

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

**CONFIDENTIAL — Not for Publication**

ALA  
Es  
Hall

INDEX TO ISSUE OF MAY 19, 1936.

McDonald's Role In Galapagos Island Rescue Recounted.....	2
House Committee Debates Food and Drugs Bill.....	5✓
Brooklyn Case Rehearing Is Again Postponed.....	5
KVOS Wins Supreme Court Review; Fights For License.....	6
Copyright Bill Still Buried; NAB Director Unnamed.....	6✓
CBS Leads Networks In Time Sales For April.....	6
"Queen Mary" Carries Mammoth Communication Center.....	7
New Device Records 18 Hour Program For \$4.....	9-
Children Critical Of Certain Commercial Programs.....	10
Distributors Of Four Radio Manufacturers Meet.....	11
Congressman's Son Wins Station For Texas Town.....	11-
Radio Telegraphists Denied CTA Membership.....	12
Industry Notes.....	12

No. 929

1937.  
g L C M

May 19, 1936.

## MCDONALD'S ROLE IN GALAPAGOS ISLAND RESCUE RECOUNTED

It is rare when a radio manufacturer has the opportunity for a great romantic adventure, and it is rarer still when that adventure attracts world-wide attention and eventually finds its way into a book.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, had such an experience, however, and the story of it was published this month in "Satan Came to Eden", by Dore Strauch (Harper Bros., price \$3.00).

Recounting the rescue of the strange three-some from a Galapagos Island several years ago, the book contains a foreword by Commander McDonald, whose yacht the "Mizpah", was the first to reach the desert isle and from which word of the unique inhabitants flashed over the world to become an international sensation.

When Commander McDonald made the discovery in 1930, Dr. Frederick Ritter, companion of Dore Strauch, was still alive. It is her story of the tragedy that followed, due to the mysterious baroness who had gone to the island with a retinue of young men, as told to Walter Brockmann, that forms the book.

The role that Commander McDonald played in this strange adventure is best shown by the following from his preface to the book:

"While on a cruise to the South Seas on my yacht 'Mizpah' in the winter of 1930, I put in for a day or so at Post Office Bay on the rocky coast of Floreana, or Charles, Island in the Galapagos group. This island, just a few miles south of the equator, was supposed to be uninhabited. The bay was empty. A barrel, which has served this part of the Pacific as an unofficial post-office since early whaling-days, stood on the shore. I had heard of this famous barrel, so went ashore with my guests to investigate. In the barrel we found a note in German directed to the master of any vessel that might anchor. Two people were on the island, we learned from the note. They were short of food and had been forced to move inland for water. One of them was injured. They requested the master to sound his whistle or fire a gun and they would come to the shore. We blew our whistles and sirens, fired our one-pounder, and played our searchlight over the island during that first night, but no one appeared.

"The following morning I organized four searching-parties made up of my guests and ship's officers and started them out in different directions to search the island. One of my searching-parties headed by Baker Brownell of the Northwestern University



faculty, who incidentally was the only man among my guests who knew German, found Dr. Frederick Ritter and Dore Strauch. They were well inland, about an hour's march on a faint trail through the desert brush and over broken lava rock, but had heard our gun and were headed towards the shore. They were dressed in ragged clothes and their shoes were cut to pieces by the rocks. They greeted joyfully the little group headed by Mr. Brownell.

"Mr. Brownell brought them out aboard the yacht. We had a long talk with them and got part of their story. They had come to the island about five months before, well supplied with food, but they had been forced to move inland to the mountains because of the shortage of water. They had left most of their stores in a cache near the beach. These stores had been stolen by men from some vessel, perhaps a fishing-boat. Without medicines or antiseptics, with no guns, very few tools and almost no food, Dr. Ritter and Dore were in a bad way. She had fallen on the sharp lava rocks and had cut her knee to the bone. This almost disabled her. He had injured his arm and side in a fall through the branches of a tree. The red-bearded doctor, about forty years old, and the young and beautiful girl could probably not have kept going much longer. We gave them enough supplies for a year or more - food, medicines, tools, a rifle, pickaxes, shovels, even dynamite, for among our other adventures we had been digging for treasure on Cocos Island; and then we sailed away.

