

# Television Digest

with **ELECTRONICS** REPORTS

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**THINGS ARE QUIETER ALONG THE POTOMAC:** What the radio fraternity are talking about, mostly, over the Washington teacups these days:

(a) Will FCC really concentrate on ending the freeze speedily, now that the troublesome color mess has been more or less resolved?

Definitely, it will -- how to hasten freeze-end dominates the thinking of most commissioners, pressured from every quarter, particularly Congress. Staff is now intent on concluding "paper" hearings by Nov. 26 deadline, and working hard on revised allocation tables -- palpably eager to "do a job" (see p. 3).

(b) Will there be changes at FCC top-level? Chances are there will, not too far off, certainly by time freeze is really thawed. But Comr. Hennock is staying on (see p. 10), may again be Big Noise on educational TV front.

Commission's big problem, at moment, is how best to deploy curtailed staff in line with reduced budget. That should mean less chances of bogging down in dead-end probes, needless hearings, futile litigation, "made work". Talk of radio patent investigation by FCC may be discounted.

(c) What next in the way of causes celebres? Re color, see story on p. 6. Theatre TV goes to hearing Feb. 26 (Vol. 7:37). Subscription TV will be set for hearing, not just Zenith's Phonevision but all other systems (Vol. 7:38), sometime thereafter -- with Zenith expected to file formal application soon (see p. 10). Then there's question whether Congress and/or FCC will accept telecasters' self-imposed program code or demand stiffer controls a la the Benton Bill (see p. 10).

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Another big issue will be ABC-Paramount Theatres merger (Vol. 7:41), set for hearing next Jan. 15, which some of Commission's legalists would like to see blown up into big "anti-trust" procedure on ground movie people should be kept out of TV. But chances are practical facts will prevail, for --

(1) Anti-trust aspects were presumably settled by Dept. of Justice when Paramount production and theatre businesses were separated by consent decree.

(2) Only Congress has authority to legislate that a theatremen or a newspaper publisher or a hod-carrier or any other kind of person shall be excluded from holding radio licenses -- and action by Congress along this line is unlikely. FCC could delay and drag out, as it once did newspaper grants under mask of an "investigation" into newspaper ownership of radio stations. But that one fell flat, too.

(3) Everybody stands to gain by merger -- ABC, which badly needs fiscal and managerial shot in arm; ABC employes, who have been deserting it in droves; ABC affiliates, who don't relish poor third-place TV-AM positions (Vol. 7:43).

Then there's public, of course -- promised preservation of ABC's declining AM network, assured better TV-radio program structures by reason of intensified competition via big theatre company's resources, personnel and know-how.

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Also very much a conversation piece this week was fact Frank E. McKinney, Indianapolis lawyer and substantial stockholder in 4 Indiana radio stations, is new

chairman of Democratic National Committee. Does it mean anything so far as TV-radio regulation is concerned? Probably not, for the FCC in recent years has kept itself singularly free from that kind of partisan politics.

Like Chairman Coy, also an Indianan, Mr. McKinney is a protege of Indiana national committeeman Frank McHale. He's a onetime business associate of ABC v.p. Robert Hinckley, under whom he also served as asst. director of govt.'s big Office of Contract Settlements during war. Only WISH, Indianapolis, among the stations in which he and family own about 24%, is yet TV applicant; others are WANE, Ft. Wayne; WHBU, Anderson; WHOT, South Bend.

It's recalled Secretary of Commerce Sawyer owns 2 radio stations in Ohio (WING, Dayton, and WIZE, Springfield), but he must go to hearing Dec. 7 on application to purchase third (WCOL, Columbus). Sen. Kerr (D-Okla.) controls WEEK, Peoria, owns part of KRMG, Tulsa, & wife of Sen. Lyndon Johnson (D-Tex.) owns KTBC, Austin.

Sen. Robert A. Taft (R-Ohio) has family interest in Cincinnati Times-Star and its TV-radio stations (WKRC & WKRC-TV). And several Congressmen, notably Reps. Ellsworth (R-Ore.) and O'Konski (R-Wis.) own hometown radio stations.

These were business investments, never subjected to charges of political pressures; nor have they ever been charged with abusing their licenses in any way.

**MARKETEERS ARGUE, TV GOES MERRILY UP:** It's still a field day for the researchers, expanding and expounding on TV's impact on other advertising media -- but not even the most ardent "true believer" in the destiny of TV will join Firestone ad chief A.J. McGinness in his bombshell letter to Sponsor Magazine, stating:

"There is no longer any room for AM radio stations within the metropolitan area of TV stations and this trend will continue...once the freeze is lifted on the erection of new TV outlets...However much you and the networks want to feel that radio and TV are 2 separate media and that there is room for both, it seems apparent that people who own TV sets don't agree with you."

There was immediate outcry, naturally, and even Assn. of National Advertisers, on whose TV-radio steering committee McGinness served, disclaims agreement or responsibility. In fact, Mr. McGinness has resigned from the committee.

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If any further proof is needed of TV advertising's meteoric rise than fact that network TV billings now outstrip network radio (Vol. 7:43), Rorabaugh Report on third quarter 1951 sponsorships provides cogent clincher:

Total of 5807 different advertisers were using TV's 4 networks and the 101 reporting stations (out of total 107) at end of Sept.: 242 on networks, 1372 spot, 4427 local-retail. This compares with 126 network, 801 spot, 2903 local-retail reported by 100 stations just one year earlier. Note: Rorabaugh monthly reports list all the network and spot accounts and their agencies by names.

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Where's all that money for TV time coming from? So far as network advertisers are concerned, says report by Magazine Advertising Bureau, it's new money -- not slashed from other media. In study of all advertisers spending \$25,000 or more on network TV during first half of this year, it notes their TV expenditures are up some \$38,000,000 from same period last year. But it concludes:

"The TV advertising of these companies continues to represent additional appropriations; the money has not come from cuts in other media budgets. Of the 3 media for which dollar expenditures are available -- magazines, network radio, Sunday newspaper supplements -- only the last named showed a loss compared with the first 6 months of 1950 [5.3%].

"Up to the present time, therefore, TV has been regarded as an additional medium by most of the advertisers who use it. They have not cut their dollar appropriations in other media; most of them have continued their use of such other media, as shown by the following: Of the 163 companies using network TV in the first 6 months of 1951 -- 136 used magazines (up from 132 users in the first 6 months of 1950); 83 used Sunday newspaper supplements (down from 90 users in 1950); 69 used network radio (down from 71 users in 1950)."

**END-OF-FREEZE—SOME CLEARER GLIMPSES:** FCC is finally getting some realism into its predictions on the freeze end. Chairman Coy, Comr. Sterling and Broadcast Bureau chief Curtis Plummer all looked into crystal balls this week. All came up with something more nearly down to earth than Coy's previous rosy hopes.

But Coy has gone the other extreme now. He told Southern broadcasters, during Nov. 1 meeting in St. Petersburg: "I doubt if the new TV stations put into operation in 1952 will exceed the fingers on both your hands." What's more, he thought 1953 would bring no more than an additional 10.

Plummer gave no "on the air" estimate, but he opined some 80 grants could be pounded out by July 1, 1952, if no legal snarl develops in allocations hearing. His guesstimate came during Nov. 1 RTMA Transmitter Div. meeting in Washington. At same meeting, NPA Electronics Div. chief Edmund Morris lent hope that most of those 80 could get materials to put them on the air by mid-1953.

A final decision on freeze by Feb.-March is "what we're striving for," said Comr. Sterling. But he warned: "I hope that there will be no illusions...as to the rapidity with which TV service will expand once the freeze is lifted." Shortages of materials and delays inherent in competition for channels are the bugaboos, he said.

Plummer's analysis was best to come out of FCC to date. Here's his guess on timetable from here on out:

(1) After windup of "paper hearing" Nov. 26, about 60 days is "reasonable" time within which FCC can write final decision. This brings situation to Feb. 1.

(2) Then 60 days will be given for filing of new applications, amending of old, before any grants will be made. That means April 1.

(3) CPS may then be authorized -- and Plummer believes that 80 or so in small uncontested markets, "probably 50,000 or less population," could be rolled out by July 1. "As a wild guess," he said, vhf-uhf proportion would be "50-50".

"This is the most optimistic schedule," he said. "Just one petition for reconsideration of the decision would probably take an additional 90 days."

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But these 80 grants won't expand TV much, and Plummer recognized that when he cited San Luis Obispo, Cal., as typical. Town of 15-20,000 has one applicant, is unlikely to attract another -- thus could qualify for immediate grant.

The real growth of TV -- in Denver, Portland, Ft. Wayne, El Paso, etc. -- is a long way off. Analysis of the first 150 markets, over 50,000 population, said Plummer, shows as of now 1/3 already have more applicants than channels, 1/3 are about even-Stephen, remainder have enough channels to go around. But, he said, flood of perhaps 500 new applications after freeze-end will probably tip second 1/3 into "scarcity" group. Thus, at least 100 hearings are in prospect right off the bat.

What next? Commission manpower is the bottleneck. FCC has merely 7 examiners and is losing engineers left and right. Plummer outlined the sad facts of Commission's financial life. In next year's budget, FCC is asking for \$600,000 to move the TV mass. Among other employes, FCC would add 7 more examiners. History shows, he said, that an examiner can move about 15-20 applications a year. If the \$600,000 isn't authorized, "I would expect no more than 20 grants per quarter." And he ventured that TV will move slower than AM because of fiercer competition.

Mused one industry man after session: "I wonder whether a little industry lobbying might do some good there." Commission obviously feels it can't come out and ask for just that -- but you can be sure it would be overjoyed. It's recalled that ICC's motor carrier division had similar bottleneck at one time, whereupon that industry went to work on Congress, got the needed \$300,000 for ICC.

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NPA's Morris took over where Plummer left off. He assumed average station would take 10 months to get on air. Therefore, "very few, if any, new stations will be on the air by Jan. 1, 1953. They should begin operating during the first quarter of 1953, with perhaps the first 80 on the air by the middle of 1953."

Assuming 40 stations built per quarter, Morris figured they'd need 2000 tons

of structural steel, 3400 tons of other types of steel, 400,000 lbs. of copper and 85,000 lbs. of aluminum.

Though he said he couldn't commit NPA as to availability of these metals, he pointed out that it's expected that metals for civilian use should be in reasonably good supply by July 1952. What's more, he said, a good deal of station equipment has been produced and is being produced right now.

Morris was supported by his boss, DPA-NPA administrator Manly Fleischmann, who told Nov. 2 press conference.

"The most important parts of the metals expansion program will be out of the way the first half or three-quarters of 1952. Structural steel shortage will continue, but it will be due to deferred demand, as a result of postponement of construction during the military buildup period.

"By the first part of 1953, we can have a more liberal policy toward construction. Perhaps the situation may be such that we can take steel out of CMP by that time. I'm not predicting that. It's unlikely, but it's a possibility."

Asked the direct question about those 80 stations, Fleischmann said he felt sure at least "some" of the 80 stations can be built.

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Present or imminent availability of transmitters in good numbers was virtually confirmed by RTMA's TV committee chairman Dr. W.R.G. Baker (GE) who says that "many industry representatives believe there are sufficient transmitters now under construction or already completed and held in warehouses to satisfy the demand through 1952."

This is directly in line with our own survey of transmitter makers who estimated that some 60 transmitters may be ready by mid-1952, up to 100 by end of 1952 -- including vhf and uhf (Vol. 7:34).

Setting up of RTMA transmitter task force was the occasion of Dr. Baker's statement. Its job is to determine how many transmitters will be built and impact on industry of lifting or continuing freeze. Members: Wm. Chaffee, Philco, chairman; Keeton Arnett, DuMont; Adm. Edwin Foster, RCA; C.W. Michaels, GE.

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FCC staff seem quite pleased with way allocations hearing is going. Though total filings have reached 1302, attorneys and engineers feel they're on top of the situation. Paul Dobin, chief of Rules & Standards Div., is convinced paper hearing is taking at least a year off length of freeze.

Commission's tough policy on oral presentations continues. This week, it rejected State of New Jersey's request for an oral hearing on its demand for educational channels, saying issues can be decided on basis of written comments.

Commission also appears adamant in its ruling that current comments must stick to proposals originally made in this proceeding. It refused to accept in evidence new proposal by Connecticut State Board of Education to reserve specific channels. Originally, Board had merely asked that some flexibility channels be made available for educational use.

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Comr. Sterling's speech was delivered Oct. 31 before New York joint meeting of Armed Forces Communications Assn. and the Institute of Navigation.

Ears perked when he said he thought FCC could give uhf a lift by relaxing its 5-station limit, permitting networks "to acquire 2 or 3 uhf stations widely distributed in top market areas as a means of developing the uhf band." Presumably, relaxation would go for any multiple owner.

Sterling wasn't merely musing. Others at Commission have same idea, but it's anyone's guess whether proposal will muster FCC majority. In any event, FCC isn't likely to face the question until end of freeze.

Commission is considering multiple ownership rules, however. Next week, there's likelihood it will vote to limit station ownership by any single entity to: 5 TV, 7 FM (up from proposed 6), 7 AM.

Also in Sterling's speech was revival of "satellite" idea once broached by former chairman Charles Denny. Said Sterling:

"I have always felt that there should be a way whereby TV programs...should be made available to the homes in the communities which are out of the range of TV service and because of economic reasons could not support a full-fledged commercial station. This could be done by tapping off the coaxial cable and feeding the programs by a closed circuit into the homes of subscribers.

"Also it could be done by small-powered, perhaps unattended, transmitters. In this way, the signal could be picked up for rebroadcasting to another close-by small community having no TV service. Taking into consideration the importance of the program and economy of the community, the need to have local studios and camera chains could be waived in these cases.

"The Commission might find it in the public interest to authorize a licensee of a regular commercial station to operate one or more low-powered secondary stations to serve isolated communities...Other methods of responsible ownership and management of the secondary stations are possible."

There's no indication others at FCC have given as much thought to satellites. But if it eventually approves principle, question resolves itself into one of economics: How small a market justifies construction of satellite?

Judging from the "bootleg" transmitters FCC has been ferreting out lately, dozen or so, chances are answer is: "Pretty small."

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**Personal Notes:** George T. Shupert, ex-Paramount TV Productions, now v.p. of Peerless Television Productions Inc., in charge of New York headquarters at 729 Seventh Ave.; firm formed in Los Angeles by Edward Small and Sol Lesser is initially offering group of 26 feature films . . . Charles R. Denny Jr., NBC executive v.p., ex-chairman FCC, elected to executive committee, Amherst Alumni Council . . . George Adair, Washington consulting engineer, left Nov. 1 with Mrs. Adair on special govt. mission to survey communications needs in French Indo-China . . . Edwin S. Friendly Jr., ABC-TV Eastern sales mgr., promoted to national sales director, succeeding v.p. Fred M. Thrower, resigned . . . Charles B. Crutchfield, v.p. & gen. mgr., WBT & WBTW, Charlotte, back from special mission to Greece for State Dept.'s Voice of America . . . John F. Hardesty resigns as NARTB director of station relations to become BAB director of local promotion Nov. 12 . . . Edward J. McCrossin, ex-DuMont & NBC, joins legal staff of ABC under v.p. & gen. attorney Joseph A. McDonald . . . Freeman W. Cardall, chief accountant, named business mgr. of WBAL & WBAL-TV, Baltimore . . . W. E. Dacosta promoted to WOR-TV technical operations supervisor . . . Robert Hibbard, operations director, WGN-TV, Chicago, recalled to Army duty . . . G. P. Fitzpatrick, ex-Falstaff Brewing Corp., joins Free & Peters as director of radio sales promotion & research, succeeding J. C. Amature, now with MCA . . . Stanley H. Pulver, ex-Dancer-Fitzgerald-Sample, joins Lever Bros. as TV-radio media mgr. . . . Rush Hughes named TV-radio director, Lynn Baker Inc. . . . D. R. Benkhart, handling Local Chevrolet Dealers account, named business mgr. of TV dept., Campbell-Ewald New York office . . . Bernard I. Paulson, an ABC-TV film editor, promoted to program operations mgr., WJZ-TV . . . Elmore B. Lyford, ex-NBC-TV supervisor of station relations, becomes director of station relations for DuMont Network Nov. 19, succeeding Norman W. Drescher, appointed to other administrative duties.

