

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF NOVEMBER 30, 1934.

"Much Fine In Radio Edifice But --", Says Father Harney.....	2
Says Congress May Scrutinize Philadelphia Radio Situation.....	5
High Officials Will Attend Merger Hearings.....	6
Radio Takes Stellar Role In Royal Wedding.....	7
Czecho Theatres To Be Subsidized By Broadcasting.....	8
The DeLanceys Listen As Much As The Clancys.....	9
Mullen Named RCA Publicity Head.....	10
A Westinghouse Discovery.....	10
Industry Notes.....	11
Affiliated WCFL Midwest Chain Ready.....	11
Applications Granted By Broadcast Division FCC.....	12

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"MUCH FINE IN RADIO EDIFICE BUT --" SAYS FATHER HARNEY

Although not able, on account of illness, to testify at length at the hearings as to whether or not Congress should allocate additional facilities to religious and educational stations, Rev. John B. Harney, Superior General of the Paulist Fathers, sent a lengthy brief to the Federal Communications Commission, much of which was of a highly critical nature.

It was Father Harney who, because of dissatisfaction at the treatment alleged to have been accorded to Station WLWL in New York City, owned by the Paulist Fathers, brought about the investigation the Commission is making in the religious and educational fields and which may result in action by the next Congress.

"Let me assure you we do not seek or desire the destruction of the present radio structure", the Catholic priest declared in his appeal to the Communications Commission. "Often we have used the word 'remodeled'. That, we are convinced, is the right word to use, and the right thought to have in this connection.

"There is much that is fine in the radio edifice. We do not want one good thing in it discarded. Commercial broadcasting has done much to entertain, to please, and to improve the tastes, particularly the musical tastes, of the American people.

"Unfortunately it has also been guilty of doing quite a bit in the opposite direction, particularly by extending its facilities to mountebanks, charlatans and other birds of prey. It has contributed also to the education of the people, and to the cause of religion. For all this we pay them due congratulation and gratitude. We would not have them diminish in any degree, but would rather wish them to increase their cooperation with human welfare workers of every type. What we advocate will not in the least take away their power to promote the public welfare.

"But along with the good, there is much evil in the existent radio structure. It is dominated and its most powerful units, its choicest facilities are held by a huge monopoly. That monopoly must be stripped of its power, if not of its wealth. Its very heads are not the type of men to have a decisive voice in any education of the American people.

"Their interests and their own business standards are at variance with the interests of the vast bulk of their listeners.

They will not give, they will not suffer others to give over their stations a true, sound education in matters of gravest material and ethical importance.

"Their power to direct, to shape, to choose the type of education that shall be given by radio, must be broken. They must no longer have exclusive power to control education by radio, whose pervasiveness enables it to penetrate the most secluded spots, and whose lightning-like speed outraces every other means of education.

"With them in the saddle, Freedom of Speech over the air is not only imperilled - it is wounded unto death.

"Speak, then, and act. Deal as gently as you can with the radio structure and with its mighty men. Spare them, if you can, but at any and all costs, safeguard effectively the rights, the liberties, the interests, and the true welfare of the American people."

Referring to his Station WLWL in New York, as having been "hamstrung" in being forced to share time with the Columbia station WPG, at Atlantic City, Father Harney said:

"Were our hours increased, our situation improved? By not a hair's breadth. WPG was given the lion's share; WLWL, the pittance left - 15½ hours a week. What time WPG had previously enjoyed, I do not know, but I do know, and it is a fact easily ascertainable from official records, that for quite a while it neither needed nor used all the broadcasting time so bountifully bestowed upon it by the Radio Commission. Much of that time hung heavy on its hands. Why then was not more of it given to WLWL? Why? Why?

"But what of public interest, convenience or necessity in this arrangement? WLWL was a non-profit station broadcasting high grade programs which included instructive talks on social, religious, ethical, educational and economic questions. It had a large actual audience, made up, as its correspondence showed, in large measure of Jews, Protestants and the non-churched, as well as of Catholics. So far as the vital desires and needs of men were concerned, it was giving a more valuable and helpful program than any other radio station in the country - WPG was also giving a good program, chiefly entertainment. It broadcast occasionally, the proceedings of one or another meeting held in Atlantic City's famous Convention Hall.

"Its existence, and its more than ample broadcasting time are held necessary on the ground that otherwise the people of Atlantic City, and its vicinity, particularly the sparsely populated sections of South Jersey, will not receive good or satisfactory radio service. Our limited time is explained by the people whom we reach have an over-abundance of radio service. In both of these arguments used against us, there isn't a handful of truth to a bushel of misrepresentation.

