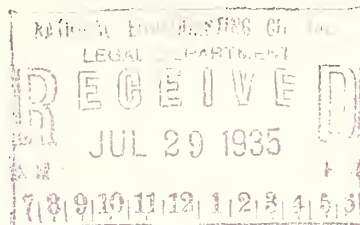


# HEINL RADIO BUSINESS LETTER

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No. 846

## LONESOME LABRADORIANS INSPIRED MC DONALD'S WINCHARGER

Back in the Spring of 1923 when Commander E. F. McDonald, Jr., of Chicago, accompanied Commander Donald B. MacMillan, the Arctic Explorer, as far as Labrador, he saw how desperately lonely the people of that country were, separated eight months of the year entirely from communication with the outside world except for the code radio transmitters of the Marconi Company, located at Battle Harbor, Labrador.

Commander McDonald had shipped as one of MacMillan's crew on the "Bowdoin". Two years later he returned to the North with MacMillan and this time was in command of the "Peary". Recalling the loneliness of the Labradorians, Commander McDonald took a number of battery operated radio sets with him which he gave to the missionaries and the governors along the Labrador and Greenland coast. Mr. McDonald also presented the delighted recipients with a good supply of dry batteries, which did not deteriorate rapidly in the extreme cold country.

About eight months after he returned he started getting letters from the people from the north when the first mails came out. There were two or three letters from each one to whom he had given a radio set. The first letters that they mailed told him of the wonderful pleasure they were receiving thru the entertainment and news that was coming in to them in their isolated homes during the long winter nights.

"But the letters which they mailed later told me of how they missed their radio now that their batteries were worn out", Commander McDonald said. "I then realized what an injustice I had done to those people by introducing radio when they would be deprived of them in a short time because of the lack of batteries."

Then and there McDonald, who is the President of the Zenith Radio Corporation, began trying to devise a radio set that would operate without dry batteries of any kind and without the necessity of sending storage batteries out to be charged, especially where there were no facilities.

"When I went down to the Galapagos Islands, later, where a number of people lived and where they have no electric power, I still didn't have the answer as to how the natives could recharge their batteries", Commander McDonald went on, "and because of my experience in Greenland, I did not take any radio sets with me, to give away to those people because I knew the injustice that I would do."

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Being a sailor, incidentally the owner of the "Mizpah", said to be the finest yacht on the Great Lakes, and upon which "Amos 'n' Andy" are frequent guests when they want a real rest, Mr. McDonald naturally followed weather and wind conditions closely. Suddenly, one day the idea came to him wherever people live in the world, there is at one time or another wind, so why not rig up a little wind-mill to recharge the radio batteries? It seemed too simple a solution for so complex a problem yet it was exactly along these lines that he worked.

After solving the mechanical difficulties insofar as a wind-mill operated radio set was concerned, Commander McDonald turned to a large manufacturer of wind-mills who offered to supply radio listeners with a special little wind-mill adapted to that type of radio sets, which Mr. McDonald later had trade-marked as the "Wincharger". While it was the natives of far off Labrador who had inspired the innovation, the great sales possibilities, of course, centered on the farm listeners who are without electricity who could thus secure long distance radio for the very little cost of recharging.

Commander McDonald declared that he found the old style battery radios cost from \$50 to \$95 a year whereas with the wind-mill recharging device, a radio could be run 10 hours a day, every day at a cost of not over 50¢ a year. Furthermore the windmill sells for only \$10 and this purchase is made direct from the wind-mill manufacturer, out of which McDonald gets no profit, whereas a set of new batteries costs \$12.00. A light wind charges the battery but a gale can't overcharge it because of a self cutoff generator.

The Chicago manufacturer says that the idea of getting power from the air from a little windmill on the roof with airplane type of propeller, strongly appeals to the farmers and appears to be a solution of that heretofore baffling question.

Mr. McDonald related an amusing incident showing how quickly a farmer's interest was aroused by the device. One of the salesmen had rigged up a windmill on the tonneau of his automobile and the farmer remarked, "Does that fool think that little wind-mill will help increase the speed of the automobile?" However, the windmill was put on the auto for an entirely different purpose. If there is no wind at the time the salesman calls on the farmer, the latter is asked to jump in the automobile for a little ride at which time he can watch the generator indicator charge a battery as the windmill operates through the motion of the speed of the automobile.

"One hundred and fifty million dollars' worth of free entertainment goes over the roof of every farmer every year and now those who have no electrical facilities will be able to enjoy it just as cheaply and as conveniently as those who have", Commander McDonald said in conclusion. "Likewise with their batteries always



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up to concert pitch, they can also tune in on London, Paris and Berlin on the shortwaves just the same as anybody else. I believe the little windmill device will not only be a boon to the farmers everywhere but also an untold blessing to the neglected and lonely in isolated countries all over the world."