Judge Ira E. Robinson, 82, chairman of old Federal Radio Commission, on which he served from 1928 to 1932, died Oct. 28 at his home in Philippi, W. Va. He was former justice of W. Va. Supreme Court, was Republican candidate for governor in 1916. He had recently remarried, and had sold his famous mansion Adaland.

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**Station Accounts:** V. La Rosa & Sons, Brooklyn (macaroni & spaghetti) starts first all-Italian program in TV Nov. 24 on WOR-TV, New York, Sat. 2-3:30 p.m., the 2-2:30 portion being live dramatic show titled *Teatro-Televisione La Rosa Rossa* (Red Rose TV Theatre) followed by hour-long *Italian Movie Matinee*; La Rosa also starts Mon.-thru-Fri. *La Rosa Movie Matinee* Nov. 5 on same station from 3:30-4:30. Agency is Kiesewetter Associates, N. Y. . . . Inglewood Park Cemetery Assn., Los Angeles, sponsoring *Great Churches of the Golden West* on KTTV, with Rev. Clifton Moore of Hollywood's First Presbyterian Church as narrator, Sun. 11-noon; program acquaints viewers with different religious denominations each week, provides services for elderly folk and shut-ins . . . John Meck Industries (TV sets) sponsoring *The Red-Head*, with guitarist Wendell Hall, on WBKB, Chicago, Mon.-thru-Fri. 10:45-11 a.m. . . . Hamilton Watch Co. will again place its 5-min. film series titled *To Peg & To Jim* on stations in 52 markets, thru BBDO . . . Zenith Radio plans campaign for new Royal and Super-Royal hearing aids on 60 TV stations . . . Chin & Lee Inc. (Chinese foods) buys 13 weeks participation in *Recipe for Happiness* on WABD, thru Tracy, Kent & Co. . . . Among other advertisers reported using or preparing to use TV: American School (home courses), thru Olian Adv. Co., Chicago; Anatole Robbins Inc. (cosmetics), thru Hutchinson-Hadlock Co., Hollywood; RaBar Plastics Inc., N. Y. (tree ornaments), direct; Alliance Mfg. Co. (TV antennas & boosters), thru Foster & Davies, Cleveland; Haggard Co. (slacks), thru Tracy-Locke Co. Inc., Dallas; Aquashield (shower accessory), thru Kent Goodman Adv., Los Angeles; J. Wiss & Sons (scissors & shears), thru Ellington & Co., N. Y.; J. W. Beardsley & Sons (shredded codfish), thru Tracy, Kent & Co., N. Y.; California Prune & Apricot Growers' Assn. (Sunsweet prunes), thru Long Adv. Service, San Jose, Cal.; By-Chemical Products Co. (Sur-Grip waxes & Thompson's water seal), thru Wyckoff Adv. Agency, San Francisco; Glyco-Mist Inc. (household deodorant), thru Leche & Leche Adv., St. Louis; Northbrook Plastic Card Co., subsidiary of G. S. Carrington Co. (Lifetime playing cards), thru Robertson & Buckley, Chicago; Trion Inc. (Trionized Air electrostatic precipitators), thru Walker & Downing, Pittsburgh.

WHERE DOES COLOR GO from here? With CBS system widely considered "kaput" after mobilization director Charles Wilson's ban on "mass production" (Vol. 7:42-43), compatible system seems to have clear road.

Sigh of relief that went through industry has even brought discreet echoes from many at FCC. There's little question that many Commission folk are happy that Wilson took matter out of their hands.

Next question concerns time element—when will FCC consider compatible color? That matter undoubtedly awaits formal petition by RCA and/or NTSC or other individual manufacturers. But scheduling of hearing, after receipt of petition, is totally up in air.

Freeze must be gotten out of way, possibly by spring. Then, theatre-TV hearing appears next on agenda. If that's concluded before summer it will be surprising. Next, subscription TV may dominate FCC's time. A lot of other subjects could come up.

Commission isn't disposed to rush into color again now, at any rate. There's possibility "paper" hearing for color, like that of current allocations proceedings, could be sandwiched in somewhere. People at FCC have mentioned that possibility, perhaps with idea of feeling out industry. In any event, there's little enthusiasm for getting into color again immediately—probably simple weariness with the whole business.

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A typical Commission evaluation of color situation was that of Comr. George E. Sterling during Oct. 31 speech at New York meeting of Armed Forces Communications Assn. and Institute of Navigation:

"While the CBS sequential color system may have been rendered a staggering blow at the moment, I do not believe you can count it out. However, it does look like the compatibility factor will be enlarged . . . I believe that, unless CBS throws in the towel, in the final analysis the showdown in color will come when the compatible proponents demonstrate their system side by side with the CBS system on direct-view large-size trichromatic tubes."

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No relaxation of engineering effort has appeared in industry, despite removal of CBS from scene. Full NTSC met Nov. 2, adopted recommendations of field-testing specifications submitted by Panels 13 & 14. Way is now wide open to full-scale testing.

Though RCA is going along fully with NTSC, chances are it will ask for comparative demonstrations vis-a-vis CBS or any other system early next year. Neither RCA nor NTSC seems likely to insist on single color standard, appearing perfectly willing to take "dual standards" if FCC insists on keeping its choice of CBS system on the books as the law of the land.

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Talk about Paramount picking up CBS color ball and running with it is largely discounted by industry. Most

speculation revolves around Lawrence tri-color tube, since Paramount claims it's good for both color and black-&-white and uses no more materials than standard monochrome tube. Engineers point out, however, that:

(1) Under best of conditions, there would be long gap between the home-made continuously-pumped tube demonstrated and a production item. Further, "mass production" is out for the duration.

(2) Monochrome reception on tube is yet to be shown.

(3) Compatible color reception on tube presents serious power problems. Eventual adoption of compatible system could mean obsolescence of any sets with tube.

Evaluation of Lawrence tube by John Battison, in November *Tele-Tech*, concludes: "As demonstrated, the tube was not impressive in performance. Only the factors of extreme simplicity of manufacture and the new principles involved gave it promise of being a valuable contribution to the color TV field."

Another analysis, by Donald Fink in November *Electronics*, notes: "It will work on the CBS system readily, on the RCA-plus-industry system only if considerable power is available for color deflection. The results are at the moment not impressive in themselves, but improvement is to be expected."

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CBS's shutdown of colorcasting appears to have caused few disruptions in operations, was welcomed by the few affiliates carrying its schedule (Vol. 7:41). Only 4 minor employes have been let go; all color shows are being tailored for black-&-white, although proposed *Broadway's Best* extravaganzas (Vol. 7:43) are still uncertain—and CBS is now in position to offer estimated \$1,000,000 worth of new time to clients.

CBS's emphasis on industrial, military and theatre-TV color is bound to increase. Most engineers have no serious quarrel with field-sequential system for uses where bandwidth is unlimited—where number of fields and lines may be increased to any desired number to increase flicker threshold and resolution, though they still don't like spinning disc. Some have reservations about Eidophor system itself, for theatre TV, but are waiting to see it demonstrated at showings promised next month (Vol. 7:41-42).

CBS-Columbia's appeal for more materials, originally scheduled by NPA for Oct. 23 and postponed to Oct. 30, was again postponed "tentatively" for 3 more weeks at request of CBS-Columbia.

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Our information on status of Color TV Inc. (Vol. 7:43) was erroneous, president Arthur Matthews informs us. He says he told Wilson his company has 20 engineers and technicians solely on color; also that he would reduce the number, per Wilson's request, and that he would like assistance of Wilson's office in obtaining govt. color TV contracts. Further, says Mr. Matthews: "We are still very much in the color picture and never have been out of it."

**Trade Personals:** Sir Ernest Fisk, managing director of EMI Ltd., London, has resigned effective Dec. 31, expiration date of his 7-year contract . . . Louis Martin, ex-General Instrument Corp., named gen. sales mgr., Standard Coil Products Co. under sales v.p. Robert E. Peterson . . . James L. Brown, ex-GE, named sales mgr., Carl F. Miller named mgr. of tube development and design engineering, of new Westinghouse electronic tube div., Bath, N. Y. . . . Dr. David C. Miller, ex-consultant to NSRB, appointed asst. research director, Philips Laboratories Inc., and administrative asst. to president Dr. O. S. Duffendack . . . Bernard J. Chubet, executive v.p., elected president of Air Marshal Corp., succeeding Frederick D. Gearhart, who returns to investment firm he heads . . . Julian Tuteur named mgr. of TV-radio marketing, Canadian Westinghouse Co. . . . B. F. Scahill named TV-radio sales mgr.,

Westinghouse Electric Supply Co. . . . Keeton Arnett, ex-Fred Eldean Org., named gen. asst. to Allen B. DuMont . . . John Hunt promoted to mgr. of DuMont's new New Jersey factory distributorship . . . Frederic M. Comins promoted to sales v.p., Krich-New Jersey Inc., succeeding William W. Cone, now sales v.p., Motorola-New York . . . Charles Roberts, formerly with GE & Zenith distributors in New York, succeeds Herman Lubet as adv. & sales promotion mgr., Fada . . . Edward Uecke promoted to chief engineer, electronics & recording div., Capitol Records, Hollywood . . . Walter Birdsall Brown, ex-NAM, new sales mgr., Transmitter Equipment Mfg. Co. . . . Homer Hosmer Scott, president of firm bearing his name, won John H. Potts Memorial Award of Audio Engineering Society for outstanding achievements, including new method of mass-producing phonograph records.

**DUN & BRADSTREET AND OTHER BAROMETERS:** "Business is good. Twice as many TV sets are being sold as are being produced. By the first of the year, we'll be wishing we had that inventory back again."

Thus Emerson's astute Benj. Abrams -- reflecting pretty much the sentiment of most other manufacturers. He foresees materials shortages, thinks current rate of production (see below) may be too much to hope to sustain through this quarter.

Another top manufacturer, contemplating latest weekly RTMA output figures, said he thinks there may be a few more 100,000-plus weeks, then an inevitable diminution due to govt. demands, with first quarter prospects "in the lap of the gods."

"There's no problem securing components," said he. "Problem is selling our mix, and selling it evenly. Our 20-in. sales, though higher in proportion, aren't going as fast as we'd like -- and we all know 20-in. will be No. 1 by end of year."

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Dun & Bradstreet monthly retail survey is now by way of becoming the trade's most important index, though figures are necessarily whole month late. Oct. 1 report released to subscribing manufacturers this week shows that during September 613,000 TVs were sold by dealers -- 236,000 table models, 377,000 others -- and that retail sales for whole of third quarter were 1,100,000.

Thus September accounted for far more than half quarter's sales -- and, it would seem, most of these moved during last 2 weeks in September. October report doubtless will be even better.

Retail inventory at end of September was 300,000-350,000 table models plus 500,000-650,000 other types -- in other words, total of 800,000-1,000,000. This is up somewhat (statisticians calculate about 15,000) from the 800,000-900,000 reported at end of August (Vol. 7:39) but down from the 900,000-1,000,000 at end of July (Vol. 7:35). Latter were first Dun & Bradstreet figures to be reported.

Among distributors, RTMA reports inventory of 652,749 TVs at end of September, down from 680,862 at end of August, comparing with 363,488 at end of last year. Radio inventory was 1,048,666, of which 841,832 were home sets.

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Production figures are more up-to-date. TV output was 108,257 sets (2536 private label) for week ending Oct. 26, up nearly 10,000 from preceding week and bringing October's grand total to 394,873 (subject to revision). This compares with 838,300 in October 1950. It can be added to previous 9 months' 3,970,857 to make 10-month total of nearly 4,366,000 -- creeping close to year's predicted 5,000,000.

Factory inventory of TVs was 354,456, not much change from preceding week's 363,551 -- but at least continuing downward trend shown 13 straight weeks since Aug. 3 peak of 768,766 (Vol. 7:32).

Radio output was 221,774 (95,753 private), not much change from preceding week (Vol. 7:24). Radio inventory was 335,742, down about 30,000. Total radios for month were 885,333 vs. 1,229,900 same 1950 month, making about 11,300,000 for year to date. Week's radios were 123,659 home sets, 25,282 portables, 72,833 auto.

**NPA SEES 3½-4 MILLION TV SETS IN '52:** After predicting that just a little fewer than 1,000,000 TV receivers would be produced in fourth quarter (Vol. 7:32), and some 5,000,000 in all 1951, NPA came up this week with highly educated guess for 1952.

DPA-NPA electronics chief Edmund T. Morris told RTMA transmitter div. meeting in Washington Nov. 1 that NPA feels industry will produce 3,500,000-4,000,000 TVs next year. But he hedged forecast with this warning:

"There are many factors which could affect this estimate. For instance, there is still much to be accomplished by material conservation. Conversely, the shortage of one critical tube type or component could curtail production.

"When this figure is coupled with the expanded and increasing military pro-

gram," he added, "the outlook for the electronics industry is bright in comparison with other industries in the consumer durable goods field."

On a quarterly basis, NPA people feel pattern of 1952 production will run something like this: First quarter, up to 1,000,000 sets, depending on extent of materials conservation (Vol. 7:43); second quarter, probably slightly less than the first quarter due to somewhat reduced materials allocations; third and fourth, slow increase in output as availability of steel and aluminum begin to ease.

Admittedly, these are precarious estimates based on a timetable subject to any number of changes. But if materials are governing factor in 1952 production -- and there's every indication they will be -- none are better qualified to go out on the limb than NPA's experts, many of whom are from the ranks of TV-radio industry.

Most TV-radio manufacturers have received their CMP allotment tickets for first-quarter 1952. On the average, TV-radio industry's materials were cut about same as other major consumer durable industries: steel 50%, copper & aluminum 35% of rate of use during first-half 1950 base period. That's the way it averages out; some manufacturers got more than that, some less.

First-quarter levels will be close to rock-bottom; no drastic cuts are now planned for second quarter. There may be slightly less materials available, but the drop won't be steep. DPA-NPA boss Manly Fleischmann said Nov. 2 that first-quarter consumer durables quotas are "pretty close to the minimum; you can't get much lower and expect manufacturers to keep going." First signs of easing materials supply are expected to appear in third-quarter 1952.

And if TV-radio shortages develop in meantime, as expected (Vol. 7:42), the Govt. will be ready to slap strict limitations on the amount of inventory suppliers and jobbers of TV-radios will be permitted to stock (see below).

