

HEINL RADIO BUSINESS LETTER

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HYGRADE SYLVANIA RADIO TUBE PLANT TO EMPLOY 500

A new radio tube plant for the manufacture of special purpose radio tubes will be constructed for the Hygrade Sylvania Corporation in Montoursville, Pennsylvania, by the Industrial Properties Corporation, Subsidiary of the Williamsport Community Trade Association, according to an announcement made by C. E. Noyes, Manager of the Williamsport Community Trade Association, and B. G. Erskine, President, and H. Ward Zimmer, General Manufacturing Manager, Hygrade Sylvania Corporation, Pennsylvania. The property comprises some 16 acres of land on Broad Street, just east of Williamsport on the Harrisburg highway. It is expected that ground will be broken for the new plant in the near future, and its construction rushed to completion.

The Hygrade Sylvania Corporation is the second largest manufacturer of radio receiving tubes. It is the third largest manufacturer of incandescent lamps. In the field of Fluorescent lighting, including both lamps and fixtures, the company has enjoyed an amazing growth. A new plant at Danvers, Massachusetts, now under construction for the manufacture of fluorescent lamps will be completed before the first of the year. Company plants are now located in Emporium, St. Marys, and Towanda, Pennsylvania and Salem, Ipswich, and Danvers, Massachusetts.

Plans for the new plant in the Williamsport area call for a building with a total floor space of approximately 50,000 square feet. It has been designed by Clarence Wagner, well known architect of Williamsport. It will be erected to Hygrade Sylvania Corporation specifications under the direction of Stanley M. Brown, the firm's General Plant Engineer.

The structure will have one main building and two wings. The one-story main building, 380 feet wide by 100 feet deep, has been designed for the most modern radio tube manufacturing efficiency. An 80 feet by 90 feet front wing will contain general offices and engineering laboratories. A 60 feet by 70 feet rear wing will contain equipment such as boilers, generators, compressors, etc. Thus the entire plant will be self-contained.

It is estimated that the total investment in building, grounds, and manufacturing equipment will be approximately one-half million dollars. When completed, the structure will simulate the appearance of a modern school. Attractive landscaping will decorate the grounds and compliment the building as well as the general surroundings.

It is anticipated that the new plant will eventually employ approximately 500 people, about 60% female and 40% male. It

is to be noted that Sylvania executives, after a very extensive study of several locations, selected the Williamsport area as being ideally suited for their particular manufacturing requirements.

This plant will be known as the Williamsport Works with Frank J. Prime of Emporium, as Plant Superintendent.

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FLY'S QUICK COMEBACK O.K.'ING ALLEGED RED ANGERS DIES

Representative Dies of Texas denounced James L. Fly, Chairman of the Federal Communications Commission on the Floor of the House for the latter's all-out defense of Dr. Goodwyn Watson, of Columbia University, alleged Red, recently appointed Chief Broadcast Analyst of the FCC and the speed with which the defense was made.

"Chairman Fly absolutely ignored my offer to show him the evidence. Instead of availing himself of the opportunity to inspect the evidence in our possession", Representative Dies declared, "Chairman Fly replied to my letter on the very next day, stating that he had taken pains to make a full inquiry into the subject and that as a result of his inquiry he had found my charges against Watson to be baseless. Instead of looking at our evidence, Chairman Fly wrote to me that Goodwin Watson is a man 'of tenth generation American ancestry'. It is my understanding that Earl Browder also describes his American ancestry in some such quantitative terms. I am not concerned about the ancestry of Goodwin Watson or Earl Browder. I have never brought any charges against either one of them on the grounds of his forebears. I charged categorically that Goodwin Watson had been publicly associated with a large number of Communist-front organizations. I hold in my hand unimpeachable documents to establish the charge, and I intend to have a show-down with the Chairman of the Federal Communications Commission as to the truth or untruth of this charge. I further charged that Goodwin Watson has for years been a propagandist for communism and the Soviet Union. I have Watson's undisputed writings to prove that charge.

"Instead of giving one moment's consideration to the evidence in our possession, Chairman Fly replied to me that Goodwin Watson holds the degree of doctor of philosophy from Columbia University. One of the most prolific writers of Communist literature in the United States, a man who was a publicly avowed member of the Communist Party, also held the degree of doctor of philosophy from Columbia University. His name was M. J. Olgin.

"I do not have sufficient time at my disposal today to give anything more than a few excerpts from the writings of Goodwin Watson, but I offer a few which are typical of what Watson has put into print under his own name during the past years.

