

LIBRARY
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WITH AM FM REPORTS

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RULE-OF-THUMB FOR TV STATION COVERAGE: The old AM "power complex" is admittedly hard to shake, Mr. Timebuyer, but the basic facts of TV technical life clearly relegate brute power to a smaller role in TV coverage.

What with 40-odd power boosts recently authorized by FCC (Vol. 7:30-34), and with more and more stations moving to taller towers, coverage claims are becoming more confusing than ever. Nor will problem get any simpler when freeze ends.

Powers will jump to 100-200 kw. Antennas will frequently zoom to 1000 ft. or more. Uhf will be commercial for first time. Receivers and their antennas will improve. Channels will get more crowded.

It's not as easy to calculate as radio yet, and claims for TV powers are prone to be exaggerated. Actual proof of viewing is the payoff, of course, but certain factors will tell you whether a signal is likely to be available to be viewed.

This checklist will serve as rough guide -- rough because local situations vary greatly: (a) Note power, give it moderate weight but forget old AM power fetish. (b) Give close attention to height of antenna above general countryside -- "above average terrain" in engineering lingo. (c) Note whether channel number is high or low. (d) Check nearest stations on same channel -- how close, how high, how powerful. That gives you best rule-of-thumb.

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FCC and industry gave coverage question intensive study before Commission came up with current proposal for ending freeze. Two grades of service are specified for each station -- A and B. Very broadly speaking, these stand respectively for "good-to-excellent" and "fair-to-good" when divested of technical verbiage.

Today, average station has about 15 kw ERP (effective radiated power) on Channels 2-6, 25 kw on Channels 7-13. Using FCC's charts, you find 15-kw Channel 2-6 stations giving Grade A service out to 17 miles, Grade B to 45. With their 25 kw, Channel 7-13 stations give 21-mile A and 40-mile B. Note surprising fact that higher channels actually do better than low on Grade A.

Above figures assume antennas 500 ft. above average terrain -- about average among today's stations. Jump height to 1000 ft. and Channels 2-6 give Grade A out to 25 miles, B to 56. Channels 7-13 give 31 and 50 miles for A and B.

Now, let's go back to 500 ft. and see what power boosts may do. FCC intends to allow 100 kw for Channels 2-6, 200 kw for Channels 7-13. Lower channels would give 27-mile A, 57-mile B. Higher channels would give 33-mile A, 50-mile B.

Note carefully how addition of 500 ft. to antenna gives about same results, from distance standpoint, as 6-to-8 times increase in power. But there's no substitute for power in making indoor antennas work and driving signals behind buildings.

If you combine power and height increases, these figures emerge: Channels 2-6, 37-mile A and 70-mile B. Channels 7-13, 44-mile A and 61-mile B.

For uhf stations, due to get 200 kw, 500-ft. antenna would give 29-mile A, 41-mile B. With 1000 ft., it's 40-mile A and 52-mile B.

Practically speaking, service is obtained and will be obtained well beyond

mileages given for all foregoing categories. But Commission had to draw line somewhere, and there's no widespread disagreement with its vhf proposals. However, there's considerable question about uhf coverage, with many engineers dubious about uhf's potential in rough terrain -- particularly with "mere" 200 kw. There's little question uhf will operate at disadvantage in hilly areas like Pittsburgh.

Current reports of 100-150 mile reception will gradually diminish, as they did in AM, when more stations get on each channel. Each station acts as block to signals of others on same channel.

Single TV stations serving vast areas, as AM clear-channel stations do, just aren't possible with present type of station. AM signals hug curvature of the earth, while TV signals behave more like beams of light, most of energy shooting off into space beyond horizon. Hence the importance of antenna height -- wider horizon. Satellites or Stratovision and the like might offer wide-range coverage, but their prospects are slim for the visible future.

FCC aims to give all stations equal potential coverage -- hence more power for higher channels. But there will probably always be a "best antenna site in town." Yet here, too, FCC encourages all stations to use same "best" site, e.g., Empire State Bldg., now scheduled to be site of 6 of New York area's 7 stations.

PROGRAM RIVALRY—PUBLIC THE WINNER: This summer's programs, with a few exceptions, were admittedly pretty bad -- which may account in part for slow sale of TV sets.

But from now on, you're going to see such intense competition for audience -- networks vs. networks, stations vs. stations, sponsors vs. sponsors, TV vs. radio -- that this sixth year of post-war commercial programming can hardly fail to offer something to please the most exacting televiewer.

More than any other single factor, good programs sell receiving sets -- and the new crop of shows certainly should. And this season, actually only second year of big-time TV operation, most of the stations can hardly plead poverty, for:

(a) Their time is being sold at much higher rates, with plenty of sponsors.

(b) Nearly all have moved into profit operation, after some lean years, and so they're more inclined to spend on plant and programs. Good many stations are now grossing well into the millions, though most have heavy investments and past losses yet to write off; several we know will gross better than \$5,000,000 each this year.

(c) All are thoroughly "sold" on the TV medium, thanking their lucky stars they got into TV before the FCC freeze. They're pioneer enterprisers who know from radio experience they can best consolidate their competitive advantages by pleasing the public. (All but 21 of the 107 stations are affiliated with local AM stations.)

Even before traditional Labor Day turning point, you see spectacle of the networks, always the program leaders, competing hammer and tongs for vantage. And networks in TV, as in radio, are the main experimenters and program providers.

Competitively, ABC & NBC would seem to have head start because each owns 5 stations in major markets, whereas DuMont owns only 3, CBS only 2 outright and 45% of third. Yet real race for leadership in TV, as in radio, is between NBC and CBS -- with former (backed by parent RCA, big laboratory and manufacturing pioneer) far ahead. Usually live-wire CBS was a later and more reluctant convert to TV.

ABC and DuMont are coming along nicely. But though they invested wisely in stations (which are quite profitable, whereas network operation per se isn't yet), they have never cut much ice either program-wise or sponsor-wise. They still run rather poor third and fourth in network billings, the best barometer (see Vol.7:34).

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Your daily newspaper listings will report the new and resumed shows, but best trade sizeup we've seen of the way the big competition is shaping up is that of Variety's George Rosen. That top-notch observer is more bluntly outspoken than trade reporters usually are. Here's how he looks on TV's big-league "slugging match":

"The NBC vs. CBS competitive TV program sweepstakes for 1951-52, which preem in the next couple of weeks, projects NBC as the powerhouse in its array of personalities and major productions. Video-wise, it's a throwback to the days when NBC was

riding wide and handsome in the two-way radio rivalry before Columbia's Bill Paley invested millions of dollars in corralling top personalities into the CBS fold.

"Oddly enough, some of those lured into the Paley camp, notably Groucho Marx and Red Skelton, have since joined the big-league NBC-TV roster. Likewise, the transitional era finds the two major personalities who succumbed to Paley's 'come-on-to-my-house' capital gains blandishments -- Jack Benny and Bing Crosby -- have yet to demonstrate their preeminence in TV, with Crosby still remaining aloof...

"That NBC has succeeded in jockeying itself into the TV program leadership is attributed in measure to a blueprint concept at variance with the Columbia philosophy of 'grab the client and let the show follow,' a state of affairs which finds one of the web's choice properties, Sam Levenson, frozen out of any of the choice time segments and provoking Gertrude Berg's signaturing with NBC.

"NBC, on the other hand, is credited with demonstrating an awareness of 'the show's the thing' formula in allotting specific time segments to the talent and inviting clients to take it or leave it...[A] breakdown of NBC-CBS program rivalry would indicate that, if anything, NBC is more of a powerhouse than ever."

Editor Rosen then goes on to compare nightly NBC vs. CBS showings, noting that Saturday-Sunday will offer the "greatest concentration of regularly scheduled names in show biz history." Saturday night on NBC-TV, for example, we're promised The Goldbergs at 7, One Man's Family at 7:30, All-Star Revue (Jimmy Durante, Danny Thomas, Ed Wynn, Jack Carson) at 8, show of Shows (Imogene Coca & Sid Caesar) at 9, Hit Parade at 10:30 vs. CBS's Sammy Kaye, Ken Murray, Faye Emerson, Songs for Sale.

Sunday nights, NBC-TV offers Chesterfield's Bob Hope alternating with Jerry Lester and others at 7, opposite CBS-TV's Gene Autry; Young Mr. Bobbin at 7:30, opposite This Is Show Business; Comedy Hour (Eddie Cantor, Martin & Lewis, Jackie Gleason, Tony Martin, alternating) at 8, opposite Ed Sullivan's Toast of the Town; Philco Television Playhouse at 9, opposite Fred Waring Show; Red Skelton at 10.

Those are merely the week-end night lineups. Daytime and other nights also have lots of big program money and brains and sweat going into them -- all for the delectation of the 13,000,000-plus American homes owning TV sets and the millions more the TV people want to add to that audience.

STATUS OF 'SILENT' FREEZE HEARING: "Paper" FCC hearing on TV allocations is in full swing, things going about as expected. DuMont's nation-wide plan drew a flock of oppositions, 124 in all, and deadline for first geographical group is Sept. 4.

It's too early to tell whether delays will occur after Nov. 26, when all filings are in. Real question is what FCC does about requests for oral presentation when and if they arrive. Commission will undoubtedly be extremely reluctant to grant such requests for fear of opening floodgates and winding up with interminable oral hearings -- back where everyone started.

Oppositions to DuMont proposal are same as those presented in original comments (Supplements No. 72-72C), with amplification. Fact there's such large number of these is popularly construed as widespread disapproval of plan. Actually, there are far fewer oppositions to DuMont's proposal than to FCC's -- largely because DuMont would allow more vhf stations. Most of those disagreeing with DuMont like its philosophy but prefer their own implementations of it.

Individual filings aren't generally voluminous yet, but some will be when first sectional group, covering Maine to Maryland, comes in. New York's Board of Regents, proposing 11-station educational network, has 400-page document.

[Deadlines for each area are detailed in Supplement No. 73.]

There's lots of cynicism about filings, many parties saying "FCC will never look at these." But industry went along with "written hearing" plan, and still does, because it offers target dates for ending freeze, whereas oral hearing loomed as talkfest without end.

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Educational reservation question took another turn this week. FCC Chairman Coy wrote Sen. Johnson that he now sees "in a new light" the question whether FCC

has legal authority to require commercial stations to set aside specific percentages of time for educational programs.

But Coy still doesn't think much of handling educational TV that way -- even though Sen. Johnson prefers it to reserving channels for schools. Said Coy:

"The policy problems involved in possible exercise of authority to devote a specified percentage of broadcast time to educational programs are of the most formidable kind, and I have a real doubt as to the desirability of such a requirement. The first problem, and probably the most difficult, would be adequate definition of the term 'educational' program."

Coy had changed his mind after reading memo from general counsel Benedict Cottone, who disagreed with original opinion by assistant Max Goldman (Vol. 7:33).

VIDEOTOWN FIGURES, HANDLE WITH CARE: "Videotown" surveyors got fingers burnt last year when they "warned" industry that their mid-year findings indicated set sales would amount to only 4,000,000 for 1950. Prediction was manifestly off-base at the time -- even if there had been no Korea-prompted buying rush in offing (Vol. 6:26).

Actually, prediction was quite accurate -- for Videotown. But it was cock-eyed for country as a whole. This week, survey's sponsor, Cunningham & Walsh ad agency, issued "Videotown IV," which shows town's TVs increased 113% during 1950 over number in 1949. Thus, agency's prediction of "doubled" ownership was quite close. As we pointed out at time, danger lay in assuming that single small "mature" market (40,000 pop., 40 mi. from New York) was representative of whole U.S.

No national prediction accompanies new survey, which covers situation as of June 1, 1951 -- but year's sales outlook for Videotown should come closer to country-wide pattern, simply because all TV markets are one year older.

Survey estimates this year's sales will reach two-thirds those of 1950. Thus if 7,500,000 were made and sold last year, that means around 5,000,000 this year -- not far from most guesstimates. (Actually, inventory pileups indicate less than the 7,500,000 were sold -- possibly as many as 1-2,000,000 overlapping from 1950 production into 1951 pipelines.)

Replacement market of about 400,000 for 1951 could be anticipated, if it's safe to "extrapolate" Videotown findings. Of present owners, 3.8% intend to replace this year -- 62% wanting bigger screen, 29% seeking better performance.

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Survey in unidentified Videotown is exhaustive, comprising interviews with all 5457 TV owners in town, plus 528 non-owners. Among other findings: (1) Only 65 families own 2 sets, and mere 32 are using both. (2) Color impact is negligible -- 43% saying they'd leave it alone, 20% undecided; 17% planning on converter or adapter; 8% planning on converter or adapter, if they could afford one; 7% expecting to buy color set; 6% saying "it depends on cost." (3) Of total sets, 21% are 10-in., 32% are 12½-in., 31% are 16-in., 16% are 17-in. and up. (4) Fifteen brands, unidentified, account for 94.9% of sets; 4 dealers sold 48% of total.

Viewing-listening-movie habits: (1) During average evening, 86% of sets are turned on, compared with 88% last year; set is on 4.1 hours daily, same as last year. (2) Husbands watch 11.2 hours Mon.-Fri., wives 12.3, while children range from 6.6 hours for sons over 18 to 12.3 for youngsters 10-18. (3) Evening radio listening drops to one-eighth as much as pre-TV, but daytime listening is little affected. (4) Movie attendance is only 20% higher among non-owners than among set owners this year, compared with 100% last year, but attendance was down 40% in all groups -- thus attributable to something besides TV.

Televising of public hearings was endorsed on final report of Senate Crime Investigating Committee Aug. 31. Committee proposed code to govern telecasts of Congressional events which upholds public's "right to be informed of the activities of its Govt." as well as rights of witness to fair hearing, but says "a witness does not have any inherent right to interfere with the rights of the public in this regard." Other suggestions: (1) Sponsors for

telecasts should be approved in advance by committee holding hearing. (2) Commercials shouldn't be broadcast from hearing room. (3) Station breaks limited to 10 seconds. (4) Proceedings shouldn't be interrupted for comment or commercials. (5) "Institutional" commercials of minute or less permitted during pauses and intermissions. (6) Local stations banned from interrupting network program to insert local or spot announcements.

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FOOTBALL is CBS's greatest color effort to date. It claims 11-station network, East and Midwest, lined up for 9-game series to start Sept. 29 with Penn-California game at Franklin Field, Philadelphia. Schedule is attractive, but CBS suffers same enormous handicap it did when it went commercial 2 months ago (Vol. 7:26)—no sets. Only few dozen appear in prospect, most supplied by CBS.

Neither stations nor sponsor are yet disclosed by CBS. A regular sponsor would be CBS color's first; several advertisers gave system sendoff, but none has bought daily schedule since.

As inducement to stations, CBS is footing most bills, offering number of color sets (usually 5)—plus 10% of rate card. At least two of the stations planning to carry football chose to take it free, refusing 10% on grounds it's bad precedent to depart from rate.

In Midwest, definitely planning to colorcast games are: WBKB, Chicago; WBNS-TV, Columbus; WJBK-TV, Detroit. WHIO-TV, Dayton, is said to be "willing." WKRC-TV, Cincinnati, is undecided. Other cities may come in.

Reports in Chicago are that Webster-Chicago claims 10,000 slave units in works, that it could make 36 available to WBKB by mid-September, 36 more by Oct. 1.

How much demand for color sets and adapters will be created is anyone's guess. CBS faces mighty tough competition in "free" NCAA schedule to be sponsored by Westinghouse on NBC-TV (Vol. 7:30).

The 4 Eastern stations which have carried color feeds from New York give this status report on color schedule:

WMAR-TV, Baltimore—Will carry full football schedule if sponsored, "some" games if not. Continues daily 10:30-11 a.m. show. Has had one color set, expects 8-10 for football, 5 to be supplied by CBS.

WTOP-TV, Washington—"Probably" will carry all games. Continues daily morning program. Expects "some sets" from CBS for football.

WCAU-TV, Philadelphia—To use all games. Has been taking morning program from coaxial, feeding it closed-circuit to 2 receivers in studio. Expects 5 sets from CBS.

WNAC-TV, Boston—"Undecided" about football. Now colorcasting morning show.

Meanwhile, proponents of compatible system are anxious to get on with field testing. Panel 13 (standards) meets Sept. 7, hopes to fix definitely on set of specifications to field test (Vol. 7:32-33). Its findings go to whole National TV System Committee at N. Y. meeting Sept. 18.

RCA-NBC resumed its colorcasts in New York this week with 10-10:15 a.m. daily schedule. Larger-scale showings, including public demonstrations, are set for 10-10:20 a.m. Sept. 10-21. RCA, like all compatible system field testers, is handicapped by fact FCC limits colorcasts to periods outside regular programming hours. What with growing daytime commercial schedules, experimenters may soon find themselves transmitting color outside normal working hours only.

RCA chairman David Sarnoff renewed his campaign for dual standards—FCC authorization of compatible system alongside CBS's—with statement this week, reading: "Neither pride nor prejudice, nor politics, nor the private interests of any member of the industry will make the final decision on this vital question. If given the opportunity to do so, the public can and will make that decision. I strongly favor giving the public such an opportunity . . . Only [with dual standards] can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice."

CBS's Dr. Peter Goldmark, in *Broadcasting Magazine* interview (Aug. 27), said tests using RCA tri-color tube with CBS system have shown that it performs far less satisfactorily than color disc in "every aspect—color, contrast and detail." He said tube is impractical to manufacture from mass production and price standpoints. Dr. Goldmark's statement is at variance with informal reports from several other set manufacturers who've been using RCA tube in their labs to monitor CBS colorcasts.

RCA-CBS competition never wanes, at home or abroad. Both claim great success in TV "Battle of Berlin" (Vol. 7:32). RCA reports that 1,250,000 saw its Berlin demonstrations; CBS has brought back "Miss Color TV of Germany." CBS scheduled surgical showings in Paris; RCA announced 10-week surgical tour starting Sept. 1—Copenhagen, Catania, Milan, Rome, Turin, Brussels.

Telecasting Notes: Riding high on current tide of sponsorships, ABC issued 14-page press release Aug. 29 to report sale of \$24,131,000 worth of time (\$6,808,000 on its TV network) covering 7-week period to Oct. 14. Some 75% are new accounts, it stated, listing these new TV sponsors: Bona-Fide Mills, Bristol Myers, Brown Shoe, Celanese Corp., Cliquot Club, DuPont Orlon Div., Hollywood Candy Co., Jene Sales, C. H. Masland, Sundial Shoe Co. . . . Despite ownership of 5 TV stations, all quite profitable, ABC-TV as network has consistently ranked poor third in TV billings, now looks like it's approaching sellout status, as have NBC-TV & CBS-TV [for their relative status as of end of July, see PIB billings report, Vol. 7:34] . . . "Abatement of the TV hysteria" is one of reasons given by MBS president Frank White for that AM network's 7% increase in billings (to \$10,200,000) for January-July period—this despite current radio network rate reductions . . . "Use radio to sell radio" campaigns (Vol. 7:31-32, 34) really under way, with NARTB preparing 15-min. transcriptions to be sent monthly to member stations to use as broadcasts to public—extolling entertainment, news, public service, advertising merits of radio; opposite side of discs contains radio-promoting spots . . . World Broadcasting System (Ziv) also preparing package of "sell radio" promotional material to go to affiliates of its transcription network . . . "Television Square," WOR-TV's 47,000 sq. ft. structure occupying nearly entire block from 67th to 68th Sts. between Broadway & Columbus Aves., New York, is month

ahead of schedule, should be ready for occupancy Dec. 1 . . . Canadian Radio Section, setting forth in text and ads the merits of commercial radio in Dominion, occupies 35 pages of Aug. 27 *Sponsor*—mostly devoted to AM because "TV in Canada is today in a state of creeping growth" while CBC builds Toronto & Montreal stations now apparently delayed until "fall of 1952" . . . Foreign-language AM outlet WOV, New York, not itself in TV, has unusual tieup with one of its sponsors, Buitoni Macaroni Corp., of New York & Rome, whereby WOV staff under mgr. Ralph Weil will supervise film series to be shot at factory in Italy, titled *Continental Holiday with Buitoni*, films then used on sponsored spots on TV . . . New York's WPIX signs up 117 sports events from Madison Square Garden this season, including basketball, hockey, rodeo and dog & horse shows, under contract inked Aug. 31 . . . Louis B. Mayer, ex-MGM chief, reported by *New York Journal-American* to be planning to enter TV film production with Henry Ford II, Walter P. Chrysler and others prepared to invest \$100,000,000 over 10-year period . . . WCBS-TV, New York, has issued Rate Card No. 10, effective Sept. 1, fixing base Class A hour rate at \$3750, half hour \$2250, 15-min. \$1500, one-min. ann. or 20-sec. station breaks \$775—with frequency discounts . . . WMAL-TV, Washington, Sept. 15 raises base hour rate from \$500 to \$600, 5-min. from \$150 to \$175, 1-min. from \$90 to \$120 . . . WHAS-TV, Louisville, has new rate card as of Sept. 1, raising base hour rate from \$400 to \$500, announcements from \$65 to \$100.

Personal Notes: Wayne Coy, FCC chairman, flies Sept. 3 to Japanese treaty conference in San Francisco as member of President Truman's party aboard the *Independence*; he was invited personally by the President, so as to be present at Sept. 4 opening of first transcontinental TV hookup . . . Robert McCormick, NBC-TV Washington news chief and commentator, assigned to Europe as business mgr. for NBC-TV news, leaving in mid-Sept. for Paris headquarters; his executive job in Washington is taken over by Julian Goodman, his commentator functions by David Brinkley . . . Robert K. Richards, NARTB public affairs director, reelected secretary of Council of Journalism Inc., Northwestern U's Baskett Mosse elected new chairman . . . John McClay, ex-WPIX, New York, now director of operations, WCAU-TV, Philadelphia . . . Bill Brennan named program director of KTSN, Los Angeles, succeeding Cecil Barker, now with KECA-TV . . . Robert M. Shaw, ex-General Motors, joins ABC as administrative asst. to TV program v.p. Harold L. Morgan . . . Albert Zugsmith, formerly associated with Smith Davis in newspaper-radio brokerage field, now in Hollywood, head of International Film Investment Corp., producing and financing pictures . . . Aaron Beckwith, ex-WAGE, Syracuse, now gen. sales mgr., United Television Programs . . . Wilfred S. Roberts, TV-radio director, and John F. MacKay, copy chief, elected v.p.'s, Pedlar & Ryan . . . A. J. Potter, ex-Wm. Esty Co., joins Los Angeles office of Calkins & Holden, Carlock, McClinton & Smith as TV-radio director . . . Lovick E. Draper, ex-ABC and D'Arcy Adv., has joined Houston office of Foote, Cone & Belding as account supervisor, Grand Prize Beer . . . Carlo DeAngelo elected president of Productions for Television Inc., at same time will supervise TV for Emil Mogul agency . . . Franklin S. Roberts, ex-Harry Fiegenbaum Adv., named TV-radio director, Wil Roberts Adv., Philadelphia.

Network Accounts: Second season of NBC-TV *Kate Smith Hour*, staged in Hudson Theatre Mon.-thru-Fri. 4-5, resumes Sept. 10 as complete sellout, with Procter & Gamble taking first 15 min. each day, others as follows: Mon., Pillsbury Mills, Chesebrough Mfg., Cannon Mills; Tue., Simmons Co., Esquire Shoe Polish, Singer Sewing Machine Co.; Wed., Andrew Jergens, Glidden Co., Gerber Products; Thu., Simoniz Co., Minute Maid Corp., Hunt Foods; Fri., Jergens, Glidden, Hunt. In addition, Miss Smith will start night variety show on NBC-TV under same title Sept. 19, Wed. 8-9 . . . NBC-TV *Show of Shows* (Sid Caesar & Imogene Coca) resumes Sept. 8, Sat. 9-10:30, with these sponsors: Camels, 9-9:30; S.O.S., Benrus and Libby, McNeill & Libby, partic., 9:30-10; Lehn & Fink and Eversharp, alternate weeks, 10-10:30 . . . CBS-TV daytime *Garry Moore Show*, Mon.-thru-Fri. 1:30-2:30, has been sold out, with Junket taking Tue. & Thu. 1:45-2 from Sept. 4 and Corn Products (Linit) taking Tue. 2:15-2:30 starting Oct. 16. Other sponsors: GE, 1:30-1:45 Mon.-Wed.-Fri. and Best Foods Tue. & Thu.; Chase & Sanborn, 1:45-2 Mon.-Wed.-Fri.; Procter & Gamble (Duz & Ivory), 2-2:15 Mon.-thru-Fri.; R. J. Reynolds Tobacco (Cavalier cigarettes), 2:15-2:30 Mon.-Wed.-Fri.; Quaker Oats (Aunt Jemima mix), 2:15-2:30 Thu. . . Crawford Clothes (clothing chain) Sept. 9 takes sponsorship of *They Stand Accused* on DuMont Network, Sun. 10-11, originating in WGN-TV, Chicago, thru Al Paul Lefton; same sponsor has also bought *Public Prosecutor*, mystery film with studio panel to solve crime, on WABD, New York, starting Sept. 6, Thu. 9:30-10 . . . CBS-TV's *Alan Young Show*, sponsored by Ford Dealers in Los Angeles and on kinescopes for East, resumes Sept. 20 on Eastern network for Esso, Thu. 9-9:30, thru Marschalk & Pratt, and on Midwest network for Kroger grocery chain, thru Ralph H. Jones Co., Cincinnati . . . Bristol-Myers Co. on Sept. 24 switches *Break the Bank* from

NBC-TV to ABC-TV, Mon., Wed. & Fri., 11:30-12 noon, thru Doherty, Clifford & Shenfield; Philip Morris takes Tue. & Thu. segment, thru Cecil & Presbrey . . . C. H. Masland & Sons (rugs & hunting-fishing clothes), on Aug. 30 began *Masland at Home Show* on ABC-TV, Thu. 10:30-10:45, thru Anderson & Cairns Inc., N. Y. . . . Peter Paul Co. (candy) from Sept. 13 will sponsor Thu. segment of Mon.-thru-Fri. *Gabby Hayes Show* on NBC-TV, 5:15-5:30, thru Maxon Inc.; Mon. & Fri. shows sponsored by Quaker Oats, which also sponsors it Sun. 5-5:30, thru Sherman & Marquette . . . Time Inc. has purchased one-time on ABC-TV Fri., Sept. 7, 10-11 p.m., for *Your Stake in Japan*, dramatic show timed for eve of signing of peace treaty, placed thru Young & Rubicam.

Station Accounts: National Shoe Stores Inc. is sponsoring 1935 Gene Autry serial *The Phantom Empire* on NBC's WNBT, New York, Sun. 10-10:30 a.m., though all current Gene Autry films are made for CBS-TV; in Los Angeles, Arden Farms (dairy chain) has bought series of Autry pictures, made for CBS-TV, to be carried on ABC's KECA-TV, paying reported \$1000 per run . . . Corning Glass Works, for Pyrex, using participations on *Kitchen Fare*, Thu. 11-11:30 a.m. on WABD, thru Young & Rubicam, N. Y. . . . Oakite Products Inc. (cleansers) will use TV with other media in new Sept. 10-Dec. 10 campaign featuring consumer contest, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . . P. Ballantine & Sons (beer & ale) Oct. 4 begins *Intrigue*, mystery series, on WNBT and WNBW, Thu. 10:30-11, thru J. Walter Thompson, N. Y. . . . Stroh Brewing Co. to sponsor home games of Detroit Red Wings hockey team on WWJ-TV and Lansing's WJIM-TV, simulcast while carried on 16-station state radio network . . . Old Gold to sponsor *Queen for a Day* on KECA-TV, Los Angeles, Thu. 8-8:30 starting Sept. 13, thru Lennen & Mitchell, N. Y. . . . New sponsors on WCBS-TV, New York, all using announcements or participations, include *World Telegram & Sun*, thru Donahue & Coe; Stahl-Meyer Inc. (Ferris hams), thru Dowd, Redfield & Johnstone; Murine Co. (eye wash), thru BBDO, Chicago; Ullman Co. (Shelf-N-Edge plastic), thru Posner-Zabin Adv.; Duffy-Mott Co. (Sunsweet prune juice), thru Young & Rubicam; V. LaRosa & Sons Inc. (macaroni products), thru Kiesewetter Associates; Silex Co. (Fresherator), thru H. B. Humphrey, Alley & Richards . . . Among other advertisers reported using or planning to use TV: Minnesota Mining & Mfg. Co. (Underseal), thru BBDO, Chicago; U. S. Industrial Chemicals Inc. (Super-Pyrol anti-freeze), thru Geyer, Newell & Ganger, N. Y.; George D. Roper Corp. (pumps), thru Cummings, Brand & McPherson, Rockford, Ill.; Bowman Biscuit Co. (cookies & crackers), thru Ball & Davidson, Denver; Electric Steam Radiator Corp. (portable steam radiators, vaporizers, bottle warmers, etc.), thru O'Neil, Larson & McMahan, Chicago; Casite Corp. (automobile oil), thru Keeling & Co., Indianapolis; Union Starch & Refining Co. (Pennant Reddi Starch) and Scott Petersen & Co. (meat products), thru H. W. Kastor & Sons, Chicago; Chase Candy Co., thru Glee R. Stocker & Associates, St. Louis; Whirlpool Corp. (Whirlpool washers), thru Beaumont & Hohman, Chicago; Omar Inc. (bakery products), thru Fitzmorris & Miller, Chicago; Drackett Co. (Windex), thru Young & Rubicam, N. Y.; Portland Woolen Mills (blankets, robes & cloth), thru MacWilkins, Cole & Weber, Portland, Ore.; Carnation Co. (evaporated milk), thru Erwin, Wasey & Co., Los Angeles; Wander Co. (Toddy), thru Grant Adv., Chicago; W. P. Fuller & Co. (paints) and Lucky Lager Brewing Co., thru McCann-Erickson, San Francisco.

Edward Y. Flanigan, 59, mgr. of WSPD & WSPD-TV, Toledo, died Aug. 25 of pneumonia. He's survived by wife, 2 daughters and son.

CANADIAN BROADCASTING CORP., which not only operates string of govt.-owned radio stations and a broadcasting network in competition with private enterprisers, but also is charged with regulating Dominion's radio and TV, apparently isn't going to issue any CPs for private TV stations until its own first 2 are completed in Toronto & Montreal sometime next year (Vol. 7:22, -29-30).

Nor will it even disclose who are the private applicants, and for what channels. Indeed, efforts to get list of applicants and channels sought from official sources have met with official avowal that such information isn't releasable!

From private sources, however, we learn these applicants have thus far been heard, decisions on all deferred: CKEY & CFRB, Toronto; CKAC & CFCF, Montreal; CKLW, Windsor; CFRA, Ottawa; CKNW, New Westminster, B. C.; Canadian Famous Players Ltd., theatre chain, for Toronto; Mastervision Ltd., radio manufacturer, also for Toronto. Denied was application by CHML, Hamilton, presumably because CBC wants to build own station on the one vhf channel allocated there. There may be other applications on file, but CBC won't tell who they are. [For list of proposed TV channel allocations in Canada, see pages 59-60, *TV Factbook No. 13*.]

Thus, Canada lags behind even Mexico in TV, and of course far behind U. S., even with our freeze—albeit some 50,000 Canadian homes near border have bought TV sets to receive U. S. stations. Exasperated private broadcasters partially blame U. S. interests for bureaucracy-bound condition in their country. Said one: "Frankly, the galling part of this whole incredible setup, with its all-powerful State-owned CBC at the apex, could not exist without the benevolent support and cooperation of the U. S. networks, who are such ardent supporters of free enterprise at their own meetings. They feed virtually all their best programs to the CBC, thus permitting it to continue and on much better deals than their own affiliates in the U. S., to our knowledge."

More lenient provisions of new construction controls toward small jobs (Vol. 7:31-33) have resulted in swift go-ahead for some broadcasters who applied under old regulation for permission to begin construction or alterations. They were notified they're exempt under new regulations (M-4A, CMP Reg. 6) because their projects require less than 2 tons of steel, 200 lbs. of copper, no aluminum. NPA's Washington office told these 3 applicants their construction isn't restricted under new controls: WBTV, Charlotte, which had applied to begin alterations to TV studio, valued at \$12,064; WOOF, Dothan, Ala., broadcasting building, \$28,000; WPAQ, Mt. Airy, N. C., broadcasting station, \$11,350. Other applicants whose projects are exempt were notified from field offices where they filed applications.

Week's only application for new TV station was filed by Rib Mountain Radio Inc., seeking Channel 7 for Wausau, Wis., 40% owned by *Wausau Record-Herald*, 60% by the Central Bcstg. Co. (Morgan Murphy-Walter Bridges group) which owns AM stations in Minnesota and Wisconsin, is applicant for Duluth, Hibbing, Madison, Eau Claire (*TV Addenda 13-C*). Total applications now pending: 436. Reported readying applications are KBOR, Brownsville, Tex., opposite Matamoros, Mexico, where new XELD-TV is testing (Vol. 7:31-33); and Oklahoma Television Corp., planning to apply for Channel 9 in Oklahoma City, prepared to spend \$1,500,000 on installation including 200-kw transmitter and 1500-ft. tower. Latter group includes Edgar T. Bell, ex-WKY, former Gov. Roy J. Turner, RCA distributor Luther T. Delaney and others. [For list of all applications pending, see *TV Factbook No. 13* with Addenda 13-A to 13-H.]

Three-man "talent committee" of Salary Stabilization Board began study Aug. 30 of pay policies and problems involving performers in TV, radio, movies and on the stage. Committee, which will advise Salary Board, is headed by Roy Hendrickson, former Agriculture Marketing Administrator. Other members are Philip F. Siff, ex-director of Selznick International and United Artists, and Neal Agnew, ex-Paramount Pictures v.p., now consultant to independent motion picture distributors. William E. Sanborn, member of Salary Board, is serving as committee's executive secretary.

Jerry Fairbanks Productions merger into Isaac L. Levy's Official Films Inc., for which latter was to pay 175,000 of 2,000,000 authorized shares (Vol. 7:22), has been dissolved—and Jerry Fairbanks resumes presidency of Hollywood firm bearing his name, with Sid Rogell as executive v.p. in charge of studio operations. Firm reports it has secured outside financing, but its current series of TV films will be distributed by Official Films Inc. New president of Official Films Inc. is Billy Goodheart Jr., succeeding Aaron Katz, resigned.

Columbia Pictures' TV production subsidiary, Screen Gems, headed by Ralph Cohn, was merged this week with United Productions of America (Stephen Bosustow), to be called Screen Gems Div. of United Productions of America. Specialty will be animated films. Rialto reports also have Columbia Pictures considering establishment of New York studios for TV production.

Snader Telescription Sales Inc. reports it has acquired distribution of 13 first-run Korda films, never before shown in this country, for both movie and TV release, listing 9 of them as follows: *The Wooden Horse*, *Bonnie Prince Charlie*, *Flesh and Blood*, *Small Dark Room*, *Into the Blue*, *The Small Voice*, *The Courtneys of Curzon Street*, *The Angel with the Trumpet*, *The Wonder Kid*.

Deletion of Channel 3 from San Diego, part of tentative U. S.-Mexican agreement, worried San Diego educators, since channel was proposed to be reserved for them. FCC wrote them this week, said U. S. got fair shake in revision, assured them educational interests weren't being neglected, pointed out that they can ask for reservation of another vhf channel in San Diego if they choose. Tentative agreement would move Channel 3 to Mexicali which would lose 7 & 9. Other proposed assignments in area (*TV Factbook No. 13*) would remain unchanged.

Portland-Seattle microwave extension of present San Francisco-Portland coaxial (Vol. 7:33) isn't expected to be ready for phone service until beginning of 1953, meaning Seattle's hookup into transcontinental TV circuits is at least that far away, according to Pacific Tel. & Tel.

FCC's uhf propagation studies have culminated in report TRR 2.4.12, *UHF Propagation Within Line of Sight*, now available from Technical Research Div., Room 1629 Temporary T Bldg., 14th & Constitution, Washington.

With uhf military equipment particularly in mind, RCA has issued *Ultra High Frequency Fundamentals*, manual available for 75¢ from RCA Govt. Service Div.

Color Television Inc., San Francisco, unsuccessful bidder for FCC approval of its TV color system, is reported to have secured \$4,000,000 contract to manufacture airborne radar and other electronic products developed by Tomlinson I. Moseley, president of Dalmo Victor Co., San Carlos, Cal. Existing plant, no longer used for TV since CTI system was rejected along with RCA's in favor of CBS's, will be utilized with additional facilities to be built in San Francisco peninsula area, according to CTI president Arthur S. Matthews.

DEMAND UP, STOCKS DOWN, OUTPUT LOW: Cut-price TV sets are moving -- from factories to distributors, at least, and at an accelerating pace to dealers and the public.

September buying, stimulated by big promotions breaking right after Labor Day, should tell whether there's real justification for trade confidence that new prices, better programs, easier credit terms and a generally prosperous economy will bring about normal equilibrium between supply and demand.

Best news since inventory accumulations began to get dangerously high in early spring came in RTMA's weekly statistical report issued Friday, showing that factory TV inventories had fallen to 666,696 as of Aug. 24 -- down 88,000-plus from preceding week (Vol. 7:34). Though August trend had been slightly downward (768,766 first week to 765,916 second, 754,854 third), this was really first sizeable drop since pileups began in February.

Indicating that manufacturers are holding down production, while getting rid of inventory, was output figure for Aug. 24 week -- only 55,596 units (1801 private label). This is slightly over the 52,748 of week before (Vol. 7:34), but hardly enough to betoken any trend yet. Week's figure compares with 188,000 TVs turned out during comparable week last year. And it certainly doesn't indicate the set makers are pushing the output of their new lines -- not yet, anyhow.

Radios totaled 222,263 (103,885 private label) week of Aug. 24, not much change from level of preceding 3 weeks (Vol. 7:32-34). Inventories of radios went up to 418,304 from 368,280 during preceding week (Vol. 7:34). Week's radios were 112,747 home sets, 29,909 portables, 79,607 auto.

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First dealer inventory report came from Dun & Bradstreet this week, showed 900,000 to 1,150,000 new TVs in hands of dealers as of Aug. 1 -- 350,000 to 450,000 of them table models, 550,000-700,000 other types. Inventories of home radios were estimated between 1,400,000-1,700,000, plus 375,000-450,000 new battery portables.

There was cold comfort in these figures, albeit they were month old and nice movement of sets has been discernible since mid-August. Dun & Bradstreet estimated, however, that Aug. 1 figures were about 15% under July.

There's no authentic figure on distributor holdings as late as Aug. 1, most recent being RTMA's end-of-June estimate of 633,077. So it's difficult to reconcile weekly manufacturer inventory of Aug. 24 with dealer estimate of Aug. 1 with wholesaler holdings back to June 29. Suffice to say there are still plenty of sets!

* * * *

But trend during August was salutary at all levels, if key industry folk can be believed. Certainly, the way some distributors and dealers are already buying is sign to the good. All trade reports say price-cut models are moving very well.

RCA claims orders for just about all its factory stocks of the 9 models it price-cut by \$30 to \$115 just 2 weeks ago (Vol. 7:33), setting off current wave of reductions. This despite fact advertising hasn't even started yet in most places, isn't due to break generally until Sept. 6.

At least 100,000 sets are believed involved in RCA's factory unloading, to say nothing of distributor-dealer holdings. "By the end of September," said spokesman, "we'll be out of all our old sets." He said this after report from Pittsburgh that the sets, advertised there ahead of other places, were selling like the proverbial hotcakes -- and that distributor there was clamoring for more.

Bruno-New York, biggest RCA distributor, stated every set offered has been spoken for by its dealers, reported good dealer sales already. Bruno-New York also said dealers have ordered all availabilities of RCA's new line (Vol. 7:34) and added that it "looks like sellout" through end of this year. Similar reports came from RCA distributors in Newark, Philadelphia, Detroit, Chicago.

Gambling on quick disposal of overstock, RCA begins advertising new line of

four 17 & five 21-in. sets Sept. 24. It claims these are "really new" -- with entirely new chassis and 26 & 28 tubes, respectively. Former 16, 17 & 19-in. models were equipped with 21 tubes.

That the industry at large isn't too happy about price warfare, that nobody can make much money on merchandise cut so deeply, that some companies may not be able to stand the gaff -- and, above all, that production henceforth won't be on the hell-in-a-hack scale of 1950 and first-quarter 1951 -- goes almost without saying.

As for defense-induced shortages, read story below.

SHORTAGES OF TVs STILL IN FUTURE: There will be at least 3,000,000 TV sets for sale the rest of this year -- so only a buying spree of the magnitude of last year's post-Korea gold rush could come anywhere near equalizing supply with demand by Christmas.

With stiff curtailment of production for remainder of 1951, and even stiffer cutbacks next year, it's just barely possible a balance will be achieved by mid-1952 -- but only if buying takes a heavy spurt and maintains it.

Simple arithmetic of present inventories, plus anticipated fourth quarter production, shows why NPA materials cuts aren't likely to be felt in terms of set shortages for many months.

It's almost certain that total inventories of TVs are at least 2,000,000 (see story above). Factory inventories (667,000 as of Aug. 24) plus distributor inventories (663,000 June 29) plus retailer inventories (about 1,000,000) total about 2,300,000. But to err on conservative side, in our computations we assumed Sept. 1 inventories are 1,850,000.

Then we made these assumptions: Fourth quarter production to total 940,000 TVs (NPA's figure, based on 60% of first-half 1950 rate), September production to total 200,000 (at rate of 50,000 a week). Added together, these give estimated output of 1,140,000 sets for remainder of 1951.

Totaling inventories and anticipated production, we get a conservative figure of about 3,000,000 sets on the market during remaining 4 months of this year. That's almost exactly number of sets sold during last 4 months of 1950 -- TV's lushest period -- based on NBC "census" figures. But, being more realistic:

If sales should average a healthy 140,000 a week, as they did for all of 1950, supply would catch up with demand in about 20 weeks, or in middle of February (assuming average weekly production of 50,000 sets in 1952).

If sales average 100,000 sets a week, inventories won't be cleared out for at least 40 weeks, or until about mid-1952.

If sales continue to average only 50,000 a week or less, there'll be surplus of TV sets until well into 1953.

Trade Personals: Frank Folsom, RCA president, flying to Europe Sept. 21, will visit France and Spain, may go to Israel . . . Leonard F. Cramer, executive v.p., DuMont Laboratories, resigned Aug. 30, will vacation for month before announcing plans . . . James M. Valentine, who recently resigned as ABC-TV engineering mgr., named asst. division head in charge of TV field engineering, Federal Telecommunications Laboratories Inc. (IT&T) headquartering in Buenos Aires . . . E. P. Vanderwicken, ex-York Corp., succeeds retiring George R. MacDonald as Motorola v.p.-treasurer . . . Ralph H. Snyder named sales mgr., Sentinel distributors, Chicago, succeeding William H. Nelson, resigned to rejoin Appliance Distributors Inc. (Admiral) . . . M. J. Yahr promoted to mgr. of RCA sound products sales . . . George Oliver resigns as adv.-sales promotion director, Packard-Bell . . . Melvin Pollack resigns as sales mgr., Philharmonic Radio, will open Brighton Sporting Goods Store, 608 Brighton Beach Ave., Brooklyn . . . Louis M. Robb named GE tube dept. representative in San Francisco, Robert R. W. Lacy named commercial engineer for western sales region, Los Angeles . . . Joseph B. Elliott, RCA Victor v.p., reappointed chairman of RTMA sports broadcasting

committee; he's onetime Georgia Tech grid star . . . Frank M. Mansfield, Sylvania, reappointed chairman of RTMA statistics committee . . . Don Foster, CBS engineer, named asst. to Richard Mahler, director of licensing & contracts for CBS Labs Div. . . Paul Wexler, national sales mgr., Columbia Records Inc., named v.p.