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**Topics & Trends of TV Trade:** Anticipating shortages of TV-radio and other consumer goods, mobilization agencies are working on new order to assure normal patterns of wholesale distribution. It's understood regulation won't be applied until definite shortages develop, but DPA and NPA plan to have it ready to clamp down the minute such scarcities become apparent. Tentative drafts provide for limitation of supply of consumer hard goods any supplier or jobber may hold in inventory—possibly to 60-day supply. Order would also allocate products to distributors on basis of dollar value of historical distribution and geographical location.

"Local sports committee," to operate as subcommittee of RTMA's sports broadcasting committee headed by RCA's J. B. Elliott, was named by RTMA this week and scheduled to hold first meeting during Nov. 14-16 RTMA industry conference at Chicago's Stevens Hotel. Idea is to accelerate local distributor sports committee activities. Membership of RTMA sports subcommittee on promotion, all TV sales managers: Dan D. Halpin, RCA, chairman; Stanley M. Abrams, Emerson; A. A. Brandt, GE; Emerson Dikeman, Capehart-Farnsworth; William L. Dunn, Belmont; Clifford J. Hunt, Stromberg-Carlson; W. H. Kelley, Motorola; W. A. Mara, Bendix; E. G. May, Sentinel; J. K. McDonough, Sylvania; R. J. McNeely, Hoffman; John M. Otter, Philco; Stewart Roberts, Magnavox; R. J. Sherwood, Hallicrafters; R. P. Spellman, Arvin; Walker L. Stickel, DuMont; E. L. Taylor, Stewart-Warner; L. C. Truesdell, Zenith; J. F. Walsh, Westinghouse.

First TV-radio casualties of mobilization program have been some "makers" of brand-name receivers whose "manufacturing" consists of putting already-wired chassis into cabinets. Several of these assemblers are known to have discontinued operations in last few months when materials shortages cut off their supplies of wired TV chassis. Since they had neither base period materials quota nor manufacturing facilities, several of these operators have been forced to go out of business.

**Merchandising Notes:** Commodore Television Corp., 18 Clinton St., Brooklyn, new sales organization set up by Robert I. Erlichman, ex-Commander Television Corp., to market line of 17, 20 & 24-in. sets made by Atlantic Video Corp., same address . . . Emerson has added three 17-in. sets to 1952 line (Vol. 7:38): 2 table models at \$250 in mahogany, \$260 blonde; console at \$300 . . . Crosley, same as RCA Victor (Vol. 7:39), is going into room air-conditioning field, using own distributors; sets will also be made for its brand name by Fedders-Quigan Corp. . . . Transvision announces 3-lb. picture tube "reactivator," at \$14.95, designed to rejuvenate tube in the home, without removal from set . . . Concourse Music Co., major dealer, with headquarters at 134 Center St., Mt. Vernon, N. Y., has filed petition in bankruptcy . . . Gough Industries, Philco distributor in Los Angeles, becomes factory-owned Philco Distributors Inc. in January, with staff unchanged and Phil Gough as president.

Million-dollar jump in excise tax collections from TV-radio industry in September over August's low, gives clue to extent of trade pick-up that month. Industry paid \$6,227,593 in September, \$1,062,562 more than August's \$5,165,031, and \$2,985,383 more than the \$3,242,210 it paid in September 1950, when TV sets weren't subject to tax. Refrigerators, freezers, air conditioners took big seasonal drop, from \$5,664,944 in August to \$3,293,847 in September, down \$2,371,097. September figure is \$4,938,872 below \$8,232,719 for last September. Phonograph records were \$388,443 in Sept. vs. \$518,711 in Aug., \$375,440 in Sept. '50.

Denying govt. charges of false advertising of coin-operated TV sets (Vol. 7:39), Covideo Inc. and its president Sidney I. Horwatt and v.p. Louis Brown filed answer to Federal Trade Commission complaint that they don't own a TV plant as advertised. They say that, while Covideo buys certain parts from contractors, it assembles finished product by attaching coin-receiving devices. Firm also denied claiming it maintains staff of electronic engineers. Hearing has been set for Nov. 5 in New York.



**Financial & Trade Notes:** Sylvania sales rose 36% to \$144,202,340 during first 9 months of this year, from \$105,778,320 same 1950 period, prompting president Don G. Mitchell to forecast record year of close to \$200,000,000 to compare with 1950 peak of \$162,514,814 (Vol. 7:11, 30). Profits rose to \$6,169,504, or \$3.16 per share on 1,856,550 shares outstanding, from \$5,129,080, or \$3.31 per share on 1,456,650 shares. The 1951 nine-month net was after \$13,200,000 reserve for Federal taxes. September quarter sales were \$40,379,761, net \$1,107,834 (54¢) on 1,856,550 shares vs. \$44,692,219 sales, \$2,869,627 (\$1.90) net on 1,456,550 shares same quarter last year.

Sylvania filed registration with SEC this week covering \$25,000,000 of sinking fund debentures and 200,000 shares of no par \$4.25 convertible preferred stocks. Debentures, due in 1971, will be underwritten by Halsey, Stuart & Co. and Paine, Weber, Jackson & Curtis, who will also head underwriting group for stock. Company will use \$17,372,000 of proceeds from preferred stock sales to retire \$17,200,000 of debentures due in 1963—other funds to be used for expansion and working capital.

\* \* \* \*

Zenith Radio's consolidated net profit for 9 months ended Sept. 30 amounted to \$2,689,630 (\$5.46 a common share) after all charges, including estimated Federal taxes of \$3,313,697. For 3 months ended Sept. 30 net profits were \$309,833 (63¢), after providing \$702,094 for taxes. Consolidated sales for 9-month period were \$75,123,518, for quarter \$22,115,879. Since company last year changed fiscal period to end on Dec. 31 instead of April 30, no comparable figures are available. Quarterly report says TV sales turned up sharply in September, since which there has been practically no factory inventory and all sets went on allocation. NOTE: For Zenith's 6-month and 1950 fiscal year reports, see Vol. 7:30.

RCA consolidated sales rose to record high of \$421,281,782 for first 9 months of 1951, but net income after taxes fell to \$18,356,841 (\$1.15 a share), compared with \$395,741,391 sales and \$59,332,637 (\$2.24) net earnings in same 1950 period. In September quarter, sales dropped to \$118,948,849 from \$146,957,033 in third quarter 1950, due largely to reduced TV trade, with net profit going down to \$2,653,480 (13¢) from \$12,422,994 (84¢). Federal taxes in first 9 months of 1951 were \$19,495,000 compared with \$25,948,000 in same 1950 period; in September quarter, they were \$2,887,000 vs. \$11,808,000.

Stromberg-Carlson net sales were \$20,612,381 and profit after \$173,000 taxes was \$158,921 for first 9 months of year, due to slump in TV that was offset by increased sales and earnings of telephone, sound equipment and broadcasting (WHAM & WHAM-TV) departments. Sales were 12% under the \$23,454,575 for same 1950 months, net profit 7% under the \$170,863.

Hoffman Radio shows net loss of \$126,957 on sales of \$12,750,221 for first 9 months of this year, contrasted with net profit of \$1,713,477 (\$3 a share) on sales of \$21,031,765 same period last year.

Magnavox reports net profit of \$20,000 (2¢ a share) on sales of \$5,011,000 for September quarter, compared with \$781,000 (\$1.09) on \$10,214,000 sales same 1950 quarter.

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Robert H. Marriott, 72, radio pioneer credited with having been first to put the telephone and detector method of radio reception in use, died at his home in Brooklyn Oct. 31. He was a consultant to original Federal Radio Commission and first president of IRE.

Ernest H. Scott, pioneer in custom-built radio field, who sold E. H. Scott Laboratories Inc. in 1944, died Oct. 27 in Vancouver, B. C., where he had resided for several years.

**Mobilization Notes:** Electronic components and parts are plentiful in Europe, says Edmund T. Morris, chief of DPA Electronics Production Board and NPA Electronics Div., just returned from European component-hunting expedition. He says his party sought "specific electronic items" hard to get in U. S., "found everything we were looking for without necessity of exchanging materials." Many parts and components whose production in this country is restricted by materials supply are readily available for civilian products in Europe, he said. As specific example, he said Germans and Italians "have resistors coming out of their ears—and good ones."

Morris said he would soon make report on foreign parts situation available to RTMA "and anyone else who is interested"—as guide to manufacturers seeking to supplement their shrinking parts supply. That foreign parts are available won't be news to many electronics manufacturers who have long been importing components, he pointed out (Vol. 6:48).

\* \* \* \*

Govt. has obligated some \$3.7 billion for electronics-communications equipment during first 15 months of Korean war, including about \$780,000,000 during July-Aug.-Sept. 1950. Estimate is according to general pattern of 10% of dollar value of govt. hard goods procurement representing electronics-communications. Defense Dept. announced it let contracts for \$7.8 billion in hard goods first 3 months of current fiscal year, \$37.3 billion for 15-month period following Korean attack. Military electronic production is expected to reach \$4 billion-a-year rate. Col. C. A. Poutre, director of Munitions Board office of electronics programs, told RTMA transmitter div. Nov. 1 that by mid-1952, electronics industry will have expanded "to point where it can simultaneously support the military program and a high level of civilian production." He said some 20% of the military electronics procurement dollar goes for radio and related items, not including radar, which currently accounts for about 60% of military electronics procurement.

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DPA modified one of its new rules on tax amortization (Vol. 7:42) this week, announced that companies which began construction of new industrial facilities before Jan. 1, 1952 will be permitted to apply for tax aid without having obtained prior DPA approval of their projects. Pre-certification system was to have taken effect Nov. 1. DPA this week announced these additional certificates of necessity for expansion of electronics and related industrial capacity, granted during 60-day moratorium which ended Oct. 18 (amortized at 75%, except as noted):

Daystrom Inc., Archbald Borough, Pa., gunfire control systems, \$3,974,750; Johnson Service Co., Milwaukee, radio-sonde equipment, \$907,000; Laboratory for Electronics Inc., Natick, Mass., military items, \$828,100; Emerson Radio, Jersey City, fuses, \$626,250; Sigma Instruments Corp., South Braintree, Mass., relays, \$324,506; American Measuring Instrument Corp., Long Island City, aircraft parts, \$227,109 (80%); Graflex Inc., Rochester, N. Y., fire control instruments, \$196,714 (80%); Midland Mfg. Co., Kansas City, Kan., radio control crystals, \$165,000; Empire State Labs, Bellmore, L. I., military items, \$101,216 (80%).

Certificate was also granted to Sylvania, for expansion of tube-producing facilities at Altoona, Pa., with dollar value of amortization undecided. Sylvania had estimated cost of project at \$959,000.

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Brig. Gen. Victor A. Conrad, chief, Signal Corps Army communications service div., has been named acting chief, procurement & distribution div., succeeding Brig. Gen. Eugene V. Elder, ill.

**Telecasting Notes:** More station rep changes in the wind, with up-&-coming Harrington, Righter & Parsons, exclusively TV, taking on Louisville's WHAS-TV as of next March (adding to its WAAM, WBEN-TV, WTMJ-TV, WFMY-TV, WDAF-TV, WTTG, WLTV) and ex-Petry partner Henry I. Christal forming firm for exclusive radio representation, which will have WHAS, WTMJ & WDAF on list . . . Edward Petry has wired his list to deny reports he has lost radio representation of WBEN, KFI, KFH . . . Sarkes Tarzian says his WTTV, Bloomington, Ind., now operating with 12.5 kw ERP from new tower 707 ft. above average terrain, 1520 ft. above sea level, is "probably the highest structure in the Middle West," reports reception at 75-mi. radius, with line-of-sight path into Indianapolis . . . Technicians' strike at KSTP-TV, St. Paul, now in second year, prevented Oct. 20 U of Minnesota-Nebraska grid telecast pickup for NCAA-Westinghouse on NBC-TV, so instead network carried Indiana-Ohio State; under network contract with NCAA, game couldn't be handled by rival WTCN-TV, though latter carries films of Minnesota games every Monday night . . . Industrial films are subject of roundup article in Oct. 30 *Wall Street Journal*, which says rent-free movies, plugging sponsors' products, will amount to \$60,000,000 business this year, notes that General Motors' 56 subjects made up 269 different TV programs last year . . . Odyssey Pictures Corp., formed recently by Sol Lesser and Douglas Fairbanks Jr., reports plans to make 26 TV films based on Milton Caniff's *Terry & the Pirates* . . . RKO has made 15-min. trailer for TV to plug new film *The Big Sky*, titling it *Making a Picture on Location* . . . CBS-TV signs *Quiz Kids* to exclusive contract . . . Ford Foundation's first TV series (Vol. 7:32) will be weekly film report of U.N. General Assembly in Paris, narrated by Harvard historian Arthur M. Schlesinger, over NBC-TV, 7-7:30 p.m., beginning Nov. 10 . . . U of Miami and WTVJ begin second series of semi-weekly "Tele-courses," opening with 12-week course in conversational Spanish and 6-week session on Civil Defense, to be followed by 11-week music appreciation course . . . WHAS-TV to televise classroom sessions from Louisville area schools morning and afternoon daily during National Education Week, Nov. 11-17 .

White House made public letter Nov. 1 from Comr. Frieda Henneck, whose nomination for Federal district judgeship was pigeonholed by Senate Judiciary Committee, asking President not to consider her for recess appointment and stating she prefers to remain on FCC in order "to follow to a conclusion the pending issues which so vitally concern the national interest in the coming years." President Truman picked another candidate for the New York judicial post, wrote Miss Henneck that he considered her "highly qualified" to be a Federal judge and expressing regrets the Senate had not acted on her confirmation.

Continued gearing for theatre-TV hearing Feb. 26 goes on in movie industry. Motion Picture Assn. of America this week announced appointment of former FCC chairman James Lawrence Fly (New York) and Vincent B. Welch (Washington) as counsel. MPAA will carry main burden of film producers' case, while Theatre Owners of America (Marcus Cohn, counsel) will make prime pitch for exhibitors. It's expected hearing will run into months.

Zenith still hasn't filed petition asking FCC to commercialize Phonevision (Vol. 7:38), but stockholders' report issued this week says: "The company will shortly file its petition . . . It expects that the matter will be set for hearing in the near future." Few people at FCC, however, see how Commission can get around to subject soon. After end of freeze, expected during first quarter 1952, theatre-TV appears to be next.

Gene Autry filed suit in Federal Court in Los Angeles this week to restrain Republic Pictures from releasing any of his 65 features to TV—but no trial is expected until Appeals Court rules on Republic's appeal of Roy Rogers case (Vol. 7:42-43). Autry's suit is similar to Rogers'—both reportedly have similar advertising clauses in their contracts—but Autry is also charging Republic with violation of anti-trust laws, Lanham Act prohibiting sale of old merchandise disguised as new, and California State Labor Code. Meanwhile, Screen Actors Guild agreed to postpone for 90 days action on threatened cancellation of its contract with producer Robert L. Lippert for alleged unauthorized release of theatrical pictures made after Aug. 1, 1948 (Vol. 7:36). Postponement followed SAG's agreement with Independent Film Producers Assn., of which Lippert is a member, that no members would release to TV within next 90 days any films made by members since that date.