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#### TERRE HAUTE STRIKE CLOSES NEWSPAPERS BUT NOT RADIO STATIONS

In the general strike at Terre Haute, Ind., both the local newspapers, the Terre Haute Star and the Terre Haute Tribune, suspended publication giving as their reason, fear of strike sympathizer sympathy. It therefore remained for the local broadcasting station WBOW to flash to the city the first news that the strike had been settled after State troops had been moved into the city.

T. N. Taylor, former President of the Indiana State Federation of Labor, and now an organizer of the American Federation of Labor, said that certain remarks which he had proposed to make over station WBOW, (the initials of which stand for "On the Banks of the Wabash") had been censored by Maj. Earl E. Weimar, of the National Guard. In the speech calling the general strike, Taylor criticized the attitude of Mayor Sam Beecher, and the local administration in their handling of the situation. Such references he was compelled to omit.

Terre Haute is the home of the late Eugene V. Debs, National Socialist leader, after which Station WEVD, in New York City is named. It was perhaps the first radio station in the world to be erected as a memorial to an individual.

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#### CROSLEY FILES INCOME TAX APPEAL

Powel Crosley, Jr., of Cincinnati, President of the Crosley Radio Corporation, filed an appeal with the U. S. Board of Tax Appeals in Washington because of alleged overassessment of income taxes totalling \$48,391.47. This includes \$41,877.86 for 1929 and \$6,513.61 for 1930.

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## WARSAW MEETING OF THE INTERNATIONAL BROADCASTING UNION

The International Broadcasting Union under the Presidency of Vice-Admiral Sir Charles Carpendale (Great Britain) has concluded at Warsaw its annual summer meeting. Representatives of broadcasting organizations in 22 European states, and also in the United States of America, were present. It was stated during the course of the session that the continued growth of interest in broadcasting was such, that the potential audience of listeners had reached at least 200 millions at the beginning of June.

The new President of the Union, elected by the new Council, is M. Maurice Rambert, Administrateur-Delégue of the Swiss national broadcasting organization known as the Société Suisse de Radiodiffusion.

Other newcomers to office within the Union are: Vice-Presidencies: Dr. K. von Boeckmann, Intendant of the shortwave transmissions of the German broadcasting organization; M. Sigismond Chamiec (Director-General of Polskie Radio, Poland); M. Gustav Reuterswärd, Director-General of the Swedish broadcasting organization, Stockholm. M.M. Pellenc, Inspector-General of Radiodiffusion in the French Administration of Posts, Telegraphs, and Telephones, retains his place during 1935-1936 as a Vice-President of the Union.

Amongst the decisions taken by the International Broadcasting Union at Warsaw was one to invite National and International groups of broadcasting organizations in all countries to a preliminary Inter-Continental Conference in 1936. Paris has been chosen for this preliminary meeting.

Another decision of the International Broadcasting Union has been the institution of what is to be known as "C onferences internationales de l'Union Internationale de Radiodiffusion". It is proposed by means of these discourses - a limited number of which will be radiated internationally each year - to establish direct contact between the greatest contemporary leaders in science and art and the listeners to the programmes radiated by members of the Union.

The International Broadcasting Union also decided to collaborate in such international studies as may be made by the newly created "Association internationale des Loisirs des Travailleurs" in connection with the part that can be played by broadcasting in this new and important question of the leisure hours of workers. It also discussed possible methods of collaboration with the International Institute for Intellectual Cooperation (Paris) in certain official broadcasting studies assigned to that Institute, and with the International Educational Cinematographic Institute (Rome) in the field of Television.

Plans were discussed for an enlargement of the Union's technical laboratory and Central Observation Post at Brussels, so

as to permit of an extension of the nightly observations made upon the technical performances of the European (and certain Transatlantic broadcasting stations), both in the field of stability and of modulation - which latter factor has great influence on the quality of the transmission of a broadcasting station and on those of its neighbors.

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### FREDERIC WILLIAM WILE, JR., FACES \$75,000 SUIT

Charging he had been illegally committed to the psychopathic ward at Bellevue Hospital, in New York, 25-year-old Samuel Lasher, once conductor of a gossip column of the air, brought suit for \$75,000 today against Frederic William Wile, jr., son of the radio and newspaper political commentator.

"Imagine my predicament," Lasher declared through his lawyer, Jay Emanuel, "when I told doctors I wasn't insane and they answered, 'You all say that'".