Draft of proposed trade practice rules for TV-radio industry (Vol. 7:25, 34) was mailed Aug. 30 by Federal Trade Commission to some 12,000 manufacturers and merchandisers. It's designed to serve as "basis for discussion" at second industry-FTC conference Sept. 26 in National Archives Bldg., Washington. Following conference, new draft will be issued. Then public hearing must be held before rules are finalized. Copies of proposed rules are available from FTC, Washington.

Move to boost excise taxes on TV-radio appeared dead as dodo at week's end as Senate Finance Committee followed lead of House in rejecting Administration request to hike levy from 15% to 25% (Vol. 7:6 et seq). Committee also approved section of House-passed tax bill which would exempt from excise taxes "navigation, detection and communication receivers" sold to Govt.

Topics & Trends of TV Trade: Crackdown on down payment violations under Regulation W is in the wind, with Federal Reserve Board expected to issue interpretation soon of trade-in provisions as they apply to TV-radio and other appliances. Board officials met Aug. 29 with Senate-House Defense Production "watchdog" committee, were told that it was intent of Congress in enacting new credit controls that trade-ins must have "bona fide value" and not be used as dodge to escape down payment regulations.

Board members were especially concerned about "no down payment" advertisements and some retailers' practice of hiking prices of appliances to compensate for inflated trade-in allowances. Also under discussion by board is possible ruling restricting types of items which may be traded in. Under present wording of regulation, for instance, an old radio may be traded toward a refrigerator—and one used car dealer has been advertising: "Trade in your pogo stick on a good used car." Board may rule old items may be traded in only toward similar items, but isn't expected to bar radio-for-TV trades.

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Trade Miscellany: Motorola's Robert W. Galvin, executive v.p., predicted output of 1,400,000 TV units fourth quarter, according to Dallas report; he said that's about 70% of first 1951 quarter (2,198,669, see Vol. 7:17) and "about what the market will bear" . . . Emerson Radio has used profits from plant vending machine to set up kitty for small loans to workers; in 2 years, loss on \$15,000 in small loans was \$15 . . . RCA has leased part of Sellers Cabinet Co. plant in Elwood, Ind., which is suspending operation, and will use space for cabinet storage . . . Jiji Press of Japan has been granted license under Hogan facsimile patents, plans facsimile to reach newspaper subscribers over telegraph circuits or FM radio . . . Five-week strike of 125 workers at Cleveland Electronics Inc. (components) ended with no settlement after NLRB election resulted in 91-35 vote for decertification of their union, which had asked for merit increases of 5% for all employees . . . Muntz TV Inc. reports August sales running far ahead of the 6966 sold in August 1950, says they will total 11,500 to 12,000 units, with production of 20-in. now running at rate of 9000 a month.

Merchandising Notes: Sylvania got so incensed over article by Philip Wylie in July 3 *Life*, titled "Pop, the Complete Crook," and purporting to tell about gyp radio servicing, that it canceled ad schedule and so notified its service dealers this week; by coincidence, ad was placed opposite article . . . Zenith convention, when new line will be shown, is set for Sept. 14-15 in Chicago's Sheraton Hotel . . . Belmont will show new Raytheon models in Morrison Hotel, Chicago, Sept. 10 . . . GE's 24-in. tube is being used only in receivers made by itself and Stromberg-Carlson, though Hallicrafters, Sylvania and Westinghouse have also announced such models . . . DuMont's fall ad campaign will be keyed to theme: "Look Inside, Then Compare, See Why DuMonts Do More."

Uncle Sam's increased take from TV-radio industry, due to excise tax, is reflected in Internal Revenue Bureau report issued last week showing tax collections were \$128,187,344 for year ended June 30, 1951, up \$86,102,563 from the \$42,084,781 for pre-TV excise year ended June 30, 1950. Included are phonographs and components, but not phono records on which \$7,007,075 was collected as against \$5,768,520 the preceding year. Refrigerators, freezers, air-conditioners paid \$96,319,357 in taxes, up from \$64,315,895. During July, Treasury collected \$5,859,679 from the industry vs. \$3,962,130 in July 1950; \$705,319 on phono records vs. \$896,556; \$6,665,697 on refrigerators, air conditioners etc. vs. \$8,475,763.

CBS-Columbia Inc. cut lists on 11 models by \$20, \$30, \$55 & \$100 (20% over-all); has also added 4 new ones to line. Only the 4 new models have CBS-Columbia label, old ones continuing as Air King. Only one model, top-of-the-line 20C3, at \$469.95, is internally-adapted to get CBS color in black-&-white. According to president David Cogan, each new model henceforth, arriving at intervals of 2 months or less, will have adaptation feature. Other new models are 17-in. metal table in ebony at \$190, 20-in. metal table, mahogany finish \$230, 20-in. mahogany table \$300.

Pilot production of first color set, \$500 color-mono-chrome 10-in. (magnified) console, is going according to schedule, says Mr. Cogan. First deliveries are promised in latter September.

Expansion of distribution organization continues. Among latest appointments is Kaufmann-Washington Co., Washington, formerly Stromberg-Carlson. Distributor has ordered 20 color sets, expects September delivery. Outlet anticipates quick movement of color sets, to those who want to "keep up with the Joneses" if nothing else. Movement of 24-in. Stromberg-Carlson at \$975—"we couldn't get enough of them"—is cited as example.

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Sylvania price cuts ranged from \$30 to \$90, covering all but 2 of its 23 recently released models. Only sets on which prices were retained were two 16-in. tables at \$200 each. The 14-in. table was cut \$30 (to \$190) and console \$40 (to \$230). All 17 & 20-in. models were cut, the 20-in. table by \$80 to \$320, open console by \$90 to \$380. Halolight models, all 20-in., were cut \$50 & \$60, and 17-in. combinations \$50 each. That Sylvania felt forced to the cuts was indicated in statement by sales chief John K. McDonough that it was being done "to meet current selling conditions."

Philco's 4 new models, announced Sept. 28 concurrently with price cuts on 17 of the 29 other sets in its line, are (all prices rounded out): No. 1804, 17-in. metal table at \$230; 2106, 21-in. mahogany table at \$300; 2108, 21-in. leatherette table at \$320; 2140, TV-only 21-in. mahogany console at \$360, equipped with casters. Cuts of \$10, \$20 & \$30 were ordered on some tables, \$20 to \$50 on some consoles, \$20 & \$50 on 2 of its 5 combinations.

Trav-Ler this week released 8 new TVs, 3 radios. TVs are 17-in. tables with simulated leather-mahogany finish, \$150; mahogany finish, \$200; same as consoles, \$170 & \$230; 19-in. mahogany console \$230, blonde \$250; 20-in. mahogany console \$250, blonde \$270. Radios are clock at \$30, plastic 5-tube at \$18 in walnut, & \$20 in ivory, portable with 3-speed record player at \$40.

Stewart-Warner's reduced lists cover 17-in. tables cut \$30 & \$40 to \$230, \$240 & \$280; 17-in. consolettes cut \$40 & \$30 to \$260 & \$270; 17-in. consoles cut \$30, \$40 & \$30 to \$300, \$320 & \$370; 20-in. console cut \$50 to \$370; 20-in. consoles cut \$40 to \$400 and \$50 to \$575; 17-in. combination cut from \$600 to \$500.

Jackson Industries names Trans-Vue, Chicago, as national sales agency for all save its private label & govt. products. Trans-Vue will also sell Jackson-produced TVs under own label—only 4 sets in line being 17-in. mahogany table at \$230, console \$260, 20-in. mahogany table \$270, console \$300, all including tax but not \$7.50 & \$12 parts warranties. Promised also is color TV adapter at \$10-\$15.

TV set prices now are at lowest levels in industry's history, says DuMont sales chief Walter L. Stickel. He predicts "normal fall pickup" because: (1) "virgin market of better than 50%" still exists in TV areas; (2) replacement market is ripe, with more than 40% of sets-in-use 14-in. and smaller; (3) good market for second sets; (4) transcontinental service adding attractive programs.

Mobilization Notes: Fourth quarter allotments of steel, copper and aluminum under Controlled Materials Plan went out this week to nearly all electronics manufacturers. Electronics Div. processed about 1100 applications. Of these, about 850 were from manufacturers of Class B (standard civilian-type) products, including 60 from home TV-radio manufacturers.

In addition to fourth quarter allotments, some manufacturers are receiving tentative allotment figures for first quarter 1952. NPA stressed that these advance allotments aren't firm allocations, but merely working figures to permit manufacturers to place advance orders for materials for first quarter of next year. Manufacturers who receive advance allotments are still required to apply later for firm allotments for first quarter.

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Certificates of necessity for rapid amortization of new productive facilities were granted by DPA to these 6 electronics firms during week prior to start of 60-day moratorium on new certificates (Vol. 7:33): Tung-Sol, for production of tubes at Washington, N. J., \$731,235, of which 75% is to be amortized over 5-year period; Standard Tool & Mfg. Co., Lyndhurst, N. J., tubes, \$461,646 at 75%; Eitel-McCollough, San Bruno, Cal., power tubes, \$90,825 at 80%; GE, Schenectady, tubes, \$66,838 at 75%; Gibbs Mfg. & Research Co., Janesville, Wis., doppler drift attachment systems, \$57,263 at 85%; Standard Piezo Co., Carlisle, Pa., quartz crystal frequency control units, \$39,300 at 75%. These applications for certificates were rejected: Electronic Measurements Inc., power supplies, vacuum tube voltmeters, \$227,000; Empire Coil, transformers, \$217,000; Indiana Steel Products, alnico magnets, magnetron assemblies, \$136,000.

Two new govt. pamphlets to aid manufacturers seeking military contracts: *Converting to Military Production*, published by NPA, available from Commerce Dept. field offices, and *How to Be Cleared for Handling Classified Military Information Within Industry*, by Munitions Board, available from Board at Defense Dept., Washington.

TV in Latin America: Mexican branch factories are reported planning mass production of TVs, mainly 10 & 12-in., to be sold on popular time payments. Plans to build score or more new TV stations in Mexico (Vol. 7:32) have impelled Emilio Azcarraga, operating Mexico City's XEW-TV, to state that at least 60,000 sets can be sold by July 1952, or "as soon as the TV-bug's bite starts an epidemic of keeping up with the Joneses" . . . City of Bogota, Colombia, in cooperation with Municipal Bank of Bogota, installing TV station built by British Marconi to American 525-line standards, ordering consignment of receivers from Ecko (E. K. Cole Co.) of England, which will rent rather than sell them to public . . . Argentina's first station, Radio Belgrano, Buenos Aires, due to start in mid-October, using Federal equipment and Harrod's of Buenos Aires Ltd. reporting first shipment of Philcos received.

Note on Cuban market from recent *Foreign Report* of Research Institute of America: "Per capita income is high. Cubans love luxuries and are not niggardly. In the first three months of '51 Cubans bought 12,620 automobiles from the U. S. With television only six months old here, and with only two stations (in Havana) operating on the entire island, it is estimated that there are already 15,000-20,000 TV sets in use. Miami stores advertise sets in Cuban newspapers, Cubans visit Miami to buy them there and bring them home by plane." But American firms have competition from Britain in Cuban market from now on. Cuba last week signed trade pact with United Kingdom granting same tariff concessions on British industrial products, including TV-radio, as it does on American items.

Financial & Trade Notes: Emerson Radio's profits were \$5,762,716 before taxes, \$3,039,943 (\$1.57 a share) after taxes first 39 weeks ended Aug. 4, company announced after Aug. 27 board meeting. This compares with \$6,040,120 profit before taxes, \$3,559,827 (\$1.84) after taxes, for like period ended Aug. 5, 1950. Emerson board decided to submit stock option plan for key employes to stockholders at meeting Feb. 6, making available not more than 100,000 shares of unissued capital stock to be distributed through committee comprising directors Ferdinand Eberstadt, Richard C. Hunt, George Saylor. President Benjamin Abrams and secretary-treasurer Max Abrams will not participate. Board also authorized creation of Emerson Radio Charitable & Educational Foundation, with Chase National Bank as trustee.

Oak Mfg. Co. sales rose to \$13,145,806, or 47% ahead of previous year's \$8,934,776, in fiscal year ended May 31, 1951—earnings amounting to \$1,188,037 (\$2.26 per share) vs. \$1,179,333 (\$2.25). There are now 524,715 shares outstanding owned by 3273 stockholders, and net worth at end of last fiscal year was \$5,978,114. Proxy statement for Sept. 27 annual meeting reveals these salaries and bonuses during year: Elof Sandstrom, chairman, \$42,000 salary & \$17,719 bonus; Robert A. O'Reilly, president, \$42,000 & \$17,719; Irwin N. Walker, v.p. & gen. counsel, \$7500; Edward J. Mastney, v.p., \$24,150 & \$6006; Harry J. Veitch, v.p., \$22,175 & \$6006; John A. Rovelstad, treas., \$19,250 & \$6006. Shareholdings include 12,229 by William Bessey, v.p.; 5511 by Mr. Sandstrom, 2555 by Mr. Rovelstad, 2155 by Mr. O'Reilly, 1755 by Mr. Mastney.

Collins Radio is reported 90% on defense orders, now totaling \$100,000,000, as against \$45,000,000 in mid-1950, according to Aug. 29 *New York Journal of Commerce*. It's leasing additional plant in Dallas, where it already operates, has financed expansions through \$4,000,000 loan from First National Bank, Chicago; \$2,000,000, First National, Dallas; \$2,000,000, Security First, Los Angeles; \$1,000,000 each, Northern Trust, Chicago, and Peoples Bank & Trust, Cedar Rapids, Ia. (headquarters). Firm now employs 3600 in all plants, including 125 at Burbank, Cal. Its broadcast, airlines and amateur equipment sales account for non-defense 10%

Standard Coil Products Co. and its wholly-owned subsidiary, Kollsman Instrument Co., report consolidated net sales of \$19,649,678 and net income of \$1,151,802 after provision of \$1,020,697 for taxes, equivalent to 78¢ a share on 1,470,000 shares outstanding, for 6 months ended June 30. Comparative consolidated figures are unavailable for same 1950 period, but in all 1950 (Vol. 7:12) Standard Coil sales were \$35,632,396, profits \$5,266,442 (\$3.58); in 1949, sales were \$16,594,626, profit \$2,579,279 (\$1.75).

Clarostat Mfg. Co. sales were \$3,502,885, profit before taxes \$718,261, profit after taxes \$273,268 (65¢ a share) during 6 months ended June 30. This compares with \$2,413,441 sales, \$264,292 profit before taxes, \$164,292 (39¢) profit after taxes for same 1950 period.

Pacific Mercury Television Mfg. Corp. reports net income of \$72,135, or 14¢ a share, on net sales of \$5,740,044 for year to March 31.

National Scientific Laboratories Inc., 2010 Massachusetts Ave. NW, Washington, electronics research firm, founded in 1948 by Dr. Robert I. Sarbacher, ex-dean of Georgia Tech graduate engineering school, has been sold to Bowser Inc., manufacturer of pumps and other products. It will continue under Dr. Sarbacher as president, with R. Hosken Danton of Bowser firm as chairman, Wallace M. Cohen v.p., Gertrude Priester treasurer, Abba P. Schwartz secretary.

Count of TV Sets-in-Use by Cities

As of August 1, 1951

Estimates are sets within .1 Mv/m contours (60 mi.), excluding overlaps, as established by NBC Research.

RATE of increase in TV sets-in-use, according to monthly NBC Research "census," receded to lowest ebb in July—and month's additions to national total were mere 183,100 units. Thus, as of Aug. 1, total reached 13,271,700, compared with 13,088,600 on July 1 (Vol. 7:29) and 12,769,300 on June 1 (Vol. 7:25). Even in New York area, only 20,000 sets were added during month. July is expected to be lowest month of year, for nice pickup in sales was observed in latter August (see Trade Reports) and everybody expects "normal" sales season to resume after Labor Day. These are the Aug. 1 sets-in-use by areas (consult individual stations for estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines)	1	61,000	Omaha	2	80,900
Atlanta	2	122,000	Philadelphia	3	874,000
Baltimore	3	308,000	Pittsburgh	1	312,000
Binghamton	1	41,300	Providence	1	157,000
Birmingham	2	59,300	Richmond	1	85,100
Bloomington, Ind.	1	17,000	Rochester	1	86,100
Boston	2	754,000	Schenectady	1	161,000
Buffalo	1	210,000	St. Louis	1	300,000
Charlotte	1	84,400	Syracuse	2	126,000
Chicago	4	942,000	Toledo	1	100,000
Cincinnati	3	263,000	Utica	1	47,000
Cleveland	3	486,000	Washington	4	278,000
Columbus	3	150,000	Wilmington	1	74,800
Davenport-Rock Island...	2	59,500	Total Interconnected	81	11,205,500
Dayton	2	132,000	<i>Non-Interconnected Cities</i>		
Detroit	3	526,000	Albuquerque	1	9,400
Erie	1	50,000	[Dallas	2	126,000
Grand Rapids	1	79,500	Fort Worth	1	84,100
Greensboro	1	71,700	Houston	1	84,100
Huntington	1	48,000	Los Angeles	7	1,003,000
Indianapolis	1	151,000	Miami	1	75,000
Jacksonville	1	35,000	New Orleans	1	59,500
Johnstown	1	104,000	Oklahoma City	1	92,300
Kalamazoo	1	42,500	Phoenix	1	38,500
Kansas City	1	127,000	Salt Lake City	2	49,300
Lancaster	1	106,000	San Antonio	2	48,800
Lansing	1	57,000	San Diego	1	104,000
Louisville	2	94,500	San Francisco	3	210,000
Memphis	1	89,000	Seattle	1	88,800
Milwaukee	1	251,000	Tulsa	1	77,500
Minneapolis-St. Paul	2	271,000	Total Non-Interconnected	26	2,066,200
Nashville	1	35,100	Total Interconnected and Non-Interconnected	107	13,271,700
New Haven	1	168,000			
New York	7	2,455,000			
Norfolk	1	72,800			

Flurry of station changes, granted and requested, has followed FCC's authorization of power boosts (Vol. 7:30-34): (1) WBEN-TV, Buffalo, was granted move of station to Colden, N. Y., 22 miles away, to operate from 1196-ft. tower with .88 kw. Then station was given permission to increase ERP to 50 kw when it gets going. (2) WFMY-TV, Greensboro, and WICU, Erie, were allowed to install 5-kw transmitters in lieu of present .5-kw units. (3) KRON-TV, San Francisco, asked permission to concentrate signal directionally to serve city better, eliminate waste of signal over Pacific. (4) KTSL, Los Angeles, asked for authority to get going on Mt. Wilson as soon as reconstruction completed (Vol. 7:34). (5) WOW-TV, Omaha, was permitted to hike ERP to 17.5 kw. The Buffalo type of move may become more common. Over the years, number of stations have applied for tall towers and high power. If they amend to reduce powers, as WBEN-TV did, they're in line for grants to move. Then they can ask for authority to radiate 50 kw. FCC is querying such applicants about plans.

Connecticut Board of Education said Aug. 31 it had applied to FCC for "network" of 4 uhf channels. Gov. Edward N. Allen said he'll ask legislature for \$1,200,000 to get project started.

MERGER of ABC and United Paramount Theatres, including CBS's proposed purchase of Chicago's WBKB for \$6,000,000 (Vol. 7:21-24, 27, 32), was put on ice this week—nobody will say for how long. FCC threw proposed consolidation and station sale into pot with hearing previously ordered on old Paramount anti-trust case (Vol. 7:32). No date for hearing was set in Aug. 27 action (Public Notice 51-873), Comr. Jones dissenting on procedural grounds. Complexity of issues, holding of hearing, arriving at decision, render it fairly certain big merger deal won't go through by end of this year, if at all.

Since UPT is theatre-owning half of old Paramount company, which was split by Dept. of Justice consent decree, FCC wants to probe its management in relation to anti-trust violations which brought about split. But looming more important is FCC's old question: Should movie interests be allowed to own TV stations?

FCC wants to know what merged companies would do about: (1) "Televising of selected programs in theatres to the exclusion of other outlets." (2) "Restrictions, if any, to be imposed [on] broadcast stations in the use, *inter alia*, of motion picture films or stations [or] talent . . ." FCC also asks whether merger "would substantially lessen competition or tend to monopoly in any line of commerce, in any section of the country."

With ABC now operating in the black (Vol. 7:33), urgency of deal as way to bail it out of fiscal troubles isn't regarded as quite so compelling as before, and there's even talk that certain broadcast interests are opposed to merger for fear of new competition bolstered by big movie capital. Meanwhile, stymied deal has arbitrage speculators, gambling on proposed swap of ABC for UPT stock, holding big blocks of stock and standing to lose large sums if it doesn't go through.

Tests of new transcontinental TV circuits this week, with signals relayed via closed circuits from Washington-New York-San Francisco and back, were reported to have resulted in images "just as clear as the original." This augured well for Sept. 4 opening of Chicago-San Francisco microwave relays (Vol. 7:31-33) on occasion of President Truman's 10:30-11 p.m. (EDT) speech at Japanese treaty-signing conference in San Francisco. First coast-to-coast network TV service will thus be inaugurated, followed by Sept. 5-8 transmissions of pooled network coverage of proceedings, scheduled to start at 1 p.m. (EDT) daily. AT&T is furnishing circuits gratis for this occasion, then plans to revert to original schedule for opening regular service, namely, Oct. 1 for westbound hookups, on or about Nov. 1 for eastbound. Plans for AT&T sponsorship of big premiere Sept. 30 or Oct. 1 have definitely been dropped, AT&T states.

Atlanta TV applicants Georgie Tech (WGST) and E. D. Rivers Jr. (WEAS, Decatur) succeeded this week in securing stay, until Sept. 14, of effective date of FCC's grant authorizing new owners for CP-holding WCON-TV and swap of channels with WSB-TV (Vol. 7:32-33). Charges of concealed interlocking ownership led FCC to hold up its Aug. 8 order consenting to assignment of license while staff studies charges (Public Notice 51-897). Assignees still hope to get station on air commercially (as WLTV) by Oct. 1, though objectors have indicated court action.

Hearings on Sen. Benton's educational TV bills (S. 1579 & S. J. Res. 76) to establish 11-man advisory board (Vol. 7:15, 20-22, 33) will be held Sept. 5-6 by Senate Interstate & Foreign Commerce Committee. To be heard are Benton and co-sponsors Senators Hunt, Bricker and Saltonstall. Other witnesses, from FCC and industry, are scheduled for later date to be announced.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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FABULOUS UPSWING IN TV BILLINGS: Sellouts of time on telecasting stations & networks are currently at such an amazing rate that one New York station alone will achieve 1951 billings of close to \$8,000,000 after frequency discounts. That would mean gross sales of somewhere around \$10,000,000, as ordinarily calculated in the trade.

That's far more than any 50-kw radio station has ever grossed -- most likely is highest for any TV station, albeit many other telecasters have gone into 7-figure grosses and we know several who admit "pushing \$5,000,000."

The station is NBC-TV's New York key WNBT, with base hour rate of \$3750 as of Aug. 15, one-minute rate of \$775. It's possible WCBS-TV, rival key, will do just as well, for its rates are the same and it's also reported to be a sellout.

WNBT's astonishing achievement points up wave of prosperity that is being enjoyed by just about all the 107 TV stations. Most are operating in the black now, and the few that may show losses for year will do so because of deep red-ink starts and because they must yet pay off the huge costs of pioneering.

The WNBT & WCBS-TV rates are highest in country, former's comparing with \$1200 on companion WNBC, latter's with \$1350 on companion WCBS (latter highest rate in radio). Other New York TV station base hour and one-minute rates are: WJZ-TV, \$3100 & \$650 (WJZ rate is \$1200); WABD, \$2200 & \$500 (no AM); WOR-TV, \$1500 & \$300 (WOR \$1200); WPIX, \$1500 & \$281.25 (no AM); WATV, Newark, \$800 & \$165 (WAAT \$264).

* * * *

TV networks as such are still far from the black -- but all owned-&-managed stations are now profitable. Indeed, NBC-TV's 5 outlets will gross some \$17,000,000 this year (after discounts). From independent operators of TV with AM stations, most of them reluctant to disclose actual figures, this comment is typical: "Radio is up, but our TV revenue is now more than double our radio."

We estimated \$250,000,000 in time sales this year for networks and stations combined, just few weeks ago (Vol. 7:32). That figure now looks conservative!

For network time sales are really zooming. August NBC-TV network sales (not including its own stations) will overtake dollar-volume of AM network's time sales. For September, we're informed, with season in full swing and new rates in effect, NBC-TV network volume will very nearly double NBC-radio network volume!

The other TV networks are going up, too -- but it's the stations they own that offset network losses. ABC-TV's 5 outlets give it fiscal edge over DuMont with 3 and CBS with 2 plus 45% of third. But the hard-runner for second place in network TV billings is CBS-TV (see PIB figures, Vol. 7:34). CBS now seeks more stations, proposing to buy Paramount's WBKB, Chicago, for \$6,000,000, and proposing also to get them by way of new-station applications and grants at freeze's end.

* * * *

Same hard-headed facts of TV network life which impelled DuMont to enormous effort of drafting a nation-wide channel allocation plan as alternative to FCC's

(Vol. 7:33,35) have goaded CBS into all-out effort to get more stations allotted to 3 major cities where it wants outlets -- Chicago, Boston, San Francisco.

These facts were clearly spelled out this week by CBS executive v.p. Joseph Ream in statement filed for FCC's "written" allocations hearing. Seeking to persuade Commission that it should provide additional commercial vhf channels in Chicago and San Francisco, and 2 more in Boston, Ream gets right to the point:

"The first and most important [reason] is the matter of dollars and cents. Networking in TV is an exceedingly expensive business and the expenses are continuing to rise. On the other hand, station...operation has in the last year or two turned the corner. Many stations are now operating at a profit and some, particularly in the largest cities, have been operating at a very considerable profit... It follows the radio pattern, in which by far the major portion of Columbia's broadcasting profits have been attributable to our owned stations."

"Clearances" were another serious problem, Ream said. "Inability to clear in one or two key markets, such as the cities involved in our proposals, may sometimes spell the difference between obtaining a network advertiser or losing it...The entire networking operation is likely to be affected, since a weak link in an important market affects the network itself. This is especially true in TV networking. Since it costs no more to produce a program which reaches 10,000,000 people than it costs to produce the same program reaching 5,000,000 people, it is elementary that the sponsor will normally insist on the greatest possible coverage in order to spread his per capita cost."

"Originations" were next networking prerequisite cited by Ream: "There has been an increasing tendency to originate TV network programs in cities other than New York. Owned stations can thus serve as very useful laboratories. Yet because the cost of TV facilities and of the operating organizations are high, it is far more efficient and economical to integrate network and local operations, rather than to have only network facilities in a city."

"Very real dangers of monopoly" were seen in FCC's proposed allocations. While not deprecating future of uhf and its probabilities of bringing reasonable network competition eventually, Ream feared that FCC plan will "permit the development, during the critical formative years, of only two full, nation-wide competing TV networks." This period, he thought, is "perhaps 5 years, perhaps more."

MIGHTY FEW NEW STATIONS BEFORE 1953: If you're counting on a lot of new TV stations "soon" -- even next year -- forget it. Chances for more than merest handful before well into 1953 are extremely slim.

Throughout the long 3 years of freeze -- third anniversary is Sept. 30 -- there's been persistent impression that new stations will blossom almost immediately after a final TV allocation decision is rendered.

Final allocation decision of FCC, when it does eventually arrive, will not mean new stations right off. It will simply mean the "processing" wheels can begin to roll again: New applications will then be accepted, hearings will be held for cities where applicants outnumber channels, CPs will be issued -- then construction can begin. That's the long and short of it.

Let's look at steps to be taken before final decision, then at the processes leading to actual station operation -- with realistic estimates of time involved:

(1) "Written" allocations hearing, now going on, is due to end Nov. 26. Some legal rag-tags inevitably will remain, and FCC will be lucky to clean them up in 2-4 weeks. And if someone takes FCC to court to dispute its procedures (quite likely) that period could stretch. There's no telling what a court will do.

(2) Drafting of final decision may then begin. Some commissioners say: "We've got to do something by January." Others: "February is more realistic."

(3) New applications will then be accepted for a specific period during which no grants will be made. Chairman Coy, in public statements, has never spoken of less than two months. But some commissioners are thinking in terms of one month. As one put it: "Lord knows, everyone has had plenty of time to make up his mind and prepare most of his application." Assume one month -- and you're up to March.

(4) Now comes the big roadblock -- hearings. In every market worth a hoot, applicants will outnumber available vhf channels. There will be scores of hearings inundating FCC examiners & other hearing personnel. Currently, Commission has mere 7 examiners, isn't likely to get many more, because of 10% budget cut by Congress.

Hearings aren't likely to start until summer. From beginning of hearing to final FCC decision, there's 4-6 months' absolute minimum. And some experienced FCC attorneys predict 18 months will elapse before some hot cases are settled. With millions frequently at stake, defeated contestants won't say die quickly, will try everything, including appeals to courts.

(5) Finally, probably early 1953, victors will begin to emerge and start building. Construction will probably be fastest phase of all, assuming no serious materials difficulties. Some stations will get on air in weeks, rather than months.

* * * *

Thus it's first quarter 1953 for first stations in sizeable cities. Some people think it will take that long even in towns as small as 50,000 -- for vhf, at any rate -- for competitive delays and stalling efforts of those who want TV kept out are entirely possible here too.

Exceptions to that painful schedule aren't too promising. In the smaller cities, or where uhf-only is available, grants may come without hearings -- producing stations on air last half 1952.

In wide-open spaces of West, a few moderate-sized cities may have enough vhf to go around. In other cities, applicants may decide to "join 'em if they can't lick 'em" -- merging applications to reduce or eliminate competition.

Another speedup possibility is that of permitting applicants to vie for specific channels, rather than treating both applicants and channels as elements in one big pot. This would reduce competition as applicants jockeyed to choose weakest opponent. But Commission has never permitted this in TV or FM, and at this moment doesn't appear likely to change mind.

FCC may hit on some technique for moving things faster, but it will have to be quite radical to chop more than couple months off current prospective timetable.

EXPANDING TV SPANS THE CONTINENT: Hats off to Bell System for superb technical job this week on first transcontinental TV hookups for pooled telecasts of the Japanese treaty conference. And for moving ahead start of regular coast-to-coast networking, both East-to-West & West-to-East, to Sept. 28 in lieu of later dates previously set.

Thus televiewers in Salt Lake City, San Francisco, Los Angeles, San Diego -- whose 13 stations are actually the only new ones added -- will be able to see East's big shows, including World Series and 4 college football games (see p. 5).

Stars residing in Hollywood -- like Eddie Cantor, Bob Hope, Ed Wynn, et al -- by same token can now avoid commuting to New York for their "live" performances.

AT&T and the networks have given telecasting and the TV trade their biggest boost since limited East-Midwest network service began in January 1949 (Vol. 5:2) -- for the "shows" from San Francisco rivaled the Kefauver and MacArthur telecasts for sheer human interest. Too, as State Dept. figured when it asked AT&T to advance hookup date, they performed great public service in showing up Soviet tactics.

Less than 3 years ago, when first "national hookups" were inaugurated, only 32 stations in 14 cities were linked. Now, 94 stations in 53 cities can be interconnected -- and about this time next year AT&T will also link stations in Miami, New Orleans, Oklahoma City, Tulsa, Dallas (2), Fort Worth, San Antonio (2), Houston. Having beaten its "end-of-1951" schedule for transcontinental, it's a good surmise the conservative AT&T will beat its "second half 1952" schedule for these cities.

Only TV cities with no hookups yet planned: Seattle, Phoenix, Albuquerque.

* * * *

Consider that the relays from San Francisco were, for most part, channeled via microwaves across continent to New York -- and then re-transmitted via coaxial-microwave "lines" by each network to its affiliated stations -- and the marvel of picture quality is the more impressive. There are 106 microwave hops, or repeats,

via 107 relay stations spaced an average of 28.2 miles apart. All but 18 of these stations are unattended, operating automatically.

The stations are designed for phone traffic, too, will be engineered for more TV circuits, both ways, as demand requires. Right now, the 4 TV networks are splitting time on the single 2-way circuit now available.

* * * *

Time breaks were good ones for the networks. President Truman's Sept. 4 speech at 10:30 p.m. EDT (7:30 Pacific Time) was inaugural, came through clearly. Conference's morning sessions started at 1 p.m. EDT, evening sessions 11 p.m. EDT. Afternoon sessions, whose start would have been 6 p.m. EDT and would have run into evening schedules, were omitted for that reason.

Some good material thus was missed, notably John Foster Dulles' important Sept. 5 speech. But so much afternoon and late night time was cleared, unsponsored, that only the most captious could carp over omissions. Moreover, kine-recording, newsreel and radio coverage were able to complete TV's truly fine job.

There weren't many fluffs, though the interpolations of commercial spots at inapropos moments didn't sit well with many. Eagerness of networks to preserve own identities was also too apparent. Indeed, full-page ad in New York newspapers by CBS-TV Sept. 4, followed by similar one next day by NBC-TV, almost seemed designed to give impression those networks "owned the show" -- so intense is rivalry between them now and so eager is each to capture audience loyalty.

* * * *

Editorial comment was uniformly enthusiastic. Washington Post (WTOP-TV) took particular note of clarity of pictures, stated: "For this blessing the whole TV industry deserves thanks [and] the public would be twice blessed if TV's aesthetic quality were to keep pace with its technical progress."

New York Herald Tribune paid tribute to great technical achievement, but observed: "We are still waiting for signs of similar advances in the industry's conception of TV as an entertainment and educational medium. [The] coverage is a prime example of what TV can do. But we can't help wondering what kind of program is going to follow it on the new coast-to-coast hookup."

What followed Mr. Truman's address on NBC-TV's Washington outlet points up pitfalls TV programmers must guard against -- just what the Herald Tribune editorialist probably pondered. Film spot that followed immediately after the President concluded was a particularly noxious ad for a deodorant!

THEATRE TV's NEWEST SPORTS WRINKLE: Movie forces have come forth with new formula for outbidding home TV for rights to sports events -- and first attempt to use it is apparently quite a success. Basic idea is that theatre-TV rights plus rights for special films of the event can total more than any home sponsor is willing to pay.

It worked with Randy Turpin-Ray Robinson fight Sept. 12 in New York, for which some theatres on hookup are charging \$2-\$2.60, with International Boxing Club reported to be getting 75¢ per seat cut -- as against 40¢ for earlier theatre fight telecasts (Vol. 7:23-26).

Theatre-TV rights were made contingent on RKO's guarantee of \$200,000 for film. Then RKO sought to line up exhibitors to show film, with ads in trade press headed: "Exhibitors Attention! Do you want 60,000,000 people at home or going to theatres?" Ad went on: "For the first time, alert and far-seeing showmen have the opportunity of assuring themselves in advance of boxoffice special events which will not be seen or heard elsewhere" (last 8 words were italicized for emphasis).

So confident was IBC of profit opportunities of scheme that it reportedly turned down \$325,000 offer from unidentified sponsor for TV-radio rights. RKO and theatre-TV people use same formula for Willie Pep-Sandy Saddler title bout Sept. 26.

High interest in Robinson-Turpin bout may make it success -- Philadelphia's Stanley is already advance sellout at \$2.60 -- but public apathy was noted in recent Joe Louis-Jimmy Bivins theatre telecast from Baltimore, with many seats vacant. The TV-radio manufacturers, who footed bill for Ezzard Charles-Joe Walcott home telecast (Vol. 7:28), say they won't be used as pawns in bidding up prices, but are watching

popular reactions closely, may yet be heard from in collaboration with telecasters.

Bidding for fight TV rights may someday become 3-way affair. Arena Managers Assn. is dickering with IBC for eventual exclusive rights to project bouts on big-screen equipment in nation's 250 arenas. Plan is to have live local preliminary matches at arenas, with main event on giant four-sided TV screens.

Theatre telecasts of fights will kill smaller arenas where nation's boxers get their start, and thus can ruin fight game in 5 years, says spokesman Jim Hendy, manager of Cleveland Arena. "Theatres are not the logical place to show fights," says he. "How would they like it if we took in full-length film features?"

SPONSORSHIP of NCAA football schedule, together with promotion of the telecasts, will cost Westinghouse close to \$2,000,000 this fall. Under complicated schedule of "experimental" live telecasts, Westinghouse will sponsor 19 games in 9-week period, with 7 on each of the NBC-affiliated stations carrying schedule in East and Midwest.

Schedule includes 3 games to be telecast on full 52-station coast-to-coast network—with West Coast stations carrying total of 4. In addition, all except West Coast stations will carry "regional" games (Eastern games directed to Eastern audiences, Midwestern games sent to Midwest); plus "inter-regional" games (Eastern games sent West, Western games sent East); plus local games transmitted only in localities where they are played. Each locality will be "blacked out" 2 Saturdays during Sept. 29-Nov. 24 period. NCAA, with Westinghouse's aid, will study effects of telecasts on game attendance.

Games themselves are costing Westinghouse \$1,250,000, of which something less than \$700,000 will go to the colleges, each school getting 2½ times the NBC time charge for one hour of each station carrying the telecast. In addition to cost of programs themselves, Westinghouse foots \$500,000-\$700,000 bill for newspaper ads plugging telecasts. The full schedule:

Sept. 22.—No games televised because of "technical difficulties."
Sept. 29—Duke at Pittsburgh (West to East) and Columbia at Princeton (East to West). Oct. 6—Wisconsin at Illinois (full network). Oct. 13—SMU at Notre Dame (full network). Oct. 20—Cornell at Yale (East to East), Indiana at Ohio State (West to West), Missouri at Iowa State (WOI-TV, Ames, only), Nebraska at Minnesota (KSTP-TV, St. Paul, only). Oct. 27—Dartmouth at Harvard (East to East), Northwestern vs. Wisconsin at Chicago (West to West). Nov. 3—Michigan at Illinois (West to East), Army vs. USC at New York (East to West). Nov. 10—Notre Dame at Michigan State (West to East), Navy vs. Maryland at Baltimore (East to West), Washington & Jefferson vs. Franklin & Marshall at Lancaster, Pa. (WGAL-TV, Lancaster, only). Nov. 17—Columbia vs. Navy at New York (East to East), Colorado at Nebraska (West to West), North Carolina State at Maryland (Southeast only). Nov. 24—Ohio State at Michigan (full network).

Telecasting Notes: Only 11 cities with 13 stations remain outside orbit of transcontinental network TV when it gets under way on permanent basis Sept. 28 (see story, p. 3)—but the 53 interconnected cities and their 94 stations (out of 107 total) cover 95 out of every 100 TV homes in U. S. . . . NBC research chief Hugh Beville Jr. estimates that, based on preliminary estimates for Sept. 1, there were 11,360,000 TV sets in present 48-city interconnected area; that Los Angeles, San Francisco, San Diego, Salt Lake add 1,380,000—thus leaving only 710,000 sets not served by direct network facilities . . . Bell System, reporting new southbound TV channel from Detroit to Toledo as of Sept. 5 to supplement present 3 northbound channels, stated its intercity TV links now total 23,500 channel miles, of which 14,500 are radio relay (microwave) and 9000 are coaxial . . . Inside dope from the higher Hollywood sources: TV's impact will "continue to fade as the novelty wears off"; moreover, it's "no menace" to films, which are "picking up tremendously in America," and to radio which is "staging a comeback." Thus movie producer Darryl Zanuck in Paris interview Sept. 4 . . . Falcon

PROPOSAL to obtain theatre-TV frequencies without necessity of going through allocations procedures was advanced by 20th Century-Fox in petition to FCC Sept. 6, as motion picture producers and exhibitors prepared for Sept. 11 meeting in New York to map unified strategy for hearings. Big film company asked Commission to enlarge issues in FCC's theatre-TV hearings (now scheduled for Nov. 26) to include question whether, with slight modification of FCC rules, present frequency allocations to industrial radio services can't be used for transmission of TV programs to theatres.

In petition, 20th Century points out that FCC in 1945 allocated industrial frequencies to motion picture industry, to be used while making films on location, etc., on shared basis with other industries. Movie firm says it has experimented with theatre TV on these frequencies since 1949, suggests 6425-6875-mc band, now allocated to movie industry on shared basis with others, could be used to provide nation-wide competitive theatre-TV services. These frequencies, petition says, could still be shared with other industrial users without interference, because very nature of theatre TV requires highly directional transmission.

Idea isn't new one—it's been discussed for years by theatre-TV proponents—but move by 20th Century is first attempt to bring it before Commission. All exhibitor and producer groups, as well as 20th Century, say they'd rather have frequencies allocated exclusively to theatre TV than share their channels with other users—implicit in any move defining theatre TV as industrial radio service.

Twentieth Century's petition will come up for discussion at Sept. 11 meeting, which will be attended by representatives of MPAA, Theatre Owners of America, Allied States Assn. of Motion Picture Exhibitors and National Exhibitors Theatre TV Committee. Meeting was called to seek agreement on "8 basic points" so picture industry can present united front before FCC at hearing.

Films, headed by John C. Mullins, Tulsa & Phoenix businessman, is name of new \$1,000,000 corporation organized to produce western films in Arizona . . . Some smaller movie studios are trimming all new "B" pictures to 54 minutes running time so they can easily be adapted to TV when theatre runs are exhausted, says *Daily Variety*, Hollywood . . . Catholic Men, magazine published by National Council of Catholic Men, Washington, reports plans being studied to set up system of classifying TV programs similar to Legion of Decency's motion picture ratings . . . WFMY-TV, Greensboro, replacing .5-kw transmitter with 5-kw unit under recent FCC grant, plans to achieve tenfold power increase—1.67 kw to 16.27 kw ERP—on Sept. 22, its second anniversary . . . KHJ-TV now call letters (as of Sept. 6) of old KFI-TV, recently purchased by Don Lee Enterprises from Earle C. Anthony (Vol. 7.23, 32) . . . WBNS-TV, Columbus, Sept. 1 raised base hour rate from \$450 to \$700, one-min. from \$100 to \$125, changed Class A time to 6:30-11 daily except Sun. (1-11 p.m.) . . . WTTG, Washington, Sept. 10 raises base hour rate from \$450 to \$600, one-min. from \$90 to \$100.

COMPATIBLE color showings by RCA in New York's Johnny Victor & Center Theatres resume Sept. 10. Industry groups are scheduled first 2 weeks, public to be invited after shutdown for week or so. Setup is about same as during smash-hit July showings (Vol. 7:28)—10 a.m. program telecast from WNBT, 2 & 4 p.m. programs on closed-circuit. No networking is scheduled first two weeks.

Guests of RCA Victor go to Johnny Victor, NBC's to Center. RCA has this lineup: Sept. 10, distributors, dealers; Sept. 11, station operators, consulting engineers, attorneys; Sept. 12, RCA Service Co., NRDGA, station engineers; Sept. 13, distributors, dealers, parts suppliers; Sept. 14, dept. stores, tube distributors; Sept. 17, distributors of sound, industrial, film and theatre equipment, plus govt. procurement officers; Sept. 18, recording artists; Sept. 19, RCA technical groups; Sept. 20, security analysts; Sept. 21, "postponements"—late comers and overflow from previous groups. NBC guests comprise affiliates, advertisers, station reps, artists, etc.