To keep its shows from going stale, NBC is "going into the vaudeville business, opening a 2-a-day house on Broadway this fall," reports Oct. 31 *Variety*, which gives these details: Theatre will be used as testing ground for TV personalities, materials, sets and properties. Low admission scale will attract all economic brackets—representative of potential TV viewers. "Network's complete stable of stars will play the house in readying their TV material, but basically it's designed [to test] potentially promising talent . . . Joe Bigelow, who has been supervising the scripting on the *Jackie Gleason* show on DuMont, has bowed out and has moved into NBC as coordinator of the entire comedy development project. Meanwhile, negotiations are now on to acquire a suitable theatre."

National Football League, through its attorney, ex-Senator Francis J. Myers, this week petitioned Federal Court to quash govt.'s anti-trust case against it for restricting TV-radio rights to games (Vol. 7:41). Petition contends NFL has never denied the public opportunity to see and hear games on TV-radio, called govt. charges "so vague and ambiguous that it is impossible" for NFL to prepare a defense. Court scheduled hearing on petition Dec. 17 in Philadelphia.

DuMont should have best-seller in new TV booklet *Station Planning*, shortly to be issued. Company says it's "a complete step-by-step outline for management and station engineers . . . fully explains the facilities and function of all equipment [with] complete breakdown for each equipment complement explaining the actual equipment pieces and approximate costs of the various units incorporated in that group." Theme: "Start Small, Grow Big." Heavy ad campaign is being built around booklet.

March of Time's next will be filmed ballet, sports and story-behind-the-news shows, each half-hour series to be syndicated for local sponsorship same as current *Crusade in the Pacific* series (Vol. 7:34). Ballet, now in production, will be out first. Sports series will feature histories of U. S. games, designed to precede seasonal sports events like football, baseball, basketball, etc. News series will be documentaries.

Only application filed with FCC this week was from WLBC, Muncie, Ind. (Donald A. Burton) seeking uhf Channel No. 49. Total on file is now 451, of which 18 are uhf. [For further details, see *TV Addenda 13-Q* herewith; for listing of all applicants, see *TV Factbook No. 13* and *Addenda* to date.]

TV-radio programming improprieties still very much on his mind, FCC Chairman Coy told NARTB Nov. 1 district meeting in St. Petersburg, Fla.: "I'm going to support the Benton bill until this industry does something itself." Unless industry cleans up improper programs, he said, expect something to be done "in a legislative way."

MARTIN CODEL'S  
AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRY

# Television Digest

with **ELECTRONICS** REPORTS

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**TELEVISION 'WINS' SOME ELECTIONS:** "The real winner in this week's elections was TV," to quote radio commentator Elmer Davis.

Not much doubt now that TV's role in 1952 national campaign will be very, very big indeed -- vastly bigger than in 1948, if only because: (1) there are more stations covering more cities; (2) there are far wider networks -- all the way across the continent now; (3) there are considerably more TV homes.

Presidential candidates may not have to take to the "whistle stops," as did Mr. Truman in 1948, for now there are 108 stations covering 63 areas embracing some 60% of populace (as against mere 42 stations in Nov. 1948). And by this time next year there should be at least 17,500,000 TV homes (against about 1,000,000 then).

Rudolph Halley's political star, said New York Times, was "jet-propelled by TV and his service as chief counsel of the Kefauver crime committee." Elected to New York City's No. 2 job, president of city council, after using TV liberally in campaign, the 38-year-old "owlish-looking, adept attorney and prosecutor was little known until he was projected into millions of homes by TV during the open hearings conducted by the Senate committee in New York," Times related.

Columnist Thomas L. Stokes observed: "A new invention, far removed from the squirrel rifle and coonskin cap -- television -- let millions of people see just who the hoodlums and racketeers were who were exploiting their civic inertia and how these elements were operating with the acquiescence, if not actual connivance, of their own elected officials. Incidentally, this new-fangled picture show made a national character out of the Tennessee Senator."

TV figured in the electioneering in Philadelphia, too, where newly elected Mayor Joseph F. Clark Jr., handsome and telegenic, won on "throw the rascals out" issue, albeit faced by Republican reform candidate Dr. Daniel A. Poling, noted Baptist minister. City's 3 TV stations were much used, leading the Inquirer's WFIL-TV manager Roger Clipp to remark: "Clark's personality appealed to a lot of people who had never seen him. I think the next presidential elections will be won via TV."

It's estimated about \$85-\$90,000 was spent on TV-radio time (60% for TV) in Philadelphia. Expenditures in New York were doubtless higher, and Halley has been featured regularly as commentator on Schick's "Crime Syndicated" on CBS-TV. There are no figures for other TV election areas like Detroit, Boston, Indianapolis, Columbus, Louisville, Erie.

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Political pundit Arthur Krock, dilating on New York-Philadelphia elections, put it this way in his New York Times column: "Undoubtedly the issue [crime] was emphasized to the voters by the dramatic agency of TV, with penetrating effects that could not be attained before the arrival of this scientific miracle. But TV is here; it will be employed in political campaigns and investigations from now on..."

What the national politicians seem to overlook, though, are some simple but basic facts, namely: (a) Even in the 63 TV areas, up to half the homes are still

without TV sets. (b) Some 40% of the voters aren't within range of TV pictures yet. (c) In 39 of the 63 TV areas there are only single stations.

But the importance that members of Congress attach to potentialities of TV campaigning is manifest from fact that Senate & House office building "sound rooms", where they make recordings to be sent their home radio stations, are being expanded into "sight-&-sound" studios.

Director Robert J. Coar's self-supporting operation, in fact, has just been authorized by Congress to purchase more cameras and otherwise enlarge facilities to produce "film strips" that can be sent to home stations. Members and their parties' national committee headquarters here pay approximately \$25 per 5 minutes of filming.

Senators and Congressmen with constituencies outside TV areas, like so many dealers & distributors shut out of lucrative TV trade by reason of freeze, are sure to have their appetites whetted by seeing what their colleagues can do via TV. This may translate itself, during 1952 session, into intensified interest in hastening end of freeze, now in 38th month and unlikely to thaw in time to bring forth many (if any) new stations or TV areas in time for November 1952 elections (Vol. 7:44).

**NO 'ERSATZ' TVs NOW OR IN NEAR FUTURE:** You can buy a TV receiver today with full confidence that in your standard-brand "1952 model" you're getting undiminished quality in product, performance and durability.

But what of next year? Will conservation and substitution -- dictated by necessities of the mobilization program -- take their toll in degradation of quality of the TV-radio industry's product?

Looking ahead 6 months, it now seems virtually certain that there will be no significant changes -- no new "conservation circuits" -- in TV sets displayed by dealers during first-half 1952.

Choice of models and brands may be more limited, for there definitely will be fewer receivers available. Conservation will be very much in evidence, but it shouldn't affect picture quality, since the actual circuitry will be virtually unchanged from today's. Nor are conservation measures likely to affect sets' durability, in opinion of industry engineers.

"I wouldn't hesitate to buy a new TV set anytime in the next 6 months," says E.W. Glacy, chief of conservation section of NPA's Electronics Div. And he's one man who ought to know.

One reason why there'll be no skimping on quality in next half year: The TV industry has trimmed its sales; it's thinking now in terms of 4,000,000 sets in 1952 -- 5,000,000 at most. It's not even trying to stretch available materials into more -- but poorer quality -- sets. Materials shortages, of course, get full blame for lowered sights. But TV industry, having burned its fingers once on over-production, would probably be equally cautious were materials plentiful.

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Materials rations haven't yet conflicted with production goals to noticeable extent; inventories are still high, though they're being sliced steadily by a re-awakened buying public (see p. 7).

This doesn't mean TV industry is ignoring conservation. Far from it; from top to bottom, every conceivable materials-saving step is being explored, tested in laboratories. Some of it has been incorporated into current production. But the industry's conservation efforts for present and near-future sets have this aim:

Cutting down on use of strategic materials in non-functional applications that require no major changes in circuitry. Healthy progress has been made.

Immediate aim of component manufacturers is to reduce the scarce materials in their products -- and yet leave them interchangeable with their predecessors. Research toward high-quality mica substitutes exemplifies component conservation progress which degrades neither component nor the set in which it's used. New-type capacitors eventually will save vast quantities of that precious mica, require no changes in wiring or circuitry of TV sets.

Conservation in receiving tubes has perhaps been most outstanding. Aluminum and steel substitutes for nickel are now standard. From all reports, they work just

as well -- and tube industry probably will never go back to pure nickel in applications where these other metals have proven so satisfactory.

Thanks to conservation, it's now unlikely that there'll be any shortage of receiving tubes in first-half 1952, in opinion of industry and govt. executives who should know. There may be spot shortages of one tube type or another, but there are many who think even this could largely be avoided by standardizing tube types.

Industry is leary of doing its own standardizing -- because of the possible anti-trust angles -- but Govt. has no such hesitancy, and its experts are now gathering data for such a project. Govt. would consult electronics industry before it ordered compulsory standardization.

Picture tubes may be due for standardization treatment, too. But first-half 1952 should see continued trend toward larger sizes. And they'll be plentiful.

\* \* \* \*

Go to any TV dealer today, and you can see evidence of conservation in new-model TVs, without even removing back from set. Composition board and plastic have replaced rear steel plate and picture tube cup. Knobs are plastic. Metal cabinets are disappearing. Stainless steel is no longer widely used for trim.

Look inside the sets and you'll see very few aluminum or copper-plated chassis. Picture tubes are held in place by cloth webbing. There are fewer metal-coned CR tubes. Hook-up wire is finer gauge, resistor and capacitor leads are shorter.

There are some changes that may not come without govt. orders (Vol. 7:40). Sets still have plenty of metal trim. This is a competitive situation; no set maker wants to take the lead by making his set less attractive -- but it's doubtful if any would be loathe to go along if his competitors untrimmed their sets at same time.

Standardization of lines presents similar problem. There's some sentiment in NPA for limiting number of models any manufacturer may make. For example, Govt. may hold each manufacturer to one table model and one console in 14, 17 & 20-in. sizes only, perhaps coupled with outright ban on TV-phono combinations. NPA assures that no such move is imminent, and that it will get the industry's ideas before it decides on any standardization orders.

\* \* \* \*

So-called "new model ban" announced this week by NPA won't bar changeovers in TV industry, despite generalizations to contrary in daily press. Order actually reserves new machine tools almost solely for military and defense-supporting production, doesn't ban use of new dies in existing machines (see Mobilization Notes).

Some materials-saving changes are actually improvements over old designs. Many industry engineers -- and, of course, manufacturers -- hail the new low-voltage electrostatically-focusing picture tubes (Vol. 7:20-21,33-34,40) as such a step. They save copper, cobalt, steel, aluminum, cut manufacturers' costs and are said to produce picture that stays in focus without adjustment.

Some current models use new picture tube, and most TV set manufacturers are expected to come out with it before mid-1952.

Concept of a "utility model" TV with simplified conservation circuits has not been thrown out the window. For discussion of long-range conservation planning and details of TV-radio materials-saving measures, see page 7.

**FEE-TV FORCES TALK IT UP & MARK TIME:** Subscription TV agitation continues -- though prospects of its coming to head at the FCC are still long way off -- with Paramount Pictures' (Telemeter) promotional activity currently outdistancing that of Zenith.

A 9-page brochure issued by International Telemeter Corp. (50% Paramount-owned), dated Sept. 10, really stirred up the cats among exhibitors. It was later reported withdrawn -- "because it doesn't represent Paramount's views."

Brochure was titled "The Story of Telemeter," described system, said that TV's technical progress has been great, whereas "on the economic side the road has been less rosy"; added that it will be good for movie business; that it will help sports; that it won't eliminate free TV; that it will lower cost of entertainment, etc. Also, that "it will eliminate many of the secondary costs that now go into the

overall cost of entertainment, such as parking, expensive real estate, etc."

That last reason is what got the exhibitors. Film Daily's Chester Bahn editorialized: "What expensive real estate?" Then he told of one important circuit operator who wondered "if perchance theatre real estate was meant."

"He was extremely serious, too," wrote Bahn.

Same exhibitor mused, according to Bahn: "Must be we're not in the motion picture business; only the producers and Telemeter appear to be."

Brochure also anticipated struggle with other subscription TV systems, said that Telemeter is simpler, has no end-of-the-month billing problems, is "the only pay-as-you-see method of subscription TV."

Theatre TV is also talked down. "It calls for substitute products...fights, ball games, etc. on the theatre screen. Theatre TV must pass on to the public the present high overhead of operation..."

That Telemeter folk are working hard is evidenced by fact it has appointed Dr. Louis H. Ridenour, ex-chief scientist of the Air Force, director of engineering. Its Washington counsel is firm of Arnold, Fortas & Porter.

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Zenith's Phonevision appears to face tough technical hurdles -- perhaps tougher than those of other systems, since it requires phone line to subscriber's home. Illinois Bell System officials have never been too happy about getting mixed up with system -- fearing interference with phone service, worrying about jammed switchboards, wondering about billing and collecting, etc.

Zenith may also expect competitors to claim that Phonevision discriminates against people without phones.

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Skiatron hasn't yet asked FCC for permission to test its punchcard-operated system in homes, though officials have been to Hollywood recently, presumably seeking top films. In meantime, it has an FCC authorization to conduct technical tests over WOR-TV, New York, for 60-day period started Oct. 16.

RCA remains complete dark horse. Some time back, it announced it had a system -- then said no more about it. Whatever RCA's plans, you can be sure it will seek inside track on anything which could conceivably become important to TV.

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Others interested in subscription TV include such disparate individuals as retired ad tycoon Raymond Rubicam and James L. Wick, co-publisher of the Niles (O.) Times, Roanoke Rapids (N.C.) Herald, Bogulusa (La.) News, New Iberia (La.) Iberian.

Former supports Sen. Benton, another ex-advertising mogul, by writing in Nov. 3 Saturday Review of Literature: "Radio...has come nowhere near serving the American people as well as it ought to have served them. I am convinced that a large part of the reason lies in the domination of radio by the advertisers." The cure, he says, lies in subscription TV and channels reserved for education.

Publisher Wick isn't concerned with sociology -- just competition. He warned Oct. 16 meeting of Inland Daily Press Assn. in Chicago that "today, there is little local TV advertising," but when proper techniques are worked out, "you can imagine the volume of local advertising that will develop." He urged newspapers to lobby for subscription and theatre TV to forestall "the horrible punishment inflicted by TV upon some motion picture theatres in TV cities."

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When FCC begins theatre hearing, scheduled for Feb. 26, subscription TV could possibly be consolidated with it. One commissioner thinks theatre TV "might be cleaned up in a week." Others say "months -- it's another color TV hearing."

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First Sylvania Awards in TV fields (bronze and crystal plaques designed by Norman Bel Geddes) omitted "grand award" because judges found no program measuring up to its concept of "truly outstanding entertainment" —but other grants went to: WPIX, New York, for coordinating pool carrying Kefauver hearing telecasts; WDSU-TV, New Orleans, first to carry Kefauver telecasts; *Meet*

*the Press,* best public service program; *Zoo Parade,* best program suitable for children; *Your Show of Shows,* best revue, along with Max Liebman as best director, and Sid Caesar & Imogene Coca as best actor and actress; John Daly, for excellence as moderator; *Fireside Theatre,* best use of film on TV, along with its director Frank Wisbar and writer Arnold Belgard.

