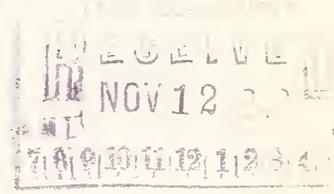


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**HEINL RADIO BUSINESS LETTER**

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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## SABOTAGE DENIED IN U. S. STANDARDS RADIO FIRE

An investigation of a fire that destroyed the \$50,000 Bureau of Standards radio transmitting station at Beltsville, Md., near Washington, D. C., last Wednesday, was said to have revealed no evidence of sabotage. The station was used to transmit various frequencies by which the standard broadcast stations measure and check their own frequencies.

Luckily a small building nearby was saved. It is expected that a temporary 5 megacycle standard frequency transmitter will be in operation there within a few days and that others may soon be set up. It is expected that the entire plant will be rebuilt but it will necessitate an emergency appropriation from Congress.

Firemen from three companies, hampered by high winds had difficulty in securing water to check the flames. So fierce was the blaze that it fired two acres of wooded land behind the two-story frame structure, located on the Agriculture experimental farm grounds, and C. C. C. workers battled for four hours to stamp out the forest blaze.

A watchman noticed smoke coming from the attic of the building at 6:30 A.M. Firemen from the Government farm, Branchville and Berwyn answered the alarm he gave. They were forced to stretch hose lines almost half a mile to reach the nearest hydrant, since a water tap near the building was not large enough to permit a sufficiently heavy flow of water, firemen said. By the time water was flowing from the distant hydrant, the building was in ruins, with only a chimney standing.

E. C. Crittenden, Chief of the Electrical Division of the Bureau of Standards said that he did not believe any serious trouble would result from destruction of the transmitter and that it would be replaced as soon as possible.

The whole apparatus is automatic, unattended except for maintenance. Mr. Crittenden said a mechanical defect probably was responsible for the fire and described much of the equipment as being "quite old", having been installed eight years ago.

It was explained that the small Congressional appropriation wasn't sufficient to employ a full-time watchman. This is the second Government fire at which the question of sabotage has been raised. The other one was the recent disastrous Munitions Building blaze where the War Department Radio Center is located and which also occurred in the early hours of the morning. Although sabotage was denied, a well-known newspaper columnist declared there had been twenty fires there in almost as many days.

At the War Department, the question of watchman vigilance was also raised. Although the fire could be seen for miles, when the alarm was sounded, this writer was told that Engine #1 only about eight blocks away, one of the first companies to respond, was obliged to crash down by driving through the Munitions Building gates because no watchman was at hand to open them.

Dr. J. H. Dellinger, Chief of the Radio Division of the Bureau of Standards, suffering from a bad cold at the time of the Standards fire, was still confined to his home but it was said at the Bureau that it was hoped there would be only a temporary suspension of the standard frequency transmission work.

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#### FCC PASSES BUCK ON FATHER COUGHLIN

Various letters referring to discontinuance of broadcasts by the Rev. Charles E. Coughlin have been received by the Federal Communications Commission. In reply to these, the Commission reiterates that the censorship provision of the Communications Act places responsibility for the selection of program material upon the respective licensees, and the Commission cannot require a station to put any individual on the air or take him off the air.

In answering mail prompted by refusal of radio time, the Commission points out that the Act further provides that a broadcast station is not a "common carrier" such as is the telephone and telegraph. Consequently, a radio station is not required to make its facilities available to a person or group, even though offer is made to purchase time. Unlike common carrier tariffs, broadcast station rates are not required to be filed with the Commission.

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#### MILWAUKEE GETS NEW TELEVISION STATION

A permit for a new television station has been granted to the Milwaukee Journal, Milwaukee, Wis., on a frequency of 6600-72000 kc., (Channel No. 3), 1 KW aural and visual power. The site of the station is to be determined.

The application for a television station at Springfield, Mass., made by Henry J. Walczak, has been voluntarily dismissed.