"As we left the island I sent a radiogram from my yacht to Jim Foster of the Associated Press, telling him of our experience. This was the first news that came to civilization from the Galapagos Islands about the Ritters. By giving this first news I unintentionally started the avalanche of publicity that has fallen on the Ritters through the past five years. After weeks of cruising with my six guests, U. J. Herrmann, Charles Hanna, John Lock, Baker Brownell, George Fox, and L. G. Fitzgerald, and the crew of the 'Mizpah' among lonely island of the Caribbean and the tropical Pacific, this seemed a bit of harmless news. Of the public attention that followed and its eventual effect on the Ritters there was no foretelling.

"Then came Dr. Ritter's tragic and still mysterious death and Dore Strauch's return to Germany. I urged her to set down the account of her experiences on the island and her brave life with the man for whom she left home and friends. She has a marvelous story to tell. It is far stranger and more fascinating than many an imagined tale of adventure."

The gratitude which Dr. Ritter and Dore Strauch felt for their rescuers is apparent in a chapter titled "Mizpah" in which the latter describes the arrival of the yacht.

Describing her first meeting with Commander McDonald, she said:

"I do not know whether it was because Commander McDonald happened to arrive just at the moment of our direct need, so that he seemed to me, at least, to have been sent direct from Heaven, but he left an unforgettable memory behind him. His kindness was so tactful and he showed such sincere interest for the human side

of our experiment, that although we only knew him for an hour or so, we thought of him as a real friend. As time went on we came to have a considerable correspondence with the outside world, but there were no letters that we received with greater pleasure or looked forward to more eagerly than those from Commander McDonald.

"Only those who believe in blind chance and accident could think that our encounter with Commander McDonald was fortuitous. I know that this was not so, but that a role in our strange story had been allotted to him as definitely and as clearly as to ourselves. For other visitors had come and gone without consequences of our meeting, but through this meeting with Commander McDonald we were to become known to the world. The secret of Friedo was given to the world through him, and in that moment our drama reached a turning-point, perhaps through his unconscious participation in it.

"We spent the whole afternoon aboard the 'Mizpah', enjoying the generous hospitality of our host. When we told him of our fear of the robbers we thought were still concealed on Floreana, he showed us his own rapid-fire rifle. It looked to me so terribly efficient an instrument of destruction that I said I now could easily believe that he came from Chicago, where such things, so we had heard, were put to daily use by ordinary citizens. Commander McDonald listened with great interest to the description of our fight against the jungle, and when Frederick said it would have saved us literally months of labor if we had only been able to blast the ground clear, the Commander said that he could give us all the dynamite we needed, as well as implements which would greatly lighten our toil. He told us that he had just come down from treasure-hunting on the Cocos Island, for which purpose he had put a supply of explosives on board. Unfortunately the party had had no luck in their romantic search, but certainly the luck was ours in inheriting their surplus storage of dynamite. Commander McDonald also gave us a gun, not such a terrifying one as his, but still sufficient for our needs.

"Later in the afternoon the owner of the black yacht, with his wife and several of their party, came over to the 'Mizpah' for a visit. This was Mr. Julius Fleischman. He confirmed what we had heard before, that the Galapagos Islands were a favorite cruising-place for American yachtsmen.

"That day was a day of real deliverance and happiness. We were almost ashamed to leave the hospitable 'Mizpah' with all the things Commander McDonald had insisted upon our taking with us - picks and shovel, all kinds of tools, the fine shotgun, soap (which was my most essential need), and any quantity of food-stuffs. As we were about to leave, the black yacht sent out a motorboat with a further lavish supply of things for us, and when Frederick and I landed on the beach with all these gifts we felt like the children in the old fairy tale who had a dream of Christmas and woke up to find it all come true."