**Personal Notes:** William Phillipson, who went from ABC legal staff to asst. director of TV programming and operations, named director of ABC-TV Western Div., succeeding Frank Samuels, in shakeup announced by president Robert Kintner this week; Gayle Grubb, KGO & KGO-TV gen. mgr., upped to v.p.; Amos Baron named mgr. of KECA; Philip G. Hoffman, ex-KOB & KOB-TV, named mgr. of KECA-TV . . . Charles G. Mortimer III, ex-CBS-TV, joins ABC-TV as asst. to Charles Underhill, TV program director . . . Mary Alice Connell, ex-DuMont, succeeds Emily Clark, resigned, as mgr. of ABC-TV spot sales service dept. . . . Sylvester (Pat) Weaver, NBC-TV v.p., elected to board of directors . . . Ludwig Simmel, ex-ABC, joins NBC to head new dept. handling cooperative programs . . . Norman E. Cash resigns as NBC station relations director to join Crosley Broadcasting Corp. Nov. 19 . . . Hugh Higgins, ex-BAB, joins CBS radio as marketing counsel, replacing Ed Shurick, who moves into TV sales . . . William Dozier, Hollywood film man who joined CBS-TV last month, named head of new dept. to search for new talent and program ideas . . . John Bradley promoted to sales mgr., KHJ-TV, Los Angeles, succeeding Kevin Sweeney, now with BAB . . . Fay Day promoted to research mgr., CBS-TV spot sales . . . Hal James, TV-radio director, Ellington & Co., named v.p. . . . Norman S. Livingston, ex-Roy Durstine Inc., joins Serutan Co. as TV-radio director . . . Mrs. Fanny N. Litvin, FCC examiner, who recently lost her husband, Dr. Philip Litvin, in a Montana drowning accident (Vol. 7:34), taking 2-month leave of absence starting in December . . . Wm. T. Stubblefield, ex-Associated Program Service, appointed NARTB station relations dept. director, taking over Dec. 1 . . . Douglas MacLachie promoted to Eastern sales mgr., TV div., Petry, which has also added to N. Y. sales staff Herbert C. Watson, ex-ABC; James C. Richdale Jr., ex-WNAC-TV; LeGrand S. Redfield; to Chicago staff, Charles Pratt, ex-WOR-TV; St. Louis, Richard W. Hughes, ex-WHAS-TV.

**Station Accounts:** Best of kind for TV commercial staffs are capsule case histories under heading "TV Results" in *Sponsor Magazine*, whose current issue relates success stories for these accounts: Circus Foods Inc. (peanuts), *Food for Thought* on KNBH, Hollywood, thru BBDO; Bosco Co. (milk amplifier), *Uncle Jake's House* on WEWS, Cleveland, thru Robert W. Orr; Prior Tire Co., *Hopalong Cassidy* films Sat. afternoons on WSB-TV, Atlanta, direct; Dolly Adams Syrup Punch, partic. in *Cooks' Corner* on KFI-TV, Los Angeles, thru Barton A. Stebbins; Royal Crest Sales Co. (dinnerware), films when ball games rained out, on WPIX, thru Product Services Inc.; Olin's Inc. (used cars), boxing on WTVJ, Miami, direct; Ready-to-Paint Furniture Store (unpainted furniture), partic. on *Fix It Shop* on WFMY-TV, Greensboro, direct . . . Among accounts reported by WFIL-TV, Philadelphia: Bonne Bell Inc. (cosmetics), thru John Yezbak & Co., Cleveland; Golden Guernsey Inc. (dairy products), thru Badger & Browning & Parcher, Boston; Helbros Watch Co., thru Ray-Hirsch Co., N. Y.; Medusa Portland Cement Co. (cement paint), thru Will Inc., Cleveland; National Selected Products Inc. (7-Minit pie mix), thru Duane Jones, N. Y.; Pennsylvania Greyhound Lines, thru Beaumont & Hohman, Cleveland; Tasty Baking Co. (Tastycake & TastyPie), thru Parkside Adv., Philadelphia . . . WCAU-TV, Philadelphia, reports following accounts: Joanna-Western Mills Co. (window shades), thru George H. Hartman Co., Chicago; Maltex Co. (cereals), thru Samuel Croot Co., N. Y.; Mrs. Schlorer's Inc. (mayonnaise), thru Lavenson Bureau of Adv., Philadelphia; Mrs. Smith's Pie Co., thru Everling Associates, Philadelphia; Soil-Off Co. (paint cleaner), thru McCann-Erickson, San Francisco . . . Singer Sewing Machine Co., using TV for first time on NBC-TV *Kate Smith*

*Show* Tue. 5:45-6, likes on-the-air advertising so well it's also going into radio heavily in non-TV areas, thru Young & Rubicam . . . Chicago's WBKB has Ernie Simon, who has handled man-on-the-street telecasts, readying 10-10:30 a.m. participating show, a la Tom Breneman's famed radio show, from Isbell's Restaurant, on North Side, to be extended to 9:30 a.m. if sponsorships warrant . . . Atlas Brewing Co. sponsoring *Michigan Outdoors*, sports newsreel, on State stations, thru McCann-Erickson, Detroit . . . Among other advertisers reported using or preparing to use TV: Tidy House Products Co. (Perfex cleaners, starches, bleaches), thru Buchanan-Thomas, Omaha; Liquinet Corp. (Liquid hair net), thru A. Martin Rothbardt Inc., Chicago; I. J. Grass Noodle Co. (noodles, soup mix), thru Charles Silver & Co., Chicago (WPTZ); Seeck & Kade Inc. (Pertussin cough remedy), thru Erwin, Wasey & Co., N. Y. (WPTZ); Mystik Adhesive Products (Mystik tape), thru George H. Hartman Co., Chicago; Cedergreen Frozen Pack Corp. (Cedergreen frozen foods), thru Bozell & Jacobs, Seattle; Arnold Schwinn & Co. (bicycles), thru J. Walter Thompson, Chicago; Christmas Club, A Corporation, thru Brooke, Smith, French & Dorrance, N. Y. (WTVJ); Schneider-Lorscheider Co. (Big Stinky outdoor fly trap), thru Barnes Adv. Agency, Milwaukee.

**Network Accounts:** Only network "repeat" for West Coast yet is Oldsmobile's *Douglas Edwards & The News* on CBS-TV, Mon.-thru-Fri. 7:15-7:30 p.m., done again live for Pacific audience at 11-11:15 EST so it can be carried in West 8-8:15 PST; extra cost said to run \$5000 a week, mainly talent, added to regular budget of \$10,000 . . . M & M Ltd. (candy) reported readying sponsorship Jan. 6 of *Candy Carnival* on CBS-TV, Sun. 12:30-1 p.m., thru Wm. Esty . . . Kaiser-Frazer Nov. 4 moved from DuMont to ABC-TV, Sun. 7:30-8; show titled *Adventures in Mystery* will fill-in until *Ellery Queen* starts again Dec. 9, thru Wm. H. Weintraub, N. Y. . . . Rosefield Packing Co. (Skippy peanut butter) Dec. 10 starts sponsorship of West Coast show *You Asked for It* on ABC-TV, Mon. 9-9:30 EST, thru Guild, Bascom & Bonfigli, San Francisco . . . Holeproof Hosiery Co. sponsors finals of *Miss U. S. Television* contest Dec. 5 on DuMont, Wed. 10-11 p.m., thru Weiss & Geller, Chicago . . . Larus & Brother Co. (Holiday cigarettes) sponsors Thanksgiving Day *Detroit Lions-Green Bay Packers* football game on DuMont, Thu. Nov. 22, beginning at noon . . . Motorola sponsors *Shrine East-West* football game from San Francisco Dec. 29 on DuMont, Sat. 4:30 p.m. EST, thru Ruthrauff & Ryan . . . Industrial Tape Corp. (Texcel cellophane tape) shares sponsorship of *Rocky King, Detective*, with American Chicle Co. starting Nov. 18 on DuMont, Sun. 9-9:30, thru Kenyon & Eckhardt . . . Frigidaire reported readying sponsorship of *Pulitzer Prize Playhouse* on ABC-TV, alt. Wed. 9-10, starting Dec. 19; dramatic show will alternate with *Celanese Theatre*.

Return of concept of specialized broadcasting stations is indicated by formation of new joint sales organization to be known as "Good Music Broadcasters" sparked by Norman S. McGee, sales v.p., WQXR, New York, and Raymond D. Green, WFLN, Philadelphia. Other stations in group: WXHR, Boston; WWIN, Baltimore; WGMS, Washington; WEAW, Chicago; WEW, St. Louis; KIXL, Dallas; KFAC, Los Angeles; KSMO, San Francisco. New firm will also represent Rural Radio Network, mainly New York and Pennsylvania FM stations, plus WFMZ, Allentown, Pa.; WBIB, New Haven, Conn.; WSNJ, Bridgeton, N. J.

FCC engineering personnel losses in recent months include quite a few from Safety & Special Radio Services Bureau: Wm. Dulin & George Ikelman, to NPA; George Boardman, Frank Cook, A. Albert Mantwill & Edward McDermott, to military services; Robert Crain, to Lear Radio; Frank W. Cook, to Civil Defense Administration.

**E**NORMOUS EFFORT being expended by NTSC on compatible color standards is very well known among those doing the work, but group has yet to make industry and public in general fully understand its activities.

Perhaps it's preoccupation with research; perhaps it's supercaution with regard to FCC; perhaps it's simple lack of time.

For the technician, October *Proceedings of the IRE* (Vol. 7:43) was a monumental, probably adequate effort. For the layman, an excellent start has been made with 7-page description of compatible system prepared by NTSC Panel 12 (system analysis).

[Note: Copies of former are available from IRE, 1 E. 79th St., New York, latter from Dr. W. R. G. Baker, chairman, NTSC, c/o General Electric Co., Electronics Park, Syracuse, N. Y.]

But some unheralded work going on is truly remarkable. For example:

(1) One manufacturer has shown color set, "with excellent pictures," using less than 40 tubes, compared with 54 in sets shown by RCA.

(2) Under severe interference conditions, with very weak signals, color pictures have held sync even better than black-&-white sets alongside.

(3) Myth of the "1/11,000,000 second," which worried FCC so much when it turned down RCA system, has been completely blasted—largely by color phase alternation, formerly called oscillating color sequence or flip-flop.

RCA, incidentally, is now colorcasting with NTSC standards, including 3.89-mc color carrier. Company points out that switchover took only matter of hours.

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Dual standards were again suggested by RCA's chairman David Sarnoff in interview in Nov. 9 *U. S. News &*

*World Report*. "While we don't think that having dual standards is the ideal solution," he said, "we do think that letting the public choose which is the best standard is the ideal solution."

"Universal receiver," which could receive both CBS and compatible systems, has been made experimentally, he said, "and I am confident it can be made commercially." Gen. Sarnoff thought it might cost 15% more than single-standard set.

"This additional cost . . . would not be justified normally. But, in this situation, you have a condition where there's controversy and doubt—let me assume sincere doubt—so why not let the public see both and decide?"

\* \* \* \*

FCC Chairman Coy hasn't changed his mind much about the industry, apparently. In Nov. 4 talk to National Assn. of Educational Broadcasters in Biloxi, Miss., he said:

"The growth of color has been delayed by the request of the director of the ODM to CBS to suspend its plan for the mass production of TV receivers in order to conserve critical materials.

"Significantly, Mr. Wilson did not need to address his letters to other manufacturers inasmuch as they, by a common pattern of ridicule and lack of selling efforts and promotion of color in television, had decided that the American public should not have opportunity to enjoy color TV except on a basis and at a time to be determined by the industry. It is now clear that we will have color in TV.

"Color can no longer be kept underground as it has been for many years by the recalcitrance of those who put their private interests ahead of public interests. The director told an industry conference that his request was in no way designed to discourage research and development of color TV."

**Telecasting Notes:** Higher daytime radio rates, to offset losses in revenues caused by TV inroads and by recent network rate cuts, are reported as "definite national trend" by Nov. 10 *Billboard*, which says trend "is beginning to snowball, particularly in areas where TV has hurt nighttime business" and lists dozen AM stations which in recent weeks have hiked morning or afternoon time charges, or both . . . NBC radio affiliates have received complete prospectus of Economic Study proposals (Vol. 7:40), is understood to be conferring now with individual stations regarding network rate adjustments, time clearances, etc.—with nobody very happy about radical departures, to be main topic of NBC affiliates convention at Boca Raton, Fla., Nov. 28-Dec. 1 . . . Proof that AM isn't losing ground, at least among rural audience, is cited by Crosley v.p. Robert Dunville in survey showing farmers in WLW area have increased listening 8% over 1950 and 10% over 1949 . . . Salt Lake City's KSL-TV, owned by Mormon Church, which has rule against beer advertising, reported to have been persuaded by CBS to clear time for Pabst's *Amos 'n' Andy*, Schlitz's *Playhouse of the Stars*, Budweiser's *Ken Murray Show* . . . KING-TV, Seattle, sending news editor Charles Herring, with cameraman Wallace Hamilton, on month's tour of European Military Air Transport Service bases, his *Overseas Report*, sponsored by National Bank of Commerce, to be shown every Tue. 7:45-8 p.m. . . . NBC-TV signs Ralph Edwards, creator-owner of *Truth or Consequences*, to new 5-year contract, said to total \$6,500,000, for new *Ralph Edwards Show* starting Mon.-thru-Fri. 12:30-1 p.m. . . . Good reading for those who remember Paul Porter as one of the superior chairman of FCC: Article titled "Arnold, Fortas, Porter and Prosperity" in November *Harper's* . . . WMAR-TV, Baltimore, Dec. 1 raises basic hour rate from \$700 to \$800, one-min. \$125 to \$150.

**I**N JARGON of show business, which it chronicles so well, *Variety* Oct. 31 carries this characteristic but significant observation: "Thousands of Hollywoodites are rapidly recovering from pernicious economic anemia as a result of a steady dose of televitamins over the last year. The cure has benefited the patients to the tune of a \$10,000,000 payroll and has been so effective that the ailment's chief symptoms — large-scale unemployment — have largely disappeared."

In other words, TV is taking up the slack in movie payrolls, providing lots of jobs, according to *Variety*. And the \$10,000,000 payroll is just a starter, for more big producers (it names Monogram, Universal, Republic) are going into films-for-TV. Meanwhile, guild-union employment rolls are up 15-60% from last year, and there's even a shortage of cameramen and cameras.

Then, in leading article in Nov. 7 *Variety*, this novel bit of reasoning on movies vs. TV argument: "Hollywood will have nothing to fear from TV 'for easily 4 or 5 years,' says Metro [M-G-M] production veepee Dore Schary. 'That's how far away large-screen TV is for home consumption.'" Mr. Schary says majority of sets in hands of public are 10 & 12-in., therefore: "As long as there's such a preponderance of small screens in the home, TV will never be able to approach the scope of Hollywood." He expects it will take 5 years for 16-in. or larger sets to outnumber smaller screens.

What seems amazing is not so much that Mr. Schary's information on screen sizes is completely wrong in the first place, but that he hinges so much on picture size. He also puts comparison on basis of money spent, saying a TV network is putting out \$1,000,000 weekly, whereas Hollywood spends \$6,000,000 weekly—and a TV show may run \$100,000, compared with \$5,500,000 movie "blockbuster."



**PRICE HIKES NEXT? TRADE HOLDING FIRM:** Lots of talk about TV set price increases in the air -- now that inventories are moving nicely and current production is limited by materials restrictions. But only Sylvania has formally posted price hikes as yet, very slight (Vol. 7:43), which it says haven't slowed retail sales a bit.