"The people of Atlantic City and of every square mile in which its programs can be heard, are very efficiently served with precisely the type of program put out by WPG, from New York, Philadelphia, Baltimore and many other stations.

"It wouldn't matter the least little bit to the people, as distinguished from those who eke out a living, or gather profit from the operation of WPG, if that station were to silence its transmitter forever. Those people would still be able to get the educational uplift of the 'Amos 'n' Andy' program, and the marvellous mental, moral and spiritual refreshment of Columbia's 'Voice of Experience.'

On the other hand, WLW offers the people a type of service quite different from that of any radio station in this part of the world - a service that the people need, want, and enjoy - a service that Jews, Protestants, and the non-churched tune in to get, as well as Catholics - a service vastly more to the public interest and welfare than any other - a service that is not now duplicated anywhere, and never will be duplicated by any commercially controlled station - a service whose extension would be of immense benefit, whose curtailment is an injury, and whose cessation would be a grievous loss to the people, to Protestant, Jew and Catholic alike.

"Another look at WPG will be instructive and should provoke thought. It is no longer municipally owned, operated or controlled. The license to operate is not given to Atlantic City. The WPG of today is quite other than the WPG of a few years back.

"It is a corporation formed by the Columbia Broadcasting System, entirely owned by Columbia directed and controlled by Columbia. Atlantic City has neither voice nor vote in the councils which determine its operations - broadcasting, financial or any other. Has Atlantic City given it up entirely? Oh no! Not quite. It can have back its transmitter, studios, microphones and other equipment, all in good condition when Columbia is through with them - and with them it is likely to get back a statement of indebtedness, nominally to the WPG Broadcasting Co., actually to Columbia. All these things are specified in the lease by which Atlantic City's officials handed the municipally built and paid for radio station over to the Columbia Broadcasting System.

"This lease, a masterpiece of care for the people of Atlantic City, was solemnly (though somewhat belatedly) approved by the Federal Radio Commission. That very day they either heard or used the shibboleth "public interest, convenience or necessity." Perhaps they had heard it so often that familiarity had bred contempt. At any rate, it will take a high-powered microscope to find any trace of regard for that sacred principle in either the lease or the Commission's approval."

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SAYS CONGRESS MAY SCRUTINIZE PHILADELPHIA RADIO SITUATION

A Senator who asked that his name not be used at this time but who said that he expected to be active in radio matters at the forthcoming session, in the absence of Senator Dill, of Washington, former radio leader who did not seek re-election, prophesied that Congress would cast its eagle eye on the situation whereby the Chicago station KYW had been moved to Philadelphia and "the networks had thereby increased their monopoly in that city."

As it stands now, the major stations (500 watts power or more) of Philadelphia are KYW, 10,000 watts, which will be dedicated Monday, December 3, with a special broadcast following at 10:30 P.M. EST; WFI, 500 watts; WLIT, 500 watts; WIP, 500 watts, and WCAU, 50,000 watts. Of these, KYW, WFI and WLIT are controlled by the National Broadcasting Company and WCAU by Columbia.

"There is, however, a closer affiliation between the networks in Philadelphia. Dr. Leon Levy, an owner of WCAU, the Columbia station in Philadelphia, is General Manager of the Philadelphia Broadcasting Company, Program Manager for the new NBC Station KYW. Dr. Levy is also a brother-in-law of William S. Paley, who hails from Philadelphia, and who is the President of the Columbia Broadcasting System. He is a brother of Isaac Levy, also an owner of WCAU.

"All sorts of monopoly charges have been hurled at the networks in Congress but here appears to be a case where the two big chains themselves are linked together in the control of a city's broadcasting. The Federal Communications Commission, the members of which have to be confirmed by the Senate on or after January 1st, may be required to do some explaining on this.

"Also a thing I believe the Commission will be asked about will be the practice of moving stations from one section of the country to another. I understand the moving of KYW to Philadelphia was justified by the fact that the Second Zone in which Philadelphia is located, was under quota, while Chicago was considerably over the allotment authorized.

"I am sure certain Senators will want to know more about the transaction whereby former Governor Cox, of Ohio, former Democratic presidential candidate, bought a station at Erie, Pa., and was allowed to transfer it to Dayton, O., and to operate it in conjunction with his newspaper in that city. I believe the practice of picking up a small inexpensive station in one part of the country and then, through influence, being allowed to transfer it elsewhere and increase its power and thus convert it into a valuable property, may be carefully gone into by the forthcoming Congress. Also, that in such deals as when William Randolph

Hearst recently bought Station WBAL, at Baltimore, at a reported figure of \$400,000, the Commission will be required to know about it beforehand rather than be consulted afterwards as apparently was the case in the Baltimore deal."