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## FCC COMMISSIONERSHIP BIGGEST RADIO PLUM

Insofar as radio is concerned, it is believed things in Washington will wag along about as usual following the re-election of President Roosevelt. A new Federal Communications Commissioner - a Republican to succeed Thad H. Brown - is due to be appointed and this is being fondly eyed by the politicians. There will be a few new faces on the Senate Interstate Commerce Committee and the House Merchant Marine and Fisheries Committees, which handle radio matters in the Senate and House, but Senator Burton K. Wheeler, of Montana, Chairman of the former Committee, and Representative Schuyler Otis Bland, of Virginia, Chairman of the latter, both having been re-elected, things will doubtless continue to move along smoothly under the same old management.

According to returns available at this writing, Senator Wheeler defeated his opponent in Montana overwhelmingly and ran ahead of President Roosevelt with whom he has frequently disagreed. Senators on the Committee who were re-elected were Truman, of Missouri; Andrews, of Florida; Lister Hill, of Alabama; Austin, of Vermont; Shipstead of Minnesota; Reed of Kansas, and Gurney of South Dakota.

Senator Charles W. Tobey, of New Hampshire, so well-remembered with his cracking of the whip in the Thad Brown hearings, is also a member of the Committee, was not up for re-election. There will be several vacancies. Senator Minton, of Indiana, was defeated. Senator Mathew M. Neeley will retire, having been elected Governor of West Virginia. The late Senator Lundeen of Minnesota, was also a member of this Committee.

There will be about four vacancies on the Merchant Marine and Fisheries Committee, one of these being Representative Eugene, Democrat, of Indiana, who was defeated. Apparently all of the other Committee members have been re-elected.

Several names have already been mentioned for the Federal Communications Commissionership, and many more will doubtless be proposed, because this is a nice juicy \$10,000 plum which may or may not go to some deserving Roosevelt Republican for campaign services. This would cause no great surprise to the communications industry which has never yet had a hand in any of the appointments, or as a rule have the appointees been specially qualified. One new Commissioner was asked what he knew about radio and he answered, "Well, I like to listen to it."

Among the names suggested for the Commissionership, the only one of which the industry has probably ever heard - and he has its highest respect - is E. K. Jett, present Chief Engineer of the Federal Communications Commission. Lieutenant Jett succeeded Commissioner T.A.M. Craven in this position, and like Commander Craven, was formerly a Naval officer. Mr. Jett was born in Baltimore in 1893 and served in the Navy as radio officer from 1911-29.

Senator Wheeler, who, it is expected, may have a voice in the appointment, has frequently demanded somebody from the West. One of the first of these to be proposed was Carl Irving Wheat, of San Francisco, who was telephone rate attorney for the Federal Communications Commission in 1936-37, and later telephone rate counsel and Director of Telephone Rate and Research Department of the FCC at the time of the Government telephone investigation in 1937-38.

Mr. Wheat, as a matter of fact, was born in Holliston, Mass., in 1892, but went to California at an early age. He was graduated from Occidental College Academy in Los Angeles, in 1911, with an A.B. at Pomona College, Claremont, Calif. in 1915, and an LL.B., at Harvard in 1920. He was admitted to the California bar in that same year and began practice in Los Angeles, first as attorney for the Railroad Commission of California, of which he later became Chief Counsel.

Another California Man spoken of is Ray C. Wakefield, of Palo Alto, former President of the California Railroad Commission. Mr. Wakefield is 45 years old, was Inheritance Tax Appraiser for State of California in Fresno Co., 1923-37; member law firm of Wakefield & Hansen, 1928-32, Wakefield & Staniford, 1935-37; member of the California Railroad Commission since January 1937 (President of Commission August 1938-January 1940; Vice-President, National Railroad and Utilities Commissioners since August, 1940; Secretary Republican Central Committee, Fresno Co., 1920-21; Chairman, 1922-23; member State Republican Central Committee, 1922-23; Delegate to Republican National Convention, Chicago, 1932. Director of Community Chest and Y.M.C.A., Fresno. He is a member of the American Bar Association, California State Bar Association, Order of Coif, Delta Chi. He is also a member of the First Christian Church, Fresno and is a Mason. His clubs are Kiwanis International (Lt. Gov. Calif.-Nev. Dist. 1932); Commonwealth (San Francisco).