* * * *

CBS hasn't yet revealed stations or sponsor involved in its proposed 11-station hookup for football colorcasts (Vol. 7:35). But it announced that singer Mel Torme would star in new 4:30-5 daily color show, says it plans to reach 20 hours of color weekly by mid-October. CBS reports enthusiastic reception of color shows in Zurich, Switzerland, Sept. 5, says French manufacturer Radio Industrie will demonstrate color-monochrome sets at Sept. 13-18 Paris demonstrations.

Webster-Chicago, one of few manufacturers planning production of CBS color converters, is still in tooling process, says C. P. Cushway, executive v.p. First production, at least 30 days off, will be wheel assemblies for other manufacturers, presumably including CBS-Columbia. "In

terms of actual orders, there's no great demand," says Mr. Cushway. Wheel assemblies may also be offered to "build-it-yourself" customers.

Company plans complete "slave" converters, says Mr. Cushway, but production dates and quantities are still undecided. Price of 10-in. model (magnified) "will be near \$350, perhaps even \$400," he believes. No adapters are scheduled.

"Frankly, we're feeling our way," says Mr. Cushway. "We don't know what the demand will be. We decided to take the risk and tool up. If we sell a few thousand, that will take care of the tooling costs. Everything we sell after that will be fine. There are a lot of problems—the materials situation, for example. We've got to decide whether we want to take materials from our other production and put it into color. It's a gamble."

* * * *

Paramount's tri-color tube (Vol. 7:22-25) has undergone great improvement recently, said v.p. Paul Raibourn in exclusive interview in Sept. 3 *Broadcasting*. According to article, Paramount plans to demonstrate it within a month, and Mr. Raibourn believes "it looks like all the color problems are solved." He credited latest idea to Dr. Ernest Lawrence, Nobel Prize winner who invented tube.

FCC personnel saw earlier models of tubes many months ago, said it suffered then from extremely coarse line structure, low resolution ("too low even for CBS system"), improper color balance. Tube was first reported May 1950, during color hearing (Vol. 6:18). In June 1951, after Supreme Court decision, Paramount announced plans to build and market set with tube (with AM-FM, for about \$1000), said it would be demonstrated following month. Tube hasn't been shown to press or public. This week, Paramount stock jumped to year's high, presumably on strength of reports of new tube developments.

Personal Notes: Haan J. Tyler moved to KFI (AM) as gen. mgr. with Sept. 6 transfer of KFI-TV to Don Lee and change of its call letters to KHJ-TV; he succeeds Kevin Sweeney, resigned. Willet Brown is president of Don Lee (General Tire-O'Neil) and head of KHJ-TV, and George Whitney is sales v.p. . . . Charles H. Phillips, ex-sales chief, NBC-TV spot sales, named asst. gen. mgr. of WNBC & WNBT, New York network keys, under gen. mgr. Ted Cott . . . Gilbert W. Kingsbury promoted from publicity-promotion director to administrative asst. to Robert E. Dunville, president, Crosley Broadcasting Corp. (WLWT, WLWD, WLWC) . . . Ren Kraft, Midwest sales mgr., Fort Industry Co. stations (including WJBK-TV, WSPD-TV, WAGA-TV) designated to supervise newly opened Chicago offices for George Storer group, 230 No. Michigan Ave. . . . John R. Hurley, ex-Don Lee program mgr., joins *TV Time*, Los Angeles fan magazine . . . Bernard M. Kliman, adv. mgr., Gruen watch, resigning to open own agency with headquarters in New York and TV office in Hollywood . . . C. H. Cottingham has resigned as TV-radio v.p., Young & Rubicam . . . Joseph H. McConnell, NBC president, and Mrs. McConnell sailed Sept. 6 on *Queen Mary* for London in connection with Talullah Bankhead BBC recordings (Vol. 7:33), then vacations in Paris and Cannes, returns in mid-Oct. . . . Fritz Snyder, ex-Biow, named CBS-TV station relations director and Wm. Schudt named CBS-Radio station relations director . . . Dr. Kenneth H. Baker, NARTB research director since 1946, has resigned to start radio audience-coverage service to be known as Standard Audience Measurement Service, with offices in N. Y. . . . John H. Smith Jr., ex-Bureau of National Affairs, Washington, named director of NARTB's FM dept., succeeding Edward L. Sellers, resigned.

SENATE hearings on Sen. Benton's TV bills to establish national radio-TV program advisory board and encourage "pay-as-you-look" TV (Vol. 7:15, 20-22, 33, 35) sounded rather routine this week—but opponents haven't yet had their innings.

Boiling-mad NARTB-TV sent scathing statement, approved at Sept. 7 board meeting, to Senators Johnson (D-Colo.) and McFarland (D-Ariz.) chairmen, respectively, of Interstate & Foreign Commerce Committee and subcommittee. Said statement in part:

"We consider the Benton proposals potentially more dangerous to free expression than any legislation that has been before the Congress in the 30-year history of American broadcasting."

Sen. Benton and his witnesses testified that 11-man board would be completely advisory, that stations had nothing to fear in way of censorship. Witnesses included: Sen. Hunt (D-Wyo.), co-sponsor of bills, plus representatives of American Library Assn., National Farmers Union, New York Board of Regents, Joint Committee on Educational TV, CIO, Cooperative League of U. S. A., Ohio State U.

Because James Webb, Asst. Secretary of State, testified as to success of advisory boards for UNESCO, Voice of America, etc., NARTB-TV board called attention to Japanese treaty telecasts at behest of State Dept., said "it is inconceivable [that] a State Dept. executive of such high rank should fail so utterly in evaluating the public service contributions of American broadcasting . . ."

Only opposition was that of Sen. Capehart (R-Ind.) who wondered, if board's function is desirable, why Interstate Committee can't do job itself. Date for hearing resumption hasn't been set.

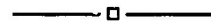
Network Accounts: Gillette will sponsor World Series on exclusive transcontinental NBC-TV hookup, under deal signed this week. Mutual has exclusive radio rights, so the 4 TV outlets owned by its stockholders will thus also carry series (WOR-TV, WNAC-TV, WGN-TV, KHJ-TV). Gillette also will sponsor Rose Bowl grid game Jan. 1 from Pasadena, for which NBC-TV has paid \$1,600,000 for 3 years exclusive rights . . . Gillette's Prom Products Div. (Prom home permanent wave) and White Rain Div. (White Rain shampoo) to sponsor *Stop the Music* on ABC-TV, Thu. 8-8:30, starting Nov. 1, replacing Admiral and alternating with Hazel Bishop Inc. (lipstick) starting Nov. 8; agencies are Foote, Cone & Belding and Raymond Spector Co., respectively. Old Gold continues weekly sponsorship of last half hour . . . American Chicle Co. (Clorets Chlorophyll gum) starts *Rocky King, Detective* Sept. 16 on DuMont, Sun. 9-9:30, thru Dancer-Fitzgerald-Sample . . . Grove Laboratories Inc. (drug products) shares alt. week sponsorship with General Mills of *Live Like A Millionaire* on CBS-TV, Fri. 10-10:30, starting Sept. 21 . . . Arthur Murray Inc. (dance studios) resumes *Arthur Murray Party* Sept. 19 on ABC-TV, alt. Wed. 9-9:30, thru Ruthrauff & Ryan . . . Minnesota Mining & Mfg. Co. (Scotch tape) moves *Juvenile Jury* from Tue. 8:30-9 to Sun. 3:30-4 on NBC-TV, starting Sept. 16 . . . Cluett, Peabody & Co. (men's shirts) starting Oct. 11 will sponsor *Herb Shriner* on ABC-TV, Thu. 9-9:30, thru Young & Rubicam . . . Coca-Cola reported readying Sun. afternoon Andre Kostelanetz sponsorship on CBS-TV starting in Oct.

Station Accounts: Chicago National Bank Oct. 1 starts *Austin Kiplinger & the News*, Mon.-Wed.-Fri. 11-11:10 p.m. CST on WENR-TV, thru J. R. Pershall Co. He's son of the noted Washington writer, was former financial columnist of *Chicago Journal of Commerce*. It's third bank schedule on ABC-owned WENR-TV, others being Chicago Title & Trust's weekly *Chicago Symphony Chamber Orchestra* and City National Bank's *Crusade in the Pacific* . . . Lewyt Corp. (vacuum cleaners) will spend \$100,000 of its new \$800,000 ad campaign to produce series of one & 5-min. films and one-min. radio spots for placement throughout country, thru Hicks & Greist Inc., N. Y. . . . The Tea Council plans use of TV-radio in new campaign starting in October, thru Leo Burnett Co., N. Y. . . . Wildroot Co. (hair tonic) has purchased 15 Screen Gems' *TV Disc Jockey Toons*, films accompanying hit song recordings, for placement in 8 major markets, thru BBDO, N. Y. . . . Old Gold to sponsor half of each of the 117 Madison Square Garden sports events signed by WPIX, New York (Vol. 7:35) . . . American Vitamin Associates (Thyavals & Orvita) buys one-hour *Frosty Frolics* on KTLA, Hollywood, where it's to be kinescoped for placement on 9 other stations, thru Schwimmer & Scott, Los Angeles . . . P. Ballantine & Sons (beer & ale), sponsoring film series titled *Intrigue* on WNBT & WNBW (Vol. 7:35), placing it also in 10 other Eastern markets, thru J. Walter Thompson Co., N. Y. . . . Fed "live" Fri. 1:30-2 p.m. from studios of WPTZ, Philadelphia, to WBAL-TV, Baltimore, and WGAL-TV, Lancaster, *Pietro's Place* is repeated live for WPTZ audience 2:30-3 same day—regional account sponsored by San Giorgio Macaroni Products, Ritter Catsup, Boscil Coffee, thru Lamb & Keen, Philadelphia . . . Among other advertisers reported using or planning to use TV: Bovril of America (beef broth), thru Hilton & Riggio Inc., N. Y. (KTTV); Pharma-Craft Corp. Inc. (Fresh deodorant soap), thru McCann-Erickson, N. Y. (KTTV); Thor Corp. (automatic washer), thru Henri, Hurst & McDonald, Chicago; J. P. Smith Shoe Co., thru Price, Robinson & Frank Inc., Chicago; Copper Brite Inc. (Copper Brite liquid cleaner), thru Davis & Co., Los Angeles; Dean Rose Piano Studios, thru R. T. O'Connell Co., N. Y.

JOB prospects are bright in TV-radio-electronics technical fields, but would-be announcers will find tough competition for employment. That's Govt.'s official size-up in new 575-page edition of Labor Dept.-Veterans Administration's *Occupational Outlook Handbook*, issued for guidance of Federal agencies, schools and others.

Opportunities in TV broadcasting should expand considerably during next 10 years, handbook notes, while "eventual decline in sound broadcasting is probable." New TV stations will probably take on several thousand engineers and technicians in coming decade, "although industry will still be a small one." For announcers, handbook says "job prospects are not good," field will continue to be overcrowded despite anticipated TV expansion. Prospective announcers are advised to try to break into field in small communities, where competition isn't so keen.

Rosy future is predicted in TV-radio servicing field. Book says there were about 100,000 technicians in U. S. in late 1949, and that number should increase with growth of TV, which needs more and better servicing because it's more complicated than radio. "TV repairmen need much more basic training and knowledge of electronic theory than radio repairmen," says the handbook. One of best fields today is electrical engineering, because of "expanding use of electrical and electronic equipment in industry, by the Armed Forces, in homes, on farms and in therapeutic work." This despite soaring number of electrical engineering degrees awarded since World War II. "Large numbers were attracted to the field, owing to their experience in working with radio, radar or other electronic or electrical equipment in the armed services."



Assn. of National Advertisers this week renewed assault on radio rates, because of TV inroads, by issuing third study of evening listening that repeats its thesis that "radio listening in TV homes continues to approach near-elimination during the evening hours." Earlier reports, backed by ANA campaign (Vol. 7:11 et seq), brought storm of radio-station protests, eventually produced network rate cuts. Using Hooper's statistics, ANA study shows that, in 24 of 36 TV cities for which data was available, TV's share of evening audience was over 50% in March-April 1951. For all 36, figure ranges from 25.3% in Tulsa to 74.7% in Philadelphia. Year before, figures were 8.2% and 52.1% for the two cities. ANA calls attention to Nielsen study for *Billboard*, published July 14, showing comparison of AM sets-in-use figures for New York and nation, for March-April 1948 and 1951. AM improved 3.5% for 7-8 a.m. in New York, 6.1% nationally. But it dropped drastically rest of day, with AM taking worst beating 8-9 p.m., declining 56.1% in New York, 35.5% nationally. Study is bound to be counter-attacked vigorously by AM operators. New York's WOR was out immediately with report that its night newscasts have higher ratings than during last 8 years, reached 26% more families than in 1946. Copy of report may be obtained from ANA at 285 Madison Ave., New York.

Idea of televising Congress appalled Senators when broached this week by witness during hearings on Benton bills to set up 11-member TV-radio advisory board (see page 6). Majority Leader McFarland (D-Ariz.) predicted: "Every Senator would want to broadcast himself. Programs would play up showmen in Congress and not give workers a fair chance." Sen. Hunt (D-Wyo.) feared showing Senators in action would "cause big turnover in Senate membership." "It would completely ruin the Senate," said Sen. Benton (D-Conn.).

Joseph M. Nassau, 48, broadcasting pioneer identified many years with Philadelphia stations, latterly president of WAEB, Allentown, died suddenly Sept. 1 of heart attack.

HIGH OPTIMISM KEYNOTES THE TV TRADE: "Like old times again," is way some describe current upsurging market for TV sets. Admiral, Motorola & Philco, along with some smaller producers, have added their voices to RCA's (Vol. 7:35) in saying things are vastly better at manufacturing level and looking up nicely at wholesale-retail.

Industry's Big 4 all claim their factory inventory gone or spoken for, say wholesalers are ordering at accelerating rate as dealer stocks are being depleted. Retail trade reports are good, too, though can't be pin-pointed as readily.

It looks now like spring-summer slump is really over, though quickened pace of receiver sales might be attributed to deep price cuts designed to unload inventories, and to generally lower lists on new models.

Everybody's optimistic, convinced trade at long last is seeking a "normal" balance. Some are more so than others. Said Philco spokesman: "Things are really and truly hot, and sets are really moving. We've had an increase each week in last 4 weeks. And radio is especially very healthy."

Admiral spokesman said "business is firming up nicely" and noted "very good distributor-to-dealer movement." He even thought the industry might sell as many as 3,000,000 sets these last 4 months of 1951. But he admitted it was still too early to gauge retail activity very clearly, though this week things began to perk up very well as distributors "dropped in unannounced" to talk trade and place orders.

Both Philco and Admiral indicated plants working at capacity permissible under current materials curtailments. Production now depends very largely on availability of materials (see p. 11). Prices, too, could go up again if components do.

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September Radio & Television Retailing (Caldwell-Clements) warns: "Look for TV retail prices to firm up between now and Christmas because of expected increase in demand which will put the damper on the wave of price-cutting. In radio, there won't be many small sets around for the Christmas buyer..."

Some smaller producers share optimism, though good many are finding heavy price-cutting advertisements of name brands pretty tough competition right now. John Meck reports his production now at highest rate this year. He observed:

"Orders from the smaller dealers have picked up but are still spotty. Many of the bigger stores, however, apparently have decided that TV business this fall will be normal for those who go after it, and are covering their requirements now while it's possible to get the merchandise they will need." He added that procurement of materials is gradually becoming more difficult.

There's note of caution from the men who can't afford to guess wrong -- the purchasing agents. Last week, National Assn. of Purchasing Agents, in forecasting business in general, warned that fall pickup in business will be slow and noted that any sharp increase in the fourth quarter of either civilian or defense demand "could create a wild scramble for materials." It stated: "The much-talked-of upswing in fall business is not reflected in August purchasing commitments. Buying is conservatively geared to the current trend of slow business, inventory reductions and CMP allocations. Viewing the 6 months of falling orders [and] present pricing confusion, inventory managers are putting extreme pressure on further inventory liquidation."

Also cautious is statement from Capehart-Farnsworth president Fred Wilson:

"We do not believe, as some have preached, that we are going to have a seller's market in the near future. We believe that we are going to have to work hard to sell the civilian merchandise we can manufacture in the next few months. While it is probably true that during the latter months of this year the demand for civilian electronics equipment may be much greater than supply, we are not counting on that condition to keep our plant moving. But we are planning to aggressively push the sale of our merchandise again in the belief that we are not going to have

an all-out war; that for some few months ahead there will be plenty of merchandise available; that we and the other members of the industry will learn how to use materials that are not critical and thereby keep production at a higher rate than we can now actually foresee."

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Week preceding Labor Day was again one of low TV production, RTMA reporting only 55,273 sets made (2400 private label). Week ended Aug. 31 showed about same as week before (Vol. 7:35), or less than third of comparable 1950 weeks (Vol. 6:37-38).

But factory inventories didn't go down much, only about 11,000 units, to bring total remaining to 655,349 as of Aug. 31 as against preceding week's 666,695. Thus drop of 88,000 between Aug. 17 & 24 (Vol. 7:35) wasn't repeated. It's probable, though, that Labor Day week will show considerably greater drop.

Five-week August output totaled about 255,000 units, compared with 4-week August 1950's 702,287 (Vol. 6:37). Inventory decline during month ran: 768,766, Aug. 3; 765,916, Aug. 10; 754,854, Aug. 17; 666,696, Aug. 24; 655,349, Aug. 31.

Radio output stayed at about same level as preceding weeks -- 226.013 units (112,236 private label) as of Aug. 31, compared with 222,263 week earlier. Factory inventories went down to 383,604 from preceding week's 418,304. Week's radios were: home sets, 110,419; portables, 21,416; auto, 94,178.

Topics & Trends of TV Trade: Trade-in allowance counted against down payment under Regulation W must reflect "a bona fide trade-in or exchange of property having a value that bears a reasonable relationship to the amount credited," Federal Reserve Board said at week's end in mildly-worded interpretation that was scarcely the "crackdown" some people had anticipated. Board rapped knuckles of dealers who advertise that any trade-in will count as full down payment when it observed that practice of making "substantial uniform allowance for all so-called trade-ins irrespective of their make, model or condition" doesn't conform with regulation.

There's no requirement that trade-in allowances be limited to "actual market value of the trade-in or to the amount for which [dealer] expects to be able to sell it," interpretation says, but it stresses that "fictitious" trade-ins aimed at evading down payment rules are banned. Other points made by FRB: (1) Dealer must actually receive and take possession of items traded in. (2) Dealer can't raise price to compensate for trade-in counted as down payment.

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Agenda of RTMA conference Sept. 18-20 in New York's Roosevelt Hotel includes board and committee reviews of defense requirements, shortage problems, TV freeze, FM promotion campaign, expanding association services. "Small business" manufacturers will hold own session Sept. 18 under president Glen McDaniel and committee chairman A. D. Plamondon Jr. Board meeting concludes conference Sept. 20.

National Electronic Distributors Assn. second annual convention and exhibit in Cleveland Auditorium, Sept. 10-13, will feature addresses by GE's Dr. W. R. G. Baker, International Resistance's Harry A. Ehle, and a manufacturers' open forum including Norman A. Triplett, William J. Barron, J. Earl Templeton, Kenneth C. Meinken, Austin C. Lescaboura.

Dun & Bradstreet's monthly dealer inventory survey (Vol. 7:35) is being financed independently by these companies: Bendix, Corning Glass, Crosley, GE, Hallicrafters, Indiana Steel Products, Motorola, Philco, RCA, Sentinel, Sprague, Stromberg, Sylvania, Westinghouse, Zenith.

Lloyd A. Good, 69, Philco production mgr. for 15 years before retiring in 1940, died Sept. 7 in Philadelphia after long illness.

Trade Miscellany: Federal Trade Commission case against Sylvania and Philco, involving preferential prices on replacement tubes, set for hearing Sept. 17 before Examiner Webster Ballinger . . . RCA's Frank Folsom will arrange for RCA Victor record pressing plant in Israel during his flying trip there in latter Sept.; he'll also confer in Rome with Italian distributor Joe Biondo regarding other expansion plans . . . Electronic Devices Inc., Brooklyn (Herman Weissberger, president), has purchased Precision Rectifier Corp., will operate it as division with Earl Steiker, ex-Federal, engineering director . . . Super Electric Products Corp., Newark (components), goes to hearing Sept. 18 under Chapter XI, offering to pay \$350,000 in general claims with 10-year debentures or 25% cash . . . American Phenolic Corp. has completed new 80,000-sq. ft. plant in Chicago to produce Teflon coaxial cable and other devices.

Merchandising Notes: Zenith expected to "make it official"—price-cutting of current stocks already advertised by dealers—by following lead of RCA, GE, Philco, et al (Vol. 7:33-35) and reducing lists when it introduces new line at distributor meeting in Chicago's Drake Hotel, Sept. 14-15 . . . Hoffman Radio's New York office (D. W. May, mgr.) is 30 Church St., with new warehouse at 163 Avenue A, Bayonne, N. J.; Chicago office and warehouse (Howard L. Bredlow, mgr.) is at 219 E. North Water St. . . Silavox earphone attachment to TV sets being offered by Skinner & Pelton Inc., Chicago; phones plus installation cost \$24.95.

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Receiving tube sales for July were down to 13,185,567, compared with 27,667,099 in June and 21,128,017 in July, 1950. Yet RTMA report shows that total for first 7 months of 1951 well exceeds same 1950 period—229,087,892 vs. 191,503,938. Sales for all categories have increased, but replacement and export have shown biggest jumps. This year, 54,730,948 have gone into replacement market, compared with 35,912,137 last year. Exports rose from 5,708,880 to 11,581,593. Statistics don't show how many go into new TV or radio sets or military equipment, so trends aren't discernible there.

Round tubes have all but disappeared, as have sizes under 16-in. for new sets. RTMA report for July shows 99% of the 89,144 shipped were rectangular, 16-in. or larger. The 20-in. continues to grow, totaling 12.5% of all units, compared with 10.8% in June, 7.7% in May. Value of picture tubes was \$1,858,930.

Trade Personals: Charles A. Hansen, Jensen Mfg. Co., elected president of Radio Parts & Electronic Equipment Shows Inc., whose next Chicago show is set for May 18-21, 1952; he succeeds Standard Transformer's Jerry Kahn. Other officers: Sam L. Baraf, United Transformer, v.p.; W. D. Jenkins, Radio Supply Co., Richmond, secy.; Lew W. Howard, Trad, treas. . . . John W. Craig, Crosley, reappointed chairman, RTMA's FM policy committee . . . John S. Anderson, executive v.p. since 1948, elected president of Aeronautical Radio Inc. . . . Franklin Lamb, vice chairman, Tele King, onetime president of Reynolds Pen Co., on leave to serve as aide to mobilization director Charles E. Wilson . . . E. W. Olson promoted from field man to sales promotion mgr. for component products, Webster-Chicago . . . Home of Robert C. Tait, Stromberg-Carlson president, in Pittsford section of Rochester, suffered \$25,000 damages by blaze Sept. 4 . . . Frank A. D. Andrea Jr., graduate of Pennsylvania Military College and Navy veteran, joins engineering staff of father's Andrea Radio Corp. under chief engineer Harold Heindel.

Promotion of Dr. C. B. Jolliffe, executive v.p. in charge of RCA Labs, to newly-created post of v.p. & technical director of RCA was announced Sept. 7, effective immediately. E. W. (Shorty) Engstrom, second in command at Princeton, moves up to become v.p. in charge of Labs. Dr. Jolliffe's new duties are to supervise long-range planning, coordinate technical representation of RCA before govt. agencies and technical groups.

TV-radio industry—manufacturers, wholesalers, telecasters—are expected to be asked to contribute to Crusade for Europe, operating Radio Free Europe and planning Radio Free Asia, privately endowed by group headed by Gen. Lucius Clay, to get America's messages through iron curtain. Gen. Clay last week named RCA's Gen. David Sarnoff New York chairman in drive for 25,000,000 enrollments, \$3,500,000 funds.

FIRST TEST of theatre TV as mass training device will be held Sept. 15 under govt. sponsorship when Federal Civil Defense Administration will hold closed-circuit "school" for civil defense workers simultaneously at theatres in Baltimore, Philadelphia, New York & Washington, with combined seating capacity of more than 11,000. One-hour program will originate in Washington studios of WMAL-TV at 9 a.m. Plan was suggested by United Paramount Theatres' Robert H. O'Brien, and the TV-equipped theatres in Baltimore, Philadelphia, Washington were made available by Nathan Halpern's Theatre Network TV Inc.

Unique feature of theatre-TV "classroom" is that spectators in all 4 theatres will be able to ask questions of civil defense instructors in Washington during the program through special telephone circuits. Said Civil Defense Administrator Millard Caldwell in announcing experiment: "The mass training of 15,000,000 civil defense workers is one of the nation's most immediate problems. Through theatre TV the task of preparing not only the civil defense worker for his job but the nation at large to meet an enemy attack can be greatly simplified."

Theatres donated free for test are Paramount in New York, Warner Brothers' Stanley in Philadelphia, Loew's Century in Baltimore and RKO Keith's in Washington. Some 800 seats in the Washington theatre will be reserved for "members of Congress, govt. officials, educators and industrial leaders."

Navy's experiments in training reservists by TV (Vol. 7:8) are recorded in 24-page *Training by Television* (Document PB 104414), Navy-Fordham U report, which concludes that TV has great value in rapid training of large groups. Booklet is available for 75¢ from Office of Technical Services, Commerce Dept., Washington.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for July: Wallace C. Johnson bought 22 Admiral, holds 1500; Dee S. Lenfesty sold 1300 Arvin, holds 2700; James M. Seward bought 100 CBS Class B, holds 200 Class A & 300 Class B; Allen B. DuMont gave 1400 DuMont Class A as gift (June), holds 55,000 Class A & 2000 Class B; Adolphe A. Juviler sold 2200 Olympic (May, July), holds 88,440; Percy L. Schoenen sold 700 Olympic (May, July), holds 24,006; William Balderston gave 20 Philco as gift, holds 7168; Thomas A. Kennally sold 3000 Philco (June, July), holds 19,974; William Gammell Jr. sold 1400 Raytheon, holds 15,570; E. Finley Carter acquired thru profit-sharing plan 64 Sylvania (February), holds 1164; E. F. McDonald Jr. sold 2200 Zenith, holds 31,931.

Short positions in stocks listed on N.Y. Stock Exchange from July 13 to Aug. 15 are reported for following electronics firms: Admiral, from 37,405 as of July 13 to 35,586 as of Aug. 15; Avco, 20,880 to 21,080; Emerson, 5775 to 5848; GE, 13,296 to 10,725; IT&T, 16,704 to 22,714; Motorola, 16,491 to 15,332; Philco, 18,252 to 18,793; RCA, 29,986 to 31,896; Westinghouse, 4817 to 5257; Zenith, 30,383 to 26,197.

Raytheon has \$150,000,000 backlog of unfilled orders on books, president Charles Francis Adam Jr. reported to stockholders meeting Sept. 7. Shipments, largely defense, will build up rest of year and reach peak next summer, he stated. Stockholders approved increase in authorized common stock from 2,250,000 to 3,000,000 shares.

I-T-E Circuit Breaker Co. has filed SEC registration statement covering proposed offering of 60,000 shares of convertible preferred stock, par value \$50, as approved at Sept. 5 stockholders meeting. Smith, Barney & Co. and C. C. Collings & Co. head underwriters.

Olympic Radio reports net income of \$259,206 (70¢ a share) on sales of \$8,112,588 for first 6 months of 1951. This compares with net of \$479,135 (\$1.28) for same 1950 period.

Globe-Union Inc. reports net earnings of \$872,826 (\$1.30 a share) on sales of \$20,239,325 for 6 months ended June 30. This compares with profit of \$1,159,286 (\$1.81) on sales of \$14,346,867 for same 1950 period.

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Dividends: Wells-Gardner, 15¢ payable Sept. 15 to holders of record Sept. 4; Bendix Aviation, 75¢ payable Sept. 20 to holders Sept. 10; Collins Radio, 66¾¢ pfd. payable Oct. 1 to holders Sept. 21; WJR The Goodwill Station, 10¢ payable Sept. 14 to holders Sept. 7; Muter Co., 15¢ payable Sept. 30 to holders Sept. 15; Arvin Industries, 50¢ payable Sept. 29 to holders Sept. 17; Davega Stores, 25¢ pfd. & 25¢ common, both payable Oct. 1 to holders Sept. 17; Decca Records, 17½¢ payable Sept. 28 to holders Sept. 17; Admiral, 25¢ payable Sept. 28 to holders Sept. 17; RCA 87½¢ on \$3.50 cumulative first pfd., payable Oct. 1 to holders Sept. 17.

Giant image-correcting lens, over 22 inches in diameter, has been developed by American Optical Co., Southbridge, Mass., offered as newest device for improving theatre TV. Company says several have already been ordered by RCA and General Precision Lab. Lens corrects to "perfect focus" the distortion now caused when projected images are magnified for movie screens up to 15x20-ft.

Self-propelled underwater TV camera, designed for mapping mine fields, examining harbor beds, inspecting ship damage, etc., is undergoing tests in Ottawa by Canada's National Research Council. It can move ahead or astern at one knot. It weighs 250 lbs., was developed under direction of engineer Wm. Torrington.

MORE METAL CUTS COMING—AND THEN SOME: Less steel in fourth quarter than expected for TV-radio and other consumer durable industries...another slash due in copper... and tube plants facing serious curtailment next month because of nickel shortage.

"The big pinch is here now" on civilian economy, said defense mobilizer Charles E. Wilson this week. But to most TV-radio manufacturers, the "big pinch" is academic -- for their production is now well below the levels permitted by NPA.

It's the sales situation -- not materials -- that's chief worry of the set makers today. But, while manufacturers voluntarily lowered their production goals to conform with demand, they're going to find it difficult or impossible to raise them again when inventories are depleted and demand exceeds supply.

Rumblings on the materials front are ominous -- boding steeper cuts in the supply of metals that are the brain, bone and sinew of TV-radio, threatening ever-lowering ceilings over potential production. Last July, makers of consumer durable goods were told they'd receive, in fourth quarter, steel at 65% of rate they used it in first-half 1950, copper at 54%, aluminum at 48%.

But military and defense-supporting demands on steel for fourth quarter are taking bigger chunk of the pie than anticipated. So NPA did some more chopping. TV-radio manufacturers, in their fourth quarter allotments, are getting CMP tickets for about 60% of the steel they used during average quarter of first-half 1950 vs. 70% this third quarter.

* * * *

Further cuts in copper were virtually assured even before the disastrous strike which shut off 95% of nation's output of that basic electrical metal. As strikers began returning to the pits at week's end, it appeared probable that consumer goods manufacturers might not be able to cash in their CMP paper for the copper that's supposed to be reserved for them.

Copper situation has govt. planners nearly frantic. DPA-NPA boss Manly Fleischmann Sept. 5 called it "desperate," revealed he had ordered copper mills to give "preferential treatment" to military orders -- clear indication he believes there won't be enough copper in bank during fourth quarter to fill all CMP orders.

"Most critical of all large tonnage non-ferrous metals" -- that's description of copper in NPA's newly-revised "List of Basic Materials," compiled before strike. Imports of the red metal have fallen off because foreign price is higher than price ceiling in U.S. DPA indicated Sept. 5 it would seek price relief from OPS to encourage imports, but next day mobilization chief Wilson publicly put his foot down on any such move.

To make matters worse, shortage of copper scrap, which normally comprises about 40% of copper supply, has already forced virtual shutdown of ingot industry.

* * * *

So new and deeper cuts in copper and steel to consumer durable manufacturers -- who are last in line for vital materials -- are certain next quarter, and again in first quarter of 1952 when arms program picks up more speed. But that's not all:

New round is probable by mid-1952. Temper of Congress, pushing for bigger rearmament program, is solid indication. Present mobilization plans are based on 95-group Air Force, 24 Army divisions. But lawmakers are pressing for 150-to-162-group Air Force, 30-division Army, more carriers and bigger anti-submarine fleet for Navy. While this will eventually mean more military orders, raising our sights this way will throw entire materials-control blueprint out the window.

* * * *

If materials shortages are academic today to TV-radio set manufacturers, they're very real in the factories turning out electronics' most basic components -- vacuum tubes. Unless there's quick action by the Govt. at high level, nickel snarl

threatens serious dislocations in electronic tube industry as early as next month.

There's plenty of irony, but scant comfort, in fact that tube industry, now facing heavy cutbacks for lack of nickel, is at same time undergoing \$50,000,000 govt.-sponsored expansion program (see Mobilization Notes).

Tube makers need minimum of 188,000 lbs. of nickel a month to keep going at somewhere near present rate of production. Last year they used nearly 300,000 lbs. monthly, but near-miracles of conservation and substitution have shaved requirements way down. NPA last spring promised tube industry special allocation of 180,000 lbs. for May (Vol. 7:18-19). Only part of this allotment was received.

There's been no special NPA allocation of nickel to tube industry since then. Instead, it's been doled out on basis of military requirements, plus small percentage of amount needed for civilian production. So, for last 3 months, tube plants, which in May were devoting scant 10% of their facilities to military output, have been allocated fraction of the amount of nickel they need.

Nearly 30% of tube industry's output is military now -- but tube industry can't be operated on a 30% -- or a 50% -- basis. To avoid major curtailments and loss of highly-skilled workers -- even shutdowns in some plants -- it must continue high production of civilian tubes as military orders steadily increase.

There's a long "lead time" in nickel for electronic tubes -- it takes 3-4 months to process raw nickel into the finished elements that go into tubes. So in recent months, tube makers have been living off earlier allotments, stretching the supply through conservation and substitution. Most tube plants have enough nickel products in sight to last them about a month.

Shutdown of industry's suppliers who make nickel-plated materials for tube elements is threatened this month, unless aid comes soon. Electroplating firms are finding it impossible to obtain nickel anodes, and efforts to get special NPA directives for them have failed so far.

RTMA's tube division will hold special meeting in Washington Sept. 11 to consider possible action in nickel emergency.

Action by Defense Mobilizer Wilson himself may be required to get things rolling. But because whole rearmament program can be bogged if tube industry loses its large production potential, it's reasonable assumption that something will be done. And judging from reports from industry, there's no time to lose.

* * * *

TV-radio industry won't feel bite for some time if production of civilian tubes is curtailed in next few months. Most manufacturers laid in heavy supply of tubes and other vital components during trade lull. Average set maker is believed to have at least 2 "normal" months' backlog -- and at current rate of set production that should last 4 months or more.

Action to avoid straitjacket aspects of CMP as it applies to consumer goods manufacturers is in sight. NPA is drafting order to give manufacturers latitude in use of materials among broad groups of products, as it did during third quarter under Order M-47A (Vol. 7:31).

"In another war, superior electronics would be decisive." So says retired Gen. Carl Spaatz in Aug. 13 *Newsweek* article on air power. Citing the important part played by electronics in World War II air warfare (radar, electronic bombsight, proximity fuse), Spaatz says these achievements "are nothing to what is ahead if there is a third world war." He states the Russians have services of many German electronic scientists and inevitably have made "important strides in electronics" as well as jet construction. "The battle for air supremacy is resolving itself into a battle for electronic superiority," Gen. Spaatz says, pleading for more secrecy about new non-military electronic developments. "Some device that improves TV reception in your home," he maintains, "may be just the thing, when applied to fighting machines, that will give us a decisive edge."

Canadian National Exposition, Toronto, has quite a few TV-radio exhibits—the TVs mostly counterparts of American models. Displaying them are Canadian subsidiaries of Westinghouse, GE, Philco, RCA, Admiral, Stromberg, Sparton; also Canadian Marconi, Addison, Dominion Electrohome. All have radios, too, and in addition there are radios by Rogers Majestic, Northern Electric, Pye Canada Ltd. Prices generally are considerably higher than same models in U. S.; e.g., Admiral 17-in walnut combination with half doors at \$730, Westinghouse 20-in. combination at \$975, Canadian Marconi 20-in. combination \$670.

National Electronics Conference at Chicago's Edgewater Beach Hotel, Oct. 22-24, will feature separate luncheon addresses by CBS Laboratories Div. president Adrian Murphy and GE's Electronics v.p. W. R. G. Baker, discussing color TV.

Mobilization Notes: A \$135,000,000 program to expand electronics industry for defense is under way, with tax aid from Uncle Sam.

There'll be more to come, but as of July 31 DPA and its predecessor NSRB had issued certificates of necessity authorizing 5-year tax write-offs for 147 new or expanded electronic plants. These have been reported in this section as issued.

The \$135,000,000 for electronics represents only 1.5% of total \$8.65 billion in expansion of all military and defense-supporting production authorized since tax aid program began last October. It's in addition to something less than \$10,000,000 in DPA-approved direct govt. loans for electronic plant expansion.

Bulk of expansion is for production of military end equipment—radar, communications radio, loran, electronic fire control devices and fuses—and specialized electronic tubes for military equipment.

Here's rough breakdown of certificates granted and dollar value of expansion they represent: End equipment, 44 certificates, \$64,246,000; tubes, 33 certificates, \$49,439,000; components (resistors, capacitors, transformers, etc.), 39 certificates, \$8,418,000; miscellaneous parts, 31 certificates, \$12,110,000.

Actually, only about 74% of dollar value of the authorized electronic expansion is subject to rapid amortization. Percentage varies, DPA says, according to "type of facility, post-emergency usefulness of plant to owner and degree of [aid] necessary to encourage expansion."

Biggest electronic expansion programs authorized by DPA are those planned by Westinghouse and General Electric. Westinghouse got go-ahead for \$23,500,000 in new plant facilities—\$12,000,000 for Pittsburgh tube plant and \$11,500,000 for end equipment production at Baltimore. GE will spend \$15,778,000 for plant at Binghamton to manufacture radio compasses, other military end products.

Many firms outside TV-radio industry are among those receiving certificates for expansion of electronic production facilities. Following Westinghouse and GE in cost of programs are: Cutler-Hammer, \$7,700,000, switches & contacts; Hughes Aircraft, \$7,200,000, guided missiles; Arma Corp., \$6,100,000, radar computers.

These tube firms are among electronic industry's top beneficiaries of tax aid program: Sylvania, \$5,773,000; Lansdale (Philco), \$4,000,000 (for proposed plant in Frederick, Md., plans for which were recently cancelled—see Vol. 7:34); Hytron, \$3,400,000; Varian Assoc., \$2,400,000.

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"Most complete mobile TV station ever built" was delivered this week to Signal Corps' Ft. Monmouth (N. J.) laboratories by RCA, consists of 4 special 10-ton trucks, each 31 ft. long. Two trucks contain complete TV transmitting and monitoring equipment, 3 field cameras, 10 receivers, large-screen TV projector and radio intercom system. Other 2 trucks contain power generators. "TV caravan" will be used "to explore feasibility of TV for field instruction and to develop instructional techniques via TV," according to Signal Corps. One suggested use is refereeing and observing field maneuvers. "Caravan" will use microwave or coaxial cable to pipe pictures to military classrooms or standard TV stations.

Mica substitutes are far more plentiful and satisfactory than they were during World War II, mica industry and NPA jointly have announced. Many high-quality substitutes, however, are still in experimental stage, and industry expressed confidence they'll be usable soon. Manufacturers' inventories of mica, used in capacitors and for other insulating purposes, were reported adequate, but deteriorating quality of imports from India, chief source of supply, is becoming increasingly serious.

New plant construction in fourth quarter will be limited to expansion of metals-producing capacity and important military production, DPA said this week in announcing allotments of structural steel. These firms manufacturing electronic and related items received fourth quarter steel allotments for expansion programs for Armed Forces: Greeneville Cabinet Co. (Magnavox), electronic equipment; Webster Electric Co., telephone, telegraph & electronic equipment; Arma Corp., fire control & electronic equipment; Amperex Electronic Corp., electronic equipment; Weston Electric Instrument Co., precision instruments; The Baldwin Co., electronics; General Electric, research electronics; Bendix Aviation, aircraft accessories; General Precision Laboratory Inc., electronic equipment; Northrop Aircraft, guided missiles; Hartman Electrical Mfg. Co., aircraft electronic controls. Some of these firms have already started construction; much of the expansion is being aided by Govt. through rapid tax amortization.

First TV-radio case before NPA Appeals Board was settled with grant of some additional steel to Packard-Bell. Los Angeles manufacturer asked 17% increase in base period steel quota under consumer durables order M-47A. It claimed this period (first-half 1950) was abnormal one for company, and many employes would have to be laid off if civilian production couldn't be maintained until defense orders pick up. In decision, board concluded: "There was no persuasive showing of improper discrimination or sufficient public interest to warrant a grant, but strict compliance with the order would work an unreasonable hardship." Partial grant—amount undisclosed—was made Aug. 28.

Chicago electronic plants are devoting about 25% of their production to military items, says Sept. 6 *New York Journal of Commerce* which notes that production of electronic equipment other than home TV-radio "is running at a record rate" in Chicago. Article quotes Motorola ex-v.p. Walter H. Stellner as saying 15-20% of firm's output is going into military production, but bulk of Motorola's defense orders won't be in production stage until late this year and first quarter of 1952.

Sperry Corp. reportedly has received \$10,000,000 Navy contract for guided missiles, has formed subsidiary, Sperry-Farragut Corp., to fill order in new plant to be built by Govt. on 35-acre tract near Bristol, Tenn., to employ 1500.

Complete listings of 1500 radio-electronics manufacturers, with their products, feature September *Tele-Tech*, published by Caldwell-Clements Inc., 480 Lexington Ave., N. Y. How to get business from Army, Navy & Air Force is also described.

Industrial TV, despite its tremendous possibilities, isn't being fully exploited by industry or by standard TV equipment manufacturers, says article in September *Fortune Magazine*. Govt. agencies, it says, are principal users—in ordnance plants, arsenals, atomic installations, etc. In peacetime industry, *Fortune* states, only electric utilities have any sizeable number—about 100 installations. Only 11 other ITV set-ups are in existence in private industry, according to article—5 in steel industry, 2 each in auto and photographic industries (Camera Vision Productions Inc., which rents TV-monitored film cameras to movie studios). Article says Diamond Power Specialty Co., Lancaster, O., "has been selling rings around everyone else in the industrial TV business" with its inexpensive "Utiliscope" system developed jointly with Capehart-Farnsworth engineers (Vol. 5:19, 36). The 100 power plant installations, worth some \$400,000, were practically all supplied by Diamond Power, says article, which observes that DuMont, RCA, Remington-Rand combined haven't sold that many.

