

HEINL RADIO BUSINESS LETTER

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No. 738

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PRALL COMMUNICATIONS COMMISSION STATUS PUZZLER

A perplexing riddle on the eve of the organization of the new Communications Commission is whether or not Hampson Gary, of Texas, appointed for one year, is only a "straw man" and whether Representative Anning S. Prall, of New York, will not eventually become the seventh member of the Commission.

Mr. Prall was appointed to the Radio Commission by President Roosevelt but never took his seat. Because of the fact that he was a member of the Congress which created the new Commission, Prall would not be eligible to serve until his Congressional term expires January 1st. One theory is that Representative Prall, who is a personal friend of President Roosevelt, will be appointed to the Federal Trade Commission, but another persists that he will later join the Communications Commission.

Color was given to the latter conjecture by the remarks of Representative John J. O'Connor, of New York, Representative Hamilton Fish, Jr., of New York, and others at a luncheon given to Mr. Prall by the members of the House Banking and Currency Committee at the time of his retirement from Congress.

Congressmen are often well informed as to Presidential appointments, and though the luncheon was held before President Roosevelt named the Communications Commission, those who spoke at the luncheon all seemed to take it for granted that Mr. Prall was to be prominently identified with the new radio deal.

"Representative Prall sometime ago was appointed by the President and confirmed by the Senate as a member of the Federal Radio Commission", Representative O'Connor (D) said, "and it is generally understood that with the consolidation of that Commission with the new Communications Commission, he will become a member of that all embracing body."

"I like Mr. Prall for many reasons and for the additional reason that as soon as he takes over his new radio duties, I have his definite promise that he will arrange for free radio service for me as long as I am in Congress", said Representative Wesley E. Disney (D), of Oklahoma.

"My love for Mr. Prall amounts to more than my respect for most men. I know him rather intimately and that knowledge amounts to an enthusiasm, so to speak. It can best be illustrated by a story we heard the other day concerning two boys in Sunday School. It illustrates how a man for no special reason at all will form a judgment of another man and stay by him through all

the vicissitudes and tergiversations. The teacher inquired of one of the boys as to whom God has sent to save the world, and the boy promptly answered. 'President Roosevelt.' The boy next to him nudged him and said, 'No; it was Jesus Christ.' The boy replied, 'Shut up, you damn Republican.'"

"We know that Mr. Prall's appointment to the Federal Radio Commission is a credit to the great Democratic Party, to New York City, and to the great Empire State", Representative Hamilton Fish, Jr.^(R) of New York, declared. "We Republicans of New York State feel it is a signal honor to our State to be represented on the Federal Radio Commission by Mr. Prall, and it is our hope that he will well look after our domestic affairs."

"While Mr. Prall is leaving Congress, he is entering upon a field of activity as a member of the Federal Radio Commission of equal importance, if not of greater importance, to the country as a whole, than his Committee on Banking and Currency", Representative Reilly (D) of Wisconsin, said. "The radio is in its infancy, and the problems that will have to be solved by the Federal Radio Commission are just as difficult and vital to the future of our country as the problems that have been considered and will be considered by this Committee on Banking and Currency."

"I have no doubt but that Mr. Prall will in his new position be able to render efficient service to the country and that his record on the Federal Radio Commission will meet the highest expectation of his very many friends and admirers and justify the judgment of the President in selecting him for one of the most important governmental agencies."

"Mr. Prall goes to a field of broader opportunity, for the radio in the shaping of public opinion already is one of the most powerful influences in our political and social relations. It is going to become more and more powerful", Representative Robert Luce (R), of Massachusetts said. "Personally I am regretful that we did not follow the English example of keeping the radio completely under governmental control. We have allowed it to remain in private hands and have thereby exposed the country to very serious dangers. I am glad that a man like Mr. Prall is to be one of those who will in the years immediately before us secure us not merely more enjoyable entertainment, not merely pleasure, but shall secure to us an opportunity for the proper direction of public opinion through the presentation of both sides of all great issues by men capable of enlightening and informing the public."

Finally, in responding to these toasts, Mr. Prall himself said:

"The President has honored me by my selection to fill an important post, and here again you may be assured of my unselfish devotion to the work of the Commission on which I will serve, to the Administration that has honored me by appointment, and to the country which I have served in the past."

