still behind the Tugwell Bill with all the influence it has but wishes now the Professor's name

hadn't been so prominently identified with the original draft."

"All the patent medicine boys have been building up a backfire against "the young college theorist." (As a matter of fact, Tugwell is 42 and has made a most intensive study of the food-drug-cosmetic problem!) But the net result seems to be since the hearings that everybody and his brother are going to take a whack at re-writing the bill.

"The New Dealers have concluded it's bad business to attempt to draft legislation and send it on to Congress for a rubber-stamp okay. There's every indication that endorsements of administration desires won't be bouncing off the ink pad as fact this coming session as they did last."

A dinner dance attended by 500 members of society was given by Mr. and Mrs. A. Atwater Kent, in honor of their debutante daughter, Miss Virginia Tucker Kent. The entire first floor of the Bellevue Stratford Hotel was given over to the event.

The debutante was presented at the Court of St. James's last May.

A welcome to Station WAVE, Louisville, Kentucky, when it joins the National Broadcasting Company networks on Saturday, December 30, will be extended over an NBC-WEAF hookup at 12:00 midnight E. S. T.

The opening last Saturday of radio telegraph transmitting and receiving stations at Chicago, New Orleans and Seattle by the MacKay Radio and Telegraph Company, marks an important extension of the only point-to-point radio communication network in the United States. These points will be in addition to the service now given between New York, San Francisco, Los Angeles and Portland, Oregon.

A novel feature demonstrated by O. B. Hanson when the New York Electrical Society visited the Radio City studios, was the separation of the several traffic lanes which penetrate and intermingle in the new studio structure. Thus tourist sightseers can pass through the studios, by way of corridors which overlook the broadcast stages, yet without at any time contacting the performers in the broadcasts, or contacting the NBC announcers, engineers and attendants, -- since

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all three traffic groups are kept entirely separate. Provision is also made for the audiences who attend the big broadcast features to be segregated from the preceding groups. Meanwhile the studio audio output, the real traffic of the studios, goes out over lines which are kept wholly clear of the communication channels, the order wires, and the monitoring channels.

RMA DEMANDS REPEAL OF RADIO TAX BY CONGRESS

Demands of the radio industry for repeal of the 5 per cent federal excise tax on radio and phonograph apparatus were presented by the Radio Manufacturers Association in Washington, at the hearings of the House Ways and Means Committee.

"The facts are," said Paul B. Klugh of Chicago, chairman of the RMA Legislative Committee, "that the radio industry has been hard pressed since 1929. Many concerns both large and small have been compelled to go out of business and those which have remained have lost huge sums. This 5 per cent excise tax on radio is oppressing a new industry. That the tax has operated to reduce the volume of our business is apparent to everyone."

"Our industry is wholly and entirely working under NIRA and is unanimous in its determination to do everything that can be done to further the program of the Administration for increasing employment. Notwithstanding this determination upon our part, the oppressive tax which has been levied upon our industry has in fact operated to reduce employment. We estimate that if this 5 per cent excise tax is removed that the number of people employed in our industry will be increased by a minimum of 10 per cent and possibly more than 15 per cent."

"We know that the Government needs revenue and it is not our desire to escape our just and fair proportion of the tax burden. Our mind is upon a larger revenue for the Government and not a smaller one. For this reason we advocate and wish to impress this Committee with our sincere belief in the fairness, justness and equity of a general sales tax which would produce the large revenue which the Government requires and which would put all industries upon an equal basis."

Mr. Klugh in the RMA brief and orally to the Committee presented evidence showing that the Treasury originally estimated the returns from the radio tax this year would be \$20,000,000, but that the actual taxes received were only about 11 per cent of this estimate. For the Government's fiscal year ending June 1933, the radio taxes collected were \$2,206,763.39, the House Committee was told, and for the 10 months of the present calendar year ending with

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the last available reports in October, the 1933 receipts have been \$1,779,456.04 and, Mr. Klugh contended, hardly sufficient to warrant the cost of administration, while burdening the radio industry severely. In no event, it was contended, should the radio tax in fairness be more than the 2 per cent tax prevailing on automobile accessories.

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Major J. Andrew White, formerly of the Columbia Broadcasting System, was divorced in Chicago by Mrs. Katherine Titus White, former Follies girl, in Superior Court.

Mrs. White charged that he deserted her Nov. 15, 1932. She waived alimony. They were married June 7, 1928.

Another name mentioned as a possible backer of George B. McClelland in a third network is William Randolph Hearst and that the latter tried to buy WJR, Detroit. McClelland still keeps mum.