Texas oilmen W. L. Pickens of Dallas, R. L. Wheelock of Corsicana and H. H. Coffield of Rockland, who hit jackpot with their KEYL, San Antonio, recently sold to George Storer interests for \$1,050,000 (Vol. 7:30), are applying now for uhf outlets in Dallas (Channel No. 23), Houston (No. 23), San Antonio (No. 35) in name of UHF Television Co. Same group also were principals in KPHO-TV, Phoenix (Vol. 5:26) but pulled out before it was built and sold. They're also associated in pre-freeze vhf applications for Corpus Christi and New Orleans—represented by Dallas law firm of Johnson, Bohannon, Prescott & Abney, whose Ross Bohannon, onetime G-man who won fame in Dillinger capture, handled past successful applications and grants. This week's batch of applications included another for Texas—from KGNC, Amarillo, seeking Channel 4. And Oklahoma City application for Channel 9, specifying 200 kw and 1551-ft. tower, plant to cost \$1,350,000 was filed by Oklahoma Television Corp. (Vol. 7:35). Total application now on file: 441. [For details about this week's applications, see *TV Addenda 13-I* herewith; for list of all applicants to date, see *TV Factbook No. 13* plus *Addenda 13-A to 13-I.*]

Progress toward TV code of program standards (Vol. 7:25) was reported at Virginia Beach NARTB-TV board meeting Sept. 6-7, and program standards committee has called full NARTB-TV membership meeting in Chicago Oct. 19 to act on recommendations. Chairman Robert D. Swezey, WDSU-TV, reported that subcommittee on education, culture, children's programs and decency & decorum in production has prepared proposals under chairmanship of Davidson Taylor, NBC-TV; also that subcommittee on news, public events, religion and controversial issues under Harold Hough, WBAP-TV, is ready to report. First draft of advertising practices standards is about ready to be submitted by chairman Walter J. Damm, WTMJ-TV. The 3 subcommittees meet in Washington Oct. 2 to report to full program standards committee. Fourth subcommittee under Paul Raibourn, KTLA, is working on methods of securing standards observance.

NARTB now counts 68 of the 107 TV stations, plus 2 networks (DuMont & NBC) as members, these having joined in recent weeks: WABD, WDTV, WOR-TV, WEWS, WCPO-TV, WJIM-TV, WHBF-TV, KING-TV, KFMB-TV. *Chicago Tribune's* WGN & WGN-TV have also decided to join, WGN having pulled out of old NAB in 1941. At NARTB-TV board meeting this week, director Thad Brown Jr. was authorized to hire executive asst. TV group's income was reported within 95% of budget.

Applications for station construction in first quarter 1952 under NPA building control regulations are due Sept. 20 on form CMP-4C. NPA says it has issued all fourth quarter authorizations and allotments of materials, but hasn't yet released list of approved projects. Only 11% of the steel required by commercial construction applicants—including TV-radio—will be available in fourth quarter. However, those whose fourth quarter applications were rejected were urged to reapply for first quarter authorizations and allotments.

Filings in FCC's TV allocations proceedings have reached total of 252, with 128 of them covering Groups A-F (Maine to Maryland), balance on DuMont plan (Vol. 7:35). Statements, supporting FCC's allocation or offering alternatives, range from perfunctory to exhaustive. Commission staffmen maintain that "every scrap of paper is getting a thorough going over." Said one FCC attorney: "Personally, if I were on the 'outside' and I knew how this is being handled, I'd be satisfied that my client is getting a fairer shake than he would in an oral hearing. This thing has absolute priority."

New XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Vol. 7:31-34) got on air with 6-hour daily test patterns Sept. 4, mostly sponsored by TV distributors-dealers, plans by Sept. 15 to operate minimum of 2 evening & 2 daytime hours plus 2 hours test pattern daily. Manager Monte Kleban reports station's 536-ft. tower (700 ft. above average terrain) on Channel 7 is putting well over 7.5 mv/m into Brownsville, is being seen good 35-mi. radius. FCC has approved its affiliation (for kinescoping service) with CBS-TV, and it's adhering to U. S. standards entirely—for example, won't carry bullfights ("because they are banned in U. S."), hard liquor ads, religious solicitations or per-inquiry accounts. All shows are bi-lingual—none straight English or Spanish. Staff includes Bert Metcalf, program mgr.; Sherrill Edwards, commercial mgr.; Francisco Maza, chief engineer; Hinelda Garcia, traffic mgr.

Buenos Aires' LR3-TV, as first TV station in Argentina will be known, starts Oct. 17, operating on Channel 7 with 5-kw Federal transmitter having 45 kw ERP. Its licensee is Radio Belgrano y Primera Cadena, Argentine de Broadcasting, S.A. The installation was sold by International Standard Electric Corp. (IT&T), which also sold 5-kw installation to Sao Paulo Radio Televisao, big Brazilian city's second outlet, due to start around Oct. 15 on Channel 5, call letters not yet issued. To participate in opening of Sao Paulo station, DuMont last week shipped its Telecruiser, TV studio on wheels.

Release of recent feature films to TV by Lippert Productions (Vol. 7:17) has prompted Screen Actors Guild to cancel its contract with producer Robert L. Lippert as of Nov. 3. Union charged that Lippert violated pact when he "sold for TV several theatrical feature pictures made after Aug. 1, 1948 without negotiating an agreement with the Guild for additional payment to actors for their TV rights." In pending negotiations for new contract with film industry, Guild is seeking outright ban on release to TV of films made after Aug. 1, 1948 until producers agree to negotiate formula to reimburse employes. Lippert made deal with Petrillo to pay 5% of his gross from TV into AFM royalty fund and to re-record music track on old films for TV. He sold 26 feature films to KTLA last June.

Educators planning State networks are making all-out pitch in effort to get more reserved channels out of FCC. New York was first with 11-station proposal, then Connecticut asked for 4. Now New Jersey is up in arms about fact FCC proposed to reserve no channels in State, says it wants to build 6 stations, is ready to construct "immediately" in New Brunswick. Similar proposals are under consideration in Pennsylvania, Wisconsin, Michigan. No proposal shows that money for construction is available now, though all indicate high hopes based on governors' assurances, etc.

Inspection of uhf station at Bridgeport and luncheon talk by FCC Chairman Coy Sept. 12, are part of Sept. 10-14 TV seminar RCA is conducting for more than 100 station engineers, plus consultants and attorneys; rest of sessions will be at Camden. Engineers will see new 850-856 mc setup for first time (Vol. 7:29). They'll also get special showing of RCA color in New York that evening.

More Sept. 1 sets-in-use reported since NBC Research's "census" of Aug. 1 (Vol. 7:35): Memphis 93,160, up 4160; Dallas-Fort Worth 129,564, up 3564; Omaha 83,928, up 3028; Utica 50,000, up 3000; Norfolk 75,312, up 2512; Greensboro 73,911, up 2211.

TV will be major topic, along with high-speed and color photography, at 70th semi-annual convention of Society of Motion Picture & Television Engineers, Hollywood-Roosevelt Hotel, Oct. 15-19.

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NPA APPROVES STATION BUILDING PROJECTS: NPA is allocating materials for construction and alteration of TV and radio stations in fourth quarter, despite extremely tight structural steel situation (Vol. 7:32,36).

The control agency broke its obstinate silence on its attitude toward TV-radio station construction with announcement at week's end that 10 TV projects and 3 radio stations, had received go-ahead and "certified check" for required steel, copper and aluminum. It was only a partial list; more are sure to follow. No list of rejected applications has been issued yet.

NBC was granted materials for 4 projects, to cost total of \$652,000 (construction costs only, not including broadcast or studio equipment). Network got NPA blessing for construction of: new studio (\$275,000), film projection studio (\$108,000), remodeled studio (\$40,000), all New York; new studio, Chicago (\$229,000).

ABC got permission to build addition to San Francisco TV-radio studio at \$600,000; WFIL-TV, Philadelphia, TV-radio facilities at \$305,000; and WSYR-TV, Syracuse, TV studio at \$26,790.

There's still mystery surrounding NPA's criteria for judging applications. From the first, officials have made clear they'd consider no applications from persons who don't have FCC grants. But on NPA's list was an OK for construction of \$125,000 "TV tower near Summit, Pa." by WHUM, Reading, Pa. FCC has announced no grant to WHUM, seeking to build experimental uhf with 1050-ft. tower (see p. 2).

Also on NPA's list was approval of new "radio and TV studios" for KOMA, Oklahoma City, AM licensee which has applied for TV but has no TV grant. NPA also approved construction of uhf station atop Mt. Wilson, Cal., by John H. Poole, who asked FCC permission to move experimental KM2XAZ there from Long Beach (see p. 2).

Radio station approvals went to WMPA, Aberdeen, Miss., \$17,784, and WOKE, Oak Ridge, Tenn., \$3300, both of which hold CPs, and to WKOK, Sunbury, Pa., for construction of \$10,450 tower. Two other broadcasters, Conant Broadcasting Co., Medford, Mass., and WFYC, Alma, Mich., were notified they're exempt under new building control regulations, since they require less than 2 tons of steel (Vol. 7:35).

UHF WINNING CONVERTS, DOUBTS FADING: Uhf stock got another hefty boost this week when more than 150 AM station engineers, consultants and attorneys got good look at its performance in Bridgeport -- and heard FCC chairman Wayne Coy deliver the most fervent affirmation of faith in uhf he has rendered to date.

Occasion was Sept. 12 uhf session of RCA's 5-day seminar, conducted for guests who inspected the RCA-NBC "guinea pig" installations (Vol.7:12,14-16 et seq), watched its operations on 529-535 mc & 850-856 mc. Seminar covered technical aspects of uhf -- transmitters, converters, antennas, propagation.

"You're going to have the surprise of your life," said Coy. "Uhf is not the lemon some people think it is." He pointed to uhf's relative freedom from some types of interference and to FCC's fond care in allocating uhf stations so as to

eliminate or minimize many potential ills -- oscillator radiation, image and inter-modulation interference, etc. He drew close attention to fact that primary service areas for uhf stations is expected to be as great as, if not greater than, for vhf.

Coy also favored taking proposed 200-kw ceiling off uhf. It's believed FCC would lift ceiling once it's sure tropospheric interference won't be too severe.

"I'm so sold on uhf," Coy averred, "that I'd like to see all TV go to uhf." This oft-repeated thought of his, which fellow commissioners rejected, stems from the demand of other services for vhf spectrum. These services were given TV's Channel 1, he said, but: "You haven't heard the last from them. They got the short end of the stick."

Session undoubtedly helped sell uhf to many dubious engineers. A number remarked that, while they would always prefer vhf if available, they would not shy away from uhf in markets yet to open, even if vhf & uhf are intermixed. Obviously, though, none relished job of building uhf audience from scratch in markets where pioneers have painfully nurtured vhf audiences to profitable size -- ripe for picking by vhf newcomers.

Much of RCA's big brass, from president Folsom down, was on hand to throw weight behind Coy's exhortation. Folsom foresaw 3000 stations and 50,000,000 sets eventually growing out of vhf-uhf expansion. Spirit of friendliness pervaded sessions -- with Coy and Folsom even joshing each other about their sorest spot, color.

"Our tests have proved," said v.p.-technical director Dr. C. B. Jolliffe, "that TV on uhf can be just as clear and stable as on vhf, and in some instances it is even better."

Results with 850-mc signals to date, to be described at Sept. 17 Philadelphia IRE meeting by RCA's Dr. George Brown, indicate following:

(1) With 40-kw ERP, median field intensity of at least 10,000 uv/m is obtained out to 5 miles.

(2) Tilting antenna downward 1.3 degrees increases signal 10 db out to 5 miles, decreases it beyond that, reduces tropospheric field 12 db at 100 miles.

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Next manufacturer planning uhf demonstrations in Bridgeport is Sarkes Tarzian, who will show new tuner to set-making customers Oct. 6.

NPA isn't standing in way of uhf experimentation. This week it gave Humboldt Grieg's WHUM, Reading, Pa., go-ahead on 1050-ft. tower to cost \$125,000 (Vol. 7:33), even though FCC has not yet granted CP. NPA also granted uhf enthusiast John Poole permission to build on Mt. Wilson, moving his experimental station from Long Beach.

POST-FREEZE, HOW SOON & HOW MANY? Two years after FCC lifts freeze -- or sometime in 1954 -- fewer than 300 vhf & uhf stations on the air, out of potential of 2000?

Five years after end of freeze -- something over 500?

These figures may look conservative, at first blush, but they deserve careful study because they're first estimates from any manufacturer of transmitting and station equipment. They're from GE's Dr. W.R.G. Baker, v.p. in charge of electronics, speaking Sept. 10 before National Electronic Distributors Cleveland convention.

They add emphasis -- and more realism -- to plain facts of TV life we've stressed again and again: that it will take time, and plenty of it, before there's any sizeable number of new TV stations in operation, even if as now hoped formal act of lifting freeze occurs early next year (Vol. 7:36).

(Careful reading, incidentally, of our sizeup captioned "Mighty Few New Stations Before 1953" in last week's issue is urged; even at FCC, they will tell you it's reasonable and realistic appraisal and timetable.)

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Based on GE market research studies, Dr. Baker forecast that 2 years after freeze-lifting, possibly next spring, there should be minimum of 141 new vhf outlets on air (making total 248) plus minimum of 36 uhf stations. And in Dr. Baker's words:

"At the end of 5 years, I think we can look forward to a minimum of 343 vhf stations and 166 uhf stations or more than 500 stations in the United States. This

doesn't agree with many predictions ranging as high as 1500 transmitters in 5 years and I'll admit the estimates are conservative. If materials, including construction materials, should be in free supply, then these estimates could be quite low.

"You may consider these forecasts to be pessimistic. On the contrary, they are realistic, not based alone on what industry members think can be produced, as many surveys are."

How soon will non-TV areas get stations -- and open up new gold mines for set and parts manufacturers and merchandisers? This rule of thumb, said Dr. Baker, can give very rough idea:

"If a city is a good market area; if it is on the coaxial cable, or relay network, or within one microwave link of the cable; if it has only one applicant for permission to construct and operate the station, then, according to our market research experts, it has pretty good chance of getting on the air in next 2 years. If any one of these items is missing, it may be 5 years." [Editor's Note: Dr. Baker's 5-year prediction appears unduly pessimistic. All these conditions would rarely obtain, e.g., only one applicant in "good" market.]

"Happier side of the picture" is Dr. Baker's forecast that approximately 35,500,000 families will be within range of at least one TV station by end of 1955. "We believe," he said, "there will be 44,500,000 wired homes in 1955 or 14% more than in 1950. We believe that by the end of 1955, nearly 80% of these homes...will be within range... And there is a possibility that 9 out of 10 of those more than 35,000,000 families will own at least one TV receiver."

To parts & components distributors, this will mean gross annual business about \$1 billion in 1955 -- more than triple 1950's gross of \$320,000,000, and over twice as much as 1951's estimated \$475,000,000, Dr. Baker said.

COMPATIBLE COLOR UP ANOTHER NOTCH: "Operation Lovebird," so called because lovebird act is one of most critical tests of a color system, continues to prove smash hit with more people who make TV tick -- the makers & merchandisers of TV receivers and the broadcasters, advertisers & agencies providing the programs for those receivers.

Enthusiasm for RCA's pictures -- and compatibility -- came from all quarters during all-week, thrice-daily showings in Radio City's Johnny Victor and Center theatres. Even those who have no special love for RCA-NBC attested to prime importance of compatibility and the high quality of RCA's images.

Quality of pictures seemed about same as during July showings (Vol. 7:28), with exception that more emphasis was placed on vivid (saturated) colors, presumably in answer to criticisms that colors were too pastel (Vol. 7:28).

Entertainment content of program has been enhanced, but George Burton's extraordinarily well-trained lovebirds, brought in from Coast for demonstrations, and singing & dancing turns by Nanette Fabray, are still top attractions.

To show black-&-white on color tube, extremely clever sequence had a secretary living drab life in monochrome, then flashing into color when she took "a trip to Havana, on one of those cruises," meeting outrageously-dressed Latin dancer.

Remote pickup from Merchant Marine Academy, Kings Point, L.I., some 12 miles away, featuring Marine drill team and cadet color bearers, came through well.

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From two of nation's biggest TV merchandisers -- Davega Stores' Jules Smith and Vim Stores' Max Kassofer (about 40 outlets each) -- came indignant comments. Smith burst out in middle of demonstration: "CBS is still out of step. Somebody ought to show Coy a thing or two." Everyone laughed. Kassofer's opinion: "This is the ultimate. I think it's a shame to keep this from the public. It's here now."

"Compatibility is very critical, we've found," said telecaster George Storer, whose WJBK-TV, Detroit, is scheduled to carry CBS's color football schedule (Vol. 7:35). He described how flock of complaints followed an experimental color-cast. "But what troubles some of us, regarding a compatible system," he said, "is the problem of mass producing tri-color tubes." RCA president Frank Folsom replied:

"We think we can mass produce them. When we had Mr. Coy out to Lancaster, a worker showed him a machine that exhausts 12 tubes an hour. Coy thought that

wasn't much. Then we showed him a machine, costing \$400,000, which will be able to exhaust 200-300 per hour. It's just like the first RCA '630' model TV receiver. People said only 2 outfits could make a TV set in those days. Today, there must be 150 making them."

Cuba's Goar Mestre, operating CMQ-TV, Havana, and building 4 other stations, stated flatly: "Compatibility is basic. I can't see using a system that would make people buy additional devices."

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Showings continue next week, close down for a week, then resume with demonstrations for public. Network and large-screen tests are planned, dates undecided.

FCC is sending Wm. Boese, technical research chief, to RCA's Sept. 17 showing for benefit of NTSC's field-test Panel 16. On Sept. 26, RCA will have 4 Commission engineers -- Plummer, Allen, Boese, Chapin -- up to Lancaster for inspection of tri-color tube production. Choice of standards for field tests, as recommended by Panel 13, is expected to be approved by whole NTSC at Sept. 18 New York meeting.

Zenith's experimental colorcasts should offer one of best opportunities for field testing, since it's only vhf station (Channel 2) permitted to operate without restrictions on hours. FCC has limited RCA, Philco and Crosley to colorcasts during periods outside regular programming hours, because they're using commercial stations. DuMont, however, will be able to supply signals any time, when its New York uhf station gets going.

FCC's "open door" to compatible systems is probably more ajar than it has ever been. FCC Chairman Coy's good-natured exchange on color with Folsom, at Bridgeport uhf seminar (see p. 1), is an indication. Coy stood up for FCC's decision, but reiterated Commission would have preferred compatible system if it had been ready.

Congressional backing of compatible system is likely to grow as time for resubmission of system to Commission nears. For example, Rep. Charles Wolverton, ranking Republican on Interstate & Foreign Commerce Committee, attended Sept. 12 showing. He said: "We are now approaching that for which we have all striven. I never did think the RCA system was inferior."

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CBS-Columbia Inc. announced "mass production" of color sets began Sept. 6. President David Cogan reports \$500 color-monochrome unit now coming off line at rate of 30-a-day, and "we expect to go up every week." He's still shooting for 300-a-day production, still "hoping for total of 25,000" by year's end, he says -- despite competitors' doubts company can make more than 2000-3000.

Sample display set is going to all distributors first, Cogan says. Thereafter, production will be channeled to areas with colorcasts. The \$250 "slave" unit is due in about 60 days, with \$400 color-monochrome set "before year's end."

DuMont announced "DuMatic" switch this week, a \$19.95 adapter to get black-&-white from CBS colorcasts, says it can be installed in an hour. And Raytheon is reported planning \$14.95 adapter and "slave" units. Other makers of such adapters, notably Philco, say demand has been negligible.

Personal Notes: Thomas H. Dawson returns to CBS-TV from Petry Co., where he has been TV director, to head up new separate CBS-TV Spot Sales, rep for WCBS-TV, WCAU-TV, KTSN, WTOP-TV, WBTW, KSL-TV, WAFM-TV; George R. Dunham Jr. continues as Eastern sales mgr., Sam Cook Digges as Chicago TV sales mgr. . . . Ben Feiner Jr., ex-MGM, returns to CBS Oct. 1 as executive TV producer under v.p. Harry Ackerman, Hollywood . . . James T. Maddigan promoted to ABC-TV news-special events director, succeeded as ABC-radio news director by Donald R. Coe . . . Ernest de la Ossa, NBC personnel director, named member of New York Regional Wage Stabilization Board . . . Frank Cooley, ex-farm program director, WHAS & WHAS-TV, Louisville, now adv.-information director, California Farm Bureau Federation, Berkeley . . . James C. Douglass has resigned as coordinator of TV-radio advertising of Colgate-Palmolive-Peet to become TV-radio

v.p., Erwin, Wasey & Co., succeeding C. H. Cottington, resigned . . . Nat Wolff named Young & Rubicam v.p. in charge of TV-radio production under Edward W. Meade, v.p. & TV-radio director . . . David D. Polon named TV-radio v.p., R. T. O'Connell agency . . . Charles Harrell named production supervisor, TV-radio dept., Lennen & Mitchell . . . Sylvania Dowling, ex-Young & Rubicam, now TV copy supervisor, Sullivan, Stauffer, Colwell & Bayles.

Possible successor to Comr. Fricda Henneck is Atlanta lawyer and former Congresswoman Mrs. Helen Douglas Mankin, according to *Billboard's* Washington correspondent Ben Atlas. He says she's being pushed by India Edwards, Democratic National Committee vice chairman. However, consensus is that inside track is still held by Robert Bartley, House Speaker Sam Rayburn's nephew and assistant. Miss Henneck's appointment to New York Federal judgeship (Vol. 7:24 et seq) still hangs fire, no date set for hearing.

FIRST MILLION DOLLAR "TAKE" in history from any non-heavyweight prizefight was assured International Boxing Club as result of theatre TV, fight film royalties, and complete home TV-radio blackout of Sept. 12 Sugar Ray Robinson-Randy Turpin middleweight title match at New York's Polo Grounds (Vol. 7:36). Theatre TV network of 14 theatres in 11 cities enjoyed its biggest success to date, at prices ranging from \$1.80 to \$2.60. In Chicago, fans rioted and literally tore down the doors of Balaban & Katz' State-Lake theatre. All theatres were jammed to capacity, turned hundreds away. IBC took in \$767,630 at Polo Grounds, with well over \$250,000 assured from theatre-TV and film rights.

It's not likely that anguished cries of the TV set owners will disturb the honeymooning IBC-theatre couple. Reflecting ire of constituents, House Rules Committee met Sept. 14 to consider resolution (H. Res. 409) by Rep. L. Gary Clemente (D-N. Y.) calling for investigation of sports, specifically including boxing and "whether or not the people of the U. S. are being denied the viewing of boxing matches on TV by unreasonable restraint." Committee members were reported unanimous in their desire for such a probe; official vote is scheduled Tuesday. Senate

also received resolution (S. Res. 208) from Sen. Robert C. Hendrickson (D-N. J.) calling on Justice Dept., FCC and FTC to prepare legislation to outlaw "limited telecasting of events of national interest." In Cleveland, the TV Owners and Viewers League, claiming membership of 300, announced "boycott" of local theatre which had shown the bout on its screen.

New taxes may become problem for theatres showing TV. State boxing commissions are eyeing the televised bouts longingly, and New Jersey's commission levied 5% tax on Walter Reade's St. James Theatre in Asbury Park on grounds telecast is similar to regular live fight. Theatre has refused to pay. And Philadelphia city councilman James O. Clark is asking city to levy \$1500 annual tax on theatres showing exclusive telecasts.

Nation's theatre owners were urged to equip their theatres with TV equipment and to take leadership in the telecasting field by chairman Mitchell Wolfson, of Theatre Owners of America, whose Wometco circuit owns WTVJ, Miami. He said exclusive theatre telecasts won't be detrimental to home TV, and recommended that all theatre owners "who are qualified by public service and are financially able should apply to FCC for TV station licenses."

Network Accounts: Westinghouse-sponsored NCAA football schedule on NBC-TV (Vol. 7:36), starting Sept. 29, gets added touches with General Tire & Rubber Co. sponsoring *Ted Husing* on film in 15-min. pre-game show discussing outstanding games of day with top coaches, and National Carbon Co. (Prestone anti-freeze) presenting *Jimmy Powers* and other sportscasters in live post-game interviews of sports figures plus late scores. Agencies are D'Arcy Adv. & William Esty Co., respectively . . . General Foods Corp., Post Cereals Div., has signed *Roy Rogers* to 3-year TV-radio contract, and first of half-hour films will be shown Dec. 30 on NBC-TV, Sun. 6-6:30, taking over time being vacated by *Hopalong Cassidy* . . . General Cigar Co. (White Owl cigars) starts *Sports Spot* Oct. 3 on CBS-TV, Wed. for 15 min. following fights, thru Young & Rubicam . . . Longines-Wittnauer Watch Co., starting Sept. 24, presents *Chronoscope* 3 times weekly on CBS-TV, Mon.-Wed.-Fri. 11-11:15 p.m., thru Victor A. Bennett Co., N. Y. . . . B. T. Babbitt Inc. (Bab-O cleanser) completes list of sponsors of *Kate Smith Evening Hour* starting Sept. 19 on NBC-TV, Wed. 8-9; others are Reynolds Metals Co., Congoleum-Nairn and Norge Div., Borg-Warner Corp. . . . Lever Bros. (Surf, Spry, Pepsodent) start daily sponsorship Oct. 1 of *Hawkins Falls—Pop. 6200* on NBC-TV, Mon.-Fri. 5-5:15; heretofore has sponsored show 4 days a week . . . Derby Foods Inc. (Peter Pan peanut butter) starts *Sky King Theatre* Sept. 16 in place of *The Magic Slate* on NBC-TV, alt. Sun. 5:30-6, thru Needham, Louis & Brorby Inc. . . . Jene Sales Corp. (Jene home permanent) starts weekly sponsorship Sept. 27 of Thu. 10-10:30 period on ABC-TV, program to be announced, thru Rogers & Associates, Chicago . . . Old Gold's sponsorship of *Down You Go* starts Oct. 5 on DuMont, Fri. 9-9:30 . . . Premiere of live *Schlitz Playhouse of Stars* on CBS-TV, Fri. 9-10, is Oct. 5 with Helen Hayes and Franchot Tone starring . . . Jack Benny, though he's CBS contract star, will be star of *Gratitude*, play presented on Lucky Strike's *Robert Montgomery Presents* on NBC-TV, November date undecided as yet . . . Richfield Oil sponsored pickups of Japanese peace treaty conference last week on all San Francisco & Los Angeles stations and the one in San Diego, as it did Gen. MacArthur's San Francisco arrival, thru Hixson & Jorgensen Inc., Los Angeles . . . Max Gordon, big legitimate producer, branches into TV as producer of *Frank Sinatra Show* on CBS-TV starting Oct. 9, Tue. 8-9 (no sponsor announced), opposite Milton Berle's *Texaco Star Theatre*.

Station Accounts: Spot testing TV for possible expanded use: Nestle Co. (Nescafe), thru Sherman & Marquette, Chicago; Oil-Eye Corp., for new oil-level indicator for cars, on KSTP-TV & WTCN-TV, thru Firestone-Goodman Adv., Minneapolis; Ford Gum & Machine Co., for candy-coated ball gum sold thru dispensers, on WBEN-TV, thru Baldwin, Bowers & Strachan, Buffalo; Vitamin Corp. of America (Rybutol, Vitamin B complex pill), in Los Angeles & Chicago, thru Harry B. Cohen Adv., N. Y. . . . Major time sales reported by KTTV, Los Angeles: Thrifty Drug Stores (chain), 10½ hours weekly (movies, bowling, variety, etc.), thru Milton Weinberg Adv.; Sears Roebuck, *Dude Martin Show*, Western variety, Wed. 8:30-9, thru Mayers Co.; Land Title Insurance Co., *Melody Time*, musical, Tue. 8-8:30, thru Wm. W. Harvey Inc. . . . Schick of Canada (electric razor), using Detroit & Buffalo stations to reach contiguous Canadian audience, thru Harold F. Stanfield Ltd., Toronto . . . Tea Garden Products Co. (syrups) and Sperry Div. of General Mills (Sperry pancake mix) planning joint campaign via California-Arizona stations, thru BBDO & Knox Reeves Adv., San Francisco . . . Fidelity-Philadelphia Trust Co. again sponsoring *Great Music* on WPTZ, with Guy Marriner, lecturer, and guest artists, Sun. 10:30 . . . Among other advertisers reported using or preparing to use TV: Silver Skillet Brands (Silver Skillet corned beef hash), thru Frederick Asher Inc., Chicago; Donnelly Garment Co. (Nelly Don dresses), thru J. R. Flanagan Adv. Agcy., N. Y.; Simmons Slicing Knife Co. (cutlery products), thru Arthur R. MacDonald Inc., Chicago; California Central Airlines, thru Calkins & Holden, Carlock, McClinton & Smith, Los Angeles; Electric Deodorizer Corp. (Odor-Master electric deodorizer), thru Betteridge & Co., Detroit; Jacqueline Cochran Inc. (cosmetics), thru James P. Sawyer Inc., N. Y.; Sparks Products Co. (mechanical pencils), thru Marfree Adv. Corp., N. Y.; Ronzoni Macaroni Co. Inc. (spaghetti, macaroni), thru Emil Mogul Co., N. Y. (WJZ-TV); Seabrook Farms Co. (frozen foods), thru Hilton & Riggio, N. Y. (WJZ-TV); Eastern Wine Corp. (Chateau Martin wine), thru H. C. Morris & Co., N. Y. (WPIX).

What does public like most on TV? These are 10 top program types for August, rated by The Pulse Inc. for its multi-market Tele-Pulse: drama & mysteries 14.5, feature films 14.1, talent 14, boxing 13.7, comedy-variety 11.5, musical variety 10.6, comedy situation 10.4, westerns 9.7, news 9.7, quiz-audience participation 9.6.

Telecasting Notes: One sponsor buying 17¼ hours weekly on one station—that's report from KTTV, Los Angeles, where Thrifty Drug Stores chain has just added 10½ hours of programs, its budget now running about \$16,000 a week (see also Station Accounts) . . . Apace with NBC-TV network plans to expand TV day to past midnight, also to start at 7 a.m. weekdays, its owned-&-managed stations are already widening schedules: WNBQ, Chicago, reports sale of 12-1:15 a.m., Mon.-thru-Fri., to Alan Industries, furniture & radio-appliance group, for feature movies—making station's total TV week 120 hours . . . Pittsburgh's WDTV now signing on at 9 a.m. daily . . . Actual church services in New York Catholic, Jewish & Protestant churches will be telecast Sundays, 10-11 p.m., on rotation basis, in series arranged by WPIX . . . One-hour operas start on NBC-TV Oct. 4, to be carried once monthly 11-12 midnight EST; other dates are Nov. 1, Dec. 6, Jan. 3, Feb. 7, March 6, April 3, May 1. NBC-TV also preparing 10-min. opera segments for Kate Smith shows . . . Shubert show properties, including many dramas, musicals, short sketches, reported up for sale for TV uses . . . Eastman Kodak estimates TV this year will use 300-350,000,000 feet of film, mostly black-&-white 16mm; it says 30% of all TV

production is already on film, with proportion steadily increasing . . . NBC's 25th anniversary is celebrated Sept. 20 simultaneously with *New York Herald Tribune's* 75th, with all-star cast on NBC-TV between halves of newspaper's annual Fresh Air Fund football game—New York Giants vs. Los Angeles Rams from Polo Grounds. But game itself is to be carried only on theatre TV . . . Ad-packed special TV section of *Johnstown Tribune* Sept. 10 celebrates second anniversary of its WJAC-TV, notes growth of receivers in area from 22,000 as of July 1, 1950 to 103,000 as of Aug. 1, 1951 . . . Ultra-modern TV-radio center for *Kansas City Star's* WDAF & WDAF-TV will be completed by early spring or summer, floor space in present radio building being trebled to provide for expansion, including 40x60-ft. TV studio . . . San Antonio's KEYL, whose \$1,050,000 sale to George Storer interests pends FCC approval (Vol. 7:30), joins CBS-TV Dec. 11 as exclusive affiliate . . . WJAC-TV, Johnstown, Pa., shifts representation to Katz Sept. 26, making it that firm's 17th; former rep was Headley-Reed . . . WCAU-TV, Philadelphia (Rate Card No. 7), raises base hour rate from \$1200 to \$1500, one-min. from \$220 to \$300; effective Sept. 16 . . . NBC-TV has leased Colonial Theatre, 1000-seat movie house at Broadway & 62nd St.

THIS ENCOMIUM from one of the keenest and ablest observers of show business, *Variety's* editor Abel Green, merits the attention of everyone concerned with TV. He puts into better words than most editorialists how "almost awesome in its potential" was the TV coverage of the Japanese peace treaty conference (Vol. 7:36). He titles his Sept. 12 editorial "The Eyes of the World." Pertinent portions:

"TV's historical closeup on the Japanese Peace Treaty proceedings from San Francisco this past week make the Kefauver, MacArthur and kindred 'shows' look like road companies. Here was a big-power, parliamentary procedure that was the real thing. It was impressive in its unfolding, and almost awesome in its potentials.

"Video's omnipotent spotlight on public officials or the gimlet eye on suspected criminals in recent months—already remarkable as milestones in the technological progress of the new medium—were quickly capped by the first transcontinental hookup. . . . It put power politics into sharp focus. It made Americans proud of our statesmanship. It spotlighted the hope that a world family of nations may yet be made to work. Just as it pinpointed a defeated aggressor swallowing its medicine, hoping to regain its economic position with dignity. And, above all, the iconoscope exposed the brashness and chicanery of the Soviet bloc for what it was—a dishonest, obstructive but shrewd enemy who knows that we know his game, and also knows that we know that we must go along playing that game until we are better equipped to play the only other game a militant power understands—a superior force of arms.

"All that General Sarnoff predicted about 'entertainment being but one segment of television' was never so fruitfully and dramatically depicted as via the proceedings from the San Francisco Memorial Hall. . . .

"Showfolk, hyper-attuned to the dramatic, are the first to be heard exclaiming that they are 'still amazed by the magic' of modern science development. TV's showcase of life, in all its manifestations, must remain a never-ending marvel. It may be added that TV's progress from the very beginning has been made more palatable under the aegis and flavoring of a show-wise treatment and presentation. . . ."

Next NBC affiliates convention set for Nov. 26 at Boca Raton (Fla.) Hotel & Club.

THEATRE-TV PROPONENTS are expected to ask FCC not to set technical standards for theatre telecasting—just to allocate frequencies. This appeared probable after meeting in New York Sept. 10 at which movie exhibitors and producers thrashed out strategy for hearing scheduled to start Nov. 26. They feel that standards—lines, fields, color systems, etc.—could best be settled among themselves, since no vast number of sets is involved as in home TV.

All are looking toward color as a natural for any theatre-TV system, but they're anxious not to bring current color dispute into FCC hearing. Film and theatre folk have their pro-CBS and pro-RCA factions—20th Century is already embarked on project involving CBS color and Swiss Eidophor projection system (Vol. 7:29). Others favor RCA system, feel that one of FCC's principal objections to it—complexity and high cost of equipment—isn't valid insofar as theatre TV is concerned, whether or not such objections are still valid for home sets.

Movie exhibitors and producers agreed to push for band of frequencies 360-mc wide to accommodate 6 "circuits," each composed of two 30-mc channels which would carry 10-mc video signal. Engineering committee, appointed to make further study and prepare technical testimony for presentation to FCC: Frank McIntosh & Andrew Ingles, representing Motion Picture Assn.; C. M. Jansky & Stuart Bailey, Theatre Owners of America; Earl Sponable, 20th Century-Fox; Paul Raibourn, Paramount; Frank Cahill Jr., Warner Bros.; David W. Atchely Jr., United Paramount Theatres.

Petition by 20th Century-Fox to broaden hearings to include possibility of theatre-TV operations on already-assigned industrial frequencies (Vol. 7:36) wasn't enthusiastically received by others at New York conference, but some expressed private opinions that idea will be good one to fall back on in event FCC refuses to allocate channels for exclusive use of theatres.

Benton bill hearings (Vol. 7:36) remain suspended, no date set for resumption. There's possibility Sen. Benton's proposals to establish 11-man TV-radio program advisory board and to foster subscription TV may not get further hearing this season, since Senate Interstate & Foreign Commerce Committee starts crime-communications hearing Sept. 19-20 and Senate is straining for Oct. 1 recess.

SHORTAGES ARE REAL, HERE FOR LONG RUN: It's a moot question when there will be real shortage of TV-radio receivers -- but there's no doubt about shortages of materials that go into them. And into other appliances.

The shortages are going to hit hard, and soon-- and grow worse through 1952.

With TV trade logjam broken, set manufacturers thinking in terms of higher output are going to bump against the metals ceiling. For it will be availability of metals -- copper wire, steel, aluminum -- rather than any shortages of components, that will limit most set makers' production in fourth quarter.

But components will be big stumbling-block in first quarter 1952 -- with tubes, transformers and coils due to be hardest-to-get items. Component production has been pretty good in third quarter; most set makers stocked up on them. But -- allotments of copper, steel and aluminum to parts makers were cut to the quick for fourth quarter -- and this should show up in form of parts shortages early in 1952.

Sharp drop in civilian tube production is inevitable. There's no pat solution to the nickel crisis (Vol. 7:36), and receiving tube industry will be living from hand to mouth -- depending on NPA spot assistance even for some military orders -- for many, many months to come.

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Shortage of hook-up wire will plague manufacturers during fourth quarter, may even be limiting factor in set production. NPA gave set makers CMP tickets for fourth-quarter copper at 54% of rate they used it in first-half 1950. This would be enough to make 850,000 sets or more -- if they could get the copper.

Trouble is, nobody expects the copper to be available. Strike took huge nick out of U.S. output, imports have fallen off, scrap copper industry is virtually shut down. With copper production considerably lower than govt. planners anticipated when they worked out the allotments, there's serious doubt whether set makers will be able to get anywhere near the full 54%.

Threatened new cutbacks in steel (chassis, brackets, etc.) before end of fourth quarter also have set makers worried. TV-radio manufacturers have been allotted steel at 60% of their first-half 1950 rate for fourth quarter (consumer durables as a whole got average of 58%). Any new cuts would be on top of this.

Aluminum is rationed to set makers at 48% of first-half 1950 rate. Most will have to use precious steel for items formerly made of aluminum. Inventories of materials left over from third quarter could mitigate situation to some extent -- for all manufacturers obviously haven't been using all the materials earmarked for them this quarter (see p. 9).

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That's the picture facing set manufacturers last 3 months of this year. How many sets can they make? NPA is sticking to its estimate of 940,000 TVs (Vol. 7:32), but we've heard some educated guesses as low as 700,000 from govt. people.

"Ridiculous" is comment of one NPA official on Drew Pearson's Sept. 9 broadcast prediction that strategic materials may soon be so tight that "all manufacture of TV sets may have to be stopped." Others at NPA pointed to the repeated statements by mobilization boss Charles E. Wilson and DPA-NPA chief Manly Fleischmann that the Govt. is determined to maintain healthy production of civilian goods.

Conservation measures, developed by industry at accelerated pace over last year, will become necessities in months ahead. Many of them are now being incorporated into current production. New Zenith sets use Rauland electrostatic-focus CR tube, said to save 2 lb. of copper per set as well as cobalt, nickel and aluminum. DuMont's self-focusing picture tube (Vol. 7:20-21,33-34) is now being shipped to set manufacturers; it eliminates need for focus magnet, coil and focus control.

"Standardization & simplification" are in discussion stage at policy-making

DPA. On distant horizon is possibility of regulations standardizing TV-radio components and limiting variety of models each set maker may produce. In advance of any such action, NPA officials assure us, set and component makers would be given opportunity to draw up their own set of rules.

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It will be nip and tuck whether transformers or receiving tubes are scarcest civilian electronic items next year. Transformer production will suffer seriously because of sharp cutbacks in copper allotments. And civilian tube production seems destined to do tailspin because of (1) serious shortage of nickel and (2) steadily increasing military demand for tubes.

There's no magic key to nickel snarl -- that's becoming increasingly apparent. At week's end there were signs that most critical sectors of tube industry would get some spot relief. But by the very nature of NPA's nickel allotment setup and complexity of tube industry itself, there can be no special overall ration of nickel to keep entire industry operating at hefty rate.

Severity of present situation was underscored in letter to NPA from RTMA president Glen McDaniel following special tube division meeting Sept. 11. Tube makers will have to start cutting production by mid-October unless there's special relief, McDaniel said. He made these points:

Receiving tube industry will be operating at "as low as 50% of its present rate of production" by Dec. 1, necessitating layoffs of as many as 15,000-18,000 employes, if there's no "immediate relief from present nickel allocation policies."

Delays in meeting delivery schedules for military tubes will inevitably result... The lead time for obtaining new nickel is 2-5 months... A fair estimate of delays in military tube deliveries is 4-5 months."

Nickel conservation is paying off, McDaniel said, in production of more tubes from less nickel. Industry turned out "229,000,000 tubes in first 7 months of 1951 with only two-thirds of the nickel used to produce 191,000,000 tubes in the corresponding period of 1950."

When Senate raised its sights on military production this week it was, in effect, chalking up more cutbacks for civilian industry. It added \$3 billion to arms bill after being told of "fantastic new weapons" including new electronically-guided pilotless bomber. Every such increase in appropriations for military procurement inevitably results in less material remaining for TV-radio and other consumer goods.

Mobilization Notes: Applications for CMP allotments of steel, copper and aluminum for first quarter 1952 must be filed with NPA by Oct. 1, but spokesmen for NPA's Electronics Div. urged manufacturers not to wait for deadline to submit them. Applicants who file after Oct. 1 deadline are liable to be short-changed on their material rations, since the division expects to base its allocations on the applications on hand shortly after the deadline date. Applications for fourth quarter allocations—as well as some for third quarter—are continuing to pour into Electronics Div., despite fact that deadlines passed long ago and materials have already been allotted.

All manufacturers of Class B (standard civilian-type) items, including TV-radios & appliances, must file form CMP-4B, except those whose requirements are so small they never have been required to file. An NPA official estimated that little more than half the nation's TV-radio manufacturers filed applications for fourth quarter allotments. He could give no explanation for large number of abstentions other than possibility that non-filing firms may have sufficient materials to take care of fourth quarter production.

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TV and radio broadcasters will get priorities to buy wire and cable under terms of new ruling now being drafted and slated for official NPA approval. Ruling probably will be in form of amendment to CMP Regulation 5, which governs maintenance, repair and operating

(MRO) supplies. Much of the wire and cable required by broadcasters doesn't fall within definition of MRO, but is vital to operation of stations.

Excellent roundup on "Film in the Future, as TV's Horizons Expand," by *Broadcasting Magazine's* Los Angeles correspondent Dave Glickman, is published in Sept. 10 edition—starting with premise: "Cross country microwave relay notwithstanding, film is expected to represent more than 65% of TV's future program total, with Hollywood as the major supply line." It states 75 independent TV production units in Hollywood are filming TV programs, reports on some (with sponsors), tells of plans of bigger movie producers and the TV networks to supply film programs. It quotes tycoon Louis B. Mayer, ex-MGM, as taking attitude that TV and movies must work together and saying: "We'll furnish the entertainment and talent, and TV will distribute it."

Cuban advertisers have greeted TV so enthusiastically, reports Circuito CMQ's Goar Mestre, that his CMQ-TV, Havana, is up to 50% of CMQ's billings, after only 8 months of operation. He expects figure to reach 80% by year's end, TV billings catching up with radio by mid-1952. Mestre says that 4 other stations under construction by his company (at Matanzas, Santa Clara, Camaguey, Santiago) should be on air by year's end, covering 80% of island's population. Plans include microwave relays feeding programs from Havana.

TRADE FACTS & FIGURES LOOK BETTER: Business has picked up so nicely that you even hear talk again of TV shortages -- some brand-named producers forecasting tightened supplies of their product by December.

There's little doubt now that critical materials are getting scarcer, could spell eventual set shortages. But at moment supply is plentiful. And bargains are so great that customers are buying up cut-priced stock at very satisfactory rate now, while wholesalers and retailers are replenishing supplies.

Factory inventories took another nice dip week ending Sept. 7, RTMA reporting drop of some 33,000 to bring total down to 622,436, lowest since last June 8. Thus, downtrend noted since first week in August continues. Inventory figure reached peak of 768,766 as of Aug. 3 (Vol. 7:32).