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NO CHEERS FROM RADIO INDUSTRY FOR NEW COMMISSION

If there have been any cheers from the broadcasters and radio manufacturers over the makup of the new Communications Commission, they have been more of the Bronx character. President Roosevelt was sharply criticized because of the political character of the appointments and due to the fact that there is hardly a single man on the Commission who could technically qualify as a technical expert on the subject of communications.

The old Radio Commission started out with three out of five of its members men who really knew something about the radio business - Admiral Bullard, Chief of Naval Communications; Colonel Dillon, former West Coast Radio Supervisor; and Henry A. Bellows, who was then in charge of Station WCCO, in Minneapolis. But the same could hardly be said to be true with regard to the Communications Commission. To begin with, five out of seven of its members are lawyers. Paul Walker ably qualifies as a utilities expert but George Henry Payne is an ex-newspaper man.

Judge Sykes, who has made an excellent name for himself, could, because of his long experience, certainly qualify as a communications authority. Thad Brown seems to be known more for his political ability, a Republican able to keep afloat just as readily in a Democratic Administration. Disappointment was expressed by many in the industry that Colonel Brown should have been reappointed to the exclusion of Commissioner Harld A. Lafount.

"Admittedly Mr. Lafount was not as good a politician as Colonel Brown", a radio manufacturer remarked, "but he was courageous and approached every question from the angle of public service. Mr. Lafount was also a business man, and had been engaged in the radio business at the time of his appointment, which reminds me that there is not a single business man, as far as I know, on the entire new Commission. They mostly seem to be lawyers. It means that we will have to educate five new men and again go through the same performance we went through with the old Radio Commission and with Congressional Committees having to do with radio."

Commissioner Lafount's only comment when advised that he had not been reappointed was, "What chance had a Smoot Republican in the New Deal?"

"There is an absolute lack of geographical representation on the new Commission", a broadcaster commented. "Radio, because of its character, to say nothing of communications, should be supervised by men from all sections. It was a requirement of the old radio law that each Commissioner had to be a resident of one of the five radio zones, thus they came from every part of the United States. In the makeup of the new Commission, three sections of the United States are not represented. One Commissioner is from Rhode Island, another from New York,

another from Ohio, another from Mississippi, another from Oklahoma, and two from Texas. Thus the great West and Northwest are unrepresented but instead the South, where radio conditions are the poorest, and the Southwest are strongly in the saddle."

A prominent Oklahoma utilities man was quoted as saying that he was delighted with the appointment of Paul Walker, Chairman of the Oklahoma Utilities Commission.

"We will surely be glad to get him out of Oklahoma regardless of whom Governor "Alfalfa Bill" Murray appoints as his successor." The intimation was that Mr. Walker had made the utilities of that State "toe the mark."

If it was the intention of the Administration to curry favor with the newspapers by appointing George Henry Payne, it may be said that his appointment aroused little enthusiasm upon the part of several members of the corps of Washington correspondents who were asked for their opinion of him.

"If I had known they were going to throw jobs around like that", a correspondent remarked sarcastically, "I'd have gone after one of them myself."

Some correspondents, however, did show interest in whether or not Herbert Pettey, Postmaster General Farley's protege, is to be named Secretary of the Commission or Director of Broadcasting. If so, as seems likely, it is almost a foregone conclusion that the new Commission will inherit the animosity of at least two newspapers, the Chicago Tribune, and the New York Herald Tribune, which hammered the Radio Commission in general and Mr. Pettey in particular.

The first formal meeting of the Communications Commission will be held at 11 o'clock Wednesday morning, July 11th. A full membership is expected to be present and after the Commissioners have been sworn in, they will get down to business.

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DILL STILL UNDECIDED WITH REGARD TO RUNNING AGAIN

According to the latest advices from Spokane, where Senator Dill, of Washington, co-author of the Communications Act is at present spending his vacation, he is still undecided as to whether or not he will enter the race for re-election. He has until July 15th to file his intentions. President Roosevelt has announced that he will return by way of Washington State and some of Senator Dill's friends believed the impetus the President's visit might give the Senatorial candidate might cause Senator Dill to change his mind. Others believed, despite this, the Senator might decline to make the race.

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RADIO MANUFACTURERS' CODE HEARING SET FOR JULY 23RD

A hearing on the application of the Radio Manufacturers for a separate Code has been granted by the National Recovery Administration and will be held in Washington, Monday morning, July 23rd. The radio manufacturers are at present operating under the Code of the Electrical Manufacturers' Industry, and numerous grounds for exemption from this have been presented to Gen. Hugh S. Johnson. The principal objection of the radio manufacturers to the Electrical Code is that the thirty-six-hour maximum week of the Electrical Code has caused serious problems, expense and difficulty for radio manufacturers. According to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, the radio manufacturers have worked under the disadvantages of the thirty-six hour week, losing employees to other industries which enjoy a forty-hour week. The Electrical Code is one of the very few having less than a forty-hour week, and is a severe hardship to radio manufacturers, Mr. Geddes said.