A delegation from Washington headed by Col. Thad H. Brown, Vice-Chairman of the Federal Communications Commission will attend the gala KYW opening in Philadelphia Monday night. Richard C. Patterson, Jr., Executive Vice-President of the National Broadcasting Company will be a speaker. Also Andrew W. Robertson, Chairman, of Westinghouse Company, J. Hampton Moore, former Congressman and Mayor of Philadelphia, and Governor-elect George H. Earle, of Pennsylvania, will be heard. Radio stars, including Gladys Swarthout, Lawrence Tibbett and Paul Whiteman, will join the network welcome which will go out over stations in all parts of the country (10:30 P.M. EST).

KYW, then located at Chicago, was the 9th station of the now about 600 stations in the United States to receive a broadcasting license. It was issued November 15, 1921. With the exception of the removal period to Philadelphia, it has been on the air continuously ever since.

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HIGH OFFICIALS WILL ATTEND MERGER HEARINGS

The center of the telegraph communications world - wireless, wire and cable - will shift to Washington Monday, December 3rd, when hearings to be held by the Telegraph Division of the Federal Communications will begin. As a result of these sessions, recommendations will be made to Congress regarding the enactment of laws authorizing the consolidation or merger of communication companies and in the event such a recommendation is made, to determine what safeguards and conditions should be contained therein.

Among those who will appear in Washington will be Col. Sosthenese Behn, President of the International Telephone & Telegraph Company; Frank C. Page, Vice-President and Ellery W. Stone, Vice-President, Mackay Radio; David Sarnoff, President, Radio Corporation of America; C. P. Cooper, Vice-President, American Telephone & Telegraph Company; Major R. Colton, War Department; Capt. S. C. Hooper, Navy Department; J. M. Young, Acting President, United Telegraphers Union; Frank Powers, International President, Commercial Telegraphers, Francis W. Johnson, Attorney General of New Hampshire; N. L. Smith, Chairman, Public Service, New Hampshire, and Leon Cammen.

The tentative order of appearance of the different groups at the hearings will be as follows:

Postal Telegraph-Cable Company, Western Union Telegraph Company, Continental Telegraph Company, American Telephone & Telegraph Co., American Radio News Corporation, Radio Corporation of America, Association of Western Union Employees, Commercial Telegraphers' Union, United Telegraphers of America, representatives of the State of New Hampshire, Navy Department and War Department.

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RADIO TAKES STELLAR ROLE IN ROYAL WEDDING

Radio almost stole the show at the wedding of the Duke of Kent and the Princess Marina. The broadcast of the ceremonies beginning at 5:45 o'clock in the morning, Eastern time by the NBC and Columbia, was one of the most remarkable radio transmissions in the history of the science. It seemed to have everything, the human interest in the wedding itself, a simply gorgeous wedding ceremony, beautiful music, climaxed by a memorable singing of "God Save the King", the English regimental band outside, and the cheering crowds.

"I felt almost as if I had actually attended the wedding myself", one who had heard the broadcast remarked. "It gave me a real thrill."

Because of the early hour no doubt most of the listeners in the United States missed it but the British Government took no chances on any of their people missing it. A record was made of the original broadcast and the ceremonies were rebroadcast by short-wave from Stations GSE and GSC, in London, at 10 o'clock in the morning (our time), at 1 o'clock in the afternoon, and at 6 o'clock in the evening.

"This was the first time I know of that the British ever made a record of such an event as this, and it shows that governments are rapidly recognizing radio as an agency of dissemination", said Oswald F. Schuette, radio counsellor, who reported that he had picked up the above mentioned short-wave rebroadcasts in Washington.

"The Germans have long recorded their great events, such as the funeral ceremonies of Hindenbergh, the firing of the guns in their last salute and in the rebroadcast reproduced Hindenbergh's last speech. When Hitler speaks, a record of the broadcast is made and it is rebroadcast over and over again sometimes all night long.

"Apparently, then, the British realized the importance of such an effort in the unprecedented feat of giving the millions of listeners in the British Empire an opportunity to actually listen to the Royal Wedding ceremonies. This they did by means of making a record - or as it is known in the industry -

an electrical transcription. Thus the time difference in all the countries of the world was met with.

"I think our own network companies will get around to making records of early morning foreign broadcasts of such outstanding importance as the Royal wedding and perhaps repeat them later over the networks of the United States at an hour more convenient for the people to listen."

