

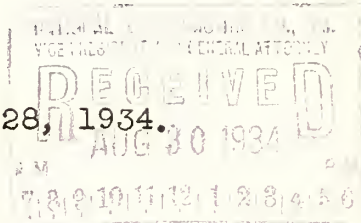
HEINL RADIO BUSINESS LETTER

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No. 753

August 28, 1934.

GARY SCORCHES SENATOR SCHALL ON CENSORSHIP

In the past it has been possible for almost anybody to walk all over the Radio Commission and get away with it, but judging from the hefty swing Hampson Gary, Acting Chairman of the Communications Commission took at Senator Schall, of Minnesota, over Columbia last Friday night, things may be different with the new crowd.

Commissioner Gary, at the drop of the hat, not only countered on Senator Schall's allegation that the Commission was to be a part of a vast government controlled press and radio news service, but resenting the further remark Schall made against President Roosevelt declared:

"I don't have to tell you that the President has no such thought in mind as a censorship of the press or radio", Mr. Gary declared. "If any recommendation of that kind ever reached him, it would meet his instant disapproval."

Harry C. Butcher, Columbia Manager in Washington, said that Gary, although a novice at broadcasting and having had little or no time for preparation, "stepped up to the microphone and delivered his speech like Hitler."

Commissioner Gary began by quoting Senator Schall's assertion that had caused the rumpus, which was:

"The 'brain trust' is preparing a recommendation to the Roosevelt Communications Commission, providing for a national press service patterned after the Tass of Soviet Russia, the Havas of France, and the Stefani of Italy. This service is to take the place of the Associated Press, the Hearst News Services, and the United Press. It will be operated on the taxpayers' money, and will have exclusive use of all government news and be in a position to give its service only to those newspapers loyal to the Roosevelt dictatorship.

"The present plan is to make a small charge for the service, but consideration is being given to a suggestion that loyal administration newspapers be furnished the news service free. This plan is essential for the passage of the press censorship bill to be offered at the next session of Congress because censorship will cause the suspension of the present news services."

To this Mr. Gary replied, in part, as follows:

"I wonder which of his colleagues Senator Schall thinks would offer such a bill to the next Congress. And I wonder further who he thinks among the 96 Senators and 435 Representatives would vote for such a measure if it were introduced, in view of the Constitutional provisions regarding the liberty of the press.

"No, the government is not going into the newspaper business. It is satisfied with the methods, processes and results of the activities of the great agencies which gather and disseminate the news. Incidentally, it would make no difference if the government were not so satisfied, for nowhere in the government does there reside the power to set up such an agency as the Minnesota Senator suggests.

"It was startling news to the great press associations mentioned by Senator Schall that they were about to be put out of business. Senator Schall's charges were apparently news to the broadcasting companies also. A press association which made an inquiry of me stated:

"'Senator Schall was given time on the Columbia hookup at his own request. When officials of the network saw the advance manuscript of his speech, they expressed considerable surprise, but allowed the address to go on the air without change.'

"Now, the Senator says the 'hrain trust' is preparing a recommendation to the Communications Commission. As acting head of that body, I can assure him no member of it has ever heard of any such proposal.

"On first hearing, the Senator's utterances seemed to be so imaginary, it was a question as to whether they deserved serious consideration, but after all, when a Senator of the United States makes such an announcement to the vast audience which listens in on the radio, that audience is entitled to be informed of the real facts."

Whereupon Mr. Gary quoted from President Roosevelt's recent statement that the government had never subsidized a newspaper or press service and predicted that it never would.

"Recently, I was asked this question", the Commissioner continued.

"'Do you believe, Commissioner Gary, that radio should be maintained as a free American enterprise, as free as the Press?'

"I replied:

"'Absolutely.'

"I am sure you will wait with impatience for Senator Schall to let us know the source of his incredible statement about press and radio censorship", Commissioner Gary said in conclusion, "and it would add further to the general information on the subject if he would tell us why he did not obtain authentic confirmation of it before he broadcast such an absurdity to the people of the United States."

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RADIO SURVEY PUBLIC BUSINESS, SAYS DILL

Senator Clarence C. Dill, of Washington, told the Editor & Publisher in an interview that he "can't understand why Editor & Publisher and the damn newspapers are getting so excited over radio news broadcasting." He defended his use of the Senatorial franking privilege in mailing a questionnaire to 600 radio stations seeking information for a speech on the news broadcasting situation which he is to make in Cincinnati at the Broadcasters' convention next month. Mr. Dill retires from politics in January and may start a radio news bureau.