The case of the radio manufacturers will be presented at the hearing by the RMA Code Committee, of which Capt. William Sparks, of the Sparks-Withington Co., of Jackson, Mich., is Chairman, and the other members are James M. Skinner, President of Philco, Philadelphia; A. S. Wells, President of Wells-Gardner Co., Chicago; S. W. Muldowny, President, National Union Radio Corp., New York City; and Arthur Moss, President, Electrad, Inc., of New York City.

It is also expected that Leslie F. Muter, President of the RMA, of Chicago; Arthur T. Murray, United American Bosch Co., of Springfield, Mass., and John W. Van Allen, of Buffalo, General Counsel, of the RMA, will be present at the hearing.

"Our radio code has the unanimous approval of our Board of Directors", Captain Sparks says addressing RMA members, "and also of the recent annual RMA membership convention. It is a radio and not an Electrical Code, designed especially for our own industry and, most important, provides for withdrawal from the Electrical Code and for independence and permanence of the radio industry and the RMA. We also believe it is one of the best codes ever presented to NRA and we already have substantial confidence that we can secure a 40-hour week for our radio factories and employees."

According to the the radio manufacturers, the few trade practices of the approved Electrical Code were not drafted with any consideration of and do not meet the special problems of distribution and merchandising of radio manufacturers' products. They are not adaptable to the radio industry and some of them are unworkable and detrimental. This also applies to many of the proposed trade practices now under consideration by NRA in pending revision of the Electrical Code. Radio manufacturers were not consulted and have had no voice in the additional trade

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practices submitted to the NRA by the Electrical Code Authority. The radio manufacturing industry requires special trade practices to fit and meet its special problems of distribution and merchandising, to be coordinated with those of the supplemental Code submitted by the Radio Wholesalers' Association, the national organization of radio jobbers, and recently approved by the NRA. "

The written or telegraphic request for an opportunity to be heard at the forthcoming Radio Manufacturers' Code Hearing, must be filed before noon on Saturday, July 21st, with the Deputy Code Administrator J. G. Cowling, Room 4017, Department of Commerce Building, Washington, D. C.

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MISS BELLOWS WEDS PHILIP PILLSBURY

Of interest to the radio world is the wedding which took place yesterday (Thursday) afternoon in the Plymouth Congregational Church in Minneapolis, when Miss Eleanor Bellows, daughter of Mr. and Mrs. Henry Adams Bellows, became the bride of Mr. Philip Winston Pillsbury, son of Mr. and Mrs. Charles S. Pillsbury, of Minneapolis. The ceremony was performed by the Rev. Harry P. Dewey.

Mr. Bellows is Vice-President of the Columbia Broadcasting System. Mr. Pillsbury is of the noted family of flour manufacturers.

wedding

The/procession was headed by the ushers, who included the bride's brother, Mr. Charles Bellows, and Mr. Pillsbury's brothers-in-law, Mr. John Austin Becker, Jr., of Albany, N. Y., Mr. Oswald Bates Lord, and Mr. Elliott Bates McKee, of New York City.

Gowns of white mousseline de soie and hats to match, were worn by the bride's attendants, Miss Louise Marckwald, of Short Hills, N. J., maid of honor; and the bridesmaids, Miss Harriet Sexton, of Grand Rapids, Mich., and Miss Beatrice Wells, daughter of Mr. and Mrs. Stuart W. Wells, of Minneapolis.

Three brides in the Pillsbury family had previously worn the Patou gown of ivory white panne velvet and the veil which Miss Bellows chose to wear at her marriage. Those young women are Mrs. Lord (Mary Pillsbury), who was married in Minneapolis in December, 1929; Mrs. McKee (Katherine Pillsbury), whose marriage took place in Paris in May, 1930, and Mrs. Becker, a bride of September, 1932.

For an added remembrance the bride wore the bertha collar of duchess lace which had elaborated the gown of her mother, and Mrs. Bellows' mother, the late Mrs. C. R. Sanger, of Cambridge, Mass.