Lasher said his troubles began in July, 1934, when he was discharged by the Columbia broadcasting system for whom he had conducted a gossip column. He declares he went to consult Wile who had a policeman take him directly to Bellevue.

Wile, through his attorney, has entered a general denial of the charges. He was formerly connected with the publicity department of Columbia but later went to the radio department of an advertising agency.

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### STEPHENS NAMED ASSOCIATE JUSTICE OF D.C. COURT OF APPEALS

Harold M. Stephens, of Utah, who was named Assistant to the Attorney General only three weeks ago, has been nominated by President Roosevelt for Associate Justice of the Court of Appeals for the District of Columbia. This is the court which passes upon appeals in radio cases, and friends of Judge E. O. Sykes, Chairman of the Broadcast Division of the Federal Communications Commission, sought this position for him.

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## 75% IMPROVEMENT IN RADIO COPY SEEN BY FTC

Quality and truthfulness of radio advertising continuities is seen as improved 75% during the past year. E. J. Adams, chairman of Federal Trade Commission's special board of investigation, reveals that not more than 10,000 of nearly 500,000 continuities examined from July 1, 1934 to July 1, 1935 contained statements or claims subject to severe criticism.

Speaking at the height of the Communications Commission drive to force objectionable programs off the air, the F.T.C. executive told Variety that outright misrepresentation of products and duping of the public has been reduced to an almost negligible point through joint efforts of the broadcasting industry and the government agency.

Although restricted solely to the field of unfair competitive practices and lacking authority to criticize either the volume of commercial patter or advertising which is merely offensive to good taste, the F.T.C. feels that substantial headway has been made during the past year in cleaning up radio programs and correcting most serious vices which caused the agency to begin riding herd on broadcasters.

Although lacking exact figures, Adams said it was probable that not more than 100 stipulations -- agreements between the Commish and advertisers to quit objectionable practices -- were necessary to clean up troublesome cases.

Throwing light on the agency's standards and possibly showing the way for broadcasters to pacify the Communications Commission, Adams said that puffing through the use of opinions -- whether those of the manufacturer or of customers -- has been held permissible and in conformity with the law but that factual statements which cannot be 100% supported by the advertiser are being outlawed as misleading and deceptive.

"For example, if a radio announcer declares that something is the best or finest product of its kind, we regard that as a matter of opinion and not an unfair method of competition," Adams explained. "But if an announcer says that some shoe is made of whole leather when examination shows this is not the case that is misrepresentation and a violation of the law."

Quack medical products, impure cosmetics, and similar products give the Commission greatest concern, but steady progress is being made in reducing the amount of vicious patter used to advertise such commodities.

Broadcasters, like publishers, are not made defendants in any proceedings as long as they co-operate, and on the other hand are furnished information which, while not specifically advising any policy, are intended to help in deciding whether to carry or to refuse certain types of advertising. But if a broadcaster should decline to observe Commission rulings, "then we would make him a



co-respondent," Adams warned.

Minor difficulty has been encountered with astrologers and other star gazers, Adams said, placing substantial responsibility for programs of this nature on station managers. Broadcasters are deficient when they permit "rank amateurs" to pose as experts, he said, while most of the programs are illegal from the Commission viewpoint since they involve misrepresentation of booklets or gadgets offered for sale.

Although the big stations are not "entirely pure", most persistent cases involve small, obscure transmitters, Commission has found, particularly in recent months. A small proportion of the small station, Adams commented, are "very careless in criticizing copy submitted to them."

System of calling for continuities from different zones at variable periods is working satisfactorily and probably will continue. No changes in method of procedure are expected, Adams said, noting that chains are steadily forwarding continuities and virtually all commercial stations are responding readily to the periodical summons for transcripts.

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#### FCC EXAMINER RECOMMENDS GRANTING OF LICENSES

An Examiner of the Federal Communications Commission has recommended that the application of the Lake Region Broadcasting Company, of Lakeland, Florida, for a 100-watt station on 1310 kc. be granted. Also that of G. D. Goff, Tampa, Florida, for the same power station on 1500 kc. and Hazelwood, Inc., of West Palm Beach, Fla., 100 station on 1200 kc.

The Examiner reported ~~unfavorably~~ on the application of H. K. Glass and M. C. Kirkland, of Eustis, Florida, for a 100 watt station on 1310 kc. and Robert Louis Sanders, of Palm Beach, Fla. for a 100 watt station on 1420 kc.

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#### DEFENDS RADIO'S FAIRNESS

When questioned by Representative Michenor of Michigan when testifying before the Judiciary Committee of the House, Representative Wright Patman of Texas had a good word to say for the fairness of radio when it came to presenting both sides of a public question to the people. It occurred when Mr. Patman was discussing what he declared was the control of the disseminations.