"Senator Dill also revealed for the first time that he had protested to Paul Mallon, author of a syndicated Washington political comment column against a recent column in which Mallon said a certain far west Senator and his former secretary are in hot water. Mallon said they had invoked the ire of Secretary Ickes by purported profiteering in lands to be benefited by the building of a government dam", the Editor & Publisher continued.

"I wrote Mallon", Dill said, "that some of my friends thought he was talking about me and that if he meant me I want to know who were his informants so I can start a few libel suits. I sent Mallon a copy of an anonymous letter written to me from Washington on Press Club stationery saying that Mallon was privately saying he meant me and my former secretary, but Mallon denied the whole thing.

"He said he had been handed a statement and didn't know who was meant by the inference. I also wrote Ickes and he wrote that he knew nothing about it in connection with me. It's not my honesty that I'm worried about because I know that's all right. I am bothered that anyone would think I could be so politically dumb."

"Speculation has been rife in the state of Washington as to who Mallon meant in his column which incidentally was published by the Portland Oregonian but omitted by Spokane, Seattle and many other State papers. Some newspapermen went so far as to comment privately that whomever was intended will soon be a dead issue in the political arena and that any other national venture by such an individual would be 'tremendously handicapped.'

"Mallon, said "a far west Senator", so it might be some one in Montana or Colorado or Nevada who was buying up land to be increased in value by the building of a government dam.'

"Certainly I used my Senatorial frank in sending letters to the radio stations', the Senator said. 'I thought it was public business, which has never been defined, and I am still of that opinion. I may want to offer an amendment to the Communications Bill, on which there may be a special reason, or I may want to make a speech in the Senate as well as before the National Association of Broadcasters. Who is competent to question that belief except the Postmaster General? He has made no protest. The charge that I used my frank to further information for private use is trifling and insincere.'

"The explanation for the criticism at this time lies in the fact that Roy Howard fears that I may start a radio news-gathering service which would compete with his organization. I may do that.

"But why all the excitement? The newspaper contest with the radio isn't over news, it's over advertising. Early returns on my questionnaire show many stations aren't satisfied with the five minute broadcast. They want fifteen minutes. That will only help the newspaper, I honestly believe, because people will want to get a newspaper for the details. Leased wire charges now make news too expensive for the ordinary station. A radio newsgathering organization will only be made possible through the use of short waves. I think the only news stories the radio stations want are running accounts of outstanding events and flashes on spot news.'"

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NBC OFFICIAL SUGGESTED AS SPANISH AMBASSADOR

In Juan de Jara Almonte, its night general manager at Radio City, who supervises all night programs, NBC has an official whose diplomatic ability is becoming more and more apparent. After seeing him in action, a Washington visitor was so impressed by the tact and dispatch with which Mr. Almonte handled things that he said:

"Senor Almonte would be a very good Ambassador to Spain for the United States."

The Washingtonian was evidently quite serious about the suggestion and said that he proposed keeping it in mind the next time there was a vacancy at Madrid. Almonte was born in Paris of Spanish parents and has been with the National Broadcasting Company seven years.

Another observer impressed by Mr. Almonte's diplomacy in handling the thousand and one troublesome problems in the vast NBC studios each night, Samuel Kaufman, characterized him as the "Diplomat on the Kilocycles" and wrote in the New York Sun:

"It was Almonte's ability to cope with emergencies diplomatically that got him his present job.

"He was born in Paris of Spanish parents and joined the NBC sales staff seven years ago after traveling to various parts of the globe in numerous occupations. As a radio time salesman he desired to study his product first hand and made a habit of visiting the studios at 711 Fifth Avenue every night. It was not long before the entire studio staff began to turn to him for unofficial advise on sudden problems.

"The big decision that assured NBC heads of Almonte's rare diplomacy was made during the presidential campaign of 1928. Former Gov. Alfred E. Smith was making an address in Newark which was scheduled to precede NBC's biggest sponsored program. A group of distinguished visitors was invited to attend the studio presentation that night and had already arrived. A few minutes before the scheduled studio feature was to start, word came that Smith was going to talk overtime. The problem that worried the studio staff was whether to cut off Smith or cancel the studio program.

"Ordinarily, the studio program would be canceled. But a delicate situation was involved in turning away the assembled celebrities without their seeing the anticipated broadcast.