Still another Westerner mentioned is John C. Kendall, radio practitioner, formerly of Portland, Ore. Another is Arthur G. Crane, President of the University of Wyoming, Chairman of the National Committee on Education by Radio since 1936. His biographical sketch follows:

Mr. Crane was born at Davenport Center, Delaware Co., N.Y., September 1, 1877, son of Edward Payson and Mary Ward (Griswold) C.; B.S. Carleton College, Northfield, Minn., 1902; studied University of Wisconsin, Summers, 1908, 09; A.M., Teachers College (Columbia) 1918; Ph. D., Columbia, 1920; married Laura May DeArment, of Conneaut Lake, Pennsylvania, August 23, 1904; children - Paul, Mary. Superintendent of Schools, Minot, N. Dak., 1902-05; Principal, Fergus Co. High School, Lewiston, Mont., 1905-07; Superintendent of Schools, Jamestown, N. Dak., 1907-12; President, State Normal School, Minot, N. Dak., 1912-20 (built and organized this school); Principal, State Normal School, Edinboro, Pa., 1920-22; President University of Wyoming since 1922. Major in Sanitary Corps on duty in office of Surgeon General, Washington, D. C., 1918-19, as Director, Educational Sect. Division of Physical Reconstruction, in rehabilitation of

disabled soldiers and sailors. Member North Dakota State Board of Education; Chairman, National Committee on Education by Radio since 1936, Committee on Higher Education of N.E.A., since 1936. Member. North Dakota State Educational Association (President 1915), Phi Beta Kappa (Carleton College), Delta Sigma Rho, Phi Delta Kappa. Republican, Presbyterian, Mason; Author of "History of Physical Reconstruction" in official Medical History of the World War. Joint editor, courses of study for use in Army hospitals. Home, Laramie, Wyoming.

Theodore Granik, who conducts the American Forum of the Air over the Mutual Network, has been spoken of as an FCC appointee, also Nelson Lee Smith, Chairman of the New Hampshire Public Utilities Commission. Likewise Willis Jerome Ballinger, economic adviser of the Federal Trade Commission. Mr. Ballinger's biographical sketch follows:

Mr. Ballinger is an economist; born Washington, D. C., May 17, 1901; son of Webster and Marva Faye (Dixon) B.; Ph. B., Yale, 1923; studied law, Yale, 1924-25, George Washington University, 1926-27; student Harvard Graduate School, 1932-33; unmarried. Instructor Economics, Smith College, Northampton, Mass., 1923-24; Instructor, Political Science and International Relations, Amherst (Mass.) College, 1923-24; Lecturer Roxbury School, New Haven, Conn., and editorial writer, New Haven Union, 1924-25; Staff correspondent, United Press, covering Department of Commerce, Washington, D. C., 1925; Feature writer UPC News Service, Inc., N.Y. City, 1925, Associate Editor, 1926-28; Instructor, Economics and Sociology, Goucher College, Baltimore, 1928-31; Professor, Economics, American Institute of Banking, 1930-31; editorial writer, Baltimore Sun, 1930; Member, editorial staff, New York Herald Tribune, 1931; Assistant Professor Economics, Williams College, Williamstown, Mass., 1931-32; editorial writer Washington (D.C.) Post, 1933; St. Louis Post-Dispatch, 1934; Chief of Special Studies, Securities and Exchange Commission, Washington, D. C., 1934-37; Economic Adviser to the Federal Trade Commission, 1937. Chairman, Speaker's Bureau, LaFollette-Wheeler presidential ticket, 1924, for State of Connecticut. Dir. studies for Federal Trade Commission before Temporary National Econ. Com. Member, American Economics Association, American Statistical Association, Phi Beta Kappa, Delta Sigma Rho, Alpha Sigma Phi. Episcopalian. Clubs: Yale, National Press. Home: Washington, D. C.

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Advertised as the book that stopped trial by newspaper in Massachusetts "Contempts by Publication" also contains Chapters devoted to contempts by radio, television, telephone and the movies. The author is Harold W. Sullivan, of the Yale School of Law. The Price is \$10, postage prepaid: Frank T. Day, Inc., 729 Boylston Street, Boston, Massachusetts.