X X X X X X X X X



5/19/36

## HOUSE COMMITTEE DEBATES FOOD AND DRUGS BILL

The House Interstate and Foreign Commerce Committee this week was holding executive sessions on the revised Copeland Food and Drugs Bill which was reported by a sub-committee, and it was expected the measure will reach the floor in time for a vote at this session. Whether the House will approve it, and whether Senate and House differences can be adjusted, are conjectural.

The Food and Drug Bill is of vital interest to the broadcasting industry as about 30 per cent of radio's gross revenue, or some \$25,000,000 in time sales, can be traced to manufacturers of food, drugs and cosmetics.

While the Wheeler-Rayburn bill to broaden the scope of the Federal Trade Commission is before the same committee, it is doubtful whether it will be reported at this session.

X X X X X X X X

## BROOKLYN CASE REHEARING IS AGAIN POSTPONED

Previously postponed twice, the so-called "Brooklyn case" rehearing was deferred until September 9th by the Federal Communications Commission on May 18th upon request of one of the participants.

After the FCC had met en banc to hear the complicated case, Chairman Anning S. Prall read a telegram from M. Preston Goodfellow, President of the Brooklyn Daily Eagle, who explained that his principal witness, W. Burgess Nesbitt, was confined in a hospital at Tucson, Ariz., with a broken leg. He asked continuance until September 9th.

Fourteen applications have been combined in the case that was decided once by the FCC only to be reopened when political pressure was applied.

The FCC previously had ordered the deletion of WLTH, WARD and WVFV, an increase in time for WBBC, and a new construction permit for the Brooklyn Daily Eagle to share WBBC's channel.

X X X X X X X X X

## KVOS WINS SUPREME COURT REVIEW; FIGHTS FOR LICENSE

Station KVOS, Bellingham, Wash., whose fight over news broadcasts with the Associated Press is being watched by both the broadcasting and the publishing industries, on May 18th won another round with the press association when the United States Supreme Court agreed to review the "news piracy" case.

At the same time the station opened a fight before an Examiner of the Federal Communications Commission for renewal of its license. Charging a political plot to put KVOS off the air, witnesses described the progressive-conservative tug-of-war in Washington.

The score in the "news piracy" case is 1 and 1. The Federal District Court ruled in favor of the station when the Associated Press applied for an injunction to prevent the broadcasting of news items from member papers. Then the Ninth Circuit Court of Appeals reversed the lower court.

X X X X X X X X

## COPYRIGHT BILL STILL BURIED; NAB DIRECTOR UNNAMED

Copyright matters were at a standstill early this week as the special sub-committee of the House Patents Committee appeared deadlocked on copyright legislation, and James W. Baldwin, Managing Director of the National Association of Broadcasters, stated he would not select a Director of the proposed Copyright Bureau before June 1st.

Frequent meetings have been held by the Lanham sub-committee on the Duffy, Sirovich, and Daly Copyright Bills, but no report has yet been made to the full Committee. Because of the lateness of the session and the apparent conflict of opinions, it is extremely doubtful that the House will act upon any copyright proposal this year.

X X X X X X X X X X

## CBS LEADS NETWORKS IN TIME SALES FOR APRIL

The Columbia Broadcasting System, with times sales of \$1,951,397 for April, led the networks for the month and exceeded its April, 1935, mark by 20.8 per cent. The April record was below the March peak of \$2,172,382, an all-time high for CBS.

NBC-Red network time sales during April amounted to \$1,762,201, while the NBC-Blue hookup collected \$977,175.

X X X X X X X X X



## "QUEEN MARY" CARRIES MAMMOTH COMMUNICATION CENTER

The "Queen Mary", besides being the last word in ocean liners and pride of Great Britain, possesses one of the greatest single communication centers in the world. The whole civilized world will be in almost constant touch with her from the time she leaves Southampton until she docks in New York.