"Speaking on the mistake of the Austrian Socialist Party in supporting measures of gradual socialization, Goodwin Watson wrote

'Again a people learned in tragedy that there is no safe compromise with capitalism.'

"According to Dr. Watson, the Austrian Socialists 'took the deceptively attractive highway of gradualism'. Lest anyone misunderstand him, Dr. Watson did his utmost to make it clear that he supported a sharp and sudden break with capitalism, which is usually described by the word 'revolution', and that he rejected the customary Socialist procedure to attain Socialist ends by gradual measures. In other words, Dr. Watson not only made it perfectly clear that he advocated the destruction of capitalism, but that he also advocated the Communist rather than the Socialist method of destruction. At the conclusion of his article from which I have quoted, Dr. Watson wrote:

'Only Soviet Russia has gone up to the left, in an ox cart that was nearly wrecked before the trip started, but they report now that the road is growing better. Our machines are more powerful but more delicate than ox carts. Can't we stand the rough beginning if we prepare the road, the cars, the drivers, and the passengers?'

"In another article in which he dealt with the question of gradualism or revolution, Goodwin Watson wrote:

'The Austrian Socialists actually did the things F.D.R. makes speeches about. They provided real social security, built cooperative houses, set up health insurance and enriched life generally for the forgotten man. The Socialists were sure that they had chosen the peaceful, gradual, practical way. They wanted to avoid bloodshed, even at the last, when they were disarmed by ruthless reactionaries and shot down in the 5-day battle in Vienna streets.'

"Could anything be clearer than Dr. Watson's own words that he rejected a program of gradual socialization for America and put himself on the side of revolution? I quote his exact words:

'We must choose the swift, total transformation.'

"In a speech before the National Education Association, Dr. Watson called for public ownership of great newspapers and radios, and in that same speech he declared:

'Our Government, and that of France and England, may pretend to be democracies, but they are in truth plutocracies. In the present economic crisis, foreign policies of all capitalist nations will necessarily be far more concerned to keep plutocrats in power than to build world democracy.'

"Lest there be any misunderstanding in any quarter, I wish to say that when it comes to the question of permitting Communists to hold high Government positions in this Capital City of the Nation, I have just begun to fight."

Representative Dies in conclusion read a letter from a group pleading for the release of Earl Browder, who has only served 7 months of his 4 year sentence and convicted, so this letter says, "of technical violation of a passport statute", among the signers of which was Dr. Goodwyn Watson, now of the FCC.

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SEES D.J. NETWORK PROSECUTION URGE DYING DOWN

Broadcasting networks, now in Federal Court trying to overturn FCC chain broadcasting rules, have received a turn in luck at Washington because of personal dissension within the Department of Justice, according to Edgar M. Jones, correspondent for The Billboard, who says a threatened anti-trust action against the radio companies has almost died down because Attorney General Francis Biddle is feuding with his Assistant Attorney General, Thurman Arnold, who is Chief of the Anti-trust Division.

"Although political circles here don't need much evidence to gossip about rifts between Government officials, the FCC chain broadcasting case is being accepted on the inside as proof that all is not well between Messrs. Biddle and Arnold", Mr. Jones writes. "Ordinarily, when the Attorney General has to defend the Federal Communications Act in the courts, the Antitrust Division under Mr. Arnold swings into action. But in this case when NBC and CBS went into the United States District Court in New York to seek an injunction against the FCC, Mr. Biddle ignored his Antitrust Division and appointed a youthful attorney on the staff of U. S. Attorney in New York.

"Persons close to the Government's case dismiss the incident and declare that it is small comfort to the chains since the FCC law department is all-out in its preparation of answers to NBC and CBS. It is not the FCC defense, however, that the action by Attorney General Biddle is being questioned. Rather it is the anti-trust prosecution which Mr. Arnold's division is known to have prepared against the two radio companies and is now dying on the vine because Mr. Biddle must give his approval to the case before action begins.

"History of the matter follows this order: In 1940 the Anti-trust Division wearied of the FCC monopoly investigation of chain broadcasting and demanded all of the evidence and testimony given to the FCC in this inquiry. FCC delayed but promised to get out its monopoly report right away and then send over the desired records. Then the Anti-Trust Division began to prepare its own action against NBC and CBS and any others believed violating the Sherman Act. However, the FCC issued its Chain Broadcasting Rules and Thurman Arnold's office sat back to see if they would have a salutary effect upon the industry. When radio executives resorted to Congressional committees and then showed signs of going into court, Thurman Arnold called officers of NBC, CBS and MBS into his office to tell them that he had an anti-trust case against them in

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his mind. That was on October 29, and the next day NBC and CBS went into court to ask injunction against the United States (FCC).