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## FCC AUTHORIZES MANY CHANGES

These are busy days at the Federal Communications Commission. Among the increases in power authorized recently were WALA, Mobile, Ala., from 1 KW to 5 KW day and night; WNBC, New Britain, Conn., from 1 KW to 5 KW day, 1 KW night; KOIL, Omaha, Nebr., from 1 KW to 5 KW night, 5 KW day; WHIO, Dayton, Ohio, from 1 KW to 5 KW night, 5 KW day; WNBX, Kenne, N. H., day and night power from 1 KW to 5 KW. (Stations KOIL, WHIO and WNBX, worked out mutual interference problems by agreement on directional antenna); KDFN, Casper, Wyo., from 500 watts to 1 KW day and night.

Also WIBA, Madison, Wis., to 5 KW night and day; WORC, Worcester, Mass., from 500 watts to 1 KW; KLS, Oakland, Calif., from 250 watts to 1 KW; WRR, Dallas, Texas, from 500 watts to 5 KW; WDOJ, Chattanooga, Tenn., from 1 to 5 KW night (now has 5 KW LS); KFBB, Great Falls, Mont., from 1 to 5 KW, night; KGIO, Mason City, Ia., from 100 watts night, 250 watts LS, to 1 KW unlimited.

Station KCMO, Kansas City, has made application to the FCC to change power from 1 KW night, 5 KW day to 5 KW day and night.

Construction permits for new stations have been granted to Batavia Broadcasting Corp., Batavia, N. Y., 1500 kc., 250 watts power, unlimited time; Capitol Broadcasting Corp., Indianapolis, Ind. on 1280 kc., with power of 1 KW night, 5 KW day, unlimited time, employing directional antenna at night; Brown County Broadcasting Co., Brownwood, Tex.; to operate on 1350 kc., 500 watts, unlimited time; Capital Broadcasting Co., Washington, D. C., on 1420 kc., 250 watts, unlimited; The Maryland Broadcasting Co., Baltimore, Md., on 1200 kc., 250 watts, unlimited time; Nueces Broadcasting Co., Corpus Christi, Tex., on 1500 kc., 250 watts, unlimited time.

Applications have been received for a new station from the Natchez Broadcasting Co., Natchez, Miss., to be operated on 1500 kc., 250 watts; Monroe B. England, North Adams, Mass., to be operated on 1500 kc., 250 watts, unlimited time; Richard Field Lewis, Jr., Winchester, Va., to be operated on 1370 kc., 250 watts, unlimited time.

Construction permits have been granted for new relay broadcasting stations the Amarillo Broadcasting Corp., Amarillo, Tex., Loyola University, New Orleans, La., and Racine Broadcasting Corp., Racine, Wis.

Applications for new high frequency broadcast stations have been received by the FCC from Metropolitan Television Inc., New York, N. Y., The Yankee Network, Inc., Boston, Mass., and Rockford Broadcasters, Inc., Rockford, Ill.

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## SEES COLOR TELEVISION TEST NEW ADVERTISING ERA PEEPHOLE

Seeing it from the significant viewpoint of the retail department store, Ira A. Hirschmann, Vice-President of Bloomingdale's one of the largest establishments in New York City, expresses the greatest enthusiasm for color television and believes it will bring a new era in retail advertising.

"A month ago, in the small, dark laboratories on the fifth floor of the Columbia Broadcasting System building in New York, I sat with a group of gentlemen who were huddled together in front of two television sets", Mr. Hirschman writes in The Department Store Buyer. "The sets were identical in appearance, but there the similarity ended, as I was soon to discover.

"A hand reached up and pulled on the electric cord, and the laboratory was plunged into darkness. Behind a table against the wall the soft, precisely accented English of a man's voice gave instructions to begin and upon the screens of both sets appeared the same title: 'Color Television'.

"But the titles might as well have been in different languages, the screen on the left might better have shown Sanskrit writings or Babylonian hieroglyphs from that point on. For on the screen at the right, following in exciting succession - and in full color - were a series of pictures of luxurious flowers, of laughing girls, of gliding sailboats, of striking fashions - all the rich true colors first given them by nature. . . and returned to them once again, in their brilliant and vivid shades, by color television.

"I can't begin to tell you how impressive the colors were, and how much they added to the clarity and impact of the pictures. This was sharpened by the contrast with exactly the same picture on the other set shown in black and white.

"From the moment the light went out in the room, our attention was divided between the two sets at first, gradually became focused on the color television set. The dull gray and black and white pictures on the left, being shown simultaneously with the color films, seemed almost to characterize its sudden antiquity, its rather out-moded usefulness, its immediate obsolescence, next to the young, arrogant reds, deep blues and yellows of the color movies.