Mr. Patman said, "There has been organized what is known as the American Retail Federation. Ordinarily you would think it was harmless; that it did not mean anything; that it was

just some big concerns getting together for the purpose of protecting their own interests with the Government. That was on the surface. But when you look into it a little bit you discover it is a group of 28 people who are really behind this organization and represent \$40,000,000 worth of advertising annually in this Nation; and those 28 people can get together and almost control the means of communication. I do not mean to say every newspaper is going to be subservient to the advertisers' will; I do not charge that. We have some good newspapers in this country that are independent and do what they want to; but, at the same time, where newspapers are dependent upon advertising from just a few people for their receipts and this advertising bill determines whether they stay in business or go out of business, I suspect it has a little weight on their editorial policy. Therefore, when this food group and other groups get together and control such an enormous amount of advertising, they in a way, and to a certain extent at least, partially I will say, control the means of communication in this country. And when they do that, you are not going to get all the truth and all the facts to the people; you are going to get colored information to them and biased information."

"How are you going to help a thing like that?" Mr. Michenor inquired. "Take your radio: One group can talk on the holding bill, on one side or the other, and they can talk every night on it, and, if a fellow wants to hear one side, and the fellow wants to pay for it, he pays for the thing he wants to say, and the people only have the one side of it. How are you going to stop that?"

"To a certain extent the radio has been very fair," Mr. Patman replied. "In fact, I think they are fairer than any other means of communication. They have given both sides an opportunity to be heard on their free-time periods. But when it comes to paying for this time only the large concerns can afford to pay for time; the small concerns cannot afford to pay for time. But I think the radio has been pretty fair and pretty liberal with everybody on every viewpoint that they had. Where it was of national public interest I think the radio companies have been mighty fair. But you cannot say that about all the newspapers of the country. I know in one place in this country that several thousand dollars' worth of furniture ads were put in every Friday, and one day this newspaper man was told, 'Now, you do so-and-so; if you don't these furniture ads won't be in your paper any more.' He was an independent newspaper man, and he was not going to be browbeaten in any such manner as that, or intimidated, and he said, 'I am not going to do it', and they kept those furniture ads out, and that man came mighty near going broke before he put those furniture ads back. That is only one little illustration. I do not say it is a general rule, but it can be done when a few large concerns control so much advertising in this country -- control the means of communication."

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## TELEVISION CABLE AUTHORIZATION VICTORY FOR A.T.&T.

The ease with which the American Telephone & Telegraph Company overcame the opposition of the telegraph companies and won over the Federal Communications Commission in securing permission to install a coaxial cable between New York and Philadelphia for experimental television and multiple telegraph service, was almost a personal triumph for Dr. F. B. Jewett, Vice-President of the Telephone Company and one of the world's outstanding research experts. Dr. Jewett was the principal witness but proved so convincing that before he had completed his testimony, the Western Union and Postal announced the withdrawal of their opposition.

The Commission in granting an experimental license for the coaxial cable made it a condition that all parties having an interest in the transmission of television images should have access to use of the cable during the experiment.

"The commission is of the opinion that the petitioners can not monopolize the experimental advantages, features and uses of the coaxial cable to the disadvantage, exclusion and detriment of other parties," the announcement said.

The cable will transmit at the same time 240 telephone messages in each direction, or 2,400 simultaneous telegraph messages. Television images can be transmitted when the cables are not otherwise in use, but not when voice or electric impulses are being transmitted.

It was said that if sufficient transmitting and receiving devices could be supplied that an entire Sunday edition of the New York Times could be transmitted over this one cable by telegraph in 7 minutes.

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## CAPITAL TOO COOL FOR THE JUDGE

One day last week in Washington when the temperature was around 100 and they were frying eggs on Pennsylvania Avenue, Judge E. O. Sykes, Chairman of the Broadcast Division of the Federal Communications Commission, was encountered looking cool as a cucumber.

"I don't think this is so hot", said Sykes, who hails from Mississippi. "In fact it seems to me that it has been a little cool lately. Now that it is warming up a trifle, I am just beginning to feel at home."

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FORMER MUSIC DIVISION HEAD PROTESTS DUFFY BILL

Carl Engel, former head of the Music Division of the Library of Congress and now President of G. S. Schirmer, Inc., New York, wrote the following letter to Senator Robert Wagner of N.Y.:

"May I take the liberty of adding my emphatic protest to the many others that must have reached you with respect to United States Senate bill 3047, purporting to amend the copyright law?