"Since the Antitrust Division of the Department of Justice is assigned to defend the FCC in the Federal Courts, it was understood that Victor O. Waters, of the D.J. staff, began to study the NBC and CBS arguments. Then in a surprising move Attorney General Biddle appointed Samuel Brodsky as Special Assistant to the Attorney General, which left the Anti-trust Division wondering if its own case against the radio companies had not already received a coup de grace."

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WOULD STANDARDIZE AMATEUR RADIO EQUIPMENT

Standardization of ultra-high frequency radio equipment for civilian protection amateur radio networks, soon to be set up throughout the nation under the office of Civilian Defense in co-operation with the American Radio Relay League, is proposed in the December issue of "QST", official organ of the League.

"The purpose of the plan is to make the separate units of 112-megacycle emergency stations, as constructed by individual amateurs, universally interchangeable through use of a standard system of plug and socket cable connections and the adoption of standard voltages and currents", the proposal states.

"Recommendations are also given concerning preferred types of tubes, antennas and power sources. Self-powered equipment is essential for emergency needs because of probable failure of power lines. Since there is a shortage of dry batteries because of military requirements, a widely-available vibrator-type of power supply equipment delivering approximately 30 watts from a 6-volt automobile storage battery has been selected as the standard power source. Such equipment can be constructed with parts from discarded broadcast receivers when necessary.

"Under the standardization plan it is expected that problems of replacement and repair during emergency operation will be minimized. Should a particular unit develop trouble in operation, a spair can be plugged in with only a moment's interruption. Even though this spare might be taken from a different station, it would function without difficulty due to the standardizing of connections and power source."

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NAVY COMPLETING MD. PLANT FOR SECRET RADIO TESTS

At the top of a 109-foot cliff along the west side of Chesapeake Bay, a little south of North Beach, Maryland, the Naval Research Laboratory is completing an extension project that may solve or simplify many of its most acute radio testing problems, according to Claude A. Mahoney, Washington Star correspondent.

Along these quiet shores, the most secret devices of the Navy will be tested. A powerful location and detection apparatus, only recently hinted at officially by the Navy, may be checked in the waters where Capt. John Smith's men once mutinied, saying the famous explorer was lost.

The station, composed of three structures - a laboratory, overseer's house and a dormitory - will be an annex of the larger station at Bellevue, D.C., and will enable scientists of the laboratory to carry on many experiments that cannot be satisfactorily conducted in highly populated areas.

It is no longer possible to conduct the most delicate tests of ship radios and radio equipment in a region that is criss-crossed with high-tension wires and beset by low-flying airplanes, Mr. Mahoney writes. So the research laboratory has picked a rural site for its new work shop that commands a view of nearly 15 miles of Chesapeake Bay.

Somewhere near the middle of this bay is the steamer channel and all manner of craft ply back and forth to Baltimore. This same deep-water lane will accommodate battleships that might come near the new laboratory for two-way tests. (The British battleship King George V came farther than this point when it brought Lord Halifax to a point near Annapolis, and the new battleship North Carolina here found quiet waters for tests last summer after she had made her firing trials on the Atlantic Ocean.)

By making the tests off the Maryland shore, it is thought that the work of taking heavy loads of testing equipment aboard ship will be obviated.

There is an octagon tower, about 28 by 28 feet, above the main building, a tower built entirely of wood to keep out even the faintest trace of interference. Approach wires are buried for the same reason. In addition to the testing space in the tower, there will be a series of concrete platforms near the edge of the cliff where instruments may be set up in the open. Proof of the value of the locality as a radio center is the fact that a few hundred yards north of the new laboratory there is a set of "mystery" radio towers, said to be operated by another Federal agency.

No equipment is in the laboratory as yet, and exactly what is to go in is, of course, a naval secret. There is a dormitory with quarters for from six to nine men, and additional quarters in the caretaker's building. It is expected that most of the workers will be transitory, working at the laboratory only on specific

details. It is also thought that manufacturers' representatives may come to the station and remain while their products are being tested. The six or seven acres in which the buildings are located are heavily fenced, and a military guard will be maintained.

It probably will be necessary in the near future to erect some sort of a barrier or sea wall at the base of the cliff to prevent erosion of the shore line. The cliffs are part of the long line of high banks known to historians and geologists as the "cliffs of Calvert".

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QUESTION NEW LEGAL DEFINITION RE "WRITTEN IN CANDIDATE"

In connection with the statement issued last week by the Federal Communications Commission clearing up the meaning of "legally qualified candidate" in the rules governing political broadcasts the question has been raised as to the status of candidates where it is not permissible to write the name of a candidate on the ballot?