"So here was a revolution done so quietly that it was not until much later that the full effect of the implications of this 'new world' became evident. We who had nodded our heads in somewhat bewildered agreement as to the method's faithfulness in transmitting color, and its clarification of minor detail agreed: 'most amazing thing I've seen in years. By God, it works!'

"The truly significant result of that showing, in my opinion, lies in the simple fact that full color-in-action can now be transmitted over the air, and over wires. That which has been

talked about as a millenium in communication and promotion is suddenly here. And that should be cause for rejoicing, especially for retailers.

"For radio, as we know it today, with its prodigious success in selling goods for manufacturers has never quite been able to make the grade for the retailer. I blame this on the retailer's inability to learn how to use it. Others see in the vocal message alone a barrier which sight of goods alone can overcome.

"Whatever the reason, here was the answer incontrovertible, right in front of my eyes. For seeing is believing, and the colors and fabrics and active use of goods could be seen in motion through this miracle revelation.

"One hesitates to make prophecies, especially in times like these. But if this is not the peep-hole to the new world in retail advertising, I will be greatly mistaken. For unquestionably, bringing the feel and color and active use of merchandise into the home with focused interest should revolutionize the art of selling and propaganda. . . . .

"To those of us in the retail trade, there is more of importance in this successful transmission of color by radio than any previous news of the imminence of television.

"As a department store retailer, our interest in this development should be boundless. The sudden opening of an entirely new vista of ether advertising, in which not only are our garments, our furnishings and equipment, our every product able to be shown the consumer in black and white pictures, but the added value of showing those products in their original true colors, will bring a new advertising era to the retailer.

"As a consumer your interest in that addition to your entertainment can be estimated in financial terms. It is estimated that it will cost but thirty dollars extra to equip a standard (\$300) television receiving set with this attachment. A small figure for unlimited improvement in entertainment.

"All this, of course, is in the future. The transmission of color films has been accomplished, but the next and greater steps, as I have said, are ahead.

"Color television actually is now in the fourth of five stages of laboratory development. The first was application of the optical and electronic formula to the practical problem; the second involved joining of motion to color; third was adaption of a standard black-and-white television receiver with a nine-inch tube to receive color, and fourth, an actual test of the color system on the air.

"Work on this problem is being carried on, and it is hoped that before January 1st 'live' pick-ups will have been successfully demonstrated. This phase of the work may require, however, the development of pick-up tubes not yet available, and may therefore require the cooperation of manufacturers who specialize in this field.

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NOTE - DUE TO THE FACT THAT THE GOVERNMENT OFFICES ARE TO BE CLOSED ON ARMISTICE DAY, THERE WILL BE NO ISSUE OF THE HEINL SERVICE ON TUESDAY, NOVEMBER 12.

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## NO ELECTION DILLY-DALLYING FOR DILL

Former Senator Clarence C. Dill, Democrat, co-author of the Dill-White radio law, and for years one of the leading radio legislators in the Capitol, met with the fiercest opposition in his entire career, and possibly defeat in his fight for Governor of the State of Washington. He ran against Mayor Arthur B. Langlie, Republican, Mayor of Seattle.

According to latest reports with only 44 precincts missing, Mayor Langlie's vote was 373,483, and Senator Dill's 371,372. Mr. Dill had previously served two terms in Congress and two in the Senate.

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## SEES FCC TRYING TO FAVOR LEWIS

Alan Barth writes in the McClure Newspaper Syndicate:

"John L. Lewis has lodged a vigorous protest with the Federal Communications Commission against the refusal of radio station KYA, San Francisco, to renew a broadcasting contract held for the past two years by the C.I.O. Despite Lewis' recent radio blast at F.D.R. and the New Deal, FCC insiders reveal that they're doing all they can to back him up.

"The radio station has ducked out of carrying the C.I.O. program on the ground that it's controversial and therefore banned from purchased time by the code of the National Association of Broadcasters. Despite a public statement by FCC officials that the agency has no power to interfere in such a situation, some of the Commission's top legal sharps are trying earnestly to find some way of keeping the labor program on the air. It's a test case and if the KYA ruling prevails, the labor point of view is liable to be barred by all stations.