Outstanding recognition was given the radio listeners in the address of the Archbishop of Canterbury to the Duke of Kent and Princess Marina at the service in Westminster Abbey. He said, in part:

"Never in history, we may dare say, has a marriage been attended by so vast a company of witnesses, for by a new and marvellous invention of science, countless multitudes of every variety of place and home are joining in this service.

"The whole nation, nay, the whole empire, are wedding guests, and more than guests - members of the family. For this great assembly in the Abbey, the crowds waiting outside its walls, the multitude of listening people, regard the family of our beloved King and Queen as in a true sense their own.

"It must be moving to you, dear bride and groom, to know this wealth of good wishes and goodwill is being offered to you as their wedding gift."

Great improvement in the quality of the photographs of the wedding sent by radio to the United States was noticed. They were reproduced the morning following in newspapers throughout the United States and unquestionably the best of their kind ever seen.

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CZECHO THEATRES TO BE SUBSIDIZED BY BROADCASTING

For a period of 2 years, broadcasting in Czechoslovakia has been a great competitor to the local theaters, especially for those in the smaller towns, and as a result a great number of them are in a precarious financial position. Various measures have been proposed for aiding such theatres, but only recently the Government decided that the Posts and Telegraphs should turn over from their share of broadcasting receipts a total of 2 million crowns (\$80,000) to certain theatres in small communities, designated by the Ministry of Education.

Broadcasting in Czechoslovakia is a monopoly operated by the "Radiozurnal", a company in which the Government holds a majority interest. The monthly fee for each receiving set in operation is 10 crowns (\$0.40), and the receipts from this source are divided between the company and the Czechoslovak Posts and Telegraphs, which take care of the technical side of broadcasting.

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THE DE LANCEYS LISTEN AS MUCH AS THE CLANCYS

The latest Columbia Broadcasting System booklet by Dr. Daniel Starch, entitled "4 Hours and 28 Minutes by the Kitchen Clock at the Clancy's - 4 Hours and 16 Minutes by the Telechron at the DeLancey's", reveals some "total" figures which shed new light on the listening audience.

"This report not only reveals that the upper income levels listen as much as the lower levels", John Karol, Columbia's wntrepreneur of sales promotion, explained, "but it also indicates that all radio homes listen more frequently and for a longer period of time than any previous surveys or estimates have shown.

"You will note that the data presented in this booklet is based on 88,000 personal interviews conducted over a period of ten months. This, we feel certain, is the largest number of personal interviews ever made in a radio study in a comparable time."

Conclusions reached in the latest Starch survey are that

1. 77% of all radio-owning families in the upper income levels listen daily - for an average period of 4 hours and 16 minutes. Another 4% of them listen daily away from home.
2. 78% of all radio-owning families in the middle income levels listen daily - for an average period of 4 hours and 27 minutes. Another 3% of them listen daily away from home.
3. 78% of all radio-owning families in the lower income levels listen daily - for an average period of 4 hours and 28 minutes. Another 2% of them listen daily away from home.
4. During daytime hours (6 A.M. to 6 P.M.), 50.9% of all radio-owning families in the upper income levels listen daily, 54.3% of those in middle income levels, 56.8% of those in lower income levels.
5. Radio ownership averages 90.0% of all homes, in the areas surveyed, ranging from 71.7% in the lowest income level, to 99.1% in the highest income level.
6. Upper income homes have owned radios for 7.6 years, middle income homes for 5.6 years, lower income homes for 4.4 years.
7. Of all families who own home-radios, automobile radios are also owned by 33.4% of the upper class, 17.6% of the middle class, 7.0% of the lower class.
8. 34.4% of all radio homes in upper income levels have two or more radios (not counting auto radios). This is true of 13.8% of middle-income-level radio homes, and of 5.2% of lower-income-level radio homes.

11/30/34

9. 96% of all home radios are kept in working order. This figure ranges from 94.4% in lower income homes (96.4% in middle income homes) - to 98.4% in upper income homes.

10. All in all, it looks as though more people own radios, in upper as well as lower income levels, and that more people listen . . . and listen longer . . . than any of the pre-Starch prophets have, all along suspected.

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MULLEN NAMED RCA PUBLICITY HEAD

Frank E. Mullen, Director of Agriculture of NBC, on December 3rd joins the RCA in New York as official in charge of public relations and advertising. He takes over the work of Glenn I. Tucker, who resigned last month.

Mr. Mullen joined NBC upon its formation in 1926 and became its agricultural director with headquarters in Chicago. He organized the National Farm and Home Hour, which first went on the air in 1928, and is widely known in agricultural and conservation circles. The change was made by transfer from NBC to the parent company. His successor at NBC has not been named.