The FCC definition of a "legally qualified candidate" given out last week was:

"A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who (a) has qualified for a place on the ballot or (b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be."

Commenting on this, a well-known radio lawyer said:

"The next time you go over to the Commission, you ask them these questions:

"Is it not a fact that in some states the law governing the holding of elections for the purpose of electing public officials specifically provides that candidates for such offices must file written documents with certain officials to make them legally eligible to be voted on at such election?"

"Is it not a further fact that the law of certain states specifically prohibits names to be written onto ballots? If the answer to either or both of these questions is in the affirmative, then is it not impossible for one who has not met these requirements, although he possesses the requisite legal qualifications to hold that particular office, to make the legal claim he is a legally qualified candidate as contemplated by Section 315 of the Act, and, if the answer to this is in the affirmative, is it not a fact that station licensees may refuse time to be used by him without in any way violating either the letter or the spirit of Section 315 of the Act?"

The counsellor who had propounded these questions concluded by saying, "The answer is 'yes'. They've got a lot of young lawyers over at the Commission writing these things and they just don't know what they are talking about."

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FCC MAJORITY MEMBERS CALLED AMBITIOUS BUREAUCRATS

An editorial in Collier's Weekly, written before NBC and CBS resorted to Court, comments caustically upon the network ruling, saying:

"We're pleased to record that the Federal Communications Commission has retreated a little from the big talk it was making a while ago about chaining American radio to the FCC's chariot wheels.

"The FCC was going to force the National Broadcasting Company to give up one of its two networks, hands down. Now, the FCC has decided to suspend this ruling indefinitely, and to give NBC six months' notice if the ruling is ever revived. The FCC also has extended its licensing period for radio stations from one year to two years.

"All this is fine - and a direct result of the big radio companies' decision to stand up and fight. The press, very sensibly, lined up with radio in the fight. The newspapers and magazines also will have to show courage if they are to be free.

"But the main fight is not won. The FCC remains a board of seven men, of whom five are ambitious bureaucrats unfriendly to privately managed radio and operating under a vaguely worded statute which gives them wide leeway to grab for more and more power. They can be counted on to make further grabs the moment they think the weather has turned favorable for such grabs. The present reversal is only a strategic retreat.

"What we need is a more carefully drawn law, strictly limiting the FCC to its proper function, which is mainly that of traffic-policing the air waves. Until Congress enacts such a law, radio in this country will remain in danger of being turned into a mere propaganda vehicle for the political party in power at Washington."

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 ::: TRADE NOTES :::
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Dr. Ray H. Manson, Vice President and General Manager of the Stromberg-Carlson Telephone Manufacturing Company of Rochester, New York, has been elected the new Chairman of the Set Division of the Radio Manufacturers' Association, which carries with it a Vice Presidency of the Association. He also has been named by President Galvin a member of the Association's Executive, or governing, Committee. The Set Division's executive committee recently chose Dr. Manson to succeed Paul Galvin as the divisional Chairman. The Rochester manufacturer also succeeds Mr. Galvin on the Executive Committee. Dr. Manson has been a Director of RMA for several years and active in Association and industry affairs.

In the debate on price control, Representative Harry Sauthoff, of Wisconsin, said: "Let us see who is making the money and getting the fat salaries, and how many farmers you find among them."

Whereupon Mr. Sauthoff read off a list of the highest salaries people in the country, which included William S. Paley, of CBS at \$204,270 a year, David Sarnoff, of RCA, \$100,240, and W. E. MacFarlane, of the Chicago Tribune, President of the Mutual Network, \$111,419.

Also in the price control debate, in an effort to show how the farmers were "getting it in the neck", especially the cotton farmers, Representative John E. Rankin, in the Congressional Record of November 28, asserting the cotton farmer only receives 16 cents an hour for his labor, offered a release of the Labor Department which showed that all industrial laborers received on an average of 75.8 cents an hour. A detailed list of hours and earnings per hour in the principal industries was set forth among these being the radio and phonograph industry where the average earnings per hour was put at 69.7 cents.

Declaration of an extra 20-cent dividend in addition to the regular quarterly of 15 cents on the common stock of Decca Records, Inc., will increase disbursements to \$1.15 this year from 65 cents paid in 1940.

A new broadcasting station XEMJ, 250 watts, on 920 kilocycles, has been opened at Piedras Negras, in Mexico, B. P. Root of the Public Utilities Unit of the Commerce Department, has been advised.