An idea of the liner's communication equipment may be gleaned from the following facts about her radio plant:

Four major transmitters and eight receivers, weight eleven tons; complete emergency unit comparable in power to the major transmitters of many ships; 31 wave bands; operating capacity of about 150 radiograms per hour simultaneously with telephone conversations to America and to Great Britain which may be passed from either switching point to any part of the world; 14 operators compared to the usual four on other large vessels; motor driven lifeboats equipped with radiotelephone as well as telegraph; and many other features peculiar to the most comprehensive and most versatile marine radio installation ever envisioned.

This mammoth radio plant for the "Queen Mary" complete has been supplied and installed, and will be operated for the Cunard-White Star line by the International Marine Radio Company, Ltd., of London, associated company of the International Telephone and Telegraph Corporation.

The four main transmitters on the "Queen Mary" will consist of one long wave, continuous wave transmitters; a medium wave, continuous and modulated continuous wave; and two short wave transmitters capable of operating either radio-telegraph or radiotelephone service. The long wave transmitter will cover all wave lengths between 1875 and 2725 meters with seven "spot" waves assigned; the medium wave unit is to cover 600-800 meters with four "spot" waves; and the short wave radiotelephone and radiotelegraph transmitters will cover all wavelengths in the marine bands between 17 and 96 meters, and each of these units has ten crystal controlled "spot" waves.

Wave changes from "spot" to "spot" will be made in from three to five seconds by remote control from the main radio operating room of the ship. The operators have a dial apparatus for this purpose similar to that on the ordinary dial telephone.

The eight receivers are arranged in four operating positions, divided primarily into long wave, medium wave and two short wave positions. These positions, however, are interchangeable inasmuch as all four provide for telegraph operation on long, medium and short waves. They are equipped with automatic telegraph transmitters and recorders for high speed operating. There are also three spare receivers for use during extraordinary traffic loads.

The room in which the receivers are situated is the main radio operating room of the ship. The transmitters, 400 feet distant to avoid interference with reception, are operated from the receiving positions and all of the new devices for modulating and perfecting the telephone transmission and reception are in this general radio operating room. Automatic control of the transmitters is duplicated throughout and the entire installation has been designed for multiplex operation, meaning that each of the four transmitters can be operated independently or all can be operated simultaneously. The eight receivers can, of course, be operated at the same time. Through this multiplex plan of synchronized operation and the use of the automatic telegraph equipment, the "Queen Mary" will be able to handle a traffic flow of approximately 150 radiograms of average length per hour.

The entire apparatus for controlling the ship's radio throughout is concentrated in a battery of ten cabinets extending over a space of eighteen feet, and complete operation of the telegraph and telephone services has been provided for without the operators having to change their positions or remove their headphones.

The radiotelephone service will be provided through either or both of the short wave transmitters. Normally two radiotelephone calls can be handled simultaneously, one to America and one to Great Britain. This means that, switching through New York and London into the world radiotelephone network which interconnects about 93 percent of all the telephones in the world, a person in any of the 500 cabins on the ship will be able to talk on the telephone with any part of the world. Special telephone booths for the radiotelephone service are also available at convenient locations on the ship.

Any possibility of eavesdropping on the radiotelephone conversations with the "Queen Mary" is forestalled. The radiotelephone installation is equipped with a scrambling device which renders the conversations entirely unintelligible until they go through the receiving stations where they are unscrambled. Neither party to the conversation will be aware, of course, of the weird change which took place in their spoken words as they crossed the water.

An important function of the "Queen Mary's" radio will be the transmission and reception of broadcasts. The installation includes every device to eliminate interference which might be caused by the many electrical operations on the ship and to assure reception of the highest grade. The power of the transmitters makes certain excellent broadcasting transmission from the ship. One of the features of the maiden voyage will be a special broadcast to and from the "Queen Mary" with the rest of the world listening in. This is being arranged by the British Broadcasting Company.

The radio direction finder is of brand new design. It has been thoroughly tested at sea. Its bearings under all conditions have been consistently sharp and its new design makes it easier and simpler to operate.