"Production men, announcers and page boys ran en masse to Almonte. He gave them his decision instantly.

"'Do both', he said. 'Keep Smith on the air and proceed with the studio program. But don't put the studio feature on the air. Present it before dead mikes for the benefit of the invited guests.' They followed his advice.

"The next day Almonte received a memo to report to the office of George B. McClelland, then Executive Vice-President and General Manager of the network. Almonte half expected a calling down for his advice, and he left the office as night studio executive with the long and imposing title of "Assistant to the Vice-President and General Manager." With the removal to Radio City and the succession of Richard C. Patterson, Jr. to the Executive Vice-Presidency, Almonte's designation was altered to "Evening General Manager."

"Almonte, as an evening general manager of the National Broadcasting Company, has full supervision of all night-time programs. He has complete charge of personnel and artists. The responsibility for the safety and entertainment of thousands of visitors is vested in him. None of these executive duties, however, has made him as well known in broadcasting circles as his assignment as official greeter and host to distinguished visitors."

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:::BUSINESS LETTER NOTES:::
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The same day that Gen. Hugh S. Johnson left a White House conference and resigned as Administrator of the NRA and was persuaded by President Roosevelt to reconsider and continue A. Cloyd Gill, news commentator announced the fact on his broadcast over the ABS-WMCA network, according to an American Broadcasting System statement. "This was last Monday evening, exactly one week before the news was released in Washington", the statement continued.

"Mr. Gill, who is an economic writer and former Washington newspaper editor, predicted on the air last Tuesday that the bank interest rate would have to be reduced. Two days later the National City Bank and the Bank of Manhattan, two of the largest financial institutions in the world, reduced their rates."

Observers in the Capital are inclined to think perhaps Representative Sam Rayburn, of Texas, made a bid for the Speakership with a view to shrewd bargaining in the finals.

"We're playing one night stands", remarked Frank Wisner as the FCC Press Room was again moved last week. This time it is back on the 7th floor in Room 7230.

A. D. ("Jess") Willard, Jr., formerly Sales Manager of WJSV in Washington, has been appointed Assistant Manager by Harry S. Butcher, Manager of the station.

Evidently the radio industry regard the efforts of the Committee of Five for the Betterment of Radio (Rudy Vallee, Richard Himber, Guy Lombardo, Abe Lyman and Paul Whiteman) as a publicity stunt for said five. The latest assertion of the self-appointed Committee is that the singers of indecent songs have been on the smaller stations. They now say they don't believe the songs of the major networks ever needed any censoring.

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COMMISSION MORE EXPLICIT REGARDING OWNERSHIP DATA

The Broadcasting Division, of which Hampson Gary is Chairman, today (Tuesday) adopted an amendment clarifying its Order approved August 21, 1934, so there will be no doubt as to the classes of stations which are required to submit information regarding stock ownership, etc. The amended order also grants to stations additional time in which to file the information.

The Amendment, and Order as amended, follow:

"It is ordered, that Order No. 2 of the Broadcasting Division, adopted on August 21, 1934, be amended by striking the language in the first six lines of the first paragraph thereof and substituting in lieu thereof the following:

"Pursuant to the provisions of Section 310 (b) of the Communications Act of 1934, It is ordered, that the licensees of all broadcast stations, broadcast-pickup stations, experimental broadcast stations, experimental visual broadcast stations, experimental relay broadcast stations, or general or special experimental stations carrying on the experimental transmission of any kind of broadcast programs, or general or special experimental stations engaged exclusively in research concerning the development of apparatus for any of the aforementioned classes of stations, shall, on or before September 15, 1934, file with the Commission verified statements showing the following information, as of July 15, 1934.'

so that the said order when so amended will read as follows:

"Pursuant to the provisions of Section 310 (b) of the Communications Act of 1934, it is ordered, that the licensees of all broadcast stations, broadcast-pickup stations, experimental broadcast stations, experimental visual broadcast stations, experimental relay broadcast stations, or general or special experimental stations carrying on the experimental transmission of any kind of broadcast programs, or general or special experimental stations engaged exclusively in research concerning the development of apparatus for any of the aforementioned classes of stations, shall, on or before September 15, 1934, file with the Commission verified statements showing the following information, as of July 15, 1934:

- "1. If the licensee is a corporation -
 - a. A list of the stockholders of record, together with the address and the amount of stock held by each;
 - b. Whether the stock is voted by a person other than the record holder, and if so, copy of the agreement or other instrument authorizing same;

- c. A list of the officers and directors of said corporation, together with their addresses and the amount of stock held by each;
 - d. Any other arrangement or agreement with any person or corporation which may affect the conduct or control of the business of the licensee corporation.
- "2. If the licensee is a partnership, association, organization, or company (other than a corporation) -
- a. A list of the persons or corporations owning any interest therein, the amount of interest held by each person or company, and their addresses;
 - b. A list of the officers and directors, and their addresses.