Miss Bellows was escorted to the altar by her father and they were met there by Mr. Pillsbury and his best man, Mr. Robert Watson Pomeroy, of Camden, S. C.

Members of the two families, bridal party, and out-of-town guests attended a wedding reception following the ceremony at the William P. Hallowell home at Ferndale, Lake Minnetonka, where Mr. and Mrs. Bellows have been spending a portion of the Summer.

Mr. Pillsbury and his bride plan to go East on their wedding trip and will make their home in Chicago upon their return.

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BORAH WJAR CUTOFF DUE TO POWER BREAKDOWN

A rumor in Washington that the speech of Senator Borah, broadcast through the National Radio Forum, over the NBC, Fourth of July night had been censored, arose from the fact that a power breakdown in Providence, R. I., prevented Station WJAR in that city from broadcasting it. So far as known, WJAR was the only station out of the 35 to 40 stations in the National Radio Forum network which did not carry Senator Borah's speech. According to an Associated Press dispatch from Providence, WJAR was off the air from 10:26 p.m. until 11:50, E.S.T., and three other programs had to be cancelled in Providence in addition to the Idaho Senator's speech. Senator Borah spoke from 10:30 until 11 o'clock.

Oliver Owen Kuhn, Managing Editor of the Washington Evening Star, in charge of the National Radio Forum programs, said that Senator Borah expressed himself as perfectly satisfied with the explanation from Providence with regard to the mishap. K. H. Berkley, Manager of the National Broadcasting Company in Washington, explained that on a speech Senator Borah had made two or three months ago, there had evidently been some misunderstanding with regard to the size of the network and some persons in the West had missed the speech due to the fact that stations in their vicinity had not been scheduled to carry it. Mr. Berkley said the previous incident had no connection with the Providence breakdown and that both occurrences had been no fault of the NBC.

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 :::BUSINESS LETTER NOTES:::
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Because of time zone differences under daylight saving, the Press-Radio Bureau of the Publishers National Radio Committee will advance the time of its evening news report, according to an announcement by E. H. Harris of Richmond, Ind., Chairman of the Committee. Beginning July 16, he said, the news report will be released for broadcast at 6:30 P.M. instead of 9 P.M., as at present. The morning broadcast will continue to be released at 9:30 A.M.

Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, and Mrs. Geddes will go to Virginia Beach this week for a Summer vacation. They will be accompanied by their son, Gail, who has been graduated with high honors from Dartmouth.

Examiner Walker of the Federal Radio Commission has recommended that the application of Abraham Shapiro, of Astoria, Ore., for a 100 watt station on a frequency of 1370 kc. be denied.

Robert R. McCormick, editor of the Chicago Tribune asserted at a banquet in honor of Ed W. Howe, noted editor, at Topeka Kansas, that the act creating the Communications Commission "and endowing it with all the powers of a star chamber" is "clearly and unmistakably in violation of the first section of the Bill of Rights, which, above all things, was intended to prevent a star chamber in control of speech and the press."

Utica, N. Y. garage owners are tuning in on police broadcasts in an effort to get some business from accidents. This was revealed as a result of tow cars rushing to scenes of accidents and bidding spiritedly for the right to tow away damaged automobiles. Sometimes the tow drivers engage in hot words with one another because of price-cutting tactics.

Two changes in personnel became effective last Monday at Station WMCA. Stanley H. Chambers resigned as Director of Sales Promotion to become National Advertising and Promotion Director of the Hunter Gwynnbrook Distilling Corporation, of Baltimore, Md. His headquarters will be at 76 Beaver St., the New York office.

Bill Williams, former newspaper reporter, recently on the editorial staff of "Billboard", joined the Press Department of WMCA and the American Broadcasting System.

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NO MORE RADIO COMMISSION MEETINGS

There will be no more meetings of the Federal Radio Commission. All pending matters will be passed along to the Federal Communications Commission which will hold its first session Wednesday morning, July 11th.

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U. S. WILL GIVE AIR FORECASTS FOR AVIATORS

Weather forecasts to aviators will be flashed by radio telephone every four hours over the Department of Commerce airways after July 15th.

Planned for 29 stations, including one here and one at Richmond, Va., the service will be extended to others when practicable. It will supplement hourly radio reports of current airway weather now transmitted throughout the Nation by the Department's stations.

Rex Martin, Assistant Director in charge of Air Navigation, explained that forecasts may now be obtained at airports where there are Department of Commerce communications facilities. However, it has not been feasible heretofore to broadcast them in that it would require a long interruption of the radio range beacon signals upon which airmen rely heavily during poor visibility conditions.