TV output Sept. 7 week was 52,874 sets (1868 private label), as against the 55,273 week preceding (Vol. 7:36) -- but it should be noted this was Labor Day week, with its one day off and usual absenteeism.

Radio output dropped to 179,872 units (86,878 private label) from preceding week's 226,013, while factory inventory rose to 414,130 as of Sept. 7 from 383,604. The radios were: 105,631 home sets, 13,582 portables, 60,659 auto.

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It's good guess that accelerating sales during the 7 weeks since July's end have considerably reduced dealer stocks from the 900,000-1,150,000 counted as of Aug. 1 by Dun & Bradstreet (Vol. 7:35), and the 640,393 distributor inventory RTMA reports as of the end of July (vs. 633,077 at end of June).

Buoyant feelings are manifest throughout the trade, nearly everyone reporting public buying again. Only fear now seems to be that public may have lost confidence in prices -- especially now that big brands are officially cut-priced.

More comfortable balance between supply and demand seems well on way, result of (1) resurgence of buying, (2) restocking by wholesalers and retailers, though on more cautious scale than before, (3) controls-induced slowdown of production by the manufacturers, insuring against adding to over-supply (see p. 7).

* * * *

While brand-name manufacturers claim they're producing as many sets as materials will allow, it's evident from production figures that somebody isn't. Third quarter NPA regulations limit set makers to 70% of steel, 60% of copper, 50% of aluminum they used in "average quarter" of first-half 1950.

Taking conservation into consideration, govt. production planners have felt industry could produce TVs in this third quarter at about 70% of first-half 1950's rate. This would be total of 1,089,900 sets this quarter, or close to 85,000 sets a week. Thus, this quarter's first 10 weeks' production of 427,069 TVs is just about one-half the 846,000 sets that could have been produced for this period, in NPA officials' view of materials situation.

These figures are based on production of TVs and radios according to same mix as first-half 1950. Actually, many manufacturers cut down on TV during the trade slump, stepped up radio by using metals originally earmarked for TV.

* * * *

Jump from famine to feast again in matter of few weeks illustrates quick ups and downs of this industry. There's no gorging on the feast this year, though, and the profits aren't same. Question is, will feast continue after inventories go?

Answer seems to be positive No. Quite aside from tightening supplies of raw materials and components, in which grey market has already reared its head, labor and materials costs aren't going down -- quite the contrary. End of cut prices very likely will be followed by price rises. Said one astute middle-sized manufacturer:

"The problem is to make money at the present prices. It is my opinion that

most manufacturers, once they are in an inventory position to justify it, will raise their prices so they can make money, and that by Oct. 15 we will have a higher price level in our industry on standard brands."

RISE & FALL OF FACTORY PRICES & SALES: Average prices of TVs were trending downward even before RCA and other big makers broke down lists last month (Vol. 7:33 et seq) in out-and-out effort to unload inventories. Best index is factory average. Most authoritative source shows 1949 average factory price per set was \$189.55, going down to \$181.70 for 1950.

Then, in January, while market still looked good, factory average jumped to \$191.21, in February to \$205.70. Then downtrend began: March \$197.55, April \$171.85, May \$157.07, June \$156.39. No figures for July or August are available yet.

These averages are illusory, in one respect, since they cover all models and it's well known that buyers have turned more and more to lower-priced tables, which would tend to bring average down. July-August cuts should reduce averages more.

It's also interesting to note changes in factory inventories during first 6 months of 1951. Year began, RTMA shows, with about 150,000 sets on hand at factories. In January, RTMA production figure was 645,716, whereas factory sales, according to our report, were 633,708 (valued at \$126,908,218 at factory).

In February, output was 679,319, factory sales 612,799 (\$126,053,787); March output 874,634, factory sales 718,986 (\$142,035,675); April output 469,157, factory sales 285,498 (\$49,061,450); May output 339,132, factory sales 241,790 (\$39,987,-824); June output 326,542, factory sales 129,287 (\$20,220,076).

Thus RTMA's reported 3,334,505 sets produced during first half of 1951 were offset by 2,622,068 sets sold at factories, a differential of 712,437. RTMA's inventory count at end of June was 723,309.

Topics & Trends of TV Trade: Television Shares Management Corp. once again "guesstimates" top TV producers and their probable output in article written by its researchers Edgar N. Greenebaum Jr. and John W. Edgerton for Sept. 17 special supplement to *Retailing Daily*. They pick first 10 companies to produce 3,780,000 sets, rest of industry 1,520,000—for industry total 5,300,000—giving individual figures that are bound once more to arouse the ire of some industry leaders. This time, though, they don't venture dollar volume, as they did for 1949 & 1950 (Vol. 5:45 & Vol. 6:8), nor do they attempt listing as many as 20 leaders, as formerly. Their "guesstimates":

	Estimated Units	
	1951	1950
J RCA	700,000	950,000
Admiral	625,000	875,000
Philco	625,000	875,000
Emerson	400,000	550,000
General Electric	400,000	425,000
Motorola	400,000	660,000
Zenith	300,000	450,000
DuMont	130,000	240,000
Crosley	100,000	140,000
Hallcrafters	100,000	172,000
	<hr/>	<hr/>
	3,780,000	5,337,000
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Balance of Industry	1,520,000	2,163,000
TOTAL INDUSTRY	5,300,000	7,500,000

Note: The 1950 figures are considerably revised since they were "guesstimated" in advance in February 1950 (Vol 6:8), when rankings were forecast in this order: Admiral, RCA, Philco, Motorola, Zenith, Emerson, GE, DuMont, Tele-tone, Hallcrafters.

* * * * *
Western Winter Market set for Feb. 4-8 in San Francisco's Western Merchandise Mart.

Zenith's 19 new TV models, shown distributors at Chicago convention Sept. 14-15, start with six 17-in. tables at (figures rounded) \$230, \$240, \$250, \$260, \$270, \$280. Six 17-in. consoles are \$300, \$310, \$330, \$350, \$370, \$380. Two 17-in. console combinations are \$550 & \$650. Sole 20-in. table is \$300, with 20-in. consoles at \$370, \$400, \$430, \$460. Zenith accents radios, with 3 AC-DC models at \$30, \$32 & \$40, each available in 5 colors. AC clock radios in 6 colors are \$40 & \$42. Portables are same as before—\$40, \$60, \$61, \$124.25. AM-FM tables are \$55, \$65, \$85. Table combination is \$100, and AM-FM console combinations are \$260, \$300, \$330, \$350.

Raytheon's Belmont is out with 4 new table TVs—16-in. at \$200, 17-in. at \$260, 20-in. at \$280 & \$290—along with uhf tuner installed at factory for \$30, in field \$40, and a color adapter costing \$15 not installed. At same time, Belmont cut prices of eleven 17 & 20-in. sets in present line by \$50 to \$120, models now ranging from table at \$230 to combination at \$750. Prices include tax but not warranty, and slogan of new promotion campaign is "It's futurized."

Without cutting list prices, DuMont this week reduced by 10-15% prices of its TV sets to distributors, extending to entire line price cuts announced for 3 models last month. Currently purchased goods are guaranteed to Nov. 3 at present distributor price levels.

Tele King's new line comprises 14 models, all 17 & 20-in., featuring "Tele-tuner" for better fringe reception. Prices including excise tax range from \$180 for 17-in. leatherette table to \$420 for 20-in. lined oak consolc.

* * * * *
Elected 1951-52 officers of National Electronic Distributors Assn. at close of Cleveland convention Sept. 13: Aaron Lippman, Newark, chairman; George Wedemeyer, Ann Arbor, Mich., president; W. D. Jenkins, Richmond, first v.p.; Byron C. Deadman, Green Bay, Wis., 2nd v.p.; Harry Stark, Minneapolis, sccy.; H. E. Ruble, Dayton, treas.

RCA will cut off cooperative advertising funds from dealers whose ads mislead public about credit terms, says letter to distributors from ad manager Jack M. Williams. They're advised continued false retail ads involving Regulation W "may lead to very drastic regulations," possibly resulting in elimination of trade-in provisions. "At the very least," letter states, "stricter regulations might place a burden on the retailer of keeping meticulous records of every trade-in transaction, which would be available on demand for govt. scrutiny."

Following quickly on heels of Federal Reserve Board's interpretation of trade-in regulations (Vol. 7:36), Williams' letter hit at practice of advertising "no down payment," "no deposit," "no money down." It follows communication to all TV-radio & appliance manufacturers from NARDA president Mort Farr, urging them to monitor retailer ads and cut off co-op funds from dealers whose claims are misleading. "If we don't get together and clean this situation up, the job will be done for us," said Farr, "and many clean, legitimate retailers will be made to suffer for the abuses of which a relatively few are guilty."

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Trade Miscellany: Sylvania signs with IUE (CIO) for one year covering 4500 workers in 6 plants, contract retroactive to July 30 and providing wage boosts of 9 to 16 cents hourly plus cost-of-living adjustments . . . Capehart-Farnsworth TV division laid off 400 at Ft. Wayne factory Sept. 12 to "balance out inventories and accumulate materials" . . . Magnavox now building new 35,000 sq. ft. addition to plant at Ft. Wayne, costing \$400,000 and giving total factory space of 315,000 sq. ft., warehouse 67,000 sq. ft. . . Trav-Ler has purchased all capital stock of Telegraph Apparatus Co., Chicago, maker of telephone-telegraph and other electronic equipment and holder of about \$5,000,000 in govt. contracts.

Finest thing TV-radio industry does, at highest public relations level, wins well-merited kudos when American Trade Association Executives, at annual meeting in Chicago Sept. 17, presents NARTB & RTMA its Award of Merit for annual *Voice of Democracy* contest for high school students. Contest is underwritten jointly by the 2 associations as a non-commercial public service, has won praise of public officials and educators everywhere for "stimulating appreciation of the youth of America for the meaning of democracy and free speech." It's third they've won, others being that of American Public Relations Assn. in 1947 and Freedom Foundation in 1949. Award was accepted for RTMA by James D. Secrest, secy-gen. mgr., and for NARTB by Robert Richards, public relations chief, who conduct the contest.

Trade Personals: Dr. W. R. G. Baker, GE v.p. in charge of electronics div., named recipient of IRE Medal of Honor for his "early technical contributions to the radio transmitter art [and] his long sustained and effective leadership of Institute and industry engineering groups" . . . Ernest A. Marx, mgr., DuMont receiver sales, leaves Oct. 1 for month's tour of South American capitals, during which he will consult prospective distributors . . . Wm. P. Magiunis, ex-RCA Victor, named asst. v.p. in charge of manufacturing, Federal Telephone & Radio Corp. . . . John L. Ward, general mgr., electrical products div., Corning Glass, promoted to asst. controller, succeeded by John L. Hanigan, div. manufacturing mgr., who in turn is succeeded by Norman J. Vang . . . Wm. M. Nave, supt. of metal tube production at Owensboro, Ky., plant, named works mgr. of GE's new 150,000-sq. ft. tube plant in Anniston, Ala., due to open next March . . . Col. Myrc Fried, USA retired, specialist in military & aviation electronics, engaged by RCA Service Co. as special advisor to P. B. Reed, v.p. in charge of govt. service div. . . Ricardo Muniz has resigned as DuMont receiver manufacturing mgr. . . Coleman London appointed mgr. of Westinghouse electronics service, supervising domestic and foreign field service personnel handling military and commercial equipment . . . Paul A. Hilton promoted to asst. mgr., New York branch, Crosley Distributing Corp. . . James Greer appointed sales training mgr., Motorola . . . John S. Lanahan named asst. Eastern states regional sales mgr., DuMont receiver div., will open office in Washington . . . Robert P. Thompson Jr., ex-Kierulff & Co., Motorola distributors, joins Packard-Bell as adv. mgr., succeeding George Oliver, now with Leo J. Meyberg Co. (RCA). . . Wm. A. Cox, ex-president, C. M. B. Mfg Co. (TV tables), named v.p., Sentinel Television Sales Corp., Chicago . . . Henry J. Arbeiter, chief engineer, appointed v.p., Jerrold Electronics, Daniel J. McCarthy asst. secy-treas. . . Fred D. Wilson, DuKane Corp. (formerly Operadio), appointed chairman of RTMA school equipment committee . . . Max W. Burrell, ex-sales mgr., named mgr. of new procurement div., Collins Radio, which consolidates former purchasing, expediting & procurement depts.

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Lowest sales report by Canadian RTMA thus far this year were July's, with only 323 TVs sold for \$167,746, down 170 from June's 493 (Vol. 7:31). Inventory at month's end totaled 14,715. Table models under \$400 list totaled 10, over \$400 totaled 139. Consoles under \$500 totaled 27, over \$500 totaled 138. TV-phonos numbered 9. Toronto-Hamilton area took 52% of July sales, Niagara Peninsula 20%, Windsor (Detroit) 18%. First 7 months of 1951 cumulative unit sales were 20,393, valued at \$11,174,964. Cumulative TV sales to July 31 were 58,216 valued at \$27,451,547—43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% in other areas.

There's huge potential for tube replacement and set conversion sales among the more than 4,000,000 TVs two years old or older, in opinion of DuMont's CR tube sales chief Wm. C. Scales. Between 1946-49, some 2,030,000 sets with 10-in. tubes or smaller and 2,404,000 larger sizes (mainly 12½-in.) were sold, he told Cleveland National Electronics Distributors Assn. meeting this week. He noted trend to fewer picture tube types, said this simplification is step toward making replacement and conversion easier for servicemen.

Freak TV reception in TV-less Denver—stemming from troposphere, "sporadic E," etc.—is reported in Sept. 14 *Retailing Daily*. Mel Collier, of Collier Music Co., says he's picked up Detroit, Miami, Milwaukee, Cincinnati, Los Angeles, Kansas City. He once had Kansas City for "full hour," Los Angeles "over a considerable period of time."

Good Use of Good Idea

We're gratified—and we know KSD-TV and the *St. Louis Post-Dispatch* must be, too—that so many stations and newspapers have seen fit to publish localized prototypes of the full-page ad, which we reproduced from Aug. 5 edition of that newspaper with our Vol. 7:33, as a service to subscribers. We pointed it out as a fine example of a TV station's cooperation with local dealers and distributors toward helping them move inventory, and at same time good self-promotion for the station. If you missed this reprint, we have extra copies we'll be glad to furnish on request. It's still a good idea for others to emulate, particularly in special TV sections of newspapers now being prepared for publication.

TELECASTERS GET EXCESS PROFITS tax relief—all they asked for, possibly more—in Senate Finance Committee's version of House-passed revenue bill (H. R. 4475) which emerged from executive session this week, goes to full committee for final action Sept. 17, should pass Senate by end of week (in opinion of majority leader Sen. McFarland), then goes to conference with House.

Few new major benefits go to TV-radio manufacturers, except corporations that began operation after Jan. 1, 1946; they can now qualify under "growth formula" provisions enacted last year.

Most vital section pertaining to telecasters is provision allowing firms with combined TV-radio station operations to drop TV losses and TV capital investment in figuring EPT credits (Vol. 7:9, 21, 24, 30). Results will vary in individual cases, but over-all relief is expected to be greater than first anticipated by TV tax consultants.

Fort Industry Co.'s John B. Poole, spokesman for TV Broadcasters Tax Committee, said: "The Senators saw our problem, recognized it and have done a most fair and equitable job all around. It is very gratifying." Committee chairman George Storer wired all telecasters Sept. 14 that "substantial relief on matter of EPT has been provided" and credited much of the success to Mr. Poole, tax consultant Lovell B. Parker, CBS v.p. Earl Gammons, NBC v.p. Frank Russell, WGAL-TV president Clair McCollough. He urged wires to Senators to vote for the bill.

Other salient provision of Senate committee bill would allow companies deriving part of income from broadcasting and part from some other business (like newspaper publishing or manufacturing) to treat non-broadcasting businesses separately in computing EPT credits; they may figure the EPT on their TV-radio business as companies engaged solely in broadcasting.

Bill hikes corporate taxes from maximum of 47% to 52%, with ceiling on combined income-EPT taxes lifted from 62% to about 69%, makes EPT amendments effective retroactive to July 1950, thus opening way for refunds to some firms after they deduct TV losses in computing credit base; makes new corporate taxes retroactive to last April instead of House-approved Jan. 1, 1951.

NBC-TV has bought old Vitaphone studios in Brooklyn from Warner Bros. for reported \$500,000; single big stage will be converted to 3 smaller ones. It's second big NBC-TV deal with Warners, other having been purchase of 30-acre lot adjacent movie firm's Burbank, Cal., studios, now being converted for TV. NBC-TV has also leased New Amsterdam Theatre roof, taking over from WOR-TV, about to move into own new home (Vol. 7:35). NBC expansions are part of plan to begin TV day at 7 a.m.

Republic Pictures president Herbert J. Yates is quoted in Hollywood *Variety* as estimating potential profit of \$10-\$12,000,000 in next 3 years via leases to TV of films from its library, citing onetime use of 175 on KTTV (for \$225,000) as starter; films being made available exclude Gene Autry and Roy Rogers items, now involved in litigation. Trade paper notes that, if Yates' estimate is correct, Republic will earn considerably more from TV alone next 3 years than present value of all its outstanding common stock, now totaling 1,818,000 shares selling recently at 4¼.

More details on Telemeter tests (Vol. 7:34), requested by FCC, have been supplied by Paramount Pictures Corp. Response included confidential patent information, said tests with coin-operated system, if authorized, will be conducted midnight-9 a.m. over Paramount's KTLA, Los Angeles, using slides, film, test pattern. Some 6 sets will be employed, all by Paramount personnel, no public showings. Paramount asks for 6 months' authorization; Commission action is expected in couple weeks.

Denver's Broadway Theatre (John Wolfberg), thanks to good offices of Colorado's Senator Johnson, definitely plans to show World Series on large screen in its 890-seat auditorium by tapping transcontinental TV circuit starting regular operation Sept. 28 (Vol. 7:36). Gene O'Fallon's KFEL is also planning closed-circuit showings via RCA chain he has acquired and already demonstrated at recent Hallcrafters distributor meeting; he proposes to use an auditorium. FCC advised Sen. Johnson it would interpose no objection to such showings in Denver, largest city without a TV station, provided arrangements can be made with AT&T and NBC-TV. Latter holds exclusive rights to Gillette-sponsored series, due to start first week in October (Vol. 7:36). Large-screen TV suppliers, notably RCA and General Precision Labs, have been consulting with various Denver theatre interests, presumably intending to be station applicants but stymied by freeze, which are also contacting networks for rights to carry sponsored as well as sustaining shows on regular basis pending end of freeze.

Second coaxial circuit into Birmingham and Atlanta started Sept. 12 with special Red Cross program, regular service beginning Sept. 17. Circuit comes from Memphis, via Jackson, Miss. Present single circuit to the 2 cities comes from Charlotte and Jacksonville. AT&T says no change regarding schedule for New Orleans and Miami—"late 1952" (Vol. 7:36). This week, AT&T applied for CP to build 19-hop relay from Kansas City to Dallas, estimated completion date as February, 1953. Up to now, AT&T has been quoting "second half of 1952" for link, including leg to San Antonio. Estimated cost is \$6,200,000.

Even Iowa State College's WOI-TV, Ames (Des Moines) is "doing all right," though it was never designed to be profit maker. First full fiscal year ending June 30 resulted in \$162,000 in revenues, while operating expenses ran \$85,000. The \$77,000 excess was applied to equipment. Station carries no local commercials, took in \$6400 between July 1, 1950 and Nov. 1 when it began getting network service. At present rate, gross is indicated as \$233,400 for present fiscal year. Station was built in latter 1949, began operating in February 1950 after other Des Moines interests shied away from then profitless TV; it had co-operation of industry, alumni, students—represents fruits of efforts largely of Manager Richard B. Hull.

Three applications for new uhf stations in Dallas, Houston and San Antonio, filed last week on behalf of Texas oilmen who own KEYL, San Antonio (Vol. 7:36), were suddenly withdrawn this week by Dallas counsel for UHF Television Co. without explanation to FCC. It's understood one of reasons was that agreement with George Storer interests for \$1,050,000 sale of KEYL, now pending FCC approval (Vol. 7:30), included proviso same interests would not reapply for TV there. Same group also still has long-standing vhf applications still pending for Corpus Christi and New Orleans.

Two new-station applications were filed this week by WHTN, Huntington, W. Va. and KFBC, Cheyenne, Wyo., each seeking Channel 13. Latter is owned by Tracy McCracken interests, including *Wyoming Eagle* and *State Tribune* and other newspapers. [For further details about applicants, see *TV Addenda 13-J* herewith; for complete listing of all applicants to date, see *TV Factbook No. 13 plus Addenda 13-A to 13-J.*]

TV set-owning families increased from 24% of U. S. total in January to 27% in July, reports Industrial Surveys Co., Chicago, on basis of its national consumer panel of 4200 families. Northeastern section of country has 45% of families TV-equipped, North Central 27%, Pacific Coast 26%, South 13%, Mountain & Southwest 10%. Only 7% of farm families have sets, while 53% of families in cities of 500,000 or more have them.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
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Television Digest

WITH AM FM REPORTS

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HEIGHTENING AGITATION OVER THEATRE TV: Will theatre TV's shaky alliance with the prize ring blow up in the faces of movie exhibitors? There were straws in the wind this week in wake of sensationally successful closed-circuit telecasts of Robinson-Turpin middleweight championship bout to 14 theatres in 11 cities (Vol. 7:37).

Resentment of TV set owners went to all-time high. Their letters to FCC, to Congressmen, TV stations and networks -- even to set manufacturers -- were almost without exception bitter and vitriolic. The gist: "We wuz robbed!"

Radio-owning fight fans were indignant, too. They insist blackout of radio in recent fights is unwarranted and unprecedented. Radio wasn't even permitted to broadcast any information on progress of Robinson-Turpin fight until it was over.

FCC received 100 or more particularly nasty letters, although it is without jurisdiction over such use of AT&T cable-microwave circuits.

Three resolutions before Congress call for investigations or legislation to ban or limit exclusive theatre telecasts of "public events". And Justice Dept. confirms that its anti-trust division is looking into the "exclusive" aspects.

Even inside film industry there's open criticism. Film Daily editorialized that TV-equipped theatres drive movie fans into opposition houses or (horrors!) even home to their TV sets on fight nights. Theatres are filled with fight fans, not movie fans, said Film Daily, "with demeanor and conduct in kind." Noisy, raucous crowds generally fled theatres after fight without waiting for film feature.

Authoritative Motion Picture Herald admonished theatre-TV promoters to look to greener fields. With a glance at the \$1.80-\$2.60 admission theatres had to charge to break even on Robinson-Turpin match, Sept. 22 editorial observed: "Major prize fights are already priced out of the regular theatre-goer's bracket."

Public relations, always important to movie industry, are at critical ebb at particularly bad time. Film folk right now are preparing case for theatre-TV channels before FCC hearing set for Nov. 26 (but likely to be postponed). Some think it was poor policy to stir up opposition which may burst forth at hearing.

As for Congress, suffice to say there's an election next year -- and many more voters own TV sets than movie houses.

Theatre folk may be playing with fire, too, in their romance with International Boxing Club. Movie palaces will be out of fight game if they're jilted by IBC. Sept. 19 Variety reports that IBC is "studying the possibility of feeding fight telecasts into the several stadia under its control."

Any such move, backed by Arena Managers Assn., which has already announced it wants exclusive fight telecasts (Vol. 7:36), would take boxing out of the theatre and into -- of all places -- the boxing arena.

* * * *

Seventeen theatres in 13 cities, largest network yet for exclusive theatre-TV, will carry Sandy Saddler-Willie Pep featherweight title bout from New York Polo Grounds Sept. 26. Theatres on network for first time will be Detroit's Michigan,

Minneapolis' Radio City, Binghamton's Capitol, Pittsburgh's Stanley. As in case of Robinson-Turpin fight, IBC made theatre-TV rights contingent on theatres' guarantee of \$200,000 for the fight films.

Theatres have also signed up 13 Eastern colleges for exclusive telecasts of some of their football games: Army, Penn State, North Carolina, Maryland, Colgate, Boston, Navy, Princeton, Pitt, Yale, Columbia, Fordham, Dartmouth. These are apart from NCAA-arranged schedule of telecasts via NBC-TV (Vol. 7:36). And 3 Notre Dame games -- with Indiana, Purdue, Iowa -- have been signed up by United Paramount for its theatres in Chicago, Detroit, Minneapolis. These games will also be made available to the Eastern theatre-TV network.

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Plan for permanent sports-sponsoring organization of TV set manufacturers is under study by RTMA sports committee under RCA v.p. Joseph Elliott. Committee will consider proposal to set up fund to buy sports events away from theatre TV through voluntary assessments based on set sales -- and already has been offered a 50-50 deal with one of telecasting's biggest sports sponsors.

But it's unlikely RTMA will undertake such a project -- more probable that any such joint-sponsorship setups will be formed outside RTMA, as was group of 8 major set makers who pooled to sponsor Walcott-Charles bout July 18 (Vol. 7:28-29).

ZENITH READY TO START FEE-TV SCRAMBLE: Zenith is about to petition FCC for hearing looking to establishment of Phonevision as regular commercial service. At week's end, word was that it would file for rule-making hearing next week -- thus opening way for first formal official consideration of principle of pay-as-you-look TV.

But keep this in mind: If Phonevision or any other system of fee-TV is ever authorized -- and there's no assurance that it will or will not be -- it's probably years from actuality as day-by-day service. Reasons are simple:

TV freeze is far and away FCC's first concern, and it can scarcely be melted before first of year (Vol. 7:36). Then theatre-TV hearing, set to begin Nov. 26, is going to be killer-diller -- furore following Robinson-Turpin bout is proof of that.

Theatre-TV hearing could generate as much heat as color fracas, even take as much time, though there's talk at Commission of assigning an examiner to that case, rather than hearing it en banc -- unusual for so important & controversial an issue.

If fee-TV hearing starts before mid-1952 it will be surprising. In any event, it shapes up as tug-of-war whose political pulling and hauling -- with movie industry so vitally involved -- may well make color business look like demure afternoon tea. As we pointed out (Vol. 7:34), you don't need a diagram to explain the central issue -- "to pay or not to pay." Engineering complexities can't obscure it, and several commissioners are openly doubtful about it.

At least 3 other projected subscription systems will be in with both feet -- Paramount's Telemeter, Skiatron's Subscriber-Vision, RCA's "mystery" system. And, although he's been quiet for several years, one Thomas E. Corbett, Briarcliff Manor, N.Y., once offered a metered-TV proposal that may turn up again.

What prompted Zenith to choose this moment to file is anyone's guess. Its publicity-wise president E.F. McDonald may have found catalyst in uproar currently generated by set-owning fight lovers enraged over absence of Robinson-Turpin match from their screens. Or it may be part of pitch to hang onto now-precious Channel 2, which he has been licensed to use experimentally for Phonevision for some years.

At any rate, Comdr. McDonald last week wired Congressmen, newspapers, all Zenith distributors, probably others, as follows:

"How can TV, now without a boxoffice, expect to compete for great events against the tremendous boxoffice that will exist when thousands of these theatres are equipped with theatre TV unless TV itself secures a boxoffice?"

"Zenith is not opposed to theatre TV, but we are opposed to theatres monopolizing great events. Our only hope to keep great events on the air is some system of subscription TV -- whether or not it is Phonevision -- where the public can pay as they see."

NPA PRIORITIES FOR TV-RADIO PROJECTS: Telecasting and broadcasting are regarded as "indirect defense-supporting" industries -- hence the 13 station and network construction-alteration projects included in last week's first list of fourth quarter approvals by NPA (Vol. 7:37).

Despite extremely tight materials controls -- 83% of fourth quarter applications from all industries were denied -- the TV-radio projects got NPA go-ahead, along with allotments of steel, copper and aluminum. They succeeded because they made strong cases for essentiality in civil defense and as information media.

"Indirect defense-supporting" tag pinned on TV-radio grantees by NPA gave them priority over most other "commercial" construction applicants. Roughly, it put them third-from-top on NPA's 4-rung ladder of priorities. It's not very high, but it's long way from bottom -- and bottom-rung projects are being turned down.

This priority can be applied to any type of station alteration or construction -- from a complete commercial or experimental station to antenna towers, transmitter buildings or studio alterations.

But TV-radio projects can also be rejected, as forthcoming over-all list of some 2000 denials will show. Priority isn't automatic; applicant must prove case.

* * * *

In applying for permission to alter or construct, these are the points to stress -- they carry most weight:

(1) Essentiality of project to civil defense, public safety and welfare. If it's near military training base or big defense plants, make point of importance of station for information, defense and morale in this connection. If you're requesting alterations, explain exactly why they're important. Attach as many pertinent exhibits as possible -- NPA will base its action only on availability of materials and the information in your application.

(2) Reconstruction required as result of fire, flood, disaster or other circumstances beyond your control. Oklahoma City's KOMA (AM), for example, must vacate its present studios, hence got NPA's permission (and materials) to build new studios for both radio and TV.

(3) Amount of basic materials needed -- steel, copper, aluminum; the less the better. It's to your advantage to explain in detail how you propose to conserve building materials, cut corners to use least possible amounts of the 3 metals.

* * * *

You must have CP from FCC if you're applying to build new station or make alterations necessitated by changes in power, transmitter location, antenna height, etc. NPA insists that's No. 1 prerequisite -- despite its admitted error last week in approving construction of TV project which still pends before FCC.

Allotment of 46 tons of structural steel to Humboldt Grieg's WHUM, Reading, Pa., to begin construction of experimental uhf tower, was a mistake, says Stephen Burns, deputy director, NPA Construction Controls Div. (Error, incidentally, is direct result of NPA's rejection of FCC offer to confer on status of individual applicants and general TV-radio station criteria.) "Whoever approved that application evidently thought the station had an FCC license," said Mr. Burns.

Actually, FCC approval of WHUM's application isn't in the bag by any means, and Commission action may be delayed for some time -- Reading's WEEU having filed opposition (see p. 12). As for the 46 tons of steel, it's still allotted to WHUM.

Only other NPA authorization for uhf station went to John H. Poole's experimental KM2XAZ, which has FCC permit to move from Long Beach to Mt. Wilson, Cal.

Of 3784 applications for all types of fourth quarter construction, 2080 were denied, 458 approved, 848 found to be exempt from regulation. Only 152 of the approved projects -- and none of the denials -- have been identified so far. Rejected applicants may re-apply for first quarter construction and allotments.

Through first half of 1952, construction materials will be tight. Barring full-scale war or vastly accelerated rearmament, shortages should ease by time post-freeze TV construction rush is in full swing, probably 1953 (Vol. 7:36).

JOCKEYING FOR POST-FREEZE POSITION: Applicants looking beyond freeze and seeking vantage, as most are, pose a lot of questions -- few of them answerable as yet.

In intermixed vhf-uhf city, for example, how will Commission award channels when hearing victors are chosen -- who will get which? There's no policy yet, but you can be sure of at least two things:

(1) Uhf will be fostered by Commission, which will use the competition for channels to uhf's advantage where possible.

(2) FCC will seek to minimize number and length of hearings in every way it believes to be consistent with law.

Here's how one commissioner thinks about it, putting into words what others have said in part and implied:

"If a man wants a uhf channel, and there's no competition for it, I think he should get it without a hearing, regardless whether there's competition for the vhf channels in the city. I think the rest of the Commission will feel the same. I don't see why vhf and uhf should be thrown into the same pot.

"In competition for vhf, should we hold hearings on individual channels? I don't know. That's a tough one. Aside from legal complications, I wouldn't like to see applicants lining up and, in effect, making a partial determination of who will get the grants. I think we should have complete choice as to which are best.

"Yet you must remember our budget situation. We have only 7 examiners and aren't getting any more. Our staff is very limited. If jockeying for position seems to promise much quicker grants, perhaps that's what we'll have to permit."

We suggested: Perhaps "grass roots" campaign, now, might bring the needed funds from Congress?

"It would be ironic," said the commissioner, "if we should get funds through the efforts of the industry we regulate, when the House has rejected our request for appropriations to conduct monitoring for the defense effort."

Another commissioner favors "specified channel" type of hearing, believes it legal, proper, expeditious. Still others favor almost anything that will hasten growth of uhf -- but manifestly haven't thought deeply about modus operandi.

One more possibility being toyed with: If applicants outnumber channels in particular city, cut loose one or 2 uhf "flexibility" channels -- enough to go around -- and grant everyone. Who would get vhf, who uhf? "I don't know, but we could do it, and I think many applicants would accept what they got, and be glad to avoid a hearing and get a channel." Sounds possible -- in new markets.

Only thing sure: All the commissioners, having heard from Congress and the public, really are eager to end the freeze as quickly as possible, some now openly regretting delays caused by the color imbroglio.

When final decision is rendered, FCC may well call in applicants' attorneys and engineers for conferences to speed up hearing procedures. Commissioners regard last conference, which resulted in the "written hearing" procedures now in progress (Vol. 7:30), as most fruitful effort to end freeze yet undertaken.

TELECASTING COSTS UP, SO IS BUSINESS: Operating costs are mounting -- but business of telecasting is in such "good financial health" that even the conservative NARTB (National Assn. of Radio & Television Broadcasters) echoes our prediction that most TV stations will operate in the black for 1951 (Vol. 7:13,36).

"This would reverse the 1950 picture, when approximately 65% of the TV stations reported red-ink operation for the 12-month period," said NARTB's capable employer-employee relations chief Richard P. Doherty at Chicago meeting Sept. 18.

Until FCC's 1951 audit comes out next spring, no one can say what figures really are -- but fact is that TV time is selling like the proverbial hotcakes, that telecasting is probably the fastest growth industry in the land. Even the smaller-town stations among the 107 pre-freeze "pioneers" now report profitable operation, so it could be that "most" now means "nearly all".

Even in 1950, as matter of fact, 54 stations ended year in black, according to official FCC report (Vol. 7:13), although the industry as whole showed deficit of

\$7,900,000 (before Federal taxes) as against \$25,300,000 deficit in 1949 -- mainly due to network losses. FCC auditors reported more than half these 54 had net profit of \$100,000 or more before taxes, while 8 stations earned more than \$400,000 each.

All isn't gravy for the telecasters, however. Mr. Doherty's talk was based on his second annual TV cost study, just sent NARTB members, which covers 1950 operations. It starts by reporting "substantial and even remarkable increases" in individual station revenues. But it also notes total operating expenses per station have risen because of larger staffs, higher wages, added equipment, more hours on air, allocation of certain costs hitherto not charged to TV (presumably to radio).

Biggest expense item was payroll, averaging 50-60% of revenues, says report. Depreciation ran some 16-17% of total expenses. Film & minor unclassified programs averaged 13-14%. Report doesn't identify stations, nor disclose extent of sampling, but breaks stations down into 5 categories of operating costs ranging from \$200,000 & below to \$800,000 & above. Lower group averages 32 employes (2 part time) and weekly payroll of \$2169; latter averages 152 workers (8 part time), payroll \$15,875.

NARTB report conflicts with FCC's in that it says only 35% showed profit in 1950, FCC figures being before taxes. NARTB sample stations showed average per-station increase of 60% in revenues in 1950, or an average of \$441,000 per station. Average operating cost per station was put at \$532,000 -- so that operating ratio was 121% for full year of 1950 as against 197% for 1949.

IS TV LOSING ITS AUDIENCE? *New York Herald Tribune* Syndicate's caustic John Crosby thinks it is, and he blames "the freeze in ideas," which he calls "even more paralyzing than the FCC freeze." In Sept. 19 column he advises telecasters to heed signs of restiveness among set owners, and—yes—even the current wave of anti-TV jokes. Says Crosby:

"Just as did radio, TV is losing—or may already have irrevocably lost—the support of the most intelligent level of the American community, the most influential body of opinion in the country." As a result of stereotyped programming and avoidance of new ideas, "TV has earned for itself, in 5 years, a popular contempt which it took radio 20 years to win—if that's the word for it . . . TV is breaking the hearts of its own most able and imaginative creators—those who got into TV early, those who saw it as the greatest mass communications medium ever devised . . .

"Broadcasting has always been more afflicted with taboos than any other medium. Today the timidity has reached an all-time high. Virtually everything from pregnancy to freedom of religion is considered a controversial subject, leaving almost nothing except homicide as a fit topic to enter our homes. You can't hire a controversial figure, either, meaning anyone whose name has appeared in Red Channels. No one in broadcasting . . . will defend these taboos; all scrupulously observe them."

And *New York Times'* Jack Gould same day takes a swipe at those half-hour filmed commercials which he says are shaping TV into "America's flea circus."

"Fifty percent of the TV industry," he says, "is now ardently embracing the commercial commercial"—those long sales talks, minus entertainment, which advertise vitamin pills, hair oil, etc. These pitchmen, says Gould, "are a breathless and tireless band of recruits from medicine shows, carnivals and auction galleries," and names them as Sid Hassman, Richard Lewellyn, Charles Kasher, Paul Bedell and David Klein. "Their technique is simplicity itself: treat the customer as a consummate dope."

Baltimore ad agency, TV Advertising Associates Inc., is responsible for the epidemic, Gould says, observing that gen. mgr. Allen C. Kaye-Martin is "happily surprised by the advantages that come from the program not subject to the distractions of entertainment . . . Even in one-station towns, he doesn't hesitate to repeat films: 300 showings in 14 months has been one community's fate . . .

"Fifty-five video stations out of a total of 107, as well

as 750 radio outlets, are playing host to the medicine men. WOR-TV is in its twentieth month showing the same half-hour commercial 3 times a week. WJZ-TV [is] just beginning. 'Our first network-owned station,' Mr. Kaye-Martin said, with a touch of pride."

Neither press, radio nor TV has right to be in a courtroom, which "belongs to the litigants trying a case," said ex-Federal Judge Simon H. Rifkin in opposing telecasting of criminal trials and Congressional hearings on American Bar Assn. convention panel in New York Sept. 19. Columnist Marquis Childs was opposed to "hippodroming" as incentive to prosecutors to go all out for prominence rather than justice. But Rudolph Halley, ex-Kefauver committee counsel, backed TV by noting "sobering effect" it had on committee members and counsel during recent hearings. And *New York Times'* Jack Gould said it's better to use TV at real trial where justice is being dispensed than for gang operas and pseudo-crime thrillers.

Electromagnetic radiation bill (Vol. 7:8, et seq) was reported Sept. 19 by House Interstate & Foreign Commerce Committee with only 2 amendments to Senate-passed version (S. 537). First would bring Canal Zone under provisions, second increase punishment to \$20,000 and/or 20 years for violations intended to harm U. S. There's little doubt Senate & House will agree quickly on measure, pass it. What bill would do is extend President's power over stations to other devices capable of emitting radiations of navigational use to enemy.

Govt. should buy TV-radio time for candidates for Federal office because of "frightening increase" in campaign costs. Thus Sen. Benton (D-Conn.) testified before Senate Elections subcommittee Sept. 14. Major parties would allocate time to their candidates, but minority parties would have to pay full rates if they poll less than 2% of vote. Sen. Benton would have stations continue offering free time and suggested FCC, in making grants, "give weight" to applicants proposing to offer free time.

Resumption of hearings on Benton bills (Vol. 7:36-37) is still not scheduled, and probability grows that they won't be concluded this session. NARTB says that when its turn comes to oppose bills—which propose setting up 11-man TV-radio program advisory board and encouraging box-office TV—testimony will be offered by station operators as well as headquarters spokesmen.

Personal Notes: Allen L. Haid reported succeeding late Ed Flanagan as mgr., WSPD & WSPD-TV, Toledo, transferring from WSAI, Cincinnati, where he will be replaced by Robert Kern, ex-WMMN, Fairmont, W. Va. . . . Jack Van Volkenburg and Howard S. Meighan, presidents of CBS-TV & Radio divisions, respectively, guests of honor at Washington reception Sept. 17 attended by govt. officials and by CBS chairman Paley, president Stanton & executive v.p. Ream . . . Martin N. Leeds promoted CBS-TV director of business affairs, Hollywood, as Kenneth L. Yourd transfers to New York to become CBS-Radio director of business affairs; Hollywood radio job taken over by John F. Meyers . . . Frank U. Fletcher has resigned as an FM member of NARTB board, having sold his interest in WARL & WARL-FM, Arlington, Va.; he practices law in Washington . . . Les Arries has resigned from DuMont Network executive staff . . . Harvey Marlowe appointed program mgr., WOR-TV, New York . . . Max Jacobson promoted to NBC-TV studio supervisor under operations supervisor R. R. Davis; Herbert DeGroot to newly created post of kinescope recording supervisor and John Schaller to TV training supervisor, both under technical operations supervisor F. A. Wankel . . . David Miller, v.p. & general counsel, Young & Rubicam, named TV-radio operations director; David Levy, v.p., named executive asst. to Everard W. Meade, v.p. & director of TV-radio dept., and Rodney W. Erickson named mgr. of contact service . . . Robert Peyson, ex-Kenyon & Eckhardt and CBS, named TV production supervisor, Grey Adv. . . . Gil Babbitt named TV-radio director, Feigenbaum Adv., Philadelphia . . . Jack Poppele, WOR-TV engineering v.p., named to advisory council, Upsala College, E. Orange, N. J. . . . Howard Lepple, ex-chief engineer of WLWD, Dayton, named engineering administrative asst. under v.p. R. J. Rockwell to coordinate TV plant and operations of 3 Crosley TV stations; he's succeeded at WLWD by Lester Sturgill, while Carl Bopp, WLWT chief engineer, leaves station to work on color TV at Crosley plant. J. M. McDonald named asst. technical director, all Crosley stations . . . Robert E. Kintner, ABC president, replaces Mark Woods, ex-ABC vice chairman, on the Advertising Council . . . Guilford S. Jamieson, former president, FCC Bar Assn., has joined William P. Smith in establishing law firm of Smith & Jamieson, Walker Bldg., Washington.

Dr. Newbern Smith, chief of Bureau of Standards central radio propagation lab, named recipient of IRE's 1952 Harry Diamond Memorial Award for person in govt. service making outstanding contributions. Among 45 new fellows IRE board has named: S. J. Begun, Brush Development Co.; P. S. Christaldi, DuMont; Howard Post Corwith, Western Union; L. A. DeRosa, Federal; D. W. Epstein, R. S. Holmes, Harold B. Law, L. S. Nergaard & Louis Malter, RCA; R. N. Harmon, Westinghouse Radio Stations; John K. Hilliard, Altec Lansing; J. A. Ouimet, Canadian Broadcasting Corp.; Henry W. Parker, Sylvania; D. W. Pugsley, GE; H. H. Scott, Hermon Hosmer Scott Inc.; C. S. Szegho, Rauland; Russell H. Varian, Varian Associates.

Frank J. Elsner, 76, chief electrician at NBC's Center Theatre, died of heart attack while at his post Sept. 16 during *Colgate Comedy Hour*. During 40 minutes of program, show went on while 4 of his grieving electricians handled his light cues—at times reaching over his body to throw switches because it could not be moved until medical examiners arrived.

Second volume of *Best Television Plays of the Year: 1950-51*, edited by William I. Kaufman, NBC-TV casting director, due from Merlin Press in October.