"It is further ordered, that the licensee shall inform the Commission of any changes subsequent to July 15, 1934, in the ownership of stock in the licensee corporations (or of the issuance of additional shares of stock and to whom issued), or any changes in the ownership of licensee-partnerships, associations, organizations or companies.

"The Secretary is hereby instructed to furnish appropriate forms for the furnishing of the information above ordered."

At the suggestion of Hampson Gary, Acting Chairman of the Federal Communications Commission, the following Minute was adopted:

"It is ordered that Commissioner Norman S. Case be, and he is hereby, assigned temporarily as a member of the Broadcast Division of the Commission, to serve in the absence of Commissioner Thad H. Brown of said division until the return of Commissioner Brown, under the authority of Section 5 (a) of the Communications Act of 1934."

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MARCONI SEEKS TO SOLVE TELEVISION WITH MICRO-WAVES

After Senator Marconi had navigated his yacht "Electra" by wireless, off the coast of Genoa, he flew to London and secreted himself in his British laboratory at Clemsford. As nothing could be learned there, the Genoa correspondent of The Morning Post was asked to find out from the inventor's entourage at Genoa the cause of the master's flight. The correspondent sent the following word:

"A member of his staff said that the problem is to get waves of sufficient radius to send a picture from one side of the world to another. This means transmitting at least 300,000 light points a second. Micro waves can do it, and Senator Marconi hopes to overcome certain technical difficulties connected with the application to television in a very short time.

"Television has now reached a stage when the object to be transmitted is projected by means of a photographic lens onto a screen divided into thousands of minute squares', said a member of his staff. 'The squares, sent through to the receiving station, are collected on another screen in the order of their transmission.'"

SEES COMMUNICATIONS TOUCHING LIFE OF EVERYONE

There is not a man, woman or child anywhere in the United States whose welfare and future are not going to be affected by the work of the Communications Commission, George Henry Payne, of New York, Communications Commissioner declared in a radio interview.

"There are approximately 125 millions of people in the United States", Mr. Payne said. "In the year 1932 they held 25,500,000,000 telephone conversations and sent 148,000,000 wire telegrams and millions more of wireless messages. It is estimated that there are 18,000,000 or more radio sets in use in this country. Assuming that each set is available to five persons, almost 100,000,000 persons have the opportunity of listening to us tonight - not to say to others who are probably more edifying and more entertaining!

"I realize, of course, that there are many people whose conception of our Commission is that it is a body interested primarily in the question of rates and charges and in regulating and controlling the practices that result from uncontrolled competition. These matters, assuredly, are all important. But in every case their regulation by the government has arisen, it was because, back of the need for regulative laws, there was a demand by the people that inventions or developments which affect their lives deeply should have, not only governmental supervision, but also governmental assistance and cooperation.

"Communication between human beings began in the dim past of the human race. Although paleontologists differ by such trifles as fifty or a hundred thousand years as to when it happened, it was approximately two hundred and fifty thousand years ago when the so-called great progenitor of the human race, known as pithecanthropus erectus, the first animal to have human qualities, raised itself on its hind legs on the Island of Java, probably to reach for food - but just as probably to communicate with members of his, or its family."

"But what of the future of communications?" the interviewer inquired.

"Who knows? If the future growth is as remarkable as the past growth has been, man's imagination is unable to grasp the possible developments to come. In view of all that has happened in the last few years, we are apparently prepared to receive without astonishment the news that regular communication has been established with Mars, or with some other place even more remote.

"I am told that a brilliant American business man and leader of communications, David Sarnoff, has prophesied that the time is coming when you will look at your wrist-watch and, by the manipulation of a spring, be able to telephone your wife that you cannot come home to dinner, speaking into a tiny mouthpiece via a private ultra-short radio wave."

"In just what way can the government help communications, Mr. Commissioner?" Mr. Payne was asked.