The main transmitting aerial of the "Queen Mary" consists of two parallel wires twelve feet apart extending 600 feet between the masts. There are eight other aerials, four transmitting and three receiving, and a special 600 metre transmitting and receiving aerial for the emergency equipment.

This emergency installation which is as powerful as the main radio on many other vessels is a completely self-contained unit for use in the event of trouble so major as to affect the main power supply. The radio power plant itself is duplicated throughout to forestall any possibility of mechanical failure. The emergency transmitter and receiver operate from a large accumulator battery which is, of course, entirely independent of the ship's power plant.

Two motor driven lifeboats, in addition to being equipped with radiotelegraph sets, have a radiotelephone installation as well, which provides a second and alternative means of communication. This lifeboat radiotelephone set is especially robust and it can be operated without difficulty by unskilled persons. It is substantially the same kind of equipment supplied to trawlers and other boats of similar size which do not carry a professional operator.

In its radiotelegraph communication with the United States the "Queen Mary" will operate, for the most part, with the coastal stations of the Mackay Radio and Telegraph Company. The service in the main will be conducted through the Mackay radio station (WSL) at Sayville, L.I., and the new station (WSE) at Amagansett, Montauk Point, L.I. Both of these powerful marine transmitters are operated by remote control from the Mackay radio receiving center and concentrated operating department at Southampton, and Southampton is connected by a group of direct wires with the main operating centre of Mackay radio in the International Telephone and Telegraph Building at 67 Broad Street, New York City. The stations at Rockland, Maine, and West Palm Beach, Fla., will be used also to provide the most direct possible service to points in New England and in the South.

X X X X X X X X

#### NEW DEVICE RECORDS 18 HOUR PROGRAM FOR \$4

Considerable enthusiasm was shown at results of a test of a new recording device made in the presence of engineers at the Federal Communications Commission recently. It was said that the recording was taken down on what looked like a motion picture film and that the process was mechanical throughout. Frank A. Vanderlip was reported to be backing the proposition.

It was said that an 18 hour program could be recorded on a cylinder not much bigger than a spool of thread and at the low cost of \$4 for the entire 18 hours.

"Our engineers seemed to be 100 percent for it" a high official of the Commission said in discussing the test, "and I

can see the time when every broadcasting station might have something like this as a log. It would be invaluable in refuting charges as to libelous statements, etc.

"Also it seems to me the recording device has unlimited possibilities outside the broadcasting field. It could be used for reporting court hearings and trials and, in fact, anywhere that stenographic proceedings are necessary."

X X X X X X X X X X

#### CHILDREN CRITICAL OF CERTAIN COMMERCIAL PROGRAMS

Children at the age of 10 and 11 develop an extreme dislike to many of the commercial radio programs presented to attract their interest and some of these programs have a "bad effect" upon them, according to a report of the Parent-Teachers Association of the Lincoln School of Columbia University, made public May 18th in New York City.

After questioning twenty-two Lincoln School children of "above the average ability" to find out what they liked and disliked on the radio, a committee of mothers and teachers reported that the young persons enjoyed most the noises and musical effects achieved in "Popeye, the Sailor Man", although there were objections to the fact that Popeye always turned out to be a hero.

A similarity of attitude on the part of the youngsters toward certain types of programs also was noted. It was disclosed that they disapproved most of the presentations known as "Omar the Mystic", "Buck Rogers", and "Uncle Don."

The committee criticized particularly the advertising of cathartics, holding it to be "bad policy, instilling as it might in untutored minds, vicious and unhealthy habits." The report noted, however, that the children soon learned not to take most of the advertising seriously, and, in fact, "played games to see which one could tune the advertising plug out most accurately."

Programs that the children liked were "Wilderness Road", and "News of Youth." They also enjoyed Southern songs, simple melodies and folksongs, dramatization of history and most humor. While they approved of small amounts of "serious music", there was general dislike for symphonic music.

The committee recommended dramatization of "Tom Sawyer", "The Swiss Family Robinson" and similar books. It also suggested that young persons would like "certain operettas, band pieces and songs."