These signals are cut off during voice broadcasts as both are transmitted on the same frequency. Now arrangements are being completed to give the forecasts on another frequency so they will not interfere with the radio beacon.

The forecasts will go on the air six times daily immediately following regular 30-minutes-past-the-hour broadcasts of local weather. When the local weather report has been given, the announcer will notify listeners to turn to another dial for the forecasts. The radio signals will then be resumed.

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RCA CONNECTS N.Y. AND NEW ORLEANS - CHICAGO NEXT

An exchange of greetings between Mayor LaGuardia, of New York, and Mayor T. S. Walmsley, of New Orleans, inaugurated yesterday (Thursday) a direct RCA radiotelegraph communication circuit between the two cities. The New York-New Orleans circuit is the latest link in the domestic radiotelegraph service of R.C.A. Communications, Inc., which already connects New York with Boston, Washington, D. C., and San Francisco.

"New York City, already the largest center of radiotelegraph communications in the world because of its international radiotelegraph connections, is becoming more important in that field with the inauguration of RCA's domestic radiotelegraph circuits", according to an RCA announcement. "A direct radiotelegraphic contact to the international circuits is provided to cities on the domestic system. Collection and delivery service of Western Union offices in the cities included in the domestic radiotelegraph network, in addition to the offices maintained by RCA, are available to the public for the sending of radiograms. Chicago will next be added to the RCA network, and within a short time, Seattle, Detroit and Los Angeles, to be followed later by other important cities."

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\$200 TELEVISION SETS PROMISED BY DeFOREST

Television receivers will be on the market at from \$200 to \$250 next year, Dr. Lee DeForest of Los Angeles, inventor of the radio tube, declared this week in an interview in Montreal.

"There has been a lot of talk", the inventor said, "that television is still five years away. It is nothing of the sort. It has been an engineering possibility for some time and now I think it is commercially possible."

In the sets which would be placed on the market for home use, the pictures would appear on a screen approximately eighteen inches square.

"Television", he declared, "has now been so much improved that I can pick up outdoor scenes in very bright sunlight with automobiles of recognizable design passing as far as 100 feet away. If they are within twenty-five feet of the apparatus they are reproduced faithfully enough to make the license plate legible."

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REPORT OF BROADCASTING APPLICATIONS RECEIVED

July 5 - James F. Hopkins, Inc., Detroit, Mich., WJBK, C.P. to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts daytime; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., modification of license to increase power from 500 watts to 500 watts night, 1 kilowatt daytime; KGCU, Mandan Radio Association, Inc., Mandan, N. Dak., license to cover C.P. authorizing removal of transmitter and studio and equipment change; WAAF, Drovers Journal Publishing Co., Chicago, Ill., license to cover C.P. authorizing rebuilding of station destroyed by fire.

Also, New, Edward Hoffman, St. Paul, Minn., C. P. to erect a new station to be operated on 1310 kc., 100 w., unlimited time; WLBL, State of Wisconsin, Department of Agriculture and Markets, Stevens Point, Wis., modification of license to change hours of operation from daytime to from 8:00 A.M. to local sunset; KGIX, J. M. Heaton, Las Vegas, Nevada, modification of C.P. authorizing removal of station and new equipment requesting authority to move transmitter locally and extend dates of commencement and completion.

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MUSIC PREDOMINATES BRITISH PROGRAMS

The analysis of programs of the British Broadcasting Corporation for the year 1933 is as follows:

		<u>National</u>	<u>Regional</u>
Music			
Serious	16.6		17.9
Light	26.		38.2
Variety	3.1		3.4
Dance Bands	9.6		11.4
Gramophone Records.	<u>7.2</u>		<u>7.9</u>
		62.5	78.8
Drama	1.8	1.8	1.6
Talks			
Talks and Readings	7.3		2.5
Education.	8.0		.5
News and Commentaries.	<u>7.5</u>	22.8	<u>6.9</u>
Religion.	<u>4.7</u>	4.7	<u>3.8</u>
Children's Hour	5.2	5.2	5.6
Special Transmissions5	.5	.3
Television.	<u>2.5</u>	<u>2.5</u>	<u>---</u>
		100.00	100.0

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CORRECTION - On page 6 of July 3rd issue, 2nd paragraph - should read "Mr. Payne is a member of the Metropolitan Club, etc."

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