The television image on the viewing screen of the receiver would be automatically maintained at top visibility, regardless of changes of illumination in the room, by an electric eye compensator, which is the subject of a patent (No. 2,264,172) awarded to John C. Batchelor of Hastings-on-Hudson, N. Y.

Vincent F. Callahan of the Defense Savings Staff of the Treasury Department writes:

"We have been advised by the Procurement Division of the Treasury Department that the Defense Savings Staff transcriptions which have outlived their usefulness need not be returned to this office, since they are surplus property and, further, since the return postage would be in excess of their re-sale value. Therefore, these Defense Staff transcriptions which have outlived their usefulness may be destroyed."

After a lapse of 10 years, the Bloomington (Ill.) Pantagraph will again print radio programs, according to Arthur Moore, Managing Editor. The Pantagraph plans to print the complete week's programs in advance each Sunday.

Four sponsors took time on a special seven station FM network last Sunday night on the occasion of the dedication of W71NY, New York's new 10,000 watt transmitter. The sponsorship was on a one-time basis as was the special network.

Emerson Radio and Phonograph Corp. has discontinued all magazine advertising and is now concentrating its advertising appropriation in dealer copy in newspapers, says Editor & Publisher. From now until Christmas the company plans to spend some \$300,000 in newspapers, with the dealer, in most cases, paying half the costs. Emerson figures that its newspaper advertising for 1941 will show at least a 45% increase over 1940.

Brig. Gen. Alexander Surles, head of the War Department Public Relations Bureau has appointed A. A. Schechter, Director of News and Special Events of NBC, to that post of looking over the present Army public relations set up. Mr. Schechter's duties will keep him in Washington for about two days a week. At the same time he will continue to head his division at NBC.

Responsible directly to General Surles, Mr. Schechter's duties will be to see how the Army can improve service to newspapers, radio, magazines and other media. Mr. Schechter's title will be Advisor on Public Relations to the War Department.

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C O R R E C T I O N

In reporting the address of Paul D. P. Spearman in our last issue, which Mr. Spearman made at the meeting of the Network Affiliates at Chicago, a mistake was made. The sentences in question should have read:

"You will get nowhere if you attempt to deal with the Commission at arm's length. In this connection, you should determine to give the fullest possible aid and cooperation to the Commission and its members and you should realize that in doing this, you will most certainly owe it no small obligation to be frank, fair and unselfish, in presenting facts for the Commission's consideration and guidance."

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TRAMMELL SHAKES UP NBC PACIFIC COAST PERSONNEL

Sidney Strotz, National Broadcasting Company Vice President, now in charge of Programs, with headquarters in New York, will take charge of the entire Pacific Coast NBC operations, with headquarters in Hollywood, according to announcement by Niles Trammell, President of NBC.

Don Gilman, NBC Vice President, is placed in charge of Public Relations in the Pacific Coast area. A. E. Nelson will continue as Assistant Vice President in San Francisco, under the direction and supervision of Mr. Strotz.

The new set-up becomes effective January 1 next.

C. L. Menser, who has been National Production Manager for NBC, will succeed Mr. Strotz as Program Manager, with headquarters in New York City.

Mr. Strotz started with NBC in 1933 as Manager of the Program and Artists Service Departments, with headquarters in Chicago where he was born. Before joining NBC, Mr. Strotz was President of the Chicago Stadium Corporation which promotes all sorts of entertainment from hockey and boxing to national conventions and grand opera. Mr. Strotz became Vice President in charge of the Chicago division in December, 1939, succeeding Mr. Trammell, and a year later was brought to New York as Vice President in charge of the Program Department. He attended St. John's Military Academy and Cornell University which he left to enter the United States Tank Corps in the World War.

Mr. Menser comes to the head of NBC's program work after a long career in dramatic work which started when he went to college at Heidelberg in Ohio and was continued at the University of Michigan. He has studied dramatic technique abroad, has written several plays and for some years was in charge of dramatic arts at Knox College and the University of Utah.

Mr. Gilman, who will take charge of West Coast public relations, was born in Indianapolis, the son of a newspaper man, and from the time he was in high school conducted a publishing and printing business. He has always been fascinated by newspaper work. He went West in 1906 and since then has become one of the most widely known advertising men, serving on many national and international committees and in conventions. In the West he served several Pacific Coast papers, studied electrical engineering and business administration, was superintendent of several publications, and became outstanding in advertising work. In 1937 and 1938 he was National President of Alpha Delta Sigma, the professional advertising fraternity. He joined NBC in 1927 and two years later was Vice President in charge of the Western Division.

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