"Level of normalcy" apparently has come to the TV trade, though it isn't an old enough business yet to know what's really normal -- and certainly comparisons with last year's "feast" or the recent spring & summer "famine" aren't fair.

What's happening is aptly put by RCA Victor's home instrument dept. v.p.-general manager Henry P. Baker: "Business is conservatively strong," said he, "just where it should be to be most effective -- at the consumer level. As far as we're concerned, it's exceedingly strong. We're shipping all we can make."

That's about what the other major producers will tell you, too. The recent cries of distress among wholesaler-retailers have all but subsided.

Trade statistics continue favorable. Week ending Nov. 2 saw 107,361 TVs produced (only 427 private label), about same number as preceding week (Vol. 7:44). That brings total for first 5 weeks of fourth quarter to just over 500,000. Factory inventories fell about 17,000 units to 337,499, nice drop from Aug. peak of 768,766.

Week's radio output was 203,777 (8628 private), about 18,000 down from the preceding week, with factory inventories totaling 331,688, only 4000 down. Radios were 117,574 home receivers, 19,687 portables, 66,516 auto.

**NEW RULES PERMIT PRICE CEILING BOOSTS:** TV-radio and other electronic equipment and parts manufacturers can get higher price ceilings -- along with manufacturers in many other industries -- as result of this week's revision of 2 OPS regulations.

Don't expect big price hikes soon stemming from new price rule. But it does clear way for substantial increases when materials pinch forces costs up, slashes profit margin per set (see story above). Many TV-radio manufacturers' list prices, incidentally, are still below the old price ceiling levels.

Manufacturers may now adjust ceiling prices to reflect cost increases from pre-Korea to July 26, 1951, as voted by Congress when it approved Capehart Amendment to Defense Production Act. TV-radio and most components manufacturers are covered by CPR 22; transmitters, industrial electronics, etc. come under CPR 30.

All manufacturers who haven't yet computed ceilings under CPR 22 or 30 must do so by Dec. 19 under new rules. Those who already have filed under those orders may calculate their ceiling price adjustments now or at any time in future, and use the new ceilings as soon as OPS has received their applications.

Any price increases resulting from new ceilings will be passed along to the public, since Herlong Amendment to Defense Production Act guarantees wholesalers and retailers their customary percentage markups.

Capehart and Herlong ceiling hikes will also be reflected in the tailored ceiling regulations for TV-radio industry (Vol. 7:43), now in the mill, to replace CPR 22. Special regulations permitting ceiling price boosts for such services as TV-radio repair shops are now in preparation.

**CONSERVATION--SOME LONG-RANGE FACTORS:** No "ersatz" TVs now or in near future -- as we note in article on page 2 -- but beyond mid-1952, what? Prospects are that:

If materials squeeze stiffens -- and there's no convincing reason to believe it won't -- and if demand for TV sets is high, mobilization factors may dictate real changes in concept of TV design.

Some stern voices in govt. production agencies warn the TV-radio industry: Prepare for the worst, or you may get stuck.

"They'd better start planning on making radical changes," one of them told

us this week. He conceded that many big manufacturers have new super-conservation circuits and designs on the testing bench, and added:

"Planning, designing and testing major changes takes 6 months to a year or more. The day may come when an 'ultra-conservation' model may be a life-or-death matter. Now's the time to begin working on those 'impossible' jobs. It's better to have one ready and not have to use it than face the choice of shutdown or putting an untested hurry-up model on the market."

Obviously, major companies are constantly readying standby models as a sort of "insurance"; a real TV set shortage could spur these into production. Looming large in their designing plans are these facts about critical metals:

Aluminum and steel will be seriously short for at least another year. But copper will remain desperately tight for 2-5 years, and will pose tough shortage problem as far ahead as anyone can now foresee.

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Industry's big challenge is to lessen substantially its heavy dependence on copper -- permanently. No magically interchangeable material has been discovered, but aluminum holds most promise of relieving some drain on nation's copper supply. Said DPA-NPA boss Manly Fleischmann:

"If I were a manufacturer using great amounts of copper, I'd have my design people looking into aluminum."

And that's what electronics design people are doing. Transformer engineers are working with success to improve wartime German technique of using square aluminum wire for windings. Aluminum hook-up wire is being tested. Biggest obstacles: aluminum wire has 50% more resistance than copper, is more brittle in some forms, is hard to solder. But these problems are all being overcome.

A few other measures now being used or planned by electronics industry to save copper and other strategic materials:

Power transformers can practically be eliminated by use of selenium rectifiers in voltage-doubler circuits. Unfortunately, selenium is scarce, too, but NPA is planning to put it under 100% allocation, reserving some for TV-radio industry.

Every pound of selenium used in TV manufacture saves average of 185 lbs. of silicon steel (transformer core), 35 lbs. of copper (winding).

Power transformers that operate at higher temperatures are being developed. They're smaller, use less copper, less steel.

Power cords made from copper-clad steel are in the works, would save up to two-thirds the copper formerly used for this purpose. One problem here, as in some other copper-saving plans, is getting Underwriters Laboratory to approve changes.

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Conservation clearing house for electronics industry is the NPA Electronics Division's conservation section, headed by E.W. Glacy. Section wants to hear manufacturers' materials problems. Aside from supplying a shoulder to cry on, Glacy's section gives advice on conservation, substitutes, design problems.

These NPA experts are equipped to supply answer to this chicken-or-the-egg question about substitution: If I switch to a substitute material, is the substitute likely to become short in a few months and leave me worse off than before?

Section wants information from manufacturers on their conservation measures. It will be kept confidential if requested, but NPA would rather pass it on to others who may benefit from it.

NPA keeps track of major conservation moves by checking manufacturers' controlled materials requirements as stated in their quarterly CMP applications.

If a manufacturer's stated requirements for a certain material take sudden unexplained drop from one quarter to next, Electronics Div. engineer hops on phone, asks him: "How did you do it?" Manufacturer is usually glad to reveal technique, and NPA people pass the good word along to others.

Likewise, if a manufacturer's requirements for any material are way out of line with rest of industry, NPA suggests substitutes or conservation techniques with this clincher: "We know it can be done, because XYZ Corp. does it."

**Financial & Trade Notes:** Despite lowered radio time rates and its costly color campaign, CBS consolidated income statement released Nov. 7 shows that gross income for the 39 weeks ended Sept. 29 rose to \$119,731,379 from \$85,946,982 for same 1950 period. Net earnings were \$3,532,666 (\$1.81 per share) vs. \$2,670,783 (\$1.56) in same 1950 period. Provision for Federal income taxes was \$5,250,000 vs. \$3,630,000.

Good business of subsidiary Columbia Records Inc., plus growing TV revenues, account in part for improved CBS showing. Figures for the 39 weeks of 1951 include operations of Hytron group (tube and receiving set subsidiaries) since acquired June 15. Thus earnings per share of 1950 period were calculated on the 1,717,352 shares outstanding of Sept. 30, 1950, while for the 1951 period they were calculated on 1,956,003 shares, being average number outstanding for the 39 weeks ended Sept. 29, 1951. Actual number outstanding on such date was 2,337,844, which includes 620,492 issued on acquiring Hytron.

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**Financial Miscellany:** Arvin Industries net profit was \$2,262,941 (\$2.54) for first 9 months of this year vs. \$2,587,417 (\$2.90) same period last year; September quarter profit was \$549,466 (62¢) vs. \$932,564 (\$1.05) . . . Decca Records reports \$401,793 profit (52¢) for 9 months vs. \$553,814 (71¢) . . . Gabriel Co. profit for 9 months was \$353,625 (63¢) vs. \$611,513 (\$1.79); September quarter was \$62,155 (11¢) vs. \$248,384 (73¢) . . . Belden Mfg. Co. 9-month profit was \$891,298 (\$2.78) vs. \$1,121,043 (\$3.49) . . . Globe-Union 9-month net profit was \$1,105,967 (\$1.65 a share) on sales of \$29,438,070 vs. \$1,984,747 (\$3.10) on \$27,184,041 year ago . . . Corning Glass net income was \$7,899,163 (\$2.88 a share) on sales of \$88,165,104 for 3 quarters to Oct. 7 vs. \$12,298,352 profit (\$4.58) on \$80,334,313 sales for corresponding 1950 period . . . Capitol Records net was \$477,737 (88¢ a share) on sales of \$13,243,844 for 12 months ended Sept. 30 vs. \$280,023 (42¢) on \$12,660,372 for preceding year . . . General Precision Equipment Corp. net was \$124,048 (21¢ a share) on sales of \$6,950,481 during Sept. quarter vs. \$299,438 (50¢) on sales of \$7,408,149 same period last year.

Motorola's net sales for 9 months ended Sept. 29 fell to \$100,194,572 from \$124,707,267 for same 1950 period, due to decreased TV demand and third quarter's "sizable liquidation of excessive inventories in dealers' hands [now] practically accomplished," according to president Paul V. Galvin's report to stockholders. Profit was \$5,327,442, or \$6.06 per share on 879,605 shares outstanding, compared to \$8,063,093 (\$9.17) same period last year. Taxes were \$5,499,087 for 1951 period, \$8,021,274 for 1950 period. Third quarter sales were \$26,744,728, down from \$54,142,879 same 1950 quarter; profit before taxes was \$1,808,592, compared to \$7,587,989.

**Dividends:** Magnavox, 37½¢ payable Dec. 15 to stockholders of record Nov. 24, 25¢ quarterly pfd. payable Dec. 1 to holders Nov. 15; Standard Coil Products Co., 25¢ payable Nov. 15 to holders of Nov. 5; Westinghouse, 50¢ payable Dec. 1 to holders Nov. 9; Aircraft Radio Corp., 10¢ payable Nov. 19 to holders Nov. 8; Belden Mfg. Co., 40¢ payable Dec. 1 to holders Dec. 17; Tung-Sol, quarterly 25¢ and extra 25¢ payable Dec. 1 to holders Nov. 19; CBS "A" & "B," 40¢ payable Dec. 7 to holders Nov. 23; International Resistance, 10¢ payable Dec. 1 to holders Nov. 15; Television Electronics Fund Inc., 15¢ payable from income, 45¢ from capital gains, payable Nov. 27 to holders Nov. 16.

The \$150,000 sale of WCOP (AM & FM), Boston, to T. D. Baker Jr. & A. G. Beaman, partners who own WKDA, Nashville, was announced by Cowles Broadcasting Co. this week. Station is on 1150 kc, 5000 watts. Deal was handled for Cowles by New York broker Howard E. Stark.

**UNLIKE VICTOR** and Columbia Records, which enjoy intimate corporate ties with NBC and CBS, big rival Decca has no "in" on fast-moving TV, nor even on the transcription side of radio—which may have been one of impelling reasons why it bought into Universal Pictures Co. this week. Purchase of 271,900 out of 960,048 outstanding shares of Universal, about 28%, makes it largest stockholder in film firm.

Trade ties up Decca's TV ambitions with Universal's recent announcement that it was going into film production for TV in big way through its United World Films.

Whatever the virtual "merger" may betoken in way of trends, fact is that Decca-Universal tieup is bound to be important in recording and entertainment worlds. Second largest Universal stockholder is J. Arthur Rank, who has never had any qualms about releasing films to TV. Decca people are said to be seeking to buy his 134,375 shares, also hold 32,500 warrants for added stock purchases.

Decca's subsidiaries are Brunswick Radio Corp., Coral Records Inc., Compo Co., and Decca Distributing Corp. (48 branches). Its capitalization consists of 1,500,000 shares of common, of which 776,650 are outstanding, and its president is Milton R. Rackmil. Last year it grossed about \$21,500,000, showed net profit of slightly over \$1,000,000; first 9 months of this year its net was \$401,793 after \$414,030 taxes.

Universal's 1950 fiscal year showed net profit of \$1,300,000 on gross of \$55,590,000; for the 39 weeks ended July 28, net was \$1,127,182 after taxes of \$1,675,000 on \$44,033,789 sales. Nate Blumberg is Universal president.

Note: Columbia Pictures, reporting net of \$1,497,814 for fiscal year ended last June 30 vs. \$1,981,488 preceding year, tells trade press TV represents "a challenge which can only result in a more dynamic film industry that should produce more than ever the kind of pictures that will enhance the moviegoing habit." Columbia is in TV via its Screen Gems Div. (Vol. 7:35).

Monogram this week announced new TV subsidiary will be known as Interstate Television Corp., headed by Ralph Branton, formerly with A. H. Blank's big Tri-State theatre chain, promised first TV series starring George Brent in *Raffles*. Republic, remodeling Hollywood studios for TV production, has earmarked budget of \$1,000,000 for more stage space and to finance first TV films, including series *Commando Cody, Sky Marshal of the Universe*.

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"Unless the majors suddenly open their vaults," states *Variety*, "there are few more old features in prospect for TV. It has pretty much chewed up the independent U. S. and British product. Result is that the time now filled by films dredged out of the vaults will gradually be taken over by pix specially made for video. They will almost all be of half-hour length, however, rather than full features. Latter are still much too expensive to make for tele." Top average income for a feature released to TV is said to be \$50,000 gross, a few reaching \$75,000 (though new stations "post-freeze" may make future rentals all velvet). "There are very few additional [feature] pictures of any merit left—even on TV standards," says *Variety*.

Nationwide theatre-TV network is reported aim of new Theatre TV Authority, incorporated in Sacramento, Cal., with capitalization of \$100,000. Managing director Kenneth E. Wright says his firm hopes to start local theatre-TV network, eventually expand to regional and national service. He says company wants to help theatres get TV equipment, even if it means direct financing.

Biggest hotel TV installation job yet is Waldorf-Astoria's 2500-receiver setup just completed by Master Video Systems Inc. Equipment is RCA's Antennaplex, may also be used for closed-circuit programs within hotel.

**Topics & Trends of TV Trade:** A "small business" in TV-radio industry is one employing 750 or less. That's govt.'s new definition for official use in its small business programs, military procurement policy, etc., as outlined in new definitive listing of 452 industries. The 750-employee limit is same one applied to industry by RTMA small business committee (Vol. 7:38).

Until Commerce Dept. released list this week, Govt. had arbitrarily classed all firms with 500 workers or less as small business. In new listing, definition of small business ranges from 100 to 2500, depending on pattern within each industry. These small business classifications are among those listed in "electrical machinery" category: Electrical appliances, 500; communication equipment, 400; electrical measuring instruments, 750; phonograph records, 300; telephone & telegraph equipment, 2500; transformers, 1000; electronic tubes, 750.

Note: Small Business Conference at 10 a.m., Wednesday, Nov. 14, will be one of highlights of RTMA's 3-day industry conference in Chicago's Hotel Stevens, Nov. 14-16. RTMA president Glen McDaniel and small business committee chairman A. D. Plamondon Jr. (Indiana Steel Products) will report on program to increase subcontracting of large military orders. Meanwhile, in Washington, new Small Defense Plants Administration is shaping up under direction of Telford Taylor who this week appointed John E. Horne deputy administrator and James M. McHaney general counsel. Horne has been assistant to Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee; McHaney is Little Rock, Ark. attorney who served under Gen. Taylor during Nuremberg war crimes trials.