Network Accounts: Block Drug Co. (Amm-i-dent tooth powder & paste) begins *Crime with Father* Oct. 5 on ABC-TV, Fri. 9-9:30; also resumes *Danger* Sept. 25 on CBS-TV, Tue. 10-10:30, thru Cecil & Presbrey, N. Y. . . . Aluminum Co. of America (Alcoa products) will present *See It Now* on CBS-TV, Sun. 5:30-6, starting date unannounced . . . S. C. Johnson & Son Inc. (wax products) starts *Garry Moore Evening Show* Oct. 18 on CBS-TV, alt. Thu. 8-8:30, thru Needham, Louis & Brorby, Chicago . . . Word of Life Fellowship Inc. (religious organization) starts new series of *Word of Life Songtime* Oct. 6 on ABC-TV, Sat. 11-11:30 p.m., thru Walter F. Bennett & Co., Philadelphia . . . Jene Sales Corp. (home permanent) new program starting Sept. 27 on ABC-TV, Thu. 10-10:30 (Vol. 7:37) is *Paul Dixon Show*, originating at WCPO-TV, Cincinnati . . . Grove Laboratories Inc. (Bromo Quinine Cold Tablets) reported readying alt. week sponsorship of *Tales of Tomorrow* on ABC-TV, Fri. 9:30-10, thru Gardner Adv., St. Louis; Jacques Kreisler Mfg. Corp. (men's jewelry) now sponsors alt. weeks . . . General Tire & Rubber Co., which sponsors *Ted Husing* on film before each Westinghouse-sponsored NCAA football game (Vol. 7:37), will also sponsor *Dizzy Dean* interviewing World Series players 15-min. before each series game on NBC-TV; agency is D'Arcy Adv., St. Louis.

Station Accounts: Philips Petroleum Corp. sponsoring film versions of Big 7 grid games on WDAF-TV, Kansas City, and other Midwest stations, Tue. nights . . . Miller Brewing Co. (beer) sponsoring Marty Glickman in *Giant Quarterback Huddle* on WOR-TV, New York, Wed. 7:30-8, thru Matthison & Associates, Milwaukee . . . Buitoni Macaroni Corp. Oct. 1 resumes sponsoring *Clair Mann's Glamour Show* on WJZ-TV, New York, Mon. 2-2:15, thru Astral Adv., N. Y. . . . Quaker City Chocolate & Confectionery Co. buys *Good & Plenty Western Show*, dude cowboy Dave LaRue as m.c., Fri. 5:30-6 on WNAC-TV, Boston, thru Adrian Bauer Adv., Philadelphia . . . National Brewing Co. signs with WMAR-TV, Baltimore for third year, 52-week contract covering 3 programs, 13½ hours weekly, thru Owen & Chappell, N. Y. . . . Among other advertisers reported using or preparing to use TV: John W. Leavitt Co. (Teddie peanut butter, nuts), thru Chambers & Wiswell, Boston (WNAC-TV); Sunbeam Corp. (electrical appliances), thru Perrin-Paus Co., Chicago (WABD); Ralston Purina Co. (Rice Chex), thru Gardner Adv., N. Y. (WOR-TV); Elmira Filter Tip Corp. (cigarette holder), thru Wesley Associates, N. Y.; Mandeel Fabrics Inc. (rayon & rayon acetate fabrics), thru William Wilbur Adv., N. Y.; New Mexico Tourist Bureau.

Mounting costs of TV talent were pointed up this week when, with announcement that NBC has signed Ezio Pinza to exclusive 3-year contract, *New York Herald Tribune* reported his fee on TV shows built around him will run \$5000 a show and his TV-radio guest appearances \$2000 per. *Variety* says fees of \$5000-\$7000 are already being paid in network "battle for ratings"—Dinah Shore and Tony Martin each getting \$5000 plus expenses and Margaret Truman \$2500 plus expenses for recent appearance on Red Cross Shoes' *America Salutes Irving Berlin* on NBC-TV. Average in TV, says *Variety*, is \$3000 for single guest shot. *Ross Reports* estimates over-all TV production costs will run \$262,000,000 for 1951-52 year, which means production-talent bill will equal or exceed telecasters' probable time billings (Vol. 7:32, 36).

Novel request by XELD-TV, Matamoros, Mex., asks FCC for temporary use of 5-watt transmitter on 140.02 mc to transmit electrical impulses and voice from Brownsville, Tex., for purpose of synchronizing stations' diesel power generator with Brownsville current.

THE FCC's FIRST LOOK at RCA's latest color pictures may come in early October, since it probably will get invitation soon from RCA. Decision to pipe pictures to Washington—bringing them home to capital's big brass—came after RCA Chairman Sarnoff went to Washington Sept. 20, looked at signals sent from New York via coaxial and microwave, pronounced them "excellent—just as good as in New York."

Transcontinental transmission to Los Angeles and San Francisco is just as feasible, said Gen. Sarnoff. RCA is so satisfied with its New York showings (Vol. 7:36-37) and networking potential of its compatible color system that it plans 2 weeks of demonstrations in Washington, probably starting Oct. 3, carrying thrice-daily shows originated in New York. The 10 a.m. show will be telecast via WNBW, the 2 & 4 p.m. shows via closed circuit.

Invitations to FCC would be informal, not in nature of request for reopening color hearing which RCA and/or NTSC will seek after sufficient field-testing.

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Biggest color flurry of week came when Sept. 20 *New York Times* ran Wm. Laurence's excited story on tri-color tube built by his friend Dr. Ernest Lawrence. Dr. Lawrence had demonstrated tube in New York labs of Paramount Pictures, 50% owner of Chromatic Television Laboratories Inc., formed to develop and produce the tube. Story by *Times'* eminent science editor was followed by jump in Paramount stock from 27 $\frac{3}{8}$ to 33 $\frac{3}{8}$. It fell back to 30 $\frac{1}{4}$ at closing Sept. 21.

Other reporters clamored for look, got it. Consensus was that tube still has quite a ways to go.

Wm. Laurence attended RCA demonstration afternoon of same day, was asked how pictures compared with Lawrence tube results. He said: "The color I see here is far superior." But he believed it unfair to compare the two, since Lawrence tube was hand-made model, actually built in Dr. Lawrence's Berkeley, Cal., garage and flown to New York over weekend.

Wall St. Journal reporter wrote: "Newsmen were of the opinion that the color reproduced with the Paramount tube was not as good as that shown by either CBS or RCA . . . In some instances, the various hues had a 'washed out' look; in others they lacked sharpness and appeared to overrun each other. Flesh tints were unnatural, too." AP reporter's reactions were similar.

But all observers took into account fact that tube was hand-made, hurriedly set up. Actually, tube wasn't even sealed, was on pumps during demonstration. Signals used were closed-circuit, live, fed from field-sequential equipment purchased from DuMont.

Plans to manufacture tube at recently-acquired Stamford, Conn., plant were described by Paramount v.p. Paul Raibourn. He said that capacity will be 75-100,000 yearly; that 16 & 22-in. tubes to be made will run about \$5 more than comparable black-&-white if mass-produced; that "limited number" of color-monochrome sets will also be made; that tube licenses will be offered to other manufacturers, some of whom have already approached Paramount.

Tube has single gun, 400 vertical lines of phosphors in glass plate (eventually on face plate), wire grid to direct electron beam to proper line. Paramount officials

CBS Affiliates Advisory Board has reelected I.R. (Ike) Lounsberry, WGR, Buffalo, as chairman. Richard Borel, WBNS, Columbus, was elected secretary, succeeding Arnold Schoen, WPRO, Providence, who continues to represent District 1. Other members: C. T. Lucy, WRVA, Richmond; Glenn Marshall, WMBR & WMBR-TV, Jacksonville; Howard Summerville, WWL, New Orleans; Harry Burke, KFAB, Omaha; Clyde Rembert, KRLD & KRLD-TV, Dallas; Clyde Coombs, KROY, Sacramento.

say brightness is about 15 ft.-lamberts, claim overall performance is "1000%" over early Lawrence tubes. It hasn't been used with RCA signals, but Paramount says it can be.

FCC and industry are being invited to showings of tube in near future.

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Field tests of compatible signals will get under way on several additional fronts, now that NTSC adopted, at Sept. 18 New York meeting, major recommendations of NTSC Panels 14 & 16—synchronization and standards. These standards include: 3.89-mc color subcarrier, color phase alternation (formerly called oscillating color sequence), constant luminance sampling. Minor, non-controversial standards are still to be set.

Among those to broadcast compatible signals: RCA, in New York and Washington; DuMont, Passaic and New York, latter with new 5-kw ERP 708-714 mc transmitter at WAED's present site and with portion of schedule microwaved from Hazeltine labs; Philco, Philadelphia; GE, Syracuse; Crosley, Cincinnati; Zenith, Chicago. Crosley, like Philco, has protested to FCC against limitation of colorcasts to periods outside regular commercial hours.

NTSC is shooting for completion of field tests by end of year, its chairman Dr. W. R. G. Baker (GE) reported to RTMA board this week.

FCC will join in on field tests, in a way, since it is building sets around 2 RCA tri-color tubes received at Laurel, Md. labs Sept. 14. Plans are to look at both CBS and RCA pictures.

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Status report on CBS color, delivered at Sept. 18 Washington Ad Club meeting by CBS Labs president Adrian Murphy, stressed this unusual point: CBS color is a stimulant to black-&-white sales now, since manufacturers can assure customers that they can buy now, confident that color "slave" unit may be added any time. CBS has advantage over RCA in that RCA says tri-color tubes won't be mass-produced for 2 years or so. Manufacturers are recognizing that "color can't be uninvented."

Additionally, Murphy reported that: (1) CBS would offer 20 hours of color weekly by October. (2) CBS has 7 color cameras on order. (3) CBS-Columbia has completed tooling, expects to reach production of several hundred color sets daily within next few months. (4) Eidophor-CBS theatre TV is now being tested in Zurich. (5) France appears ready to adopt CBS system. (6) Remington-Rand industrial color has been bought by U of Kansas, U of Chicago, Boston's Jordan-Marsh dept. store. (7) Drum-type color sets are planned for "future."

Nine-game color football schedule beginning Sept. 29 is to be fed to 11 stations, but at least 2—WTOP-TV, Washington, and WMAR-TV, Baltimore—plan to feed programs closed-circuit to receivers in auditoriums or halls rather than clear time on the air for the few color receivers yet available or adapters people might buy. Neither has yet chosen location. Other 9 affiliates CBS reports will carry its color football: WCBS-TV, New York; WCAU-TV, Philadelphia; WNAC-TV, Boston; WBKB, Chicago; WKRC-TV, Cincinnati; WHIO-TV, Dayton; WBNS-TV, Columbus; WJBK-TV, Detroit; WEWS, Cleveland.

Acute CBS-TV Chicago dilemma, pending projected \$6,000,000 purchase of Paramount's WBKB (Vol. 7:36), as reported by Chicago correspondent of *Billboard* (Sept. 22) after noting 22 programs constituting 17 hours a week now being piped to other networks from Chicago: "Columbia [continues] the big blank in Chi network programming. WBKB, local CBS outlet, is so busy making money on local shows it has no time to think about network originations."

DEEPER CUTS IN METALS FOR TV-RADIO: Fourth quarter materials allotments completed, NPA Electronics Div. took a look at its books this week and discovered TV-radio set makers' rations will be a little slimmer than they appeared last week (Vol. 7:37).

Here's how they average out on industry-wide basis: Set manufacturers will be limited to 58.5% of steel they used during average quarter of first half 1950 (vs. 60% reported last week), 52.6% copper (vs. 54%), 46.8% aluminum (vs. 48%).

And another copper cutback is due for fourth quarter, may be announced in next few days. Recent strike cost U.S. 30,000 tons -- about same amount used by the entire TV-radio industry in all of 1950. Over-all allotments were determined before walkout; therefore Govt. has allotted much more copper than will be available.

These alternatives face mobilization planners: Dig into stockpile, slash allotments, or both. Copper stockpile is already low, 25,000 lbs. having been withdrawn earlier this year. Burden of new cuts in fourth quarter allotments will be borne heavily by consumer durable industries.

HEALTHY TV TRADE AS INVENTORIES DROP: "Steady and healthy" just about sums up the upsurge in TV-radio trade at all levels -- with inventories going down as production creeps forward. One key dealer calls it "nice normal business," epitomizing what the trade press and other dealers as well as distributors & manufacturers are saying.

Renewed confidence is manifest on all hands that fourth quarter output and sales will be satisfactory, though by no means comparable to last year's.

Extent of dealer-inventory drop can only be conjectured, won't be known (and then only as of Sept. 1) until next Dun & Bradstreet report is issued at end of this month. RTMA's monthly distributor-inventory figure always lags month, too.

But factory inventories are reported weekly -- and latest, covering week after Labor Day, ending Sept. 14, showed drop of more than 61,000 units from preceding week to total of 560,044. On basis of reports how well cut-price sets have been moving from factories, and selling, it's entirely likely this drop will have been equalled or bettered this current week (ending Sept. 21).

The 61,000 drop was biggest since Aug. 24 report of 88,151 drop (Vol. 7:35). It's apparent the downtrend from Aug. 3 peak of 768,766 will continue.

Production of TVs rose to 62,738 (only 487 private label) for week ending Sept. 14, bring to just under 500,000 the total for 11 weeks of third quarter thus far reported -- and about 3,825,000 for year to date.

Third quarter should hit 600,000 or more, compared to roughly 1,850,000 in third quarter 1950. There are those who believe pace can only accelerate -- at least to limit of materials availability -- so that fourth quarter may well achieve NPA's informal estimate of 940,000 (Vol. 7:32) to bring year's total to about 5,000,000.

As against recent level of 50-60,000 sets per week, output ran thrice that rate this time last year.

Radio output for week was 222,406 (101,296 private label), up from 179,872 preceding week (Vol. 7:37). Factory inventory of 381,139 on Sept. 14 compared with 414,130 Sept. 7. Radios were 125,501 home sets, 19,840 portables, 77,065 auto.

ACTION IN MILITARY CONTRACT CRISIS: Military electronic contracts are by-passing most of TV-radio industry (Vol. 6:48-49; 7:3,10) even while materials cutbacks threaten body blow to industry kicked in face by summer buying slump. Serious dislocations have already resulted -- more are inevitable.

With these grim facts in mind, Defense Production Authority Sept. 21 set up joint Govt.-industry-labor electronics task group "to study the possibilities of placing additional defense work in mass production plants of electronics industry."

Employment has dropped 50% in TV-radio plants in Chicago and New York-Philadelphia areas since first half 1950, task group's first meeting was told, on basis

of "preliminary reports." If measured against fall 1950's peak employment, the dip would be far greater.

Where have the military orders gone, meanwhile? For first time, the Govt. reveals this distribution pattern of electronic prime contracts by dollar value:

Manufacturers who make only TV-radio sets have gotten 7%.

Old, established firms which did govt. electronic work in World War II got 65%. (Top 5 contractors then were Bendix, GE, RCA, Western Electric, Westinghouse.)

Old, established firms which are new to electronics industry, notably the aircraft and automotive manufacturers, got 21%.

New electronics firms, most of them especially set up to produce military equipment, got 7%.

Many military electronic items aren't suited to mass production techniques typical of TV-radio industry, task group agreed, because of "high degree of engineering required, fluidity of design, and high proportion of mechanical devices incorporated in the delivered equipment." In addition, large number of samples submitted to the military by TV-radio firms haven't come up to specifications.

Named to task group by DPA chief Manly Fleischmann: Edmund T. Morris Jr., chairman, DPA Electronics Production Board, and director of NPA Electronics Div.; Air Force Col. Leigh Hunt, Munitions Board; Emerson president Benjamin Abrams; Philco president William Balderston; M.F. Darling, IBEW-AFL, Chicago; Daniel Arnold, chairman, radio-TV conference board, IUE-CIO, Camden. They recommended:

(1) Military procurement services request prime contractors to place subcontracts in areas having surplus of facilities and labor for electronics production.

(2) TV-radio manufacturers be more aggressive in seeking subcontracts, working through armed forces regional councils.

(3) Defense agencies study existing contract loads, and spread orders more evenly throughout industry, provide suitable incentives to encourage prime contractors to farm out more of their work to subcontractors.

(4) Component manufacturers submit samples for testing by Armed Services Electronics Standards Agency (ASESA).

Meeting followed by few days RTMA's formation of "clearing house" to match prime contractors' needs with subcontractors' productive facilities (see p. 10).

Task of making accurate employment and production survey of the electronics industry was assigned labor representatives on group, who were also asked to submit fourth quarter estimate and complete list of Chicago & New York-Philadelphia firms.

If group does accomplish objective of spreading contracts throughout the industry, it will be year or more before results are noticeable -- because of time required for engineering and design, field testing, etc.

Trade Personals: John C. Weisert, ex-Scott v.p., special asst. since last February to asst. price stabilizer Edward F. Phelps Jr., has resigned from OPS to open Washington office for Magnavox . . . Ricardo Muniz, ex-mgr., DuMont receiver manufacturing div., named operations v.p., Trad Television Corp. . . . Morton M. Schwartz has resigned as gen. sales mgr., Tele-tone . . . A. Blumenkrantz, General Instrument Corp., succeeds R. E. Laux as a director of RTMA parts div. . . . Paul V. Batt, ex-Graybar, promoted to TV-radio sales mgr., RCA Victor Distribution Corp., Albany . . . Irving M. Sandberg named New York sales mgr., Stewart-Warner TV-radio div. . . . Herbert A. Bell, founder-president, Packard-Bell, honored at testimonial dinner in Santa Monica's Miramar this week, given by 80 company officials and distributors . . . Bendix Radio, Baltimore, reports these appointments: F. Donald Fenhagen, mgr. of adv.-public relations, succeeding Leo G. Sands, transferred to Detroit; Henry B. Yarbrough, mgr. of govt. sales, Walter C. Jager asst. mgr.; J. Walter Colvin, mgr. of Air Force sales; L. H. Jones, asst. mgr. of radio sales; James S. Wells, chief industrial engineer; Wolf Broehm,

asst. factory mgr. . . . Dr. Thomas H. Morrin, Stanford Research Institute's electrical engineering chief, becomes head of all SRI engineering in new setup; Wm. E. Evans heads TV Group, Paul G. Bohlke heads Electron Tube Lab . . . Jack Frietsch, ex-mgr. at Dayton, named Crosley zone mgr., Cincinnati.

July TV shipments to dealers totaled 117,862, reports RTMA, making cumulative total of 2,588,816 shipped during 30-week period ending July 27 when distributor inventories were reported at 640,393 units. July shipment figure compares with 160,308 in June. Total production during July was 116,000 sets. Copies of RTMA county-by-county report, showing 7-month shipments to each county where 25 or more sets were sold during period, is available from RTMA, 1317 F St. NW, Washington.

Fair trade practice conference for TV-radio industry goes on Sept. 26-28 before Federal Trade Commission attorney Paul H. Butz, despite request of NARDA president Mort Farr for postponement of 2-4 weeks to give more time to study "dangerous" parts warranties practices which he said have mushroomed in industry last few weeks.

Topics & Trends of TV Trade: Upturn in production at Chicago TV-radio plants reflected by fact only 3000-4000 IBEW-AFL members now unemployed, as against 11,000 in July, reports Local 1031 president M. Frank Darling . . . Depths to which TV sales fell this summer indicated by Washington Electric Institute figures, showing July TV sales only 1663 units vs. 6274 in July 1950; but for first 7 months of this year total was 25,279 vs. 37,632 for same 1950 period . . . In New York, *Herald Tribune* survey of dept. stores showed August TV-radio sales down in 13 out of 16 stores, compared to August 1950; they reported drops ranging from 28% to 84%. Three had gains of 94%, 68% & 17% . . . Muntz hikes prices of 20-in. table from \$170 to \$200, consoles from \$200 to \$240 and \$220 to \$270; Harold W. Brown, executive v.p., reports 12,000 sets sold in August, compared with 7000 same month last year . . . Tech-Master reports 3 new custom-built 24-in. models . . . JFD Mfg. Co. offering "Tele-Plex," new coupler permitting up to 4 TV sets to operate from one antenna . . . Blonder-Tongue Laboratories, 38 N. Second Ave., Mt. Vernon, N. Y., offers new multiple distribution amplifier, says it can feed up to 200 TV sets . . . Another sign of improving times: Zenith's new Washington distributor, Simon Distributing Corp., reports 487 dealers attending preview of new line this week bought 5137 TV sets—exceeding allocation.

* * * *

TV set servicing problems are growing so acute that RTMA board has authorized employment of staff assistant to devote full time to work with distributors and dealers in coordinating activities looking to improved industry practices and policies. Crosley's John W. Craig, chairman of set division, will appoint special committee to study and recommend servicing policies. Latest effort to license servicemen and dealers, in Milwaukee, was defeated this week when NARDA group persuaded city council to kill proposed ordinance.

Emerson's line of 17 TV receivers is led by 17-in. table (Model 696) at \$199.95 and 20-in. mahogany ensemble (No. 697) with swivel-action console base at \$279.95. Also shown distributors last week end were 23 radios listing from \$16.95 to \$199.95. President Benjamin Abrams said distributor sales to dealers last few weeks have exceeded production "with the result that, keeping up with demand, distributors have reduced their inventories [and] we can now predict that within 3 weeks Emerson will be unable to fill the intensified demand for most models."

Packard-Bell has 31 models in new line introduced this week, starting with 17-in. table at \$240, console \$290, and 20-in. walnut console at \$340. Also introduced was 24-in. with doors at \$550 in mahogany, and \$575 in oak, American Colonial or French Colonial. Console combinations are full-door 17-in. with AM-FM-3-speed at \$475 in walnut or mahogany, \$495 in oak or Provincial; 20-in. at \$615 in walnut or mahogany, \$640 in oak, American Colonial or French Provincial. Prices are generally lower than preceding line, low-end 17-in. table comparing with former \$270 price.

Advertising Notes: Westinghouse's \$700,000 budget to advertise its TV sponsorship of NCAA football schedule (Vol. 7:36), will be spent mostly on newspaper space in the 60 major cities where games are played . . . Belmont ad budget for new line of Raytheon TVs (Vol. 7:37) runs nearly \$1,000,000, including John Cameron Swayze's radio series (NBC, Sun. 3:45-4 p.m.) and heavy schedules in consumer magazines . . . Majestic sponsoring 7 U of Illinois, 2 Michigan grid games on Chicago's WAAF (radio), with special merchandise tie-ins, including contest to locate oldest Majestic radios . . . NARDA president Mort Farr, dealer in Upper Darby, Pa., is m.c. of *Wit's End*, children's quiz show he sponsors Sun. 12:30-1 on WCAU-TV.

Mobilization Notes: To speed military electronic production and aid small manufacturers, RTMA has set up "clearing house" aimed at bringing prime contractors and potential subcontractors together. Recent survey by RTMA's Small Business Committee headed by Indiana Steel's A. D. Plamondon Jr. (Vol. 7:28, 34) provided master list indicating what prime contractors are in need of particular services and what subcontractors are in position to supply them.

As result of survey, 2 or 3 subcontracts have already been arranged, according to RTMA president Glen McDaniel. "Clearing house" will be especially helpful to the many manufacturers who haven't received govt. contracts and have been badly hit by TV sales slump and materials restrictions. Committee agreed to classify as "small business" all manufacturers who employ 750 or less and are not subsidiaries of firms employing more than 750. Some 72% of RTMA's 329 member companies fall within this definition.

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Special CMP instruction sheet for electronic equipment manufacturers has been drafted by NPA Electronics Div., to go out in few days to all electronics firms. Letter will give specific directions for filing first quarter CMP-4B forms, was prompted by large number of inadequate and incorrectly filled-out forms for third and fourth quarters. First quarter applications are due by Oct. 1. Late applicants for fourth quarter CMP allotments apparently are out of luck—for Electronics Div. has allotted its full quota of steel, copper and aluminum for last 3 months of this year.

New CMP "Class B" product list for fourth quarter—which is supposed to list all civilian type products and components with appropriate code number and industry divisions—reflects some changes on electronic product classifications. Added to list, assigned to Electronics Div., are color slave units, color adapters and converters, uhf converters and radio hardware. Intercom systems, assigned to Communication Equipment Div. for third quarter, Electronics Div. for fourth quarter, reverts to Communication Div. for first quarter 1952.

GRAY MARKET "has all but cornered" sizable portion of the dwindling free supply of a dozen critically needed materials, says House Small Business subcommittee on gray markets in report on nickel. Group headed by Sen. Blair Moody (D-Mich.) finds that nickel normally priced at 67¢ a pound has been selling for as much as \$4.50 on gray market, where 40¢ scrap is selling as high as \$2.75.

Report charges that: (1) "Pattern of nickel anode [for plating] distribution has crumbled under the pressure of war-born scarcity." (2) "Nickel anodes have been priced beyond the reach of small business men." (3) "Self-styled brokers, many of whom never saw a nickel anode until a few months ago, with no more than a telephone by way of business equipment . . . have all but taken over control of a substantial portion of those anodes not actually pinned down for specific uses by defense priority ratings." (4) "The value of nickel anodes has enhanced to the point where reports from the Chicago area . . . indicate that since Jan. 1 there have been 30 hijackings or warehouse thefts of nickel anodes by racketeers."

Small users of nickel are bearing disproportionate burden of nickel shortage, report holds, quoting from records of an alleged gray marketeer and testimony by GE small appliance division material manager George A. Williams to indicate that large firms such as GE are getting this nickel—principally because they're the only ones that can afford it. Subcommittee urged immediate "vigorous action" by OPS, NPA, Justice Dept. and Internal Revenue to nip racket in bud.

Financial & Trade Notes: Profits of 10 top TV-radio and electronics firms are subjected to scrutiny of IUE-CIO in officers' report to this week's Buffalo convention, with observation that their "enormous rate of return compares with 5% to 6% a year usual on preferred stocks, 3% on govt. bonds, and 2% on savings accounts." Compared with wages, report said, profits between first quarter 1950 and first quarter 1951 jumped \$200,000,000, or 92%, while wages increased \$162,000,000, or 39%, most of wage increase due to 25% increase in workers.

Electrical industry ranked 12th in profitability among 24 key industries in 1949, jumped to first by fourth quarter 1950 with return of 25.2%, said report. But in first quarter 1951 stockholders' returns had declined to 18.4%—in second place after rubber. Percentages of stockholders' profits were listed as follows: Admiral 101.9%, Motorola 74.6, RCA 32.2, GE 28.1, Philco 26.9, Emerson 26.7, Remington Rand 22.3, Sperry 19.6, Sylvania 19.1, Westinghouse 17.6.

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Aerovox sales for 6 months ended June 30 were \$11,855,000 compared to \$10,828,000 same 1950 period, president Wm. Owen reported to stockholders Sept. 15. Net earnings after all taxes were \$500,178, or 70¢ a share on the 700,000 shares of common outstanding. Backlog of govt. orders continues to rise, he stated, and monthly shipments are holding fairly steady despite lack of TV business. TV slump has continued, Mr. Owen states, with "no real pickup as yet [but] some indications that there will be later this fall."

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Aug. 15 & Sept. 14, NYSE reported this week: Admiral, 35,586 shares on Aug. 15 to 33,492 on Sept. 14; Avco, 21,080 to 23,280; Emerson, 5848 to 5692; GE, 10,725 to 11,995; IT&T, 22,714 to 21,100; Magnavox, 15,623 to 13,190; Motorola, 15,332 to 15,603; Philco, 18,793 to 15,547; RCA, 31,896 to 34,860; United Paramount Theatres, 7895 to 8815; Zenith, 26,197 to 21,336.

Dividends: Motorola, 50¢ payable Oct. 15 to holders of record Sept. 28; Sparks-Withington, 10¢ payable Oct. 10 to holders Sept. 27 (paid 20¢ in Feb., 10¢ in 1950); IT&T, 15¢ payable Oct. 17 to holders Sept. 21; Corning Glass, 25¢ payable Sept. 29 to holders Sept. 22; Cornell-Dubilier, 10¢ (special) payable Sept. 28 to holders Sept. 21; Packard-Bell, 25¢ payable Oct. 25 to holders Oct. 10.

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Financial Miscellany: Cornell-Dubilier net will run close to \$4.50 per share this year, compared with \$3.96 last year, according to financial circles quoted in *Wall Street Journal* . . . Dominion Electrohome Industries Ltd. (Canada) reports net profit of \$93,980 (94¢ a share) for year ended April 30, against \$81,912 (82¢) preceding year . . . I-T-E Circuit Breaker Co., says SEC report, earned net of \$864,721 (\$3.25 a share) first 6 months of 1950 on net sales of \$21,149,098 . . . Additional changes in holdings of securities of their own corporations (Vol. 7:36) have been reported to N. Y. Stock Exchange as follows under regulations of SEC: D. S. Lenfesty sold 1200 shares Arvin industries, decreasing direct holdings to 1500; Richard E. Laux sold 1500 shares General Instrument Corp. in August, decreasing direct holdings to 100 . . . Hoffman Radio obtains regulation V-loan from Bank of America providing credits up to \$6,500,000 to finance govt. contracts which president Leslie Hoffman says "presently total \$60,000,000."

Britain's Radio Industry Council reports \$28,547,000 worth of radio exports first 6 months of this year, 39.4% more than same period last year and 5 times value of highest full pre-war year.

Military recruiting services plan no regular TV sponsorships in fiscal 1952, though they may buy some spots. Pentagon recruiting officers claim "surveys show other media, like radio and newspapers, serve our purposes better than TV because of high TV rates." In recent testimony before Senate Appropriations Committee, Army spokesman Col. W. G. Caldwell reported that Army-Air Force in fiscal 1951 spent \$260,000 for TV, \$690,000 for radio, out of \$5,300,000 ad budget. For each military dollar spent, he said, stations donated \$10-\$20. Navy-Marines don't buy time. Army-Air Force 1952 ad budget is \$2,100,000, with \$850,000 earmarked for radio and following already allocated: \$434,000, *Frankie Lane Band* (CBS, 37 weeks); \$254,000, *Bill Stern Sportscast* (NBC, 26 weeks); \$81,000, *Game of the Week* (ABC, 7 college football games); \$50,000, *Big Inning* (Liberty, 48 broadcasts).

NBC Spot Sales ad in trade press this week, captioned "Why your next 500-line ad should be on Television," notes that TV set circulation surpasses that of leading newspapers in nation's major markets: New York, 2,455,000 TVs as of Aug. 1 vs. leading paper's 2,197,518 circulation as of March 31; Los Angeles, 1,003,000 vs. 393,595; Chicago, 942,000 vs. 917,000; Philadelphia, 874,000 vs. 711,396; Boston, 754,000 vs. 565,641; Cleveland, 486,000 vs. 304,104; Washington, 278,000 vs. 265,684; Schenectady-Albany-Troy, 161,000 vs. 142,003 (3 papers). Ad also cites Hofstra study (Vol. 7:24), showing average family head, both TV-owners and non-owners, spends 49% more time watching TV than reading newspapers, TV-owning family heads spending 187% more on TV.

Planning to tap transcontinental TV circuit, 9 Denver area theatres have ordered General Precision Laboratory projection equipment, according to National Theatre Supply Co., GPL distributor. First installation is planned in John Wolfberg's Broadway Theatre (Vol. 7:37) in time for World Series. Trad TV has announced new direct projection theatre-TV system to sell for \$7500. New unit, called Tradivision, was used in St. James Theatre, Asbury Park, N. J., to receive last week's Robinson-Turpin bout. Paramount says it's turning out its intermediate-film theatre-TV units at rate of 10 a month, has designated Century Projector Corp. as sole sales agent.

NARTB baseball committee to serve as industry liaison with major and minor leagues was named last week by president Harold E. Fellows and includes these TV members: James Hanrahan, WEWS; Leslie C. Johnson, WHBF-TV; Clair R. McCollough, WGAL-TV & WDEL-TV; Lee B. Wailes, Fort Industry (WJBK-TV, WSPD-TV, WAGA-TV); Carleton D. Smith, NBC-TV; Otto Brandt, KING-TV. Radio members: Merrill Lindsay, WSOY, Decatur, Ill.; Paul Jonas, MBS; R. Sanford Guyer, WBTM, Danville, Va.; Harry McTigue, WINN, Louisville; Wm. B. McGrath, WHDH, Boston; Hugh Boice, WEMP, Milwaukee.

"Is Hollywood Through?" titles article by producer Samuel Goldwyn in current *Collier's*, in which he admits TV has hurt movies and will hurt even more. But he forecasts emergence of stronger, healthier and more profitable movie industry as it meets competition with better products, and sees "no reason whatsoever for hauling out the crying towel for Hollywood." Slump of "close to a quarter of a billion dollars" from the \$1.5 billion public paid each year in 1946-47-48, he attributed not solely to TV but also to rising cost of living, too many bad pictures, etc.

More Sept 1 sets-in-use reported since NBC Research's "census" of Aug. 1 (Vol. 7:35): Boston 766,492, up 12,492; St. Louis 306,000, up 6000; Baltimore 313,889, up 5889; Kansas City 132,784, up 5784; Syracuse 129,276, up 3276; Washington 281,125, up 3125; Johnstown 107,000, up 3000; Ames (Des Moines) 62,903, up 1903; New Orleans 61,231, up 1731; Milwaukee 257,607, up 6607.

Telecasting Notes: Ever-increasing number of top-name shows will be telecast "live" from Hollywood—though nothing like enough to rank that film center anywhere near New York as TV capital—after transcontinental TV circuits open for regular schedules (Vol. 7:35) . . . Coast-to-coast hookup was to be opened up part time Sun., Sept. 23, for Ed Sullivan's noon-to-midnight marathon, with big-name stars, on behalf of Crusade for Freedom—actually the first direct pickups from Hollywood and first use of transcontinental circuits for entertainment . . . Networks have divided time on single circuit available each way, which open at 11 p.m. Fri., Sept. 28, though big shows begin next night—NBC-TV piping its 8-11 p.m. *All-Star Revue*, *Show of Shows & Hit Parade* all the way . . . ABC-TV's "first" to go transcontinental will be Goodyear's *Paul Whiteman Revue* Sun., Sept. 30 . . . CBS-TV's "first" is Lucky Strike's *This Is Show Business* same night . . . From West to East, *Colgate Comedy Hour* picks up Eddie Cantor Sun., Sept. 30, on NBC-TV; American Vitamin's *Frosty Frolics* starts Wed., Oct. 3, on ABC-TV; Carnation's *Burns & Allen* starts Thu., Oct. 4, on CBS-TV . . . Oldsmobile's *CBS-TV News with Douglas Edwards* goes transcontinental Oct. 1 on Mon.-thru-Fri. basis, his regular 7:30-7:45 show being completely rewritten for 8-8:15 p.m. PST (11-11:15 EST) transmission to Coast . . . First Eastern telecast of West Coast football is scheduled for Dec. 1 when Notre Dame-U of Southern California game in Los Angeles is carried from Los Angeles via NBC-TV; sponsor is Westinghouse, but game is separate from its NCAA schedule (Vol. 7:36). Gillette sponsors Rose Bowl game on NBC-TV Jan. 1 . . . Pan American Television Corp., 127 So. Broadway, Los Angeles, offering some 1000 Spanish-language feature films to Latin American stations—president Frank Fouce, Los Angeles theatreman, estimating after return from trip there will be 36 stations operating in Central & South America within year . . . WTCN & WTCN-TV, Minneapolis, 50% owned by *St. Paul Dispatch* and *Pioneer Press* (Ridder), has purchased 45% interest in WEMP, Milwaukee, with Milwaukee theatreman Andrew Spheeris acquiring 4.5%, new stockholders agreeing to supply up to \$200,000 for TV if WEMP gets grant; ex-Sen. Robert M. LaFollette and attorney Glenn D. Roberts remain in control of WEMP . . . UAW-CIO adds its voice to that of Assn. for Advancement of Colored People in protesting *Amos 'n' Andy* show on CBS-TV, wiring Blatz Sept. 20 to stop sponsorship because of alleged unfair portrayals of Negro race . . . WXEL, Cleveland, has leased downtown Esquire Theatre for conversion into studio-theatre . . . WGN-TV, Chicago, has completed new 250-ft. antenna near Roselle, Ill., will have Truscon tower ready for test transmissions Oct. 15 . . . WNHC-TV, New Haven, raises base hour rate as of Oct. 1 from \$600 to \$660, one-min. from \$120 to \$132 . . . KEYL, San Antonio, raises base hour rate Oct. 1 from \$300 to \$400, one-min. from \$45 to \$65.

"Foot in the door" is how WEEU, Reading, Pa., characterizes application of WHUM, Reading, to build uhf experimental station to radiate 200 kw from 1000-ft. tower (Vol. 7:33). In petitioning FCC Sept. 20 to deny or set application for hearing, WEEU contends that WHUM: (1) Doesn't have, and may not get, the \$500,000 it proposes to spend. (2) Won't be doing anything of value to the art. (3) Misrepresented its ownership. (4) Would violate FCC's freeze policy. "Now that we are on the very eve of the 'freeze lifting,'" says WEEU, "it is an insult to one's intelligence to believe that WHUM intends to 'experiment' for the good of the industry at this late date." Last week, NPA created stir by announcing grant of steel for construction of the station (see p. 3).

Comr. Frieda Hennock's nomination to New York Federal judgeship finally goes to hearing before closed session of Senate Judiciary Committee Thursday, Sept. 27.

Outlook for excess profits tax relief accorded telecasters (Vol. 7:37) in Senate committee's version of House-passed revenue bill (H.R. 4475) continued good this week. Bill goes to Senate vote next week, then to conference. Though Senators O'Mahoney (D-Wyo.) and Humphrey (D-Minn.) are seeking to boost corporate taxes and EPT, latter says he recognizes TV has special problems, plans no amendments to knock out EPT relief. Sen. O'Mahoney took a few swipes at profits of telecasters this week, but he hasn't yet proposed any amendments, and there's no indication of other opposition. TV Broadcasters Tax Committee sent all stations letter Sept. 21 explaining EPT provisions and probable effects.

Sponsorships of 1952 political conventions in Chicago look certain, though final decisions must yet be made by both Republican and Democratic national committees before networks are given formal go-ahead (Vol. 7:28, 30, 32). It's estimated TV-radio coverage will cost networks anywhere from \$5,000,000 to \$7,000,000. Publicity departments of parties right now are talking about spending about \$1,000,000 each on TV-radio during campaign itself, as against the \$700,000 Democrats spent in 1948 (only \$15,000 for TV), \$650,000 GOP (none for TV). "Code" for sponsorship has been drawn up—"looks good," says Democratic TV-radio director Kenneth Fry—and will be basis on which networks can sell time.

FCC reaffirmed approval of Atlanta deal, authorizing transfer of WSB-TV's Channel 8 to new local group while Gov. Cox's Atlanta Newspapers Inc. (*Journal and Constitution*) take over WCON-TV's Channel 2 (Vol. 7:32-33, 35). Comrs. Coy, Hyde & Henneck did not participate in decision (FCC Public Notice 51-949). Georgia's Congressional delegation had asked for hearing. Unless there's court appeal by either WGST or E. D. Rivers Jr. (WEAS, Decatur), who protested grant, new Broadcasting Inc., which paid \$525,000 for WCON-TV facilities, plans to put station into commercial operation Oct. 1 as nation's 108th, using call letters WLTV, with William T. Lane as manager.

Sale of WLAV-TV, Grand Rapids, to Harry M. Bitner group (Vol. 7:19) was approved by FCC Sept. 19, and formal transfer takes place within 30 days. Call letters will be changed to WOOD-TV, purchasing group being operator of NBC radio outlet WOOD in same city. Seller Leonard Versluis retains WLAV, local ABC radio outlet. New manager will be Willard Schroeder, who also manages WOOD. New rep will be Katz. Channel 7 station was sold last May for net of \$1,382,086.

First requests for oral presentation, in lieu of written, during FCC's continuing "paper" TV allocations hearing, are due Oct. 1. Cornell U (WHCU), Ithaca, N. Y., has already asked for oral presentation to back its proposal to add Channel 3 to Ithaca; it's the first. Most hearing parties are standing by, waiting for FCC's first decision on matter, ready to say "me too" in event of favorable action. To date, 449 statements have been filed in hearing, 102 of them this week. Nov. 26 is last filing date.

Sylvania got experimental uhf grant this week to operate on 509-529 mc and 870-890 mc in Emporium, Pa. with call letters KG2XDU (Vol. 7:9). But FCC denied request to use vhf Channel 7 there and to rebroadcast programs of WJAC-TV, Johnstown. Station will be remotely-controlled, carry test patterns and monoscopes, be used for testing tubes, circuits, propagation.

Two applications for new TV stations this week—by Quincy (Ill.) *Herald-Whig's* WGEM for Channel 10 and by KIEM, Eureka, Cal., for Channel 3—brought total pending to 442. [For details about these applications, see *TV Addenda 13-K* herewith; for complete listing of all applicants, see *TV Factbook No. 13* and Addenda to date.]

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CROSS-COUNTRY TV—AND 108th STATION: Not much fanfare surrounded formal opening at week's end of 2-way transcontinental network TV circuits on regular day-by-day basis -- partly because edge was taken off news by the Japanese peace treaty telecasts (Vol. 7:36), mainly because so few shows are as yet scheduled to be piped via the new microwave links either westward beyond Omaha or eastward from the Pacific Coast.

Fact is no sponsor ordered circuits for official opening day Sept. 28, and only a few were booked for Sat. & Sun., Sept. 29-30 (Vol. 7:38).

Though 2000-mile "line haul" from Omaha to Los Angeles via San Francisco adds contract cost of only 10¢ per mile per half hour (\$200), sponsors are slow to expand their network shows because of added station time costs for Salt Lake City, San Francisco, Los Angeles, San Diego, the only new cities made available; and, more particularly, because 3-hour time differential means top shows staged at 8 or 9 p.m. in East must be seen in West at not-so-favorable 5 or 6 p.m. PST.

But end-of-month is another landmark for TV. It marks recrudescence of set sales everywhere (see p. 11), and the beginning of "national service" coincides with World Series, football, and "at home" season's usual lineup of super-doooper shows.

As if to point up paralyzing effect of FCC's new-station freeze, this Sunday, Sept. 30, is third anniversary of that technically-induced stymie. Freeze intended to last mere few months, now looks like it will go well into its fifth year (1953) before any appreciable number of new stations can be had (Vol. 7:37).

But we get 108th station on Sept. 30, at least. It's day Atlanta's WLTV goes into regular operation, first since Sept. 30, 1950, when Nashville's WSM-TV went on air as last pre-freeze grantee to fulfill terms of construction permit.

That left only one CP outstanding -- for Atlanta Constitution's WCON-TV. That newspaper merged with Atlanta Journal, already operating WSB-TV, so one outlet had to be dropped. Deal with local purchasers got FCC approval (Vol. 7:38), WSB-TV to assume CP holder's Channel 2 and the new WLTV taking over WSB-TV's Channel 8.

WLTV thus is Atlanta's third, nation's 108th station -- unless you count as the 108th XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Vol. 7:31), which got under way a bit earlier and which to all intents and purposes is an American program outlet, covering U.S. audience, operating in traditional American pattern.

THEATRE OWNERS GIRL FOR CHALLENGE OF TV: Theatre owners have big plans for TV -- now convinced, much sooner than were the newspapers after radio hove onto the scene, that "if we can't lick 'em, we must join 'em."

First shock of TV's admitted inroads on boxoffice has been followed by calm resolution to "take the offensive" by way of:

(1) Better pictures -- promised by Hollywood, to draw TV owners out of their living rooms and into the theatres.

(2) Theatre TV -- entertainment and "stage show" features as well as sports and public events to bring to the movie show the timeliness and on-the-spot aspects

of the home TV set. (FCC, incidentally, this week postponed all-important hearing on theatre-TV frequencies from Nov. 26 to Feb. 25, 1952.)

(3) TV stations of their own -- theatre owners, as pillars of their local communities with their experience in "bringing visual entertainment to Main St.," to apply for local outlets.