On Nov. 19, Mr. Mullen was reelected chairman of the Radio Conservation Council, which he was instrumental in forming about a year ago to promote by radio the conservation of the nation's natural resources. Among those who addressed the luncheon meeting of the Council were Secretaries Wallace of Agriculture and Dern of War.

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A WESTINGHOUSE DISCOVERY

One of our Westinghouse friends discovered a Central American bug that eats the wording right off of Radiola labels and instruction sheets. We have not yet discovered who is financing this latest attack on R.C.A.

- R/9, Los Angeles.

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11/30/34

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::::INDUSTRY NOTES::::
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The Communications Commission has issued a revised list of night and day station quota units corrected to October 30.

In his discussion of "Purity of News", Elisha Hanson, attorney for the American Newspaper Publishers' Association, will explain the part played by the Press Radio Bureau of the ANPA, in cooperating with broadcasting stations in the dissemination of news by radio (WJZ network at 10 P.M. EST, Wednesday, December 12).

Frederick A. Willis, Vice-President of Columbia in charge of Educational and Religious work has been made Assistant to William S. Paley, President.

With demands from the radio audience for Father Coughlin and the New York Philharmonic Orchestra at the same hour, Station WCAU in Philadelphia submitted a questionnaire which resulted in 112,110 listeners voting in favor of Coughlin, and 7,064 for the Philharmonic.

New York police officials conferred with police authorities from Westchester County last week to work out an improved system of communication between Bronx County station and the police departments of nearby Westchester communities. The conference was adjourned until Dec. 17 to await the report of a sub-committee which will consider the plans discussed.

Among the suggestions advanced was a unified radio and telephone system for the two counties and the installation of police substations along the county line.

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AFFILIATED WCFL MIDWEST CHAIN READY

A new organization to be known as the Affiliated Radio Networks, with stations in Illinois, Indiana, and Wisconsin, is reported all set to go. The key station will be WCFL, of Chicago, operated by the Chicago Federation of Labor.

The fifteen stations on the chain are:

11/30/34

WKBB, Dubuque; WCLS, Joliet, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WTRC, Elkhart, Ind.; WGBF, Evansville, Ind.; WWAE, Hammond, Ind.; WBOW, Terre Haute, Ind.; WTAQ, Eau Claire, Wis.; WCLO, Janesville, Wis.; WKBH, La Crosse, Wis.; WOMT, Manitowoc, Wis.; WIBU, Peynette, Wis.; WRJN, Racine, Wis.; WHBL, Sheboygan, Wis., and WCFL, Chicago.

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APPLICATIONS GRANTED BY BROADCAST DIVISION FCC

WKEU, Radio Station WKEU, LaGrange, Ga., C.P. to move transmitter and studio from LaGrange to Griffin, Ga., and change hours of operation from specified to daytime hours, on 1500 kc., 100 watts; New, W. Right Esch, Daytona Beach, Fla., C.P. for new station to operate on 1420 kc., 100 watts, unlimited time; WNAC, Shepard Broadcasting Service, Inc., Boston, Mass., license covering C.P. authorizing increase in day power from 1 KW to 2½ KW, 1230 kc., 1 KW night; WOL, American Broadcasting Co., Washington, D. C., modification of C.P. to extend completion date to Jan. 15, 1935; WADC, Allen T. Simmons, Tallmadge, Ohio, modification of C.P. to change equipment and extend completion date to Jan. 10, 1935; WAMC, Raymond C. Hammett, Anniston, Ala., modification of C.P. approving transmitter site at 10th and Noble Sts., Anniston, Ala., change authorized equipment and extend commencement date to at once and completion date to 45 days hereafter (Appl. granted with conditional clause).

Also, KXYZ, Harris County Broadcast Co., Houston, Tex., license covering special Experimental Authority to operate with additional power of 250 watts and make changes in equipment; WSAN, WSAN, Inc., Allentown, Pa., special experimental authority for period of 60 days to increase power from 250 to 500 watts, on 1440 kc., sharing with WCBA; WCBA, B. Bryan Musselman, Allentown, Pa., special authorization to increase power from 250 to 500 watts, for period of 60 days; WEDC, Emil Denemark, Inc., renewal of license on a temporary basis subject to such action as may be taken upon pending application for renewal; NEW, Bamberger Broadcasting Service, Inc., location to be determined, Newark, N. J., C.P. (Gen. Exp.) frequencies 31600, 35600, 38600, 41000 kc., 1000 watts power, for special facsimile communications.

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