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POLITICAL WRITER KIDS EDDIE DOWLING

"If there is one thing I wish the Administration would go ahead and do and quit threatening to do, it is to appoint Eddie Dowling to the Radio Commission." Carlisle Barger writes in the WASHINGTON POST.

"Eddie is the court jester and while placing him on the Government pay roll will be a luxury that previous Administrations have not enjoyed, something must be done with him, soon or late, so the sooner the appointment is made and got over with the better it will be."

"He will be loads of fun on the Radio Commission. It may be that his probable appointment is with a view to sharing him with the country, though at a radio commissioner's salary he comes right high. He is always getting off the funniest jokes you ever heard of. When Jim Farley and the rest of them were at Miami that time, waiting for Mr. Roosevelt to return from his cruise with Vincent Astor, there was a story in the papers that Eddie had pulled off the best joke yet--that he had called up some prominent man by long distance at 6 o'clock in the morning and made as if he was Mr. Roosevelt. Gosh, that must have been funny

"The question arises, though, why they don't put Eddie on the radio air instead of the commission."

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SUGGESTS AUTO RADIOS RECEIVE WEATHER BROADCASTS

Automobile radio receiving sets capable of receiving weather broadcasts from Department of Commerce aeronautical radio stations were suggested by Rex Martin, Assistant Director of Aeronautics, in a letter to radio receiver manufacturers. Mr. Martin, pointed out that automobile drivers could receive these broadcasts if the sets available for installation in automobiles were capable of receiving the frequencies between 200 and 400 kilocycles.

"Knowledge of weather conditions along the route ahead of him would be of great value to the automobile driver during a cross-country trip," Mr. Martin said. "If he learned by radio that he was approaching rain, ice or fog, he might detour along a route with more favorable conditions, and even if he continued his trip as planned, he would be prepared in advance for the conditions which he would encounter. This information would be particularly useful at night and during drives over mountain roads."

"Some automobile drivers tell us that they already depend upon these weather broadcasts for guidance in planning trips, and listen for the broadcasts en route if they had sets which would receive them. Automobile test tracks and automobile clubs also make use of the weather reports."

"There are sixt-eight Department of Commerce stations which broadcast weather reports at frequent intervals throughout the day and night, and these broadcasts may be received in virtually any part of the United States. They are transmitted for pilots, but also could be received by motorists without any interference with service rendered to airmen. I doubt if the cost of constructing automobile radio receiving sets so that they could operate both in the commercial bands and in the range of 200 to 400 kilocycles would be prohibitive, and I have suggested to the radio receiver manufacturers that they might find it profitable to study the possibilities of a set with these capabilities."

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BELIEVES BROADCASTERS MAY COME INTO PICTURE THIS SESSION

An engineering authority in Washington sharply disagrees with the theory that the communications situation alone will be considered during the forthcoming session of Congress and that broadcasting will not be considered.

"Communications and broadcasting are so closely related that one can be tampered with without affecting the other" this

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authority said "they cannot set up regulations for point-to-point communications without regard to the program end of broadcasting."

"It is all part of strategy to lull the broadcasters asleep to give them the idea that their interests will not be considered at this time" another observed. The Administration radio leaders are throwing out the impression that nothing will be done to the program people, yet at the same time the leaders, with the quiet backing of the newspaper people, are greasing the skids for a coup de etat aimed at the broadcasters who will wake up to find themselves facing a very definite program to regulate them with regard to rates they may charge for advertising, the amount of profit they may make, and so on."

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LARGE ASCAP MELON REPORTED

The American Society of Composers distributed the largest royalty melon in the history of the organization VARIETY reports.

"The amount split up among the members totalled approximately \$500,000" the theatrical publication continued "the Society in the year passed around about \$600,000 more than it did in 1932."

"Responsible for the major part of the current year's jump in income was radio. Reopening of a large number of theatres this fall also helped out the Society's exchequer. Another source of important support the past few months have been the beer gardens."

"A proposal that the salaries of the officers of the Society be boosted back to where they were a year ago was rejected by the Board of Directors."

"Before the cuts went into effect Lills was getting \$50,000 a year, Gene Buck president \$35,000 and Raymond Hubble, executive secretary \$10,000. Slash taken by Lills and Buck amounted to \$10,000 each, while Hubble's annual figure became \$6,500."

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N. R. A. GRANTS STAY TO RADIO MANUFACTURER

The N.R.A. through division Administrator, Malcolm Muir, has announced the grant to the Johnsonburg Radio Corp., Johnsonburg, Pa., of a stay until April 1, of the wage provisions of the Code of the Electrical Industry.

The order of approval provides that the stay is contingent upon the Johnsonburg firm immediately putting into effect a minimum wage rate of not less than 80 per cent of the minimum provided for in the Electrical Code.