(4) Use TV for promotion -- as potent ad medium to hypo theatre attendance.

* * * *

TV was omnipotent influence, primary topic of discussion, at this week's New York convention of powerful Theatre Owners of America. In the debates, speeches and reports, it was made clear that rank-and-file theatre owners don't intend to board up their houses and start selling TV sets along with candy, popcorn and soft drinks.

Their determination now is to hold the reins if and when electronics takes over the entertainment field. And importance they attach to TV was evidenced by the election of Mitchell Wolfson as TOA's new president. He's not only head of Florida's Wometco theatre chain but also owns WTVJ, Miami, one of the 3 (out of nation's 108) TV stations owned by theatre people -- others being Utica's WKTV and Chicago's WBKB.

Report of Wolfson's TV committee, officially adopted by convention, urged theatre owners to "embrace" TV, which was described as "just another way of doing what you have always been doing -- presenting live pictures for entertainment." Report stressed that "the 2 media can survive and prosper together," and strongly backed theatre ownership of telecasting stations and advertising of movies via TV.

* * * *

Theatre TV was perhaps liveliest topic at convention and trade show -- where displays by 4 manufacturers were among most popular exhibits. TV committee urged theatre owners to "take a long look at theatre TV, and adopt this splendid medium."

But theatre people realize they have tough public relations problem as result of agitation following exclusive theatre prizefights (Vol. 7:38). Convention delegates were told how to answer the accusations of irate set-owning sport fans.

"We're not taking anything away from anybody," is their argument. Instead, theatre TV is providing "added service" by presenting "events which the American people wouldn't otherwise see."

Discussion came on eve of latest in series of theatre-TV fight triumphs -- lightweight champion Sandy Saddler's massacre of Willie Pep, viewed by capacity crowds in 17 theatres in 13 cities Sept. 26.

But blackout of home TV-radio failed to hypo attendance at Polo Grounds bout. Scant 12,000 fans showed up -- far cry from crowd of more than 60,000 which filled same arena 2 weeks earlier for Robinson-Turpin match.

* * * *

Sporting events are only a starter for theatre TV, president Nathan Halpern of Theatre Network TV Inc. told convention. TNT's preoccupation with the boxing ring, he said, is only because sports are relatively easy to produce and most practical for present limited number of TV-equipped theatres.

TNT will test "various entertainment features" as soon as there are enough theatre installations to make it practical, Halpern promised. Trade press reports say Hollywood's Motion Picture Assn. is mulling proposal by TNT to pipe the annual Academy Award ceremonies to some 150 theatres next March.

Theatres which carried first 5 televised prizefights (up to and including Robinson-Turpin) are "near the break-even point," according to Halpern. Some, he added, actually made profit on fights. Combined theatre attendance for first 5 bouts was 142,616, out of combined capacity of 145,180 seats (Joe Louis-Jimmy Bivins bout being only poor drawing card), with estimated turn-away of 150,000 fans or more.

Some 28 theatres in 17 cities are now TV-equipped, Halpern said, and manufacturers report about 200 firm orders. [For details about theatre-TV equipment, prices, manufacturers, etc., see p. 10.]

* * * *

This formula for theatre-TV success was postulated by TOA board chairman Charles P. Skouras, president of Los Angeles' National Theatres chain: (1) Theatre-

TV proponents must produce own shows, sponsor own sports, etc. (2) All theatre telecasts must be in color. (3) Theatre TV must be regularly scheduled event, and should supplement films in same manner as stage shows and vaudeville.

RCA will show 9x12-ft. color theatre TV in New York soon (see p. 8).

MORE MAGIC ON ELECTRONICS HORIZON: RCA has 3 intriguing new electronics projects among its goals for next 5 years -- 2 in TV, one in home appliance field -- set up by chairman David Sarnoff as he celebrated his 45th year in radio.

Gen. Sarnoff offered the "challenges" to his scientists, engineers and executives during Sept. 27 ceremonies at RCA Princeton Laboratories, rechristened the "David Sarnoff Research Center." The projects:

(1) "Magnalux" -- an amplifier of light. "A true photo-amplifier that could produce bigger and brighter pictures in fine detail would greatly advance TV in the home. It is also needed for theatres and industrial purposes. The presently known optical systems cannot accomplish it. We can, of course, enlarge pictures optically, but in the process light is lost and the pictures become dimmer."

(2) "Videograph" -- TV tape recorder. "Today when a TV program is recorded, the pictures pass from the camera through a major portion of the TV system and first reproduce the picture on the face of a kinescope. Another and special camera placed in front of the kinescope photographs the program on motion picture film. But that technique is costly, time-consuming and limited. The pictures pass through all the possible hazards of the TV system, and then through all the photographic process with its possible degradations...The Videograph would be a new instrument that could reproduce TV programs from tape at any time, in the home or elsewhere, in much the same way as the present phonograph reproduces music..."

(3) "Electronair" -- home air-conditioner. "You have succeeded in throwing away the spinning wheels in TV, and I am sure you will also succeed in discarding the wheels and noise in air-conditioners."

Perfection of these devices would be unquestionable boon. TV industry has been chipping away at first 2 with little success -- early TV's complex magnifying mirrors and lenses for projection pictures having proved a commercial bust. Problem of tape recorder is how to get away from conventional techniques which would require tapes of tremendous widths traveling at fantastic speeds.

An electronic air-conditioner could conceivably give RCA edge in field it entered just this week, after moving towards it for some time under president Frank Folsom, whose forte is merchandising (Vol. 7:27). Through arrangement with Fedders-Quigan Corp., Buffalo, it will offer "RCA Victor" brand air-conditioners beginning January, 1952. Yet unpriced, they'll be window-type, 1/3, 1/2 & 3/4 hp.

Though Gen. Sarnoff mentioned no other home appliance projects in speech, engineers may well come up with host of imaginable new devices -- such as electronic refrigerators, cook stoves, furnaces, etc.

Gen. Sarnoff was also fascinated by electronics in solids -- semi-conductors such as germanium -- now finding exciting employment in the transistor (see p. 4). He anticipated wedding of atomic and electronic sciences: "Your brother scientists working in nuclear physics in our Laboratories have successfully derived electrical voltages from radioactive materials. This achievement -- still in its initial stages -- holds tremendous promise for the future."

Essentiality of electronics to the military was epitomized by Sarnoff's statement that RCA's 4000-tube electronic computer "Typhoon" has saved Govt. \$250,000,000 and years of time by simulating nearly 1000 test runs of guided missiles in last 10 months -- "before the missiles were actually built and flown."

Note: Exactly 45 years ago, Sept. 30, 1906, immigrant boy Sarnoff went to work as messenger for Marconi Wireless. This week, President Truman was among those who sent congratulations "on your 45 years of great achievements in the field of radio, television and electronics." The President's wire continued: "Through your leadership in American industrial life and in science you have contributed immensely to the growth of America and its pre-eminence in communications...I extend to you and your staff of scientists my warm good wishes for continued progress."

TRANSISTOR'S POTENTIAL FOR TV-RADIO? The tiny transistor has titillated imaginations of electronics engineers ever since Bell Labs announced its development 3 years ago -- but prospects of its direct use in TV & radio receivers seem slim for some time.

Yet the amazing substitute for the vacuum tube could find TV-radio use sooner than most think. Says Dr. Ralph Bown, Bell Labs research director: "It now operates at video frequencies. I wouldn't say it won't be used for TV, not at all."

Transistor's potential in electronics seems breath-taking, but TV manufacturers aren't holding their breaths over it. Everyone's excited about it, but most common expression heard is: "It's where vacuum tubes were 20 years ago." And many set makers remember how the great hopes for printed circuits in TV failed to materialize (Vol. 2:46). Printed circuits have scarcely been used in TV sets.

Transistor is a tiny speck of germanium touched by 2 or 3 "catwhisker" wires and imbedded in bead of plastic. It can replace tubes for number of purposes.

August Scientific American gives glowing report on device by Prof. Louis H. Ridenour, dean of U of Illinois' graduate school, currently on leave as chief scientist of Air Force. Conservative Bell Labs finds article a little too glowing, but here are advantages over conventional vacuum tubes cited by Prof. Ridenour:

(1) Power requirements: It may use one-millionth the power required by tube for same job. (2) Size: 2/1000-cu. in., compared with 1/8-cu. in. for the smallest subminiature tube. (3) Reliability: Theoretically, its life should be indefinite; early transistors have run 70,000 hours, several times as long as many vacuum tubes. (4) Lack of heat: Transistor produces almost none. (5) Resistance to shock and acceleration: Being solid unit, transistor stands tremendous impact.

Electronic devices just begging for those characteristics are innumerable: undersea & underground cables with built-in amplifiers which need never be touched; tiny, trouble-free airborne transmitter-receivers; almost infallible new proximity fuses; computers with hundred-times present complexity and a fraction of present breakdowns; and whole communications systems with negligible maintenance problems. Electronics editor Donald Fink envisions hearing aid with entire unit, battery and all, completely concealed in ear -- with battery life increased many fold.

Advantages for TV sets are obvious: smaller, lighter, cheaper, more reliable. And, because of low power drain, truly portable battery set may be near.

Asked if shortage of nickel for tubes might not hasten wider use of transistors, Dr. Bown said: "There are so many forces hastening it now that I don't think that would make any difference." Is supply of germanium adequate? "I know of no shortage in sight," he said. Eagle-Picher Co. produces almost all germanium, as zinc byproduct. Though cost seems very high, 37¢ a gram, speck needed in each transistor is so small that its cost is estimated at 5¢ per transistor. Germanium production in 1951 is estimated at 5-6000 lbs., with 15,000-lb. potential in all-out emergency. NPA says there's no shortage, but no surplus, either. Germanium is listed under materials "in approximate balance with essential demand."

Personal Notes: FCC Comr. Rosel Hyde due back Oct. 6 from vacation in home state of Idaho . . . Leslie Harris, NBC radio program director, joins Colgate-Palmolive-Peet Oct. 15 as director of TV-radio . . . Tom McAvity, ex-Famous Artists, recently CBS, named NBC-TV director of talent-program procurement, succeeding Carl M. Stanton, now director of commercial program planning . . . William B. Lewis, onetime CBS program v.p., wartime radio chief of OWI, elected president, Kenyon & Eckhardt, succeeding Dwight Mills, chairman . . . Louis Ames named program mgr., WPIX, New York, succeeding Warren Wade, resigned; Jack F. A. Flynn named administrative asst. to Ames . . . Van Beuren W. deVries promoted to mgr. of TV production, WMAL-TV, Washington . . . D. L. Provost named v.p. & director, Hearst Radio Inc., succeeding late Tom A. Brooks . . . C. Richard Evans, mgr. of KSL & KSL-TV, Salt Lake City, elected v.p. under executive v.p. Ivor Sharp . . . Robert B. Hanna, mgr. of WGY & WRGB, Schenectady, elected president of local Chamber of Com-

merce . . . Jack Hill named program-production mgr., WWJ-TV, Detroit, Kirk Knight being promoted to operations mgr. for TV-radio . . . Robert Brunton, ex-NBC, named gen. mgr., P. J. Rotondo Construction Co., designers-builders of TV and stage scenery . . . William G. Tice Jr., ex-American Metals Co., joins NBC Oct. 1 as mgr. of personnel, replacing Theodore M. Thompson, recalled to Army duty . . . Harry R. Lubcke, ex-Don Lee TV chief, announces consulting practice in TV engineering and electronics, 2443 Creston Way, Los Angeles . . . Andrew P. Jaeger, DuMont Network film director, has resigned to become v.p. & gen. mgr., Prockter Syndications International, headed by Paul White and organized to syndicate TV-radio and theatrical film shows.

San Francisco schools expect no absenteeism during World Series next week, reports AP, for Supt. Herbert Clish has ordered TV sets placed in classrooms and turned on for games.

Count of TV Sets-in-Use by Cities

As of September 1, 1951

Estimates are sets within .1 Mv/m contours (60 ml.), excluding overlaps, as established by NBC Research.

ONLY some 716,600 TV sets-in-use in 10 areas with 13 stations were still outside the reach of network service when transcontinental relay circuits were first used in early September for coverage of Japanese treaty conference (Vol. 7:36). Though regular day-by-day 2-way transcontinental service didn't start until this week end (Sept. 29), listing below of sets-in-use includes Salt Lake City, San Francisco, Los Angeles, San Diego in "interconnected" table for sake of convenience.

As of Sept. 1, according to NBC Research's monthly "census", total sets-in-use reached 13,556,000, of which 12,839,400 in 52 areas (counting St. Paul-Minneapolis as one) are within network scope.

Sept. 1 figure is 284,300 more than the 13,271,700 of Aug. 1 (Vol. 7:35), which was only 183,100 above July 1 (Vol. 7:29), which was 319,300 above June 1 (Vol. 7:25)—indicating low summer ebb in set sales is gone and resumption of the rise, though not very great yet, began in August. September additions, not compiled until toward end of October, are expected to show bigger increases—very likely will bring national total near 14,000,000.

Increases even in the big cities during August weren't very startling: New York gained 35,000, San Francisco 23,000 (possibly in anticipation of peace conference), Chicago 18,000, Boston 12,000, Los Angeles 9000, Detroit 8000. These are the Sept. 1 figures by areas (consult individual stations for their estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>					
Ames (Des Moines)	1	62,900	Norfolk	1	75,300
Atlanta	3*	126,000	Omaha	2	82,700
Baltimore	3	314,000	Philadelphia	3	883,000
Binghamton	1	42,000	Pittsburgh	1	312,000
Birmingham	2	63,400	Providence	1	162,000
Bloomington, Ind.	1	17,400	Richmond	1	87,100
Boston	2	766,000	Rochester	1	83,100
Buffalo	1	214,000	Salt Lake City	2	51,500
Charlotte	1	86,400	San Diego	1	105,000
Chicago	4	960,000	San Francisco	3	233,000
Cincinnati	3	269,000	Schenectady	1	166,000
Cleveland	3	494,000	St. Louis	1	306,000
Columbus	3	156,000	Syracuse	2	129,000
Davenport, Rock Island ...	2	62,300	Toledo	1	107,000
Dayton	2	136,000	Utica	1	50,000
Detroit	3	534,000	Washington	4	281,000
Erie	1	51,500	Wilmington	1	77,700
Grand Rapids	1	79,600	Total Inter-connected ...	95	12,839,400
Greensboro	1	73,900	<i>Non-Interconnected Cities</i>		
Huntington	1	50,600	Albuquerque	1	9,600
Indianapolis	1	154,000	{Dallas	2	130,000
Jacksonville	1	38,800	{Fort Worth	1	88,400
Johnstown	1	107,000	Houston	1	76,000
Kalamazoo	1	44,500	Miami	1	61,200
Kansas City	1	133,000	New Orleans	1	92,300
Lancaster	1	109,000	Oklahoma City	1	38,600
Lansing	1	60,000	Phoenix	1	50,400
Los Angeles	7	1,012,000	San Antonio	2	92,600
Louisville	2	97,500	Seattle	1	77,500
Memphis	1	93,200	Total Non-Inter-connected ...	13	716,600
Milwaukee	1	258,000	Total Interconnected and Non-Inter-connected ...	108	13,556,000
Minneapolis-St. Paul	2	273,000			
Nashville	1	37,000			
New Haven	1	177,000			
New York	7	2,490,000			

* Third Atlanta station, WLTV, goes on air as of Sept. 30 (see story this issue).

Note: TV sets sold in Canada totaled 58,216 up to July 31, 1951, according to Canadian RTMA (Vol. 7:37). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U. S. cities. The CRTMA area count as of last July 31; Windsor, 24,768; Toronto-Hamilton, 20,712; Niagara Peninsula, 9644; other areas, 3092.

Nielsen gives President Truman's speech at Japanese treaty conference in San Francisco Sept. 4, carried by 94 stations in 52 of nation's 62 TV areas and thus available to 94.7% of audience, a rating of 50.5% or 6,348,000 homes.

Network TV-Radio Billings

August 1951 and January-August 1951
(For July report, see *Television Digest*, Vol. 7:34)

NETWORK TV billings didn't quite catch up to network radio billings in August, despite prediction from NBC sources that they would (Vol. 7:36)—but there's little doubt about trend. August TV gross billings of combined networks totaled \$9,302,071, as against not quite \$9,000,000 in July (Vol. 7:34) and more than quadruple figure for August 1950. For 8 months Jan.-thru-Aug., total was \$73,459,488.

Network radio billings totalled \$11,804,161 in August, slightly ahead of July but down from \$12,558,825 in August 1950. Cumulative network radio for first 8 months was \$119,051,340 vs. \$121,790,724 for same 1950 period. NBC & CBS showed increases over July, and only MBS showed increases over August 1950.

The Publishers Information Bureau figures:

	NETWORK TELEVISION			
	August 1951	August 1950	Jan.-Aug. 1951	Jan.-Aug. 1950
CBS	\$ 3,734,551	\$ 354,524	\$ 24,238,538	\$ 5,339,826
NBC	3,359,856	1,242,276	33,577,340	9,684,755
ABC	1,444,593	265,421	11,174,614	2,402,902
DuMont	763,071	*	4,468,996	*
Total	\$ 9,302,071	\$ 1,862,221	\$ 73,459,488	\$ 17,427,483
NETWORK RADIO				
CBS	\$ 4,455,528	\$ 4,644,066	\$ 48,106,085	\$ 45,218,878
NBC	3,808,906	4,566,293	37,537,629	41,931,767
ABC	2,210,352	2,258,244	21,870,502	23,999,013
MBS	1,329,375	1,090,222	11,537,124	10,641,066
Total	\$11,804,161	\$12,558,825	\$119,051,340	\$121,790,724

* Figures for 1950 not available.

* * * *

Following are network TV and radio figures for January thru July, asterisks indicating revisions from previously reported PIB figures:

	NETWORK TELEVISION				
	ABC	CBS	DuM	NBC	Total
1951 Jan.	\$1,328,719*	\$2,601,165*	\$ 435,527	\$4,187,222	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470*	2,993,902	457,811	4,654,063*	9,645,246
April	1,432,319*	2,906,891*	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646*	4,946,338	10,021,134
June	1,437,593*	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168*	3,434,659	645,359	3,477,952*	8,909,138
NETWORK RADIO					
	ABC	CBS	MBS	NBC	Total
1951 Jan.	\$3,099,418*	\$6,849,462*	\$1,542,887	\$5,215,947	\$16,707,714
Feb.	2,702,721*	6,111,346*	1,426,705	4,731,626	14,972,398
March	2,891,339	6,808,938*	1,648,006	5,085,636	16,433,919
April	2,980,183*	6,502,009*	1,539,801	4,897,882	15,919,875
May	2,996,143*	6,760,750*	1,510,818	5,329,752	16,597,463
June	2,720,268	6,216,255*	1,191,691	4,739,193	14,867,407
July	2,270,078*	4,401,797	1,347,841	3,728,687*	11,748,403

Note: These figures do not represent actual revenues to the networks, which do not supply them. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as a satisfactory index of comparisons and trends.

Salary stabilization in telecasting and other entertainment fields will be discussed in closed conferences beginning Oct. 22 in New York by Salary Stabilization Board's 3-man talent committee (Vol. 7:35). The committee—Roy F. Hendrickson, chairman, Philip F. Siff, Neal Agnew—wants witnesses to offer ideas on how entertainers' pay may be stabilized on self-administering basis. Those who want to testify should apply to Joseph D. Cooper, executive director, SSB, room 1042, Federal Security Bldg. South, Washington 25.

NBC-TV now syndicating to stations daily 7½-min. newsreel on 16mm film, also weekly sportsreel, both fully scored with words and sound—thus going into direct competition with recent UP-20th Century-Fox and INS newsreel services. Service is headed by Francis C. McCall, director of TV news and special events.

Network Accounts: Curtis Publishing Co. (*Saturday Evening Post*, *Ladies Home Journal*, *Holiday*) Oct. 9 begins Martha Rountree-Larry Spivak (*Meet the Press*) show titled *Keep Posted* on DuMont, Tue. 8:30-9, thru BBDO . . . Penick & Ford (My-T-Fine desserts) and Corn Products Refining Co. (Mazola oil, Karo syrup, Niagara starch) sign for Thu. 12-12:15 and 12:15-12:30 segments, respectively, of *Ruth Lyons 50 Club* on NBC-TV, new Mon.-thru-Fri. show starting Oct. 1; agencies are BBDO and C. L. Miller, respectively . . . Rhodes Pharmacal Co. (pharmaceutical products) starts *The Clock* Oct. 17 on ABC-TV, Wed. 9:30-10, thru O'Neil, Larson & McMahon, Chicago . . . Procter & Gamble (Ivory Snow, Tide, Prell) starts *Red Skelton Show* from Hollywood Sept. 30 on coast-to-coast NBC-TV, Sun. 10-10:30, thru Benton & Bowles . . . Manhattan Soap Co. (Sweetheart soap) shares alt. week sponsorship with Miles Laboratories (Alka-Seltzer) of *One Man's Family* resuming Sept. 22 on NBC-TV, Sat. 7:30-8; agency for Manhattan is new Scheideler, Beck & Werner Inc., N. Y., for Miles it's Wade Adv., Chicago . . . Billy Graham Evangelistic Assn. Inc. will sponsor *Hour of Decision* starting Sept. 30 on ABC-TV, Sun. 10-10:30, thru Walter F. Bennett & Co., Chicago . . . Drugstore TV Productions replaces *Cavalcade of Bands* with *Cosmopolitan Theatre* Oct. 2 on DuMont, Tue. 9-10, thru Product Adv. Corp., N. Y. . . Bristol-Myers (Ipana) on Oct. 6 starts sponsorship of 11-11:15 segment of *Foodini the Great* on ABC-TV, Sat. 11-11:30 a.m. . . Chesterfield's sponsorship of *Bob Hope* starts Oct. 14, rotating with other comics on NBC-TV, Sun. 7-7:30.

Station Accounts: Republic Aviation buys 39 one-min. announcements on WABD, New York, to recruit factory personnel, thru Deutsch & Shea, N. Y. . . Riggs-Warfield-Rolonson Inc., Baltimore insurance firm, sponsoring *Planning for Tomorrow* on WAAM, Tue. 7:15-7:30 p.m., presenting community leaders with college students discussing careers . . . Wildroot (hair oil) sponsoring Los Angeles' first regular female disc jockey, Candy McDowell, in *Musical Nightcap* on KTSL, Tue. & Thu. 11-11:15 p.m., thru BBDO . . . Graybar Electric Co., for Gibson refrigerators, sponsoring Wed. & Fri. *Billie Burke—at Home* on KTTV, Los Angeles, thru Roy S. Durstine Inc. . . Gaylord Co. (bobby pins) sponsoring *Eva Gabor* on WJZ-TV, Thu. 7:15-7:30, thru Herschel Z. Deutsch . . . Canada Dry buys *Dining Out with Dana* (Robert W. Dana, restaurant editor, *N. Y. World-Telegram*) on WJZ-TV, alt. Tue. 7:15-7:30 . . . Ideal Novelty & Toy Corp. (dolls), thru Atlantic Adv., and Standard Brands (Royal desserts), thru Ted Bates & Co., have purchased partic. in *Magic Cottage* on WABD, Mon.-thru-Fri. 6:30-7 . . . Borden Co., already sponsoring *T-Men in Action* on NBC-TV for its instant coffee, reported planning spot TV, thru Doherty, Clifford & Shenfield, and dropping many local radio shows . . . Stroh Brewing Co.'s sponsoring of 35 Red Wings hockey games on WWJ-TV, Detroit, ran into schedule snag, so only third and final periods will be covered, timed to start 10 p.m., or after network signoffs . . . Market Tire Co. (Fisk tires) on WWJ-TV, Detroit, first local sponsor announced for *Football This Week*, weekly predictions and films by Norman Sper which Station Distributors Inc. reports it has sold to 16 stations . . . Amoco again sponsoring 6 Washington Redskins home games on WMAL-TV . . . Melville Shoe Co. (Thom McAn shoes) sponsoring football highlights films on WPIX, New York . . . Minnesota Mining & Mfg. Co. (Scotch tape) buys Paul Jones' *Football Previews* on WLWT, Cincinnati, 15-min. before each Sat. NCAA game, thru BBDO, Minneapolis . . . Among other advertisers reported using or planning to use TV: Thornton Canning Co. (Lido tomato paste), thru Roy S. Durstine, N. Y.; Norwich Pharmacal Co. (Teek cherry flavored cough

syrup), thru Benton & Bowles, N. Y.; Squire Dingee Co. (Ma Brown preserves), thru L. W. Ramsey Co., Chicago; Proctor Electric Co. (appliances), thru John Falkner Arndt & Co., Philadelphia; Doeskin Products Inc. (tissues, napkins), thru Federal Adv., N. Y.; J. C. Penney Co. (chain department stores), thru Roy S. Durstine Inc., N. Y.; Universal Co., High Point, N. C. (TV tables & bases), thru Corbin Adv., N. Y.; Diamond State Brewery, Wilmington, Del., thru J. Robert Mendte Inc., Philadelphia; Englander Co. (mattresses & foundations), thru Leo Burnett Co., N. Y. (WNBQ); Reddi-Wip Inc. (whipped cream), thru Ruthrauff & Ryan, Chicago; C. B. Drug Co. (C. B. insect spray, aspirin), thru Walter Klein Co., Charlotte.

Back into radio after plunges into TV, national advertisers are seeking "media balance," reports Sept. 24 *Sponsor*. It cites Quaker Oats and Hudson Pulp & Paper Co. as examples. Quaker dropped 4 AM shows last October in favor of 4 TV shows, this season is keeping latter (at estimated \$2,500,000) but "balancing" with \$1,500,000 worth of radio. Hudson in fall of 1950 was spending 80% of \$600,000 ad budget on spot radio, rest in newspapers; in January, it pulled out of most radio stations and newspapers in favor of CBS-TV *Bride & Groom*. Last spring, after promotion over 7 remaining radio stations pulled 400,000 replies in day, Hudson reconsidered, upped budget to \$750,000 to include pre-TV spot radio schedule plus TV show. Said Quaker public relations director Charles White: "We haven't lost faith in radio. It's just that we started last year diverting radio money into TV to . . . exploit TV's terrific impact. But currently we've seemingly reached our saturation point in TV spending, and are ploughing into radio again. We think that radio and TV are both good selling media."

March of Time reports these additional sponsors for *Crusade in the Pacific* to those listed in Vol. 7:34: WICU, Erie, & WJAC-TV, Johnstown, Pennsylvania Electric Co.; WJZ-TV, New York, & KECA-TV, Los Angeles, Quality Importers Inc. (Welch's Wine); WHAM-TV, Rochester, Stromberg-Carlson; WBEN-TV, Buffalo, Marine Midland Bank. In addition to 4 stations it previously bought, Miller Brewing Co. (Miller's High Life) is sponsoring *Crusade* on WAGA-TV, Atlanta; WBTV, Charlotte; WFAA-TV, Dallas; WFMV-TV, Greensboro; KMTV, Omaha; KPHO-TV, Phoenix; WHBF-TV, Rock Island; WOAI-TV, San Antonio; KFMB-TV, San Diego. Sold to station, no sponsor yet reported: KGO-TV, San Francisco; KSL-TV, Salt Lake City; WDAF-TV, Kansas City; WJIM-TV, Lansing; WFBM-TV, Indianapolis; WAFM-TV, Birmingham.

Kine-recordings of top network shows are already going out to U. S. armed forces, edited to eliminate commercials. All networks are supplying the 16mm film prints, first of which was American Tobacco Co.'s *Assignment Manhunt*—NBC-TV's Frank Lepore, mgr. of TV film & kinescope operations, on Sept. 14 presenting 50 prints of 3 programs. Other shows to be provided: *Milton Berle's Star Theatre*, *Your Hit Parade*, *Faye Emerson's Wonderful Town*, *Paul Whiteman Revue*, *Amateur Hour*, *Amos 'n' Andy*, *Roberta Quinlan Show*, *Hollywood Screen Test*, *Suspense*, *Man Against Crime*, *Date with Judy*, *Blind Date*.

Rates are still going up in publication field, too. *Time*, which on Sept. 10 raised black-&-white page rate from \$6200 to \$6750, has ordered another hike—to \$7350 as of Feb. 2, 1952, which *Tide* says "may well herald a second round of magazine rate increases." *Life* raises rates approximately 6% with issue of March 3, 1952, this coming in wake of 8% boost effective this Sept. 10. *Newsweek* has stated it will increase rates 5-6% from July 7, 1952. And September *Fortune*, reporting declining newspaper profits, higher costs of newsprint, says survival of large daily newspapers depends on "sharply higher" ad rates.

Telecasting Notes: Kate Smith now ties Arthur Godfrey as top "commercial personality" on TV-radio networks, says *Variety*; she represents \$12,000,000 in time-talent billings on NBC, her Wed. night TV show alone (opposite Godfrey's on CBS-TV) accounting for \$4,000,000. *Variety* doesn't take into account her local participating show on WNBC (radio), Mon.-thru-Fri. 12:05-12:45, which would put her ahead of Godfrey, who's scheduled to add to his revenue when part of his morning radio show is simulcast starting in mid-October . . . Rumors that Walter Winchell was leaving ABC were countered by weekend announcement he has signed lifetime contract with that network covering TV-radio, continuing with Warner-Hudnut Inc. as sponsor; he's now said to be highest-paid figure in the field, getting reported \$500,000 from sponsor plus 7500 shares of stock vs. \$650,000 last year . . . Louis G. Cowan has signed *Quiz Kids* with CBS for 10 years for reported total \$2,500,000 if sponsored, half if sustaining . . . CBS has leased Monroe Theatre, 76th & First Ave., for 5 years; it will be known as TV Studio 61, its stage area of 8100 sq. ft. making it network's largest New York studio . . . New York's WJZ-TV (ABC) begins Mon.-thru-Fri. program day at 9:30 a.m. as of Oct. 1 with *Ladies Daily*, Walter Herlihy's "magazine of the air," followed 9:45-10:45 with *Breakfast Theatre*, full-length Hollywood movies; rest of early schedule is *Kitchen Kapers*, 10:45-11:30; *Dennis James Show*, 11:30-noon; *Frances Langford-Don Ameche Show*, 12-1 . . . Louisville Courier-Journal's WHAS-TV bills itself as "nation's most powerful TV station" since recent boost to 50 kw (Vol. 7:34), is placing newspaper ads in fringe areas to promote sale of receivers; ad in *Lexington Herald-Leader* (68 mi.) urges U of Kentucky students there to tune in films of its Sat.

grid games at 4 p.m. . . . Los Angeles TV stations scored heavily with audience last week in carrying "little Kefauver hearings" as House Un-American Activities Committee probed communism in Hollywood; though turned down at first by committee, TV enterprisers finally got permission to have cameras in hearing room on pool basis, piped pickups to 5 of city's stations (all save KNBH & KLAC-TV) . . . Big opening night for *Family Theatre*, nightly at 11:10 on hookup of WLWT-WLWD-WLWC, to be celebrated in Cincinnati Oct. 1 with Burgess Meredith present for first of first-run pictures to be offered, *Story of G.I. Joe*, in which he played role of Ernie Pyle . . . Underwritten as educational TV project by Alfred P. Sloan Foundation, NBC-TV's *American Inventory* series starts second 13-week cycle Sept. 30 (Sun. 1:30 p.m.) with GE's Dr. Vincent Schaefer on "The Control of Climate" . . . Gillette has agreed with Advertising Council to include one national welfare message in each of its sponsored World Series telecasts (NBC-TV) and broadcasts (MBS), copy by Maxon Inc. . . . WTVJ, Miami, plans an Electronics Museum at base of projected new 500-ft. TV tower to be built on grounds of owner Wometco Theatres' Boulevard Drive-In Theater; trailers in 31 Wometco theatres will invite public to visit facilities . . . King Brothers, big producer of westerns on Monogram lot, reported by *Billboard* to be preparing to make 30-min. TV films with shift of activities shortly to Goldwyn studios . . . Charlotte's WBTV begins local originations as of Sept. 30, including news, weather, sports, homemaking, man-in-the-street shows. WBT theater studio on ground floor of Wilder Bldg. has been rebuilt for TV . . . WPTZ, Philadelphia, Oct. 1 raises base hour rate from \$1000 to \$1500, one-min. from \$200 to \$300, changes Class A time to 7:30-10:30 p.m. daily except Sun. (7-10:30).

BRITISH ARE GETTING "TV fever," what with TV receivers dominating Aug. 29-Sept. 8 National Radio Show and advent of new stations soon doubling number of people within range of TV.

According to various reports, including one we've received from Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, demand for sets has already caused rationing by manufacturers. During recent flying trip, Mr. Hobbs talked to number of top manufacturers, found their biggest complaint to be that 66 2/3% tax on wholesale price keeps them from vastly broadening mass market. Since many set makers build single-channel receivers, they can make 9-in. to sell as low as \$100 without tax.

Last govt. report showed 897,000 sets as of June 30, with 71,400 of them sold during previous 2 months.

Manchester outlet, with 40-kw transmitter (51.75 mc video carrier), has been testing during summer, getting greater-than-expected coverage from 750-ft. tower on ground 1750 ft. above sea level; official opening is Oct. 12. Next station due is Scottish outlet at Kirk o'Shotts in Lanarkshire (56.75 mc), scheduled for end-of-year opening. Wenvoe transmitter in Glamorgan (66.75 mc), to serve West England and Wales, is expected to start mid-1952. All 3 use 40-50 kw transmitters, but ERPs aren't indicated. Five smaller stations were planned, but defense demands have delayed construction indefinitely—in Aberdeen, Belfast, Newcastle-on-Tyne, Plymouth, Southampton.

Currently, some 18,000,000 people are in range of operating London (45 mc) and Birmingham (61.75 mc) stations. Three new transmitters should increase number to 30-35,000,000. All stations are being linked with London via coaxial and microwave.

Most common set displayed at Show was 12-in., with price-range \$130-\$200, excluding tax. Trend is toward more 5-channel sets, rather than single-channel, 15 & 16-in.

tubes, aluminized. Most are TV-only, with console combinations still extremely rare. Projections got fair play, with dozen manufacturers showing them. One 17-in. and one 21-in. were displayed.

Particularly interesting to Americans was "spot-wobble" included in 15-in. set by E. K. Cole Ltd. Oscillator moves spot up and down slightly as it crosses tube face. This removes prominence of lines. BBC developed it originally to simplify kine-recording. So many U. S. engineers are intrigued by it that they wouldn't be surprised if some American manufacturer is readying it for market.

British manufacturers, says Mr. Hobbs, claim they've never miscalculated TV supply-demand as we have. They're also making tremendous effort to cover foreign markets, including Latin America, even though such countries are employing 525 and 625-line standards, as opposed to Britain's 405-line. Foreign orders for radio-TV received during show totaled \$59,000,000. Biggest TV order was \$700,000 worth from Bogota, Colombia. Other TV orders came from Argentina, Brazil, Holland, Germany, Canada.

Color impact was negligible, none being demonstrated at show. BBC says it wants much more study and testing first. Number of manufacturers frown on CBS system because of low resolution (British use 5-mc channels) and other performance factors as well as incompatibility.

Transatlantic TV? In 1928? *London Daily Mail* TV handbook quotes *New York Times'* report of event Feb. 9, 1928: "Baird was the first to achieve television at all over any distance, now . . . the first to . . . flash it across the ocean . . . for American eyes." Of course, system was mechanical, 30-line, sent on low frequencies. Handbook also reports that on July 3, 1928, Baird "demonstrated a colour picture of a kind, and was also experimenting with stereoscopic television, although without any very great success."

COLOR REPORT:

CBS Sets and Grid Schedule—RCA Washington Showings—Paramount's Lawrence Tube

IF CBS BECOMES a major set maker, as result of whole color business, it will have achieved more than it possibly could have hoped for in merely getting its color system adopted. This week, in its distributor showings and ads, it's more apparent than ever that CBS is out to sell sets—black-&-white sets. If a color market grows, it will be gravy.

CBS's main merchandising pitch, it turns out, is exactly same as that of Admiral, Motorola, et al., advertising "add color at any time"—no more "wait for color," a la Arthur Godfrey. Full-page ad in Sept. 28 *New York Times* headlines "CBS-Columbia Color Convertibles." These "convertibles" are black-&-white receivers.

"Traffic builder" is what CBS-Columbia's single color set yet offered is being called by dealers, number of whom are ordering the 10-in. (magnified) color-monochrome sets for display, inviting orders. It lists at \$499.95, plus tax, warranty and installation.

New York's big Davega chain (40-odd stores) has 6 sets, heralds them with full-page ad playing up CBS's color football schedule beginning Sept. 29. Davega manager Jules Smith, who castigated CBS and FCC after he'd seen RCA's pictures (Vol. 7:37), puts situation thus:

"It may hurt our other business, but you can't stop progress. We'll run more ads, not full-page. I doubt whether we'll sell very many—at that price, \$500. If someone bought one now, we probably wouldn't be able to deliver for a couple weeks."

CBS is reported paying for all or part of the ads. It's also understood to have dropped plans for "slick" magazine ads, concentrating on newspapers in colorcasting areas.

CBS-Columbia sales manager Richard Payne, during Washington distributor's showing this week, carefully emphasized that "black-&-white is not passé, not dead in any respect." All CBS-Columbia sets, beginning Oct. 1, he said, will have built-in adapters, though no such models were among those displayed this week.

Payne is banking on CBS brand name and prestige, plus "pioneer in color," to move whole line. This promotion is apparently producing some returns. Davega's Smith says he has ordered CBS-Columbia black-&-white sets though he didn't carry them (Air King) before.

As for color, Payne feels that CBS-Columbia has head start; that tri-color tube is 3 years away, costing \$280 to make as of now; that "we're as far along with a tube [at Hytron] as anyone in the business." He reports color orders way ahead of production.

Color's value as traffic builder was also cited by George Wasserman, owner of George's, Washington chain, who is ordering one set per store. He expects few sales, because of price and because "people will want big tubes."

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Quality of color we saw at distributor Kaufmann-Washington's showings was considerably below CBS's best. Contrast control wasn't working at one demonstration and picture appeared washed out. Resolution seemed much lower than earlier CBS pictures.

Novel method of getting black-&-white on the color set involves 2 discs. Each disc is half transparent, other half comprising 3 color segments. When color is shown, discs revolve while locked in position with color segments of one disc overlapping transparent portion of other. When black-&-white is on, discs stop with both transparent halves in front of tube.

Work on 14-in disc set, larger drum sets, color slave and \$400 color-monochrome set was described by CBS-Columbia engineer. Latter 2 are promised in month or so.

President David Cogan says no more production figures will be released. Recently, he reported 30-a-day color production, with expectation of reaching 300 daily.

A lot of old Air King sets are yet to be moved, apparently. Most of CBS-Columbia line has Air King escutcheon, with "CBS-Columbia" decals underneath.

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We checked with each of the 11 stations CBS reports will carry its 9-game color football schedule starting Sept. 29. Their responses:

WCBS-TV, New York—Carrying all games and daily color programs. WTOP-TV, Washington, and WMAR-TV, Baltimore—Feeding games closed-circuit to large rooms for public viewing, none on air; continuing 10:30-11 a.m. daily color shows. WNAC-TV, Boston—Undecided about football, continuing 10:30-11 daily. WCAU-TV, Philadelphia—Carrying all games, plans no other color. WEWS, Cleveland—Telecasting "several" games, possibly all, no other shows in works. WHIO-TV, Dayton—No football, no other color. WKRC-TV, Cincinnati—Carrying Sept. 29 game only, nothing else. WBNS-TV, Columbus—Scheduling all games, no other color. WBKB, Chicago—Picking up all games after Sept. 29, nothing else. WJBK-TV, Detroit—Carrying "some" games, number undecided, hoping to start Oct. 13, no other color on tap.

Few station managers showed any enthusiasm for football schedule, particularly since color sets are almost non-existent and competitors will have strong NCAA football schedule from NBC-TV (Vol. 7:36). CBS has promised stations 5-10 color sets. Stations are nervous and dubious about whole thing, obviously looking over their shoulders at FCC. WJBK-TV and WEWS report they had to cancel \$1000 in weekly billings to make room for color, producing disgruntled sponsors. WEWS is planning announcements and ads informing public that continuance of color beyond football schedule isn't guaranteed.

CBS hasn't yet corraled sponsor for games, is reported seeking to sell games individually, stressing promotional value.

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RCA's Washington showings, transmitted from New York via coaxial and microwave, will run Oct. 9-13 and Oct. 15-19. FCC is invited to attend at its convenience, no specific date. Invitation lists include Congress, cabinet, FTC, NPA, military, engineers, attorneys, distributors, dealers, civic leaders, etc. Shows will run 10 a.m. from WNBW, 2 & 4 p.m. closed-circuit.

RCA's promised theatre-TV color showing, on 9-by-12 ft. screen, will come in an undisclosed New York theatre within 2-3 weeks. RCA stresses theatre-TV color gear's compatibility with existing black-&-white equipment, saying latter may be converted. To date, CBS has shown no big-screen color, though it reports work now going on in Zurich with Swiss-developed Eidophor system in conjunction with 20th Century-Fox, which has rights to Eidophor.

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Excitement over Lawrence tri-color tube (Vol. 7:38), shown in New York by Paramount Pictures last week, simmered down somewhat. Few industry experts have seen it yet, but most expect to soon. Those who have seen it generally have an attitude of "it's too early to tell." FCC's top engineering quadrumvirate—Plummer, Allen, Boesc, Chapin—saw it Sept. 28. More conclusive evaluation probably awaits development of finished product, which Paramount says it will make in Stamford, Conn.

Same FCC engineers inspected RCA tri-color tube production processes in Lancaster Sept. 26, weren't given any

figures on output rate. One engineer said difference between black-&-white and color tube production struck him about same as "difference between making an Ingersoll watch and a fine Swiss job."

"RCA's tube gives just as good results as ours," Paramount's v.p. Paul Raibourn is quoted in *Variety*. "No one can expect to get better color than RCA's. However, there's a big economic difference between them. Ours is easy to make and theirs is extremely difficult."

Carried away with its story, Oct. 1 *Time* went off half-cocked: "If the new [Lawrence] tube lives up to its sweeping advance notices, the whole color fight may soon be over." *Time* forgets that the NTSC & RCA compatible system is yet to be resubmitted to FCC, that there's no knowing whether Commission will allow "dual standards"—commercialization of both CBS and compatible systems.

Better evaluation was that of Oct. 1 *Newsweek*, which related how news of tube leaked from Inventor Lawrence to friend Wm. Laurence of *New York Times*. It reported that tube works but can stand improvement, and that others have tri-color tubes. It concludes: "The outlook for color was brighter last week, but the only fact that was definitely proved was the impact of a page 1 story in the *Times*."

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NTSC's field testing of compatible system is under way on several fronts, to apparent satisfaction of most manufacturers. No one knows how much time is needed, nor how and when FCC will be approached, but hopes are still expressed for windup about year's end.

Zenith, which is testing everyone's color, showed 2 color sets in New York this week—14-in. drum model and 10-in. disc unit. But Zenith's attitude is same as virtually everyone else's: "If the public wants them, we have them. But there doesn't seem to be any market." In fact, Zenith ran full-page ad in Sept. 23 *Philadelphia Inquirer* saying: "Color broadcasting, comparable with present black-&-white, is a number of years off [because] (1) the present methods are not perfected; (2) until there are millions of color TV receivers with screens as large as those in present demand, there is not sufficient audience to attract advertising; therefore, (3) programs will be restricted both as to number and quality . . ."