"Those in sympathy with Lewis' protest point out that presentation of the employers' point of view in broadcasts must be equally controversial. To be logical, stations ought to ban also the Ford Sunday Hour, for example, which presents a talk on industry by William J. Cameron. If stations won't sell radio time to labor, they may be required to give it gratis as one side of a controversial picture."

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: : : TRADE NOTES : : :  
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The Federal Communications Commission has granted Station WMBG in Richmond, Va., a license to cover a construction permit which authorized installation of new auxiliary transmitter and increase in power to 1 KW, for emergency use only, directional antenna day and night, 1350 kilocycles.

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Listeners in the Greenwood and Jackson areas of Mississippi are receiving increased service with the addition of Station WGRM, Greenwood and WSLI, Jackson, as members of the NBC Blue Southern group. This makes a total of 206 NBC affiliates.

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Station W2XWV, Allen B. Dumont Labs., Inc., New York City, has been granted extension of special temporary authority to operate a 50-watt television transmitter on frequencies 60000-86000 kc., for the period Nov. 10 to Dec. 9, in order to conduct field tests.

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Dr. Thomas F. Anderson, University of Wisconsin Chemistry instructor, has been named by a committee of distinguished scientists to receive the RCA Electron Microscope Fellowship. Dr. Anderson, a native of Manitowoc, Wis., took his Bachelor of Science degree at the California Institute of Technology in 1932.

In collaboration with the RCA Fellowship Committee, by whom he was appointed, Dr. Anderson is devoting a year to research with the electron microscope which was recently developed in the RCA research laboratories, and has now been made available for research workers in every field. With the new electron microscope, it is possible to obtain useful magnification of objects up to 100,000 diameters. With optical microscopes the useful magnification of objects is limited to 1500 diameters with ordinary light, and to 2500 diameters with ultra-violet light.

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After operating an amplitude modulated emergency communications system for five years, the City of Nashville has ordered a complete FM system from the General Electric Company.

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A WMCA engineer got seasick the other day climbing up the 325-foot tower of WMCA's new antenna system at Kearny, N.J., to check the pilot beacon which is used to warn approaching aircraft. The towers (there are three of them) have a two-foot sway and are built to resist winds of hurricane velocity. Each weighs approximately 48,000 pounds and rests on insulators weighing 75 pounds.

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## 7000 AT WGY FARM FORUM

Rural electrification, improved roads and other advances make the farmer of today happier than the farmer of 1925, speakers told 7000 persons at the fifteenth anniversary celebration of the WGY Farm Forum, a pioneer General Electric radio program, in Schenectady, N.Y., held recently.

The crowd paid its way to the event by bringing five tons of food, mostly potatoes and apples, for donation to State charities.

"When the problems of rural electrification were first projected on this program", said Charles E. Wilson, President of General Electric, "it is estimated that there were approximately 205,000 electrified farms in the United States. Today estimates range from 1,800,000 to 2,000,000.

"But important as its part has been, electrification has been only one element contributing to the betterment of farm living and to the advancement of agriculture. During the past fifteen years and notwithstanding the disastrous effects of depression and a world at war, both agriculture and industry have made advances, each to the advantage of the other. We all know that there is much more progress to come."

Wheeler McMillen, editor of the Farm Journal and Farmer's Wife, said fifteen times as many farmers have radio sets as in 1925, and that a million more automobiles are owned by farmers.

Niles Trammell, President of the National Broadcasting Company, explained how radio has helped end rural isolation and predicted that with television "the possibilities of service will increase and the link between city and farm which radio has forged through the air will become even stronger."

Other speakers were Frank E. Mullen, NBC Vice President; Dr. Hugh P. Baker, President of Massachusetts State College; Jared Van Wagenen, Jr., Lawyersville, N.Y., and Ed W. Mitchell of WGY. Greetings were received from President Roosevelt, Governor Lehman of New York, Governor Aiken of Vermont, the Secretary of Agriculture, and others.

Emerson Markham, in charge of General Electric's agricultural broadcasting, and his staff welcomed the crowd. After contributing their own food to charity, the 7000 visitors were luncheon guests of General Electric.

The program included demonstrations of television, frequency modulation, radio transmission, and the latest farm electrical equipment.

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