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Motorola adds 14-in. "portable" at \$199.95 to line, in wood cabinet covered with tan simulated leather and equipped with dipole antenna. Other new sets: 20-in. mahogany table \$279.95, blonde \$299.95; 20-in. mahogany console \$339.95, blonde \$359.95; 17-in. mahogany combination \$399.95. All prices include excise tax, all sets available with built-in uhf tuner unit at \$40 added, or uhf channel adapter can be purchased as accessory for \$49.95.

TV "\$1 sales" came under Federal Trade Commission scrutiny this week. FTC charges newspaper ads of Electrical Center, Washington retailer, falsely state that any purchase of TV, radio or appliance at regular price entitles customer to buy another article "of same kind and value" for an additional dollar. FTC says the \$1 articles were of "much less value and price than the ones purchased at regular price." Hearing is scheduled Dec. 18 in Washington.

Philadelphia Electrical Assn. reports that, in area covered by Philadelphia TV stations, 141,200 TVs (18 major brands) were sold at \$46,817,270 retail value (not including installation) during first 9 months of 1951 vs. 265,885 valued at \$73,858,067 same 1950 period, down 37%. Average 1950 price was \$347 per set, 1951 price \$331. Improvement in sales was indicated by fact they were down 47% in September from same month last year, whereas they were down 78% in August, 82% in July.

Canadian RTMA reports 24,643 TVs sold for \$13,035,118 during first 9 months of 1951, inventories totaling 17,936 units as of Sept. 30. Toronto-Hamilton area took 38% of nine months sales, Windsor 37%. September sales jumped sharply, with 3286 units sold for \$1,726,977, compared with 964 in August (Vol. 7:41); Toronto-Hamilton area took 51% of Sept. sales, Niagara Peninsula 22%. Over-all cumulative total (from start of count) came to 62,466 valued at \$29,311,701.

Mallory offers all-channel uhf converter, built around continuous "Inductuner," in ads playing up fact that it "can be connected to any TV receiver—by the owner, easily, in a matter of minutes."

**Trade Personals:** Lt. Gen. Harold L. George, ex-chief of Air Transport Command, now v.p. & gen. mgr., Hughes Aircraft Co., major electronics contractor which recently joined RTMA, has been invited to sit in with RTMA board at meeting Nov. 16, windup of Nov. 14-16 industry conference at Hotel Stevens, Chicago . . . L. E. Osborne, Westinghouse v.p. in charge of manufacturing, named to new post of executive v.p. in charge of defense products; Tom Turner, labor relations v.p., adds Mr. Osborne's former manufacturing duties . . . Robert T. Pennoyer, mgr. of GE's Buffalo tube works, named mgr. of new tube dept. advanced manufacturing section in Schenectady, succeeded at Buffalo by Harry R. Hemmings, CR purchasing supervisor at Syracuse . . . Samuel Olchak, onetime Tele-tone sales v.p., joins Tele King as asst. sales mgr., quitting similar post at CBS-Columbia Inc. . . . Herbert F. Koether, ex-Chicago regional and zone mgr. for Crosley, named to newly created post of mgr., radio sales section, Cincinnati, succeeded by R. L. Baker; Harry E. McCullough continues as mgr., TV sales section . . . Lawrence O. Paul, ex-Armour Research Foundation, named to newly created post of operating mgr., engineering dept., Oak Mfg. Co. . . . T. R. Meyer, from Vineland (N. J.) plant, promoted to director of quality control dept., Kimble Glass Div., Owens-Illinois, Toledo . . . David Gnessin, Ohio field man, promoted to sales mgr., Transvision Inc. . . . C. J. Luten named editor of *Sylvania News*, succeeding Robert A. Penfield, promoted to adv. & sales promotion supervisor . . . Robert Hertzberg, prominent in technical magazine field, has opened public relations offices at 2512 Eighty-fourth St., Jackson Heights, N. Y., initial clients being Insuline Corp., Hudson Radio, Transmitter Equipment Mfg. Co. . . . Milton Klein named mgr. of operations dept., KLAC-TV, Los Angeles, handling all commercial traffic, Jack Miller becoming promotion-merchandising director.

IRE 1951-52 election results: Dr. Donald B. Sinclair, chief engineer of General Radio Co. and guided missiles expert, president; Harold L. Kirke, BBC asst. chief engineer, v.p.; and directors John D. Raymond, head of electrical engineering dept., U of Illinois; Ernst Weber, head of electrical engineering dept., Brooklyn Polytechnic Institute; Glenn L. Browning, president, Browning Laboratories; Irving G. Wolff, RCA Laboratories; Karl Spangenberg, Stanford U; Alois W. Graf, Chicago patent attorney. The 1952 Zworykin TV prize goes to B. D. Loughlin, Hazeltine, and Morris Liebmann Memorial Award to Dr. William Shockley, Bell Labs, to be presented at annual dinner March 5 in New York's Waldorf-Astoria.

NEDA president George Wedemeyer names following committee chairmen: W. D. Jenkins, Radio Supply Co., Richmond, tube div.; L. W. Hatry, Hatry & Co., Hartford, capacitors, resistors, vibrators, volume controls; V. N. Zachariah, Zach Radio Supply Co., San Francisco, transformers, reactors & coils; Anthony Dybowski, Dymac Inc., Buffalo, replacement speakers, microphones, sound equipment accessories; Al Steinberg, Albert Steinberg & Co., Philadelphia, wire, antennas & accessories; Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wis., tools, metals, chemicals & plastics; Floyd Reason, Electric Product Sales Co., Lansing, Mich., batteries.

CBS-Columbia Inc. announces these new distributors: Callander-Lane Co., Columbus; Lack's Wholesale Distributors, Houston; Maletio Electric Supply Co., Dallas; General Radio & Electronics Co., Wilkes-Barre; Appliance Distributors, Denver; Montana Electric Supply, Billings, Mont.; Electric Supply Co., Albuquerque.

Budelman Radio Corp. formed by Frederic T. Budelman and William Fingerle Jr., ex-Link Radio, to manufacture radio & electronic equipment in association with French-VanBreems, 375 Fairfield Ave., Stamford, Conn.

**Mobilization Notes:** If you think TV-radio was hit hard by first-quarter materials allocations, consider plight of "less essential" members of civilian electronics industry. Five of the 7 manufacturers of jukeboxes, meeting with NPA, were told Nov. 8 they'll get copper at about 14% of their base period rate, aluminum at 20%, steel at 50%. This compares with about 35%, 35% & 50% for TV-radio. NPA has placed jukebox makers in an essentiality category about equal to manufacturers of advertising signs, pin-ball machine and venetian blinds.

Jukebox makers said their military orders are few and far between, and they now employ some 2500 workers. Conservation, they maintained, has resulted in "satisfactory rate of production" during fourth quarter, though demand outstrips sales. They estimated 1951 production at 45,000 units vs. 99,000 in 1947 (when there were 13 manufacturers) and 30,000 during 1948's post-war slump. Biggest part of industry's business, they explained, is replacement—there are 400,000 units operating today, requiring replacement at rate of 60,000 a year. Average jukebox lasts 7 years.

Attending meeting with NPA were: Rex Shriver, H. C. Evans & Co.; David C. Rockola, Rockola Mfg. Co.; C. T. McKelvey, J. P. Seeburg Co.; Morris C. Bristol, Rudolph Wurlitzer Co., all of Chicago, and John W. Haddock, AMI Inc., Grand Rapids.

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"Industry assistance clinics," aimed at lessening impact of material cuts on small manufacturers during first-quarter 1952, will be held soon in "a score of cities" under auspices of Munitions Board and DPA. Govt. announcement says these clinics will bring together "small business specialists of the military services, purchasing officials of other govt. procurement agencies, holders of govt. prime contracts and large civilian producers [with] producers of less essential goods whose first-quarter 1952 allotments of copper and aluminum are 20% or less of their base period consumption or whose rate of production will be 50% or less of their former rate."

First mobilization-induced shortage to show definite signs of easing is in plastics. Nov. 7 *Wall Street Journal* survey reveals current oversupply of some types that were once very tight. Easing is attributed to "huge increase in supplies of most types [and] some demand drops, brought on in part by the slowdown in consumer goods sales." Polystyrene, most seriously short plastic just after Korean war broke out, is now in relatively plentiful supply. It's used in TV sets and cabinets, refrigerators, other appliances hit by market doldrums. American Phenolic Corp. v.p. C. V. Wisner is quoted that "he's now getting deliveries in 3 weeks of recently precious polystyrene. He opines that much of the easing is due to the TV set sales slump. TV sets use important amounts of styrenes."

Dutch electronics industry is ready to handle allied defense orders, says New York *Journal of Commerce* in Nov. 7 Hague-dated story. Article states Netherlands in 1952 will have capacity to produce more than \$500,000,000 worth of military goods for western defense, sizes up electronics picture thus: "The Dutch electronics industry, concentrated in 2 of the world's most modern firms, is already producing for defense. What proportion of its output potential is being used cannot be reported. However, it was said, Holland could even now take orders for 'tens of millions of guilders' [guilder equals about 26¢] worth of electronic equipment and deliver very quickly."

Scores of materials and products were added this week to list of items covered by anti-hoarding legislation (Vol. 6:52). NPA Notice 1 was amended to include electronic tube components, selenium, silicon, shipping containers and many chemicals and other items.

Electronics Miscellany: Sylvania's president Don G. Mitchell reported unfilled orders of about \$80,000,000 in address this week before Boston Ad Club, saying October billings on govt. orders ran 25% of total and rate is likely to go up to 50% by year's end . . . Collins Radio, of Cedar Rapids, Ia., now producing electronics gear in new 25,000 sq. ft. plant in Dallas, has another 50,000 sq. ft. plant there due to be ready in about 6 months . . . Sierra Electronics Mfg. Co. completes construction Dec. 15 on \$70,000 addition (9600 sq. ft.) to plant at San Carlos, Cal., handling \$2,000,000 govt. contract . . . Air Research Mfg. Co., making electronics controls for military aircraft, planning \$700,000 addition to plant at Phoenix, Ariz. . . Allis-Chalmers sets up new power dept. to include electronics production, puts R. M. Casper, ex-head of its electrical dept., in charge . . . GE electronics div. announces it will use 2 buildings and part of third at Bridgeport (150,000 sq. ft.) for military electronics work, employment at 3 locations to reach 1000 by next fall.

Gist of NPA's new machine tool orders (M-41 & M-41A) as they apply to TV-radio industry: No manufacturer who has lower rate of production than he had in first-quarter 1951 may buy new machine tools, except to replace worn-out units. Companies operating at govt.-authorized production rate higher than first-quarter 1951 are eligible for priority ratings to buy machine tools.

Dr. Gaylord P. Harnwell, chairman, U of Pennsylvania physics dept. and World War II director of U of California division of war research, Navy radio & sound laboratory, named chairman of committee on ordnance of Defense Dept.'s Research & Development Board.

Material shortages plague British TV-radio industry, too. Commerce Dept's *Foreign Commerce Weekly* reports potential TV shortage there as "material shortages make it unlikely that [1951] production will exceed last year's 600,000," far short of British manufacturers' goal of 900,000. Article notes that "many dealers have waiting lists for the most popular brands despite the 66% purchase tax." Same publication says BBC collected £1,527,884 in £2 TV licenses, £11,546,925 in £1 radio licenses year ending March 31. There were 897,000 TV sets in use in Britain as of June 30 (Vol. 7:39).

Four leading Chicago TV-radio parts makers—Matt Little, Quam-Nichols; Asher Cole, National Video; Robert O'Reilly, Oak Mfg.; Seymour Rothschild, Edwin I. Guthman Co.—are quoted in Nov. 8 *Retailing Daily* interviews as indicating that materials shortages have not depressed their production and that shortages will not be greatly felt until after the first quarter of 1952, if then.

Picture and receiving tube sales continued up in September, RTMA reports. Former totaled 294,951, virtually all rectangular 16-in. or larger, valued at \$6,138,517—compared with 210,043 in August. Year's total to Oct. 1 was 3,146,173, worth \$78,852,954. Receiving tubes numbered 27,946,193 in September, compared with 23,761,253 in August, bringing year's total to 280,795,338. Of September sales, 16,176,604 were for new sets, 7,363,721 replacement, 2,836,988 export, 1,568,880 govt.

Gates Radio's plans for TV transmitters includes what company believes to be "hot" uhf developments, apparently involving klystron or similar tube. Both vhf & uhf transmitters, plus associated equipment (cameras to come from other manufacturers), will be offered, no orders being taken yet.

Another community antenna in works is one for Laconia, N. H., 100 miles from Boston. Newly-formed New Hampshire TV Corp. is backed by local businessmen, including Arthur H. Rogov, former Eversharp president now operating local appliance and bottled gas business.

**N**O DELAY IN freeze-end, despite this week's extension of "paper" allocation hearing from Nov. 26 to Dec. 17 as result of Mexican border agreement (Vol. 7:43). That's what FCC members insist. Commission issued notice (FCC 51-1109) which gives parties opportunity to comment on Nov. 21, counter-comment Dec. 5, file briefs Dec. 17.

Reason no hold-up is expected, commissioners say, is that: (1) Relatively few comments are expected. (2) FCC will take up other parts of country first in its deliberations on final freeze decision.

Parties aren't precluded from recommending changes in allocation, fixed as result of executive agreement between U. S. and Mexico, but commissioners shudder at thought of trying to renegotiate second agreement, fearing another months-long talkfest. Border allocation is final, but it isn't expected Mexico would object to intra-U. S. changes which would clearly not affect Mexican stations.

Only place U. S. is hurt, though it gains elsewhere, is in loss of Channel 3 from San Diego. And there, it affects educators primarily, since they lose vhf channel FCC proposed to reserve for them.

Some attorneys are irate, however, asserting agreement doesn't take into account "paper" hearing comments laboriously and expensively prepared. Further, they say, FCC invites more comments now all right, but gives almost no assurance comments will mean anything—since agreement is "final."

FCC's notice includes table of allocations for cities 250 miles each side of border, repeating State Dept's list. Note: All cities undergoing changes were listed in Vol. 7:43. Pages 54-60 of *TV Factbook No. 13* should be corrected accordingly, bringing entire table up to date.

Objection to ABC-United Paramount merger and petition to intervene in hearing starting Jan. 15 (Vol. 7:21, 44) was filed this week by Gordon Brown, owner of WSAY, Rochester, and perennial gadfly of the networks. "To allow the consolidation of the Paramount Pictures Inc. [sic] with the American Broadcasting Co.," he says, "would seriously affect the ability of WSAY and hundreds of other stations to compete with such a combination in the field of television much less the field of radio broadcasting . . . The petitioner has documentary evidence to prove the above statements . . ." Brown says ABC has restrained WSAY from doing business with national advertisers, depriving station of "several millions of dollars in revenue and has caused WSAY well over \$100,000 in out of pocket losses." He says he has spent some \$30,000 in prosecuting ABC for violations of anti-trust statutes. Brown's station was onetime affiliate of ABC and MBS, now is independent. Whether FCC will permit him to intervene is problematical. Last week it assigned veteran examiner Leo Resnick to conduct Paramount hearing, and Hearing Div. chief Fred Ford will probably be FCC counsel.

Battle over uhf between Humboldt Greig's WHUM & *Eagle-Times'* WEEU, Reading, Pa., continues (Vol. 7:33, 38, 43). Latter this week filed supplement to its petition asking that WHUM's application for experimental uhf station be denied or set for hearing. Latest brief says: (1) WHUM is still either negligent or deceitful regarding ownership and financing. (2) Since WHUM's uhf transmitter wouldn't be delivered until second quarter 1952, freeze will probably be over by then and commercial uhf stations could supply data WHUM proposes to gather.