Epitomizing current attitude of manufacturers is opinion of H. L. Hoffman, the Los Angeles set maker, who has been more detached and less involved in color fight than most. After attending recent RTMA board meeting (Vol. 7:38) and seeing RCA's latest pictures, he writes:

"I was very much impressed with the technical progress that RCA has made. I was also apprised of the progress the NTSC has made. It appears quite clearly to me that we now have the technical answers that we did not have at the time of the FCC hearings, that we have a system in the NTSC that will best serve the ultimate consumer and give the industry latitude in which to grow."

Even Tele-tone president S. W. Gross, who has shown some enthusiasm for CBS system, says he has doubts about marketability of color units. He reports "dozen or so" Tele-tone 10-in. (magnified) "slave units" out in the field, with dealers inviting orders. Unit is unpriced, but Gross says \$199 is a "very rough guess."

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Conflicting color claims were rehashed in this week's fair trade practice conference conducted by Federal Trade Commission (see p. 13). CBS attorney Richard Salant insisted most manufacturers can't claim that their sets are "adaptable" to CBS color. Sylvania counsel John Harvey was equally insistent that they can. CBS's competitors asked that ads claiming "convertibility" describe size of screens on converters. Salant called that unfair, saying no one knows what sizes future converters will be.

"THE MANAGEMENT of this paper believes that TV and the newspapers are in no sense competitors in the news field. They are 2 media of information, just as bourbon and water are 2 liquids; and, as many editors know, neither will replace other, but they're fine together." —Phil North, *Fort Worth Star-Telegram* (WBAP-TV).

Foregoing pretty well expresses attitude of most of the 40-odd publishers already in TV (see *TV Factbook No. 13*), but it was only one of various expressions of opinion on impact of TV on newspapers made public at Sept 27 AP Managing Editors' Assn. meeting in San Francisco.

Consensus was that "TV had sharpened the interest of readers in outstanding news events that had been televised," said AP report, several citing Japanese treaty conference as proof. And *Des Moines Register & Tribune's* Frank Eyerly held there was "no truth whatever" to predictions that widespread ownership of TV sets would spell doom of daily newspaper. However, *New York News'* (WPIX) Richard Clark said:

"If, in the next few years, TV improves in quality as rapidly as in the last 2, I believe it will be increasingly difficult to sell newspapers in New York [where] practically all sales are made at news-stands . . . TV tends to keep people at home."



Ever cynical about TV programs, Sept. 29 *New York Herald Tribune* observes editorially on RCA chairman David Sarnoff's challenge to his scientists to produce 3 major new inventions (see p. 3): "Considering the generally inferior quality of present-day TV programs, many people will feel indifferent to an invention that would make TV pictures any bigger, and will see no use whatever for any gadget that would record them for future use. But by 1956, when Mr. Sarnoff will celebrate his fiftieth anniversary in radio, the industry perhaps will have met this other and bigger challenge—to give the public better programs. Since that night of April 14, 1912, when as a young Marconi wireless operator Mr. Sarnoff picked up atop the John Wanamaker store the first message of disaster from the *Titanic*, he has seen come to pass far greater miracles than these he now asks for. In fact, Mr. Sarnoff helped greatly to bring them about. We congratulate him on his anniversary."

"Are the British taking over American television?" asks *New York Times'* Jack Gould in Sept. 26 column. They aren't doing badly, he concludes, reporting "conservative estimates" that British movies comprise 20% of feature film TV fare in larger cities, 10% for TV stations nation-wide, while theatres carry "barely measurable" percentage of British imports. Good English product derives about \$20,000 yearly from American TV, enjoying "consistently good" ratings except in South and Southwest. "By happy coincidence," Gould says, "what American TV especially wants, the British are most adept at making: films stressing adventure, intrigue and mystery." What complaints there are seem directed at "incomprehensible dialogue and the English propensity for staging climatic scenes in virtual darkness." Hollywood may not yet be worried over "millions of Americans being conditioned to foreign films," he says, "but already there are whispers of producers in France, Spain and South America hoping to get on the video bandwagon."

Some 200 women executives and broadcasters have submitted entries for *McCall's* Awards to Women in Radio & TV contest which closed Sept. 10—one to be for service to community, 3 each for service to women and children, judges to be Sen. Margaret Chase Smith (R-Me.); Dr. Earl J. McGrath, U. S. commissioner of education; Mrs. Dorothy Deemer Doughton, president, General Federation of Women's Clubs; Mrs. Harriet Sabine, board, American Women in Radio & TV; Otis Lee Wiese, publisher of *McCall's*.

Financial & Trade Notes: Magnavox sales were \$44,177,645 and net earnings \$2,233,237 (\$3.01 a share on 723,437 shares outstanding) for year ended June 30, both the largest in its history. They compared with \$31,716,630 sales, \$2,007,982 net profit (\$2.81 on 703,764 shares) for preceding fiscal year. Provision for Federal income tax was \$2,590,000, plus \$735,000 excess profits tax, as against preceding year's total \$1,200,000.

Backlog of military orders totals \$35,000,000 reports president Frank Freimann, shipments of war products now running \$1,000,000 a month and due to reach \$2,000,000 by December. By year's end, \$1,000,000 expansion program will be completed, including 40,000 sq. ft. added space in Ft. Wayne and 65,000 sq. ft. in Greeneville, Tenn.

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Hazeltine, Motorola & Zenith are listed with 36 others as "candidates for stock splits"—or else for large stock dividends—by Sept. 24 *United Business Service*. It adds, however: "There can, of course, be no assurance that such action will follow in the near future, but the logic of the situation suggests it in each case. The stocks have all enjoyed substantial advances in market price, earnings are large, and growth in recent years have been noteworthy."

Allied Electric Products Inc. reports net of \$354,733 on sales of \$9,585,301 for fiscal year ended June 30, compared to \$160,814 net on \$4,950,284 gross in preceding fiscal year. President Nathan Chirelstein's report notes that \$1,052,956 was spent on new equipment and improvements during year, that company's electron tube output is now 5000 daily, will go to 25,000 a day by November.

Oak Mfg. Co. reports profit for first 3 months of new fiscal year ended Aug. 31 was 46¢ a share based on current tax rates, compared with 61¢ same quarter last year. (For last full fiscal year report, see Vol. 7:35.) Billings first quarter were off 10%, partly due to longer vacation shut-downs and preparation for defense orders. Trend is upward, so that "total shipments for the first half of fiscal year will be well ahead of last year."

Sparks-Withington ended fiscal year June 30 with net earnings of \$879,320 (95¢ a share) compared with \$458,083 (47¢) for preceding year. Sales were \$23,978,292 compared with \$17,020,259 preceding year.

Dividends: Emerson, 25¢ payable Oct. 15 to stockholders of record Oct. 5; American Phenolic, 20¢ payable Oct. 26 to holders Oct. 12; Electric & Musical Industries Ltd. (London), 8% stock as of June 30; Technicolor, 50¢ payable Oct. 22 to holders Oct. 10; Clarostat, 10¢ payable Oct. 15 to holders Oct. 10.

Improvement in appliance markets, after soft late spring and summer, is reported by Avco president Victor Emanuel in report for 9-months ended Aug. 31 showing net income of \$7,660,372 compared with \$7,712,538 for same period last year. This is equal to 84¢ a share, after preferred, on the 8,755,353 shares of common outstanding, as against \$1.08 on 6,751,700 shares year ago. Sales totaled \$210,947,060 as against \$160,330,491.

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Outlays of the 1629 firms which spent \$20,000 or more on major media advertising during first 6 months of 1951, as tabulated by Publishers Information Bureau, were as follows: magazines, \$225,403,891; network radio, \$95,453,760; network TV, \$55,055,611; Sunday newspaper supplements, \$30,060,063. Total of \$405,973,170 covers 93.8% of all advertising in those media and 4443 products.

Even photo-engravers see TV as "serious threat"—their recent AFL union convention in New York was told by J. B. Fisher, chairman of its negotiating committee, that TV money isn't coming out of new ad budgets but is being taken from present advertising, local and national.

BOOM TIMES ARE AHEAD for the infant theatre-TV equipment industry. Initial successes of theatre TV have resulted in backlog of orders estimated at more than 200 (see p. 2)—and many firms, old and new to TV industry, are reported preparing to enter theatre-TV field.

Theatre-TV equipment is priced from about \$35,000 for General Precision Laboratory's 16mm inter-film system to \$2000 for a portable direct projection system reportedly in works by Katz & Snaider Co., Brooklyn.

If all manufacturers' claims are taken at face value, there should be some 250 equipped theatres by year-end.

RCA has installed more than any other company—some 16-18 out of the 28. RCA's direct projection set sells for \$16,500 plus about \$2000 for installation. RCA has at least 100 firm orders, hopes to fill them all by end of year.

Paramount's 35mm inter-film system accounts for 6 installations. It costs \$25,000 plus \$1500-\$2000 installation. Film company says 10 are in production, will be delivered in few months.

General Precision Laboratory reportedly has some 30 firm orders for its new Simplex direct projection system, which costs approximately same as RCA's, and 14 orders for its inter-film system. Production of the Simplex begins next month.

Trad TV Corp., manufacturer of projection sets for bars and clubs as well as standard-type private label receivers, says it has materials and capacity to turn out 100 of its new Tradivision theatre units before Jan. 1. Trad promises 90-day delivery on 2 direct projection models—one with spare receiver for switchover in event of trouble at \$7650, single-receiver model at \$5850. Installation cost is listed as "under \$1000." First Trad unit is in use at Walter Reade's Asbury Park theatre, and Trad says Reade chain has ordered 9 more.

GE plans to manufacture Eidophor projection TV system—using CBS color—for 20th Century-Fox, but no production schedules or costs have been announced.

Other manufacturers reported preparing to make theatre-TV units are Air-Marshall Corp., New York TV set maker, said to have unit for 8x12-ft. screen, to cost less than \$5000, and Katz & Snaider Co., Brooklyn, developing \$2000 portable. Philadelphia's Royal Theatre has temporary installation of pilot model of new unit of unknown make, which reportedly cost \$3500, throws image on 9x12-ft. screen and is said to be one of 4 such units already manufactured, but only one in use. Skiatron Electronics & TV Corp., promoter of Subscriber-Vision, has promised inexpensive set for rental to small theatres.

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Theatre TV will be hot subject at Society of Motion Picture & TV Engineers convention in Hollywood Oct. 15-19. On agenda are reports on development of high-definition theatre-TV system, by RCA tube dept.'s Otto H. Schade; new direct-projection system, by General Precision Laboratory's F. N. Gillett; TV camera for theatre network use, by GPL's Blair Foulds and E. A. Hungerford Jr.; high-speed theatre-TV optical system, by RCA engineering products dept.'s Lawrence Sachlabin. Papers will also be presented on TV studio lighting, kine recording, TV film scanning equipment.

Theatre TV as mass training device, tested Sept. 15 by Federal Civil Defense Administration (Vol. 7:36), was such "huge success," says Jesse Butcher, director of FCDA audio-visual division, that plans are being made to use it on regular basis. Extent of use depends on appropriations to be voted by Congress, "but we'll do as much as possible with available funds," agency spokesman said. Sept. 15 program originated in studios of WMAL-TV, Washington, was sent to theatres in Baltimore, Philadelphia, New York, Washington.

SETS MOVING, SHORTAGES AGAIN FORESEEN: TV business is so much improved that they're talking set shortages again -- estimates of when varying from the end of November to sometime during first half of 1952.

Undoubted fact of materials restrictions as defense production accelerates (Vol. 7:36 et seq), considered along with greater public demand for receivers and steadily reducing inventories, cause very few to scoff now at "cry shortage".

Second Dun & Bradstreet report on dealer inventories shows 800,000-900,000 sets in dealer stocks as of Sept. 1, regarded as "healthy reduction" from 900,000-1,150,000 estimated as of Aug. 1 (Vol. 7:35) and bearing out general trade feeling that things are picking up nicely. And RTMA disclosed this week that end-of-August distributor inventory (Aug. 24) stood at 680,862, up from end-of-July's 640,393 and highest of year. But distributor inventory isn't regarded as having same index importance as monthly dealer figure and weekly factory output figure.

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Factory inventories took another dive week ending Sept. 21, RTMA reporting 510,100 as against 560,044 preceding week (Vol. 7:38) and 622,436 week before that (Vol. 7:37). This means more than 250,000 inventory has been moved by manufacturers since Aug. 3 peak of 768,766 (Vol. 7:32) -- aside from their current production.

Output went up to 78,548 (1030 private label) for week ending Sept. 21, highest of any week since end of May, up from 62,548 the week before. Thus, 12 of third quarter's 13 weeks have resulted in output of approximately 570,000 sets, as against first quarter's 2,200,000 and second's 1,145,000.

Radios totaled 240,494 (104,726 private), up from 222,406 as of Sept. 14 and highest since the 375,066 reported for week ending July 20 (Vol. 7:30). Factory inventory of radios was 388,919, up from 381,139 on Sept. 14. The radios were: 136,281 home receivers, 81,915 auto, 22,298 portable. Total radios thus far this quarter are approximately 2,500,000 vs. 4,343,600 first quarter, 3,813,046 second.

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So many predictions have proved wrong -- who, for example, foresaw bottom dropping out of TV market so precipitately last March? -- that most industry leaders have been conspicuously cautious in recent months. A few are speaking out again:

RCA's J.B. Elliott, consumer products v.p., has been making flat statement in speeches and interviews that there will be shortages of "quality receivers" by mid-December. He estimated another 1,500,000 output before end of this year, but only 1,800,000 first half of next year, 3,000,000 second half if materials problems are partly solved. These won't be enough to meet demand, he said.

Philco's Fred Ogilby, TV-radio sales v.p., foresees rationing of at least his company's receivers by end of November. Company reports production and sales now "on consistently good basis."

Admiral president Ross Siragusa said: "Admiral dealers are selling more TV sets than the 5 Admiral electronic plants are producing. Govt. orders, together with reduced allocation to civilian use of strategic materials, have combined to make it necessary for us to keep our 5 plants going night and day, Saturday included, to meet demand occasioned by new models introduced in mid-August.

"Sales are so strongly up in TV & refrigerators that we have no inventories beyond a half-day to a day's need at the factory level. Our field inventories show that we are less than 3 weeks ahead in TV sets and less than 4 weeks ahead in refrigerators. It's keeping us humping to keep ahead of demand. The first of the year will see a shortage of TV sets of the better known brands."

Magnavox's president Frank Freimann, in annual report released this week (see Financial Notes), asserts retail sales "have been on the ascendancy since mid-

August and are accelerating at a rate that points to a probable shortage of merchandise by the end of the year."

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Wholesalers and retailers, after taking bad beatings for nearly 6 months, are inclined to be somewhat more cautious than manufacturers -- but they generally tell of better sales, unloaded inventories, bright outlook for rest of year. As to shortages, they're not as well versed as the manufacturers, but William Warsaw, who heads Washington's Lacy's chain, calls trade "steady and healthy".

And George Wasserman, who heads George's big Washington chain, and who does not often lean to the optimistic side, now feels so buoyant that he says: "I believe the last quarter of 1951 will surpass last quarter 1950 by 20% at the retail level."

Washington is regarded in trade as far from "typical" -- but echoes of this attitude are manifest in conversations with dealers in other cities and in what they are quoted as saying in the merchandising trade press. There was only one saying he thought October -- despite World Series, football, better programs generally -- might not be so hot. Reason: Three business days lost because of the Jewish high holidays.

STILL MORE COPPER-ALUMINUM CUTS LOOM: NPA is preparing to wield the axe again -- to take another chop at the supply of materials for TV-radio and other consumer durable goods in the fourth quarter.

Allotments of copper and aluminum -- already cut below third quarter's figure (Vol. 7:38) -- are due to be sliced by as much as 10%.

This was publicly confirmed by an NPA official for first time Sept. 27 when Controlled Materials Plan boss Walter C. Skuce said in New York speech that rations of the 2 metals to civilian producers may have to be cut by 10% "unless inventories [at the mills] are adequate to make up the deficit."

Plain fact is that Govt. has issued allotment paper for about 10% more copper and aluminum than it expects to be available in fourth quarter. And when a high NPA official, in a prepared speech, mentions a "possible" cut -- you can interpret that as "probable" or even "virtually certain".

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TV-radio production for rest of year now appears to hinge almost solely on availability of materials, trade slump having ended and set output figures showing week-by-week rise (see p. 11).

It's difficult and risky to venture a guess on fourth quarter TV-radio output -- even on basis of exact materials allocations figures. Big unknown quantity is the "carry-over" of processed materials and subassemblies from third quarter.

TV-radio industry didn't use up its whole ration of third quarter materials -- simply because there wasn't any market for TV sets. While govt. inventory controls limit carry-over of third quarter materials, as such, to fourth quarter, there is no ceiling on carry-over of "subassemblies" or "processed materials".

When sheet steel is pressed into chassis blanks, it's no longer a "material" -- it's been "processed". Same is true of hookup wire when it's cut into convenient lengths. Fourth quarter TV-radio production depends, to large extent, on size of industry's stock of such processed materials and subassemblies.

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Conservation, too, will play important part in stretching production. But most spectacular materials-saving measures are still in future. RTMA engineering study just presented to NPA gives results of conservation to date, and notes:

"A great deal of [conservation] work...by the parts, material and end-product manufacturers...requires the use of new materials, new circuit designs and new mechanical arrangements. Much of it will not be reflected into apparatus until 1952, because of design work, the time required to prove out new materials, components and products and the time for tooling and manufacture of the new items."

Some substantial savings in critical materials have already been effected, RTMA report shows. Based on production rate this year of 5,920,000 TVs, 11,600,000 radios -- 20% less than last year's 7,400,000 and 14,500,000 -- RTMA estimates these savings in tons this year over last: Aluminum, 1324 or 21%; cadmium, 66 or 23%;

cobalt, 229 or 36%; copper, 9687 or 24%; lead, 239 or 21%; nickel, 367 or 28%; iron & steel, 54,058 or 24%; tin, 266 or 25%; zinc, 4117 or 26%.

While Govt. regards industry's voluntary conservation program as laudable, there are easily discernible indications that control agencies haven't dropped the idea of compulsory conservation, simplification and standardization.

There are reports Govt. is looking askance at the ever-mushrooming variety of receiving and TV picture tube types. RTMA's tube div. reportedly is investigating possibility of voluntary tube standardization program.

Steel cabinets used on TV sets, radios and juke boxes, too, are being viewed by some high materials control officials with jaundiced eye, best sources indicate. Wood is plentiful, steel is woefully short, these officials say -- wondering why some "new 1952 models" are encased in the precious metal.

EVERYBODY GOT CHANCE to blow off steam, but nothing substantive was decided, at second TV industry conference on proposed trade practice rules held by Federal Trade Commission Sept. 26-28. Discussions were often heated, covered whole gamut of alleged "deceptions," led only to decision to call third conference (probably early in 1952) after which public hearings will be held before FTC issues rules binding on the industry.

Third conference was requested by RTMA president Glen McDaniel and NARDA president Mort Farr. Louis B. Calanaras, v.p., National Electronic Distributors Assn., was named to head interim committee for further work on the 34 rules prepared by FTC staff (Vol. 7:34).

Though some of the 33 industry and Better Business Bureau executives and counsel attending plumped for rules as proposed by FTC, even asking "greater protection" than they afforded consumers and dealers, manufacturers generally opposed them as going beyond govt. jurisdiction. Mr. McDaniel, for example, opposed suggestion by U. A. Sanabria, American Television Inc., that minimum TV receiver performance specifications be written into the definitions—demurring on the grounds that minimum standards should not be set by the Govt. and that "good sense of the public" would drive inferior sets off the market.

Questions of tube-size designations, rebuilt tubes sold as new, "adaptibility" and "convertibility" of sets to color, price and warranty deceptions, tie-in sales, trade-in allowances, private-label representations, price-fixing to suppress competition, etc., were among those which often occasioned acrimonious discussion. TV color issue was rehashed, got so confusing to FTC folk that long and involved explanations ensued. Sanabria even protested use of "CBS-Columbia" brand name as "unfair competition" since it uses govt.-granted facility to plug own product.

Besides spokesmen for trade associations and Better Business Bureaus, those attending included counsel for CBS, Richard Salant; Philco, Henry Weaver; Admiral, Richard Oberly; DuMont, Robert McLaughlin; along with John Harvey, Sylvania; J. M. Wiseman, Belmont; H. F. Guenin Jr., H. Osterling, D. Create, J. Williams, RCA Victor; Matthew Roth, Davega; Samuel Sosenko, Bronx Radio.

TV will overshadow telephone as tool for business executive of future, DuMont's receiver sales manager Walter L. Stickel told Rochester Sales Executives Club Sept. 11. "In the not-too-distant future," he said, "2-way TV communication between various phases of business operations, which will enable executives to see as well as hear their associates, will be a commonplace thing in the business world . . . TV will be the greatest sales tool ever devised for American business."

"We owe TV a vote of thanks for showing, Hollywood to the contrary, that homely people also have some talent!"—Burton Hillis, in Sept. *Better Homes & Gardens*.

Trade Personals: George W. Henyan, going on leave as asst. to GE's Dr. W. R. G. Baker, Oct. 1 becomes chief of components branch, NPA Electronics Div., succeeding Louis H. Niemann, who returns in mid-October to Sylvania as mgr. of field engineers . . . Edmund T. Morris Jr., chief of DPA Electronics Production Board and NPA Electronics Div., on leave from Westinghouse, will wed Miss Ruth H. Tadde of Washington at Roanoke, Va., Oct. 3. Couple will leave next day for Europe, where Mr. Morris is being sent on govt. mission . . . Ernest W. Heilmann, official of A. G. Spalding Bros., named acting director of OPS consumer durable goods div. "until a director is appointed" . . . Joseph H. Gillies, Philco operations v.p. for TV-radio div., appointed v.p. & gen. mgr., govt. & industrial div., with Wm. J. Peltz named v.p. for TV-radio div. Robert F. Herr, v.p., continues to head sales activities of Gillies' division . . . Palmer M. Craig promoted to v.p.-engineering, Philco TV-radio div., reporting to president Larry Hardy . . . Raymond S. Perry promoted from gen. commercial sales mgr. to v.p. & director, Federal . . . Frank Hogan named v.p.-sales mgr. of newly created Emerson Radio of Michigan Inc., 1301 W. Lafayette, Detroit (Vol. 7:34), wholly owned subsidiary, under Harold E. Karlsruher, president . . . I. E. Christman, ex-Goodyear TV-radio buyer, joins CBS-Columbia Inc. as district mgr. for Ohio, Ky., W. Va., western Pa. . . . Leo J. Galanek, ex-Regal chief engineer, now president of Gem Radio & Television Corp. . . . Louis Grodsky has resigned as controller and asst. treasurer, Tele-tone . . . Ed Altshuler named director of adv.-public relations, Kaye-Halbert . . . W. L. Parkinson, GE, appointed chairman RTMA service committee, succeeding E. W. Merriam, DuMont. . . . Don Haines, ex-Sentinel chief engineer, joins Belmont as asst. to William Garstang, administrative dir. of engineering & research . . . Wm. W. Cone resigns as sales v.p., Krich-New Jersey Inc. (RCA).

"Don't overlook the possibilities of industrial electronics," said GE's Dr. W. R. G. Baker at NEDA Cleveland convention Sept. 10, echoing report in Sept. *Fortune* (Vol. 7:36). "I know it is hard to look at the electronics picture without being blinded by the reflected glare of TV . . . TV may be many things to many people in addition to being the most dazzling development of present day electronic science. But when some historian of science, a few centuries from now, weighs the various developments in the light of their contributions to the advancement of human society . . . industrial electronics may far overshadow TV in its effect upon standard of living and way of life." Note: Good example of "industrial" use of TV was cited in AP dispatch from London Sept. 13, relating how underwater TV apparatus located sunken submarine *Affray* after 2 months at bottom of English channel. Equipment used by Admiralty was much same as that used for ordinary outdoor telecasting, with camera in watertight container operated by remote control.

Topics & Trends of TV Trade: New York City's drastic measure for licensing TV servicemen, agreed upon in committee of City Council Sept. 27 and due to go before full Council in November, may be bellwether for other communities—outgrowth of this attitude, as expressed in bill itself:

"The business of selling service contracts and servicing television receiving apparatus has become the subject of great abuse, with the result that the public has been and is being victimized by irresponsible sales methods, unethical and financially unstable service organizations and inferior installation, maintenance and repair."

Unsalariated supervisory board of 7 named by Mayor, including experts from industry, will be set up to encourage "self-regulation." Bill provides for annual license fees of \$15 for technicians, \$5 for apprentices, \$25 for service contractors, \$25 for service dealers. Violators would be guilty of misdemeanor and punishable by fine not to exceed \$500 or 6 months imprisonment, or both.

Companion measure, somewhat along lines of bill defeated in State Legislature recently, proposes to protect TV purchasers from losses through bankruptcies of service contractors by requiring latter to place full service fees in escrow in a bank, drawing out only specified amounts each month, deposits to assure carrying out of contracts in event of failure.

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DuMont's anticipated TV receiver production is set at 40% of last year's total, "because of needs of raw materials for defense." Accordingly, areas on 2 of E. Paterson plant's 4 conveyor production lines (over 2 miles long) have been reserved for military electronics components manufacture, reports president Allen B. DuMont. Newly named manufacturing operations chief is Paul Eshleman, who was production control manager during World War II and who supervised conversion of the former Wright aero plant for TV. Its 480,000 sq. ft. capacity, DuMont claims, makes it "world's largest TV receiver plant."

False advertising of coin-operated TV sets is charge against Covideo Inc., New York, and its president Sidney I. Horwatt and v.p. Louis Brown, in Sept. 28 Federal Trade Commission complaint. FTC alleges that, contrary to Covideo's advertisements, "the respondents do not own or operate a place where they make TV-radio sets or parts; they do not maintain a staff of competent engineers and technicians with adequate facilities for research in TV . . ." Horwatt and Brown must answer complaint in 20 days and appear at hearing in New York Nov. 5.

Reflecting summer production cutbacks, Treasury Dept. excise tax collection from TV-radio industry dipped to \$5,165,031 in August from July's \$5,859,679. Uncle Sam took \$4,760,964 from industry in August 1950, but that figure doesn't include TV sets, which were untaxed at time. During August, refrigerators, freezers, air conditioners paid \$5,664,944 vs. \$8,626,740 for August 1950; phonograph records \$518,711 vs. \$293,880.

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Merchandising Notes: No TV as yet in Rockford, Ill., 80 miles from Chicago, but 21 of city's retailers and servicemen have banded as Certified TV Installation & Service Assn. Inc., took full-page ads to tell public how it backs up service; Hartford pattern is followed . . . Hallicrafters names Edgar Morris, ex-Zenith, as distributor for Washington area . . . "Unusual is usual" in Los Angeles, says *Wall Street Journal*, noting that gas stations are selling TV sets there . . . Hallicrafters distributor McCollum-Law Co., Denver, announces 50 sets, all 20-in., will be placed in 5 locations to pick up World Series, piped via Denver's AM outlet KFEL by special arrangement whereby it's tapping transcontinental microwave.

Trade Miscellany: Sarkes Tarzian shows new uhf tuner in Bridgeport Oct. 3, stressing that it tunes full 470-890 mc, costs no more than vhf—"less than the cost of adding 2 or 3 channel strips piecemeal" . . . DuMont reports 30-in. tube production now at full capacity of present facilities, selling some to 4 undisclosed "large" manufacturers; company is also experimenting with 27-in. metal-cone rectangular, hasn't decided on its future . . . Esquire Radio Corp., specializing in clock radios, now operating in new plant at 62-01 Fifteenth Ave., Brooklyn; president is A. R. Lieberman, ex-gen. mgr. & chief engineer, Jewel Radio, and a major stockholder is his brother J. P. Lieberman, onetime owner of Air King (now CBS-Columbia) which he sold to Hytron . . . Thomas Electronics Inc., Passaic, N. J., CR tube maker, says it's planning to go into receiving tube manufacture . . . General Fuse Co., South River, N. J., making glass tube fuses for automotive and TV industries, opening new 10,500 sq. ft. plant in Villalba, Puerto Rico . . . Antenna Research Laboratory, Columbus, O., sold to Thompson Products Inc. this week, price undisclosed, plans large-scale antenna production at new plant.

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Philadelphia TV-radio servicemen have drafted, through joint committee under secretary Paul V. Forte, 50-point operating program aimed at improving service methods. Program includes suggestion that manufacturers standardize tube sizes, mark all parts in legible, permanent manner and offer better distribution of technical information to servicemen. Dealers are urged to eliminate misleading advertising about service possibilities or receiver performance and to establish uniform warranty ticket. Parts distributors are advised to end wholesaling to retail buyers, and all groups encouraged to expand cooperative advertising.

Electronics exports continue way ahead of last year's—7 months' total running \$77,930,118 vs. \$35,624,177 same 1950 period, according to Census Bureau and RTMA. July figures accentuate increase—\$17,857,932 vs. \$6,689,189 year ago. Of larger identified categories in July, radio sets were \$1,808,833, receiving tubes \$1,397,562, parts for transmitting-receiving sets \$1,778,501. "Special category," presumably including radar, etc., amounted to \$3,614,955. TV sets won't be reported separately until first of 1952.

Simon Benin, president of Industria Meublera S.A., Mexico City (Industrial Furniture), reports TV is reviving that industry in his country; his company alone will turn out 45,000 TV and radio cabinets valued at \$2,500,000, mainly to house chassis imported by GE, RCA, Philco, Zenith. Last year it turned out 47,000 cabinets valued at \$500,000, but these were mainly for radio.

TV receiver advertising in newspapers, due largely to eager effort to hypo waning market, went to 37,177,098 lines for Jan. thru June period, up 24.9% over same 1950 period; radio figure was 3,650,116, down 4.5% same period. Media Records report covers 38 TV markets. Of TV total, manufacturers placed 9,353,551 lines, up from 4,711,022.

September *Electrical Merchandising* is devoted mainly to TV, calls industry's present position good, future prospects tremendous. Included are articles on retail sales problems & practices, fringe area selling, community antenna systems, color TV—each article offering examples of successful merchandising techniques.

August receiving tube sales reached 23,761,252, after July's low of 13,185,567. Though year's total to date is well above same period last year—252,849,145 vs. 227,773,373—RTMA report shows July-August rate of sales under last year's, when July figure was 21,128,017, August 36,269,435.

Mobilization Notes: Approximately \$4,500,000 in electronic plant expansion has been approved by DPA in addition to previously-listed certificates for rapid tax amortization totaling some \$135,000,000 (Vol. 7:36). Certificates granted since "moratorium" began Aug. 18 (Vol. 7:33)—emergency cases or cases which required approval before Sept. 23 under federal law: Standard Tool & Mfg. Co., Arlington, N. J., electronic equipment, \$666,429, of which 80% is to be amortized over 5-year period; RCA, Camden, military items, \$465,000 at 75%; Globe-Union, Milwaukee, electronic parts, \$398,700 & \$190,789, both at 75%; P. R. Mallory, Indianapolis, military items, \$384,561 at 75%; Magnavox, Ft. Wayne, military items, \$350,000 at 75%; Federal Telecommunication Labs, Belleville, N. J., military items, \$323,000 at 90%; Raytheon, engineering services at Newton, Mass., \$87,208 at 75%, electronics equipment at Bedford, Mass., \$8000 at 75%; G. H. Leland Inc., Dayton, electronic parts, \$70,876 at 85%.

These certificates have been issued over period of time, but haven't been listed in DPA releases (percentage of amortization undisclosed): Sylvania, tube components at Warren, Pa., \$361,000, tubes at Salem, Mass., \$346,893; Westinghouse, Pittsburgh, radar, \$285,000; RCA, Camden, military equipment, \$223,912; Oak Mfg. Co., Chicago, components, \$155,443; Barry Corp., Watertown, N. Y., vibrators, etc., \$76,703; D. S. Kennedy & Co., Cohasset, Mass., radar components, \$53,399; Plastic Mfrs. Inc., Stamford, Conn., components, \$24,398; Stabie Engineering Inc., Plainfield, N. J., research & development, \$14,365; Globe-Union, Milwaukee, printed circuits, \$1250.

Thirty-five applications for aid in building electronic plants valued at \$7,000,000 were rejected this week. Among them: Cornell-Dubilier, 4 applications totaling \$1,013,332; Pacent Engineering Co., New York, \$1,000,000; International Resistance, \$987,278; Remington-Rand, \$900,000; Jefferson Electric Corp., Bellewood, Ill., \$818,000; Aerovox, \$751,969; Wilcox-Gay, \$506,000; Raytheon, 5 applications totaling \$351,973.

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TV-radio-phonos aren't covered by NPA's new consumer durable goods order M-47B, which permits manufacturers of 4 selected groups of civilian products to shift production from one item to another in the same group. Under Controlled Materials Plan, any manufacturer may shift production among any items in same official product class code—hence TV-radio makers may shift between TVs, home, portable & auto radios, combinations, phonos, color slave units, juke boxes, etc. But they can't shift between TV-radio and other appliances such as refrigerators and washing machines, as they could in third quarter under now-revoked M-47A.

Govt. limitation on use of selenium may result from recent copper strike, NPA officials say. A by-product of copper smelting and refining, 1951 output of the chemical will be less than the 1,000,000 lbs. originally anticipated—because of strike and because one prime producer has stopped making selenium. Unavailability of selenium rectifiers is just one more headache for conservation-minded TV-radio manufacturers—since the rectifiers are heart of voltage-doubler circuit which can be used in place of power transformer to save copper and steel.

Threat of severe tungsten shortage seems to have eased. Govt. officials told tungsten and molybdenum wire and rod producers imports and domestic production should about balance consumption during first half 1952, but the amount going into govt. stockpile will create proportionate deficit in industrial supplies. Inventories of tungsten and molybdenum—both used in electronic tubes—are sufficient to meet "current needs," producers say.

Maj. Gen. Harold M. McClelland, ex-director of communications-electronics for Joint Chiefs of Staff who retired from Air Force Sept. 1, named asst. director of Central Intelligence Agency, under Gen. Walter B. Smith. Col. C. J. King promoted from asst. chief to chief, engineering & technical div., Office of Chief Signal Officer, succeeding Col. E. R. Petzing, now commanding Signal Corps Engineering Labs, Ft. Monmouth, N. J.

Melpar Inc., Alexandria, Va., prime military contractor for electronics gear, sold to Westinghouse Air Brake Co.; Thomas Meloy continues as president, heading staff of 150 engineers in Alexandria and Cambridge, Mass.

DuMont will use World Series as peg for big nationwide receiver promotion, built around formation of dealer-level "World Series Clubs" whose members can watch complete Series on 19-in. sets installed free at place of their choice. "Club" members can get the sets by registering in groups of 5 or more with DuMont dealers. DuMont also plans to install sets in barbershops, stores, hotels, train, bus and plane terminals, restaurants "and any reasonable place for viewing the series within the area where the dealer does business."

National Assn. for Better Radio & Television is new name of Southern California Assn. for Better Radio & Television, headed by Clara S. Logan, 882 Victoria Ave., Los Angeles. This is group that found "horror stuff" dominant on TV, got publicity play on protests last year. Its aim is to raise social and educational standards "without recourse to legal censorship." A new director is Dr. Dallas Smythe, ex-FCC, now U of Illinois communications research professor. Dr. Richard Atkinson is first v.p., Dr. Lee deForest second v.p.

College students aren't yet affected much by TV, reports National Advertising Service, representing college newspapers, after sampling 2201 students at 25 colleges in 21 TV areas. Only 13% owned TV sets at college, only 26% said they look at one or more TV programs regularly while at college. More than half (52.6%) said they spent no time at all on TV, 36.3% spend up to 5 hours weekly, 6% five to 10 hours weekly, 4% more than 10 hours weekly.

Normal room lighting, with no reflections on screen, is again emphasized as most comfortable for good viewing. Advice came recently from Dr. Carl F. Shepard, Northern Illinois College of Optometry, in talk to meeting of New Jersey Optometric Assn. in Atlantic City. Dr. Shepard, TV consultant to American Optometric Assn., reiterated that there's nothing fundamentally harmful in watching TV.

Offer to install community antenna system for unnamed upstate New York entrepreneur was made recently by New York Telephone Co. It's first such offer by a telephone company, would cost local operator \$5500 per mile for installation, \$80 per-mile-per-month for maintenance. No agreement has been reached. Alternatively, poles are offered on rental basis under stringent conditions, similar to arrangements in other towns (Vol. 7:2 et seq).

FCC denied WABD's request to use 16.7-kw ERP on Empire State Bldg. pending decision on protest by WNHC-TV, New Haven, that 16.7 kw on adjacent channel would reduce latter's coverage. WABD's CP specifies 2.5 kw, but it wants higher power under FCC's temporary power increase ruling (Vol. 7:30 et seq). Installation of WCBS-TV antenna on Empire State began this week.

Another attack on "immoral" TV shows by Boston's Archbishop Cushing (Vol. 7:9), inserted in Sept. 25 *Congressional Record* by Rep. Lane (D-Mass.), advises parents to censor children's viewing, protest to sponsors. His first blast was accompanied by Rep. Lane's request that FCC be given power of censorship.

Rough going for Comr. Frieda Hennock, seeking confirmation of appointment to New York Federal judgeship, was indicated after parade of opposition witnesses testified Sept. 27-28 at closed sessions of Senate Judiciary Committee. Hearing resumes Oct. 2 when her supporters appear. Unusually long proceedings for a confirmation were carefully guarded from press—but *New York Times* dispatch Sept. 28 reported: "The belief in some responsible quarters was that if Miss Hennock did not request President Truman to withdraw her name the nomination would be pigeon-holed by [the Committee] or killed by a strong vote on the floor of the Senate." Her qualifications as an attorney, judicial temperament, character—all were attacked by representatives of American Bar Assn., New York State Bar Assn., City Bar Assn. (latter's judiciary committee chairman Louis Loeb being counsel for *New York Times*). RCA counsel John Cahill was only Hennock supporter to testify so far. Witnesses to appear for her next week are expected to include FCC Chairman Coy, an FCC Bar Assn. representative, and numerous women's bar groups, judges, educators, etc.

Deal whereby WOW & WOW-TV, Omaha, were sold for \$2,525,000 to Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines (*Better Homes & Gardens, Successful Farming*), was approved Sept. 27 by FCC. Meredith interests thus acquire second station, having built WHEN, Syracuse. Sale approval came just before one-fourth owner Francis P. Matthews, ex-Secretary of Navy, departed for Ireland as Ambassador. Estate of founder, late John J. Gillin, also held about one-fourth interest. Deal is complex one (Vol. 7:32), in which buyers assume 25-year rental lease from Woodmen of the World at \$160,000 a year, 19 years yet to go, and also acquire \$20,000 surplus account.

Another case of TV "have" tying up with "have not": WKRC & WKRC-TV, Cincinnati (Taft) buys 20% of Gilmore & Lindsay Nunn's WBIR, Knoxville, TV applicant; WTCN & WTCN-TV, Minneapolis, recently bought "piece" of WEMP, Milwaukee (Vol. 7:38). And WDSU-TV, New Orleans, whose AM affiliates with NBC Oct. 4, has joined with *Mobile Register* and *Press* (WABB) to form Mobile Television Corp., soon to apply for TV there in lieu of newspaper's present Channel 8 application. Chairman is Edgar Stern Jr. (WDSU), president is R. B. Chandler, publisher of newspapers. WDSU's Robert Swezey & Louis Read and newspapers' Wm. J. Hearin and Walter Bellin-grath are vice presidents.

Two more radio stations received NPA go-ahead and materials allocations for alterations during fourth quarter under Controlled Materials Plan (Vol. 7:37-38). They are: WQAM, Miami, alterations to tower, to cost \$42,050; WFRC, Athens, Ga., antenna tower, \$15,500. Bulk of fourth quarter list hasn't been released yet; more TV-radio construction approvals are expected. NPA has prepared list of 71 interpretations of its construction regulations. For copy, write for NPA release No. 1266.

Help Wanted—Newsmen

RADIO NEWS BUREAU, publisher of *Television Digest*, has several openings for additional newsmen—reliable reporters, facile writers, who are intelligent, willing workers. Prefer age 30-35, with Signal Corps, Navy or industry experience who already know TV-radio-electronics rudiments and terminology. This fast-moving, expanding organization moves shortly to new quarters in Washington's new Wyatt Bldg. Reply should give all details, including references and starting salary expected.

New WLTV, Atlanta (see p. 1) goes on air Sept. 30 with nice backlog of commercials, primarily as an affiliate of ABC-TV, plus film schedule at outset. Live local productions are planned by end of year. Station is being hailed with special sections of local newspapers, dealers expecting upsurge of set sales with advent of area's third outlet (others: WSB-TV & WAGA-TV). WLTV operates on Channel 8. Corporate name is Broadcasting Inc., address 15 Forsyth St. S.W. Executive staff comprises William T. Lane, mgr.; Arch Ragan, sales mgr.; Harvey J. Aderhold, technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic mgr.; Winifred C. Brown, accounting mgr.; Madelin Chace Maddox, public relations.

Petition to commercialize Phonevision still hasn't arrived at FCC from Zenith (Vol. 7:38). Timing may have been affected by fact FCC postponed theatre-TV hearing from Nov. 26 to Feb. 25 (see p. 2), a definite indication Commission can't possibly get into subscription TV question for many months. In meantime, Zenith president E. F. McDonald continues making most of public dissatisfaction over fact Robinson-Turpin bout was carried exclusively on theatre TV (Vol. 7:37-38). In new series of 3 telegrams—to TV-radio stations and manufacturers, sports promoters, sports editors—he insists: "We must have subscription TV if great events are to be kept on the air." He's using almost same words FCC Chairman Coy did in speech before Assn. of National Advertisers last year (Vol. 6:39), when Coy said he favored any experiment "which looks toward the development of a method of keeping everything that is good in America on TV." At that time, Coy went on to say that he would "give just as much encouragement to a union of advertisers . . . paying cost of these events through entrepreneurial arrangement."

President's new telecommunications adviser, Haraden Pratt, ex-v.p. of American Cable & Radio Corp., says he expects to have offices in National Security Resources Board headquarters set up within 3 weeks. With no date set yet for officially taking over job, Mr. Pratt says he'll be in and out of Washington, finishing up former job and "getting acquainted" in Washington, after summer business-vacation trip to Europe. As Presidential adviser, he'll act as sort of "one-man FCC" for govt. radio users, largely military (Vol. 7:31).

Telford Taylor, onetime FCC general counsel, who held rank of brigadier general in the Army while prosecuting Nuremburg war trials, was nominated Sept. 28 to be Administrator of the Small Defense Plants Administration, set up to channel more govt. orders to smaller manufacturers and to encourage subcontracting of prime contracts. He's presently a New York lawyer, presumably will relinquish his practice, including representation of the organized educators in quest for TV channels.

McFarland Bill to "streamline" FCC (Vol. 7:4 et seq) this week underwent second week's consideration by House Interstate & Foreign Commerce Committee; meetings resume Oct. 2. Bill's chances of being reported this session are slim, but it's first time House committee has worked towards reporting bill, though Senate has passed it in several sessions.

Excess profits tax relief for telecasters (Vol. 7:37-38) appeared even more probable this week, after Senate approved it on Sept. 28. Little opposition is now anticipated in forthcoming Senate-House conference. Senate rejected all Administration efforts to stiffen tax in any respect.

TV signals came rolling in recently when cold front had troposphere kicking up all along Eastern seaboard. One FCC engineer in Washington picked up pictures on all 12 channels, from Boston on down coast.