"My point of view is not biased. While at the head of one of the foremost and of one of the oldest music publishing houses in America, and I am also as a professional musician and writer of music, and as such I am eminently concerned with the fate of the composer and author.

"I am whole-heartedly in favor of our joining the Rome convention, but not at the price of a law that aims at the spoliation of the makers of music to the wholly disproportionate advantage of the users of music.

"In my 12 years (1922-34) as chief of the Music Division in the Library of Congress I have had ample opportunity to form the highest regard for the integrity and wisdom of the former Register of Copyright, Mr. Thorvald Solberg, and of his able successor, Mr. William L. Brown. But if, as I understand, the Copyright Office lent a hand in the drafting of this bill I fear that it has too readily yielded to the false counsel and misrepresentations of obviously interested parties.

"The situation has been most clearly and convincingly set forth in a brief by Mr. Nathan Burkan -- one of the best minds we have on copyright matters -- which he prepared on behalf of the American Society of Composers, Authors, and Publishers. May I recommend Mr. Burkan's brief to your careful and sympathetic study?

"I feel that I am not appealing in vain to your sense of justice, when I ask you to help in preventing the passage of a bill that is the child by marriage between unreason and unfairness."

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## APPLICATIONS GRANTED BY BROADCAST DIVISION OF FCC

KSVO, The Ardmorite Pub. Co. Inc., Ardmore, Okla., mod. of CP authorizing transmitter site and antenna system, and to make changes in eqpt; WMPC, The First Methodist Protestant Church, Lapeer, Mich., license to cover CP authorizing installation of new equipment and increase in day power to 250 watts; 1200 kc, 100 w. night, specified hours; WMFO, James R. Doss, Jr., Decatur, Alabama, license to cover CP as modified for new station to operate on 1370 kc, 100 watts; daytime only; KFAB, KFAB Broadcasting Co., Lincoln, Neb., extension of special exp. Authority to operate synchronously with WBBM after sunset for a period beginning Aug. 1, 1935 and ending January 31, 1936; present assignment, 770 kc, 5 KW night and day. S-WBBM during night, simultaneously day with WBBM.

Also, WBBM/<sup>Chicago, Ill.</sup> extension of special exp. authorization to operate synchronously with KFAB after sunset for a period beginning Aug. 1, 1935 and ending Jan. 31, 1936. Present assignment 770 kc, 25 KW night and day. (CP for 50 KW night and day). Hours of operation: Simul-Day KFAB, Share KFAB night; Puget Sound Broadcasting Co. Inc., CP for broadcast pickup station, temp. service, for rebroadcasting events over station KVI; freqs. 1646, 2090, 2190 and 2830 kc; 40 w; National Broadcasting Co. Inc., Portable-Mobile, CP for new gen. exp. station to be used as broadcast pickup station, on experimental basis; freqs. 3100, 34600, 37600 and 40600 kc; 25 watts; also license covering same for period ending Oct. 1, 1936; WCFL, Chicago Federation of Labor, Chicago, Ill., spec. temp. authority to use present licensed main transmitter as auxiliary during program test period, but for a period not to exceed 10 days.

Also, WSUI, State University of Iowa, Iowa City, Ia. special temp. authority to operate a minimum of five hours daily, instead of unlimited time as at present licensed, but for the period beginning Aug. 23, 1935 and ending not later than Sept. 3, 1935, in order to observe school summer vacation period; KNOW, Kut Broadcasting Co., Austin, Texas, extension of special temp. auth. to use W.E. 8 -B transmitter with special modulation eqpt. for broadcasting without an approved freq. monitor, at Norwood Bldg. Austin, Tex., using a special antenna, power of 50 w. for period beginning Aug. 1, and ending not later than Aug. 31, 1935; WABI, Community Broadcasting Service, Bangor, Maine, special temp. auth. to operate from 2 to 6 PM EDST, Aug. 19, 20, 21, 22, 23 and 24, 1935, in order to broadcast reports of racing and other activities direct from fair grounds at the Bangor Fair; WICC, Southern Conn. Broadcasting Corp., Bridgeport, Conn., special temp. auth. to operate unlimited time for period beginning July 27 and ending not later than Aug 25, 1935, in order to permit WCAC to observe school summer recess; WGNY, Peter Goelet, Chester Township, N.Y., special temp. auth. to operate simultaneously; with WGBB from 1:30 to 3 P.M.; with WFAS from 3 to 5 PM, and with WDRB from 5 to 6 PM, EDST, Aug. 14, 1935; with WFAS from 1:30 to 5 PM, and with WDRB from 5 to 6 PM. EDST, Aug. 15, in order to broadcast Hambletenian Races at Goshen, N.Y.