X X X X X X X X



5/19/36

## DISTRIBUTORS OF FOUR RADIO MANUFACTURERS MEET

Enthusiastic and well-attended meetings of distributors were held last week and over the past week-end by four radio manufacturers.

The Zenith Radio Corporation's meeting drew about 350 persons to Chicago for a three-day session, beginning Thursday. The 1937 line of receivers was introduced after Commander E. F. McDonald, Jr., opened the convention. Headquarters was at the Stevens Hotel.

Meeting at the same time in Chicago, at the Edgewater Beach Hotel, were between 600 and 700 RCA Victor radio distributors and salesmen from all sections of this country and several foreign nations. E. T. Cunningham, President of the RCA Manufacturing Co., opened the convention. The 1937 models were on display.

An advance showing of the 1937 Crosley line of receivers was held in Cincinnati a week earlier with 150 officials and representatives of the Crosley Radio Corp. on hand.

Some 800 Philco Radio & Television Corp. distributors and salesmen boarded the "Monarch of Bermuda" on Friday for an eight-day meeting while cruising to Havana, Cuba. The 1937 line of sets were to be displayed aboard the pleasure ship, and a varied program of entertainment was scheduled.

X X X X X X X X X

## CONGRESSMAN'S SON WINS STATION FOR TEXAS TOWN

The little town of Abilene, Texas, is to have a 100-watt broadcasting station, to operate on 1420 kc., as the result of an appearance before a Federal Communications Commission Examiner of the son of a member of Congress in opposition to two Washington lawyers.

The Commission has confirmed the Examiner's recommendation that the Reporter Broadcasting Co. be given a construction permit. At the same time it denied the rival application of William O. Ansley, Jr.

Matthews Blanton, son of Representative Thomas L. Blanton (D.), of Abilene, appeared as sole counsel for the Reporter Broadcasting Co., while Paul V. Segal and George S. Smith were counsel for Ansley.

X X X X X X X X X

## RADIO TELEGRAPHISTS DENIED CTA MEMBERSHIP

An application of the American Radio Telegraphists' Association for membership in the Commercial Telegraphers' Association has been temporarily rejected, it was announced this week by Frank B. Powers, international president of the commercial group.

In a letter to Hoyt S. Haddock, President of the A.R.T.A. which comprises radio operators on merchant ships, Mr. Powers points out that "recent developments make it appear that there is a wide divergence" between the methods and policies of the two groups insofar as participation in the internal disputes of other groups is concerned.

Mr. Powers explains the "divergence" by citing the alleged alignment of the A.R.T.A. with the striking element of the International Seamen's Union of New York. Mr. Powers also cites Mr. Haddock's request that the commercial group declare a boycott against the Mackay Radiomarine Corporation because of its alleged refusal to carry out the recommendation of the National Labor Relations Board that members of A.R.T.A. who have been discharged be re-employed.

X X X X X X X

## INDUSTRY NOTES

Thomas W. Berger has been appointed General Sales Manager of the Crosley Radio Corporation.

-----

The International Television Radio Corp., Jersey City, N.J., has filed with the Securities & Exchange Commission in Washington, D. C., a registration of the issuance of 1,000,000 shares of \$1 par value common capital stock. The stock is to be offered at \$1.60 a share with proceeds to be used for the purchase of equipment and the development of apparatus.

-----

A suit brought by Aerovox Corporation, of Brooklyn, N.Y., against Micamold Radio Corp. for infringement of two of its patents for electrolytic condensers, was decided in favor of Aerovox Corporation in a decision handed down May 14th by Judge Marcus B. Campbell of the Federal Court for the Eastern District of New York. The decision was in favor of Aerovox Corp. on all claims involved in the suit and an injunction and an accounting was ordered. These patents had been previously held valid and infringed by the U.S. Circuit Court of Appeals in the Southern District of New York. In the present suit the Micamold Radio Corp. alleged newly discovered evidence. Judge Campbell found such new evidence irrelevant.

X X X X X X X