"The business of all government is to help, not hinder", he replied. "An understanding of the needs of the people, a little imagination, a disposition to be fair and just - all these things, of course, are necessary for the proper administration of any law. Correcting abuses is only a small part of administration. Furthering the ideals of the people and carrying out their aspirations are the major part."

"Then you of the Commission aren't going into your work as wielders of the big stick, as your old friend Theodore Roosevelt put it", Mr. Payne was asked.

"No thinking American would take from any person what is rightly his, or from any group of persons the credit and profit that properly belong to them for their vision, courage and perseverance", the Commissioner answered. "But the great mass of the people are inarticulate in many ways - and they are the government that very properly can further and advance projects that would be useless without their assistance.

"Of course, our duty is to guard against malefactors, and we shall. At times, it is true, the government in exercising its regulative powers, may seem severe. At times it should be severe. But if you examine the history of our country for the last 150 years, you will find that it has never been a government of oppression. It has made mistakes, but the mistakes were always those of men eager to accomplish the greatest good for the greatest number."

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APPLICATIONS GRANTED BY BROADCASTING DIVISION

August 28 - KLZ, The Reynolds Radio Co., Inc., Denver, Colo., modification of C.P. approving transmitter location and extending commencement and completion dates to Oct. 1, 1934, and Jan. 30, 1935, respectively; WCRW, Clinton R. White, Chicago, Ill., C.P. to install new equipment; KIEV, Cannon System, Ltd., Glendale, Cal., modification of C.P. to change equipment and change commencement date to Sept. 1, and completion date to Nov. 30, 1934; WNEL, Juan Piza, San Juan, P. R., modification of C.P. to change proposed transm. site locally; extend commencement date to 5 days from date and completion date to 60 days thereafter.

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Also, WWRL, Long Island Broadcasting Corp., Woodside, N.Y., license, 1500 kc., 100 w., 250 w. LS, specified hours; WFEA, New Hampshire Broadcasting Co., Manchester, N. H., license covering C.P. 1340 kc., 500 w., unlimited; WKBV, William O. Knox, d/b as Knox Battery & Electric Co., Richmond, Ind., voluntary assignment of license to Knox Radio Corp.; KSO, Iowa Broadcasting Co., Des Moines, Ia., authority to determine operating power by direct antenna measurement; KXL, KXL Broadcasters, Portland, Ore., license covering C.P. 1420 kc., 100 w. LS, shares KBPS; WALA, Pape Broadcasting Corp., Inc., Mobile, Ala., license covering C.P. 1380 kc., 500 w., unlimited; KOIL, Mona Motor Oil Co., Council Bluffs, Ia., modification of C.P. approving transmitter site, and extending commencement to Nov. 1 and completion date to Jan. 30, 1935; New, S. H. Patterson Portable, C.P. for temporary broadcast pickup service; 2000, 2190, 2830 kc., 40 watts; WLXAV, Shepard Broadcasting Service, Quincy, Mass., renewal of special experimental license, 61500 kc., 100 watts; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, license covering move of station locally, 900 kc., 500 watts, specified hours.

Miscellaneous

WLLH, Albert S. Moffat, Lowell, Mass., granted modification of C.P. to move transmitter locally in Lowell, Mass.; WBNX, Standard Cahill Co., New York City, granted permission to withdraw application in Docket No. 2467 without prejudice, and granted continuance of 30 days of hearing scheduled for Sept. 5th; KGHI, Loyd Judd Co., Little Rock, Ark., hearing scheduled for August 29th, continued for 60 days; KTUL, Tulsa Broadcasting Co., Inc., Tulsa, Okla., granted 30-day continuance of hearing set for August 30th; Unity School of Christianity, Kansas City, Mo., denied petition requesting reconsideration and grant of application for new experimental broadcast station; also denied right to protest grant of application of First National Television, Inc.

The following applications, heretofore designated for hearing, were dismissed at request of applicants:

New, Harold E. Smith, Rensselaer, N. Y., C.P. for new station, 1370 kc., 100 watts, unlimited time (facilities WGLC); WBZA, Westinghouse E. & M. Co., Boston, Mass., special experimental authority 990 kc., 1 KW, unlimited time when synchronized with WBZ with option of transmitting dissimilar programs over WBZ daytime up to 1 hour before sunset; WKEU, Radio Station WKEU, LaGrange, Ga., C.P. to move station to Chattanooga, Tenn., change frequency to 1370 kc., and hours of operation to daytime.

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