Total TV applications rose to 453, of which 20 are uhf, with filing this week by Tarrant County TV Co., Ft. Worth, Tex., for uhf Channel No. 20; WOSH, Oshkosh, Wis., for uhf Channel No. 48; Booth Radio for Lansing, Mich., seeking Channel No. 10. [For further details, see *TV Addenda 13-R* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

College football attendance increased 5% during first half of 1951 season, Associated Press reported Nov. 6 on basis of 89-school survey, crediting NCAA's controlled TV experiment and good weather. AP said same schools surveyed showed 2% decline at same time last season, "with TV catching the blame." Survey showed Eastern schools registering 14% increase, South and Far West 6% each, Midwest same as last year, Southwest down 3%. NCAA yielded to public pressure this week, permitted big Nov. 10 Notre Dame-Michigan State game to be televised in 2 cities not scheduled to receive it—Detroit and Washington. Washington was to have been blacked out Nov. 10, but since no games were being played that date in Capital area, NCAA heeded howls of fans, moved blackout date up to Nov. 17. Washington protest campaign, incidentally, was led by *Washington Post*, which with CBS owns WTOP-TV. Success of this drive resulted in game's being shown on NBC's WNBW. Rebellious U of Pennsylvania coach Francis Murray, who went along with NCAA plan reluctantly and under pressure (Vol. 7:23, 29), let loose blast Nov. 9, called whole program "a ban," said that Detroit incident proves it's doomed, that NCAA had no authority to do it and "even if it were legal it's unwise."

Judge Justin Miller, NARTB chairman and general counsel, was appointed chairman of the Salary Stabilization Board Nov. 8, sworn in next day, succeeding Dr. Raymond B. Allen, who returns to presidency of U of Washington. Judge Miller was "drafted" on part-time basis by economic stabilizer Eric Johnston, continues his NARTB duties. He presides over 5-member board with jurisdiction over pay of executive, administrative, professional and outside sales employes under stabilization program.

Baptist FCC chairman Wayne Coy addresses Radio Commission of Southern Baptist Convention during conference on TV's possibilities for religious programming scheduled for Nov. 27 at Washington Baptist headquarters, 1628 Sixteenth St. NW. Also on tap for all-day session: CBS's Dr. George B. Crothers, NBC's Davidson Taylor, DuMont's James Caddigan, AT&T's W. H. Harrington, RCA's Julius Renhard, Dr. Percy Crawford, director of ABC-TV's *Youth on the March*.

W. L. Gleeson's Broadcasting Corp. of America, operator of KPRO, Riverside, Cal., and 3 other California AMs, subject of petition in bankruptcy filed in Los Angeles Federal court last week as result of foreclosures forced by noteholders. Financial troubles were said to be due to costs incurred by Gleeson in prosecuting application for TV, its Channel 1 grant having been deleted when that channel was taken away from TV. Gleeson is still applicant in Riverside (Channel 6) and San Jose (Channel 13).

Buffalo-Toronto microwave link will go into service in 1952, "to coincide with the opening of Toronto's first TV station," according to AT&T, which this week received FCC authority to add Canada-beamed antennas to its Buffalo station. Canadian Bell is now building microwave station at Fonthill, Ont., 23 miles from Buffalo, 41 miles from Toronto, plans 12 more eastward from Toronto to link Montreal in 1953.

Easing of TV-FM-AM station operating requirements regarding indicating instruments was proposed by FCC this week in Public Notice 51-1100. Proposal would amend FCC standards to permit stations to operate up to 60 days without monitoring or indicating equipment, without obtaining prior permission from Commission. Extensions may be obtained by informal request of FCC engineer in charge of district. Comments may be filed until Dec. 3, counter-comments and briefs until Dec. 18.

Canada's govt.-owned CBC ran deficit of \$1,271,874 for 1950-51 fiscal year just reported. Preceding year's deficit was \$243,746.

MARTIN CODEL'S  
AUTHORITATIVE NEWS SERVICE  
OF THE  
VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRY

NOV 21 1951

# Television Digest

with **ELECTRONICS** REPORTS

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**In this Issue:** { The TV Fledgling Is Growing Up Fast, page 1.  
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**THE TV FLEDGLING IS GROWING UP FAST:** Multi-million dollar stature of infant tele-casting industry, which with TV manufacturing really didn't begin to bloom until several years after VJ-Day, is pointed up by deal closed this week for merger of Stations WOR & WOR-TV into General Tire's expanding TV-radio empire (see below).

Also indicative of growing value of TV, we can now report on best authority that network TV will turn the profit corner this year; that, as if in celebration of NBC's 25th birthday which came this week, it can be revealed NBC-TV as a network will show slight profit margin for 1951 -- this despite belief prevailing in many quarters that network TV, per se, can't be made to pay off. NBC-TV network profit will be entirely apart from its own 5-station operation, very profitable (Vol.7:36).

It's clear now that TV is moving inevitably to No. 1 place among American advertising media; in fact, as Variety spells it out this week (with cautionary note on high cost of time & talent) NBC-TV alone will account for more than \$125,000,000 in time-plus-program expenditures by advertisers this year -- thus putting it well ahead of Life Magazine's acknowledged media leadership with nearly \$95,000,000.

And CBS-TV can't be far behind, evidenced to a degree in latest financial report (Vol. 7:45) which reflects sizeable TV revenues, if not profits yet.

All that's to the good -- but there's also "the larger picture," the really more vital importance of TV industry as a whole in the economy, the defense & the social-political future of America. For observations of 2 of the industry's great pioneers and industrial leaders, Dr. DuMont and Gen. Sarnoff, we commend your attention to stores on pages 3 & 7, respectively. Truly, "we ain't seen nothing yet."

**WOR-O'NEIL STATION DEAL BIGGEST EVER:** R.H. Macy's WOR & WOR-TV will be merged into General Tire's expanding TV-radio subsidiary, Thomas S. Lee Enterprises Inc., in the biggest station deal on record.

Actually, the big dept. store firm is disposing of its pioneer New York TV and radio stations for (\$4,500,000) in cash or other assets -- plus 25-year lease on their studio-transmitter properties at \$315,000 a year -- plus 10% stock interest in Thomas S. Lee Enterprises Inc.

Details were being worked out by principals this week, preparatory to filing with FCC next week for transfer authority. These are the basic facts:

(1) The \$4,500,000 price includes estimated \$650,000 in net quick assets, along with WOR Program Service Inc. (recordings, talent, etc.) valued at \$1,200,000. Lease of physical properties embraces 2 transmitter sites (including WOR-TV's tall "Eiffel Tower" transmitter overlooking New York area from Hudson Palisades and built at cost of about \$250,000) -- plus new studio building between Broadway & Columbus and 66th & 67th Sts., recently completed and costing about \$2,500,000. In lease are purchase options starting at \$4,600,000, reducing progressively over 25 years.

(2) Sparkplug and boss of burgeoning new TV network project -- and of likely concomitant revamp of Mutual Broadcasting System -- is 36-year-old Tom O'Neil, son of

president of General Tire and head of Thomas S. Lee Enterprises Inc. Its operating divisions now are Yankee Network (operating a regional radio network in New England and owning Boston's WNAC-TV and 4 radio stations) and Don Lee Division (operating Pacific Coast network and owning Los Angeles' KHJ-TV & 3 California radio stations). WOR & WOR-TV will probably comprise new New York Division, headed by present president Theodore F. Streibert and retaining present personnel.

(3) Upon Tom O'Neil also rests the destiny of Mutual Broadcasting System, of which he's board chairman and for which he has long envisioned change to "less mutual" type of corporate setup (see Vol. 7:41). In still-unresolved O'Neil TV network plans, he might want to make it adjunct of MBS; he starts out with nucleus of 3 well-placed outlets plus reasonably certain affiliation of Chicago Tribune's WGN-TV.

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Though Macy's president Jack I. Straus told stockholders this week that capital gain, after taxes, amounts to more than \$1.50 per share of Macy's stock (of which 265,600 shares of preferred & 1,719,354 shares of common were outstanding as of fiscal year ending last July 28), it's plain that 10% partnership with General Tire is the most valuable asset acquired.

Value of the 10% is impossible to calculate as yet, hinging on destiny of TV and radio, but all of General Tire's radio stations are money makers, its Boston WNAC-TV is profitable, its Los Angeles KHJ-TV is reducing its losses steadily, and WOR-TV is supposed to be emerging from the red. WOR-AM has always been good earner. Certainly, total deal involves far more than record \$6,000,000 CBS purchase price for Chicago's WBKB involved in pending ABC-United Paramount merger (Vol. 7:21).

Mr. Straus and Macy v.p.-treasurer Edwin F. Chinlund go on board of Thomas S. Lee Enterprises Inc., whose name probably will be changed.

It's second TV station Macy's radio subsidiary founded and sold, the first having been Washington's WOIC (now WTOF-TV), which Washington Post with 55% and CBS with 45% of stock bought for \$1,400,000 cash (Vol. 6:25). Reputed profit was somewhere between \$400,000 & \$500,000.

General Tire bought Yankee Network from John Shepard interests, then bought Don Lee Network from estate but sold Don Lee's TV station KTSL (now KNXT) to CBS for total considerations of \$3,600,000 (Vol. 6:52). Early this year it bought KFI-TV (now KHJ-TV) for \$2,500,000 (Vol. 7:23,32,36).

Since O'Neil group already owns 7 AM stations, limit permitted by FCC, it will dispose of one of them in order to be able to take over big WOR. To be sold is WICC, Bridgeport, which operates with 1000 watts day, 500 night on choice 600-kc channel. Purchaser is Philip Merryman, now operating Bridgeport daytimer WLIZ, who will pay \$200,000 for the Yankee outlet.

**TV TAPE RECORDING DREAM MATERIALIZING?** A TV program on tape -- long-sought goal of entire TV industry -- apparently took long step toward reality this week. Engineers of Bing Crosby Enterprises actually showed such pictures, albeit of very low definition, to press in Hollywood Nov. 11.

Industry engineers voiced usual caution, but everyone's hoping day may not be far off when today's clumsy, low-quality, expensive kinescopes will be thing of the past, and tape does for TV what recordings did for radio -- enhancing program quality and giving networks much-needed flexibility.

Indicative of importance of such development is fact that RCA's chairman David Sarnoff, only a few weeks back (Vol. 7:39), made it one of 3 major projects he wanted his labs to perfect in next 5 years.

\* \* \* \*

Feat was accomplished by chief engineer John T. Mullin and assistant Wayne Johnson, got big play on the news wires. Reached by phone, Mr. Mullin said he wasn't free to release many technical details, but he did say this much:

(1) Definition is ½-mc, compared with the standard 4-mc TV picture. This would mean only about 40 lines of horizontal definition, compared with normal 320 or so. United Press reporter wrote that images were "blurred and indistinct." But



some 6 months' development should bring picture up to acceptable quality, certainly surpassing kinescopes, Mr. Mullin said.

(2) Ordinary 1/4-in. audio tape is used, running at 100-in. per second instead of normal 15-in. per second for sound only. For greater definition, approximately 1-in. tape will be employed.

(3) "Multiplexing" is key to technique. Mr. Mullin wouldn't elaborate, added that patents have been filed.

(4) Transient and linearity characteristics are already superior to those of kinescopes. "Gradations between black and white are better," says Mr. Mullin.

(5) Recording and playback equipment will be cheaper, simpler, more flexible than film and kinescope gear.

(6) All electronic equipment is housed in single 6-ft. panel that "sorts, weighs and classifies" the TV signal.

(7) Showings in East aren't planned until greater quality is achieved.

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Potential of tape in improving pictures was put this way by Gen. Sarnoff:

"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, then through all the photographic process with its possible degradations."

Whether Mr. Mullin's 6 months estimate is accurate or not, everyone says "more power to him." RCA's research v.p. Dr. Elmer Engstrom said: "This is news to me. I have no idea what they have there. This has been the sort of development that I've felt might be expected in 2 or 3 years."

Perhaps those first 40 lines of resolution will look like a snap when compared with next 280. But even if the resolution produced is no greater than that of kinescopes, tape will have tremendous advantages over kines.

Tape recording isn't first non-film TV recording, historically. England's famed TV pioneer, J.L. Baird, put pictures on phonograph records in late 1920's, was followed by many American TV engineers, including GE's Ray Kell (now RCA), Jenkins' Albert Murray. Pictures were little more than outlines, of course, being made from images composed of 30-50 vertical lines.

Mr. Mullin is 1936 graduate of U of Santa Clara, worked for Pacific Telephone & Telegraph Co. in San Francisco 1937-41, served as Signal Corps major, became chief engineer of W.A. Palmer Co., San Francisco (industrial & training films) -- before joining Bing Crosby's outfit.

**FREEZE-END--'IF WE DON'T GET FOULED UP'**: The one man in the TV manufacturing and telecasting industry who has never feared to speak out plainly and sometimes sharply -- Allen B. DuMont -- let loose a few more broadsides this week at community dinner celebrating 20th birthday of his company and adoption of slogan "Passaic, Birthplace of Television" because of Dr. DeForest's and Dr. DuMont's pioneering work there.

Hater of sham, impatient with govt. bureaucracy, fearless of reprisal from Washington, Dr. DuMont began by pointing out that the "fledgling TV" as yet has only 108 stations in 63 cities serving less than half the nation's area; in 40 cities, he pointed out, there's no freedom of program choice because only one station exists.

"This limitation of TV's opportunity to grow, expand and serve the whole country and all its people," said Dr. DuMont, "is the product of a 'freeze' imposed by the FCC. There is no longer any justification for continuation of the freeze. There has been more than ample time for establishment of engineering standards and proper station spacings." Then, having in mind no doubt the specious color issue that's responsible for good 2 years of the now 38-month-old freeze:

"There are indications now that, if we don't get fouled up in more bureaucratic red tape and delays, the freeze may be lifted within a few months.

"When the thaw comes, TV will be started in earnest on its road of destiny;

within the next 20 years, we shall see hundreds of TV stations spread all over the country with millions more receivers in a large percentage of the homes of every community, large and small."

\* \* \* \*

Then Dr. DuMont ventured on some political observations, expressing publicly what good part of TV industry says and thinks privately. He thinks potential of TV as "great force to serve America and mankind" must yet be realized. Already, he noted, in crime hearings and political campaigns, it has displayed "an unerring ability to sift insincerity and demagoguery."

"Already the politicians -- high and low, at the local level and at national level -- are wondering and planning. They are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman.

"During the past 20 years we have witnessed a rapid encroachment by our Federal government on the rights of the individual, the community, the state. We have seen controls piled on controls as bureaus were piled on bureaus.

"Phony economic theories have been projected for the sake of political expediency to lead people to beliefs that the world owes them a living and they can collect it from the Govt., or that we can have more by producing less...

"We hear much about a manpower shortage these days, and of measures to conserve. But in Washington the needless bureaus are still employing people by the hundreds of thousands to twiddle thumbs or perform unnecessary duties. Back here on the industrial front, we are forced to consume an unnecessarily high percentage of our time, efforts and manpower on red tape and paper work for the Govt., which Govt. in turn uses as justification for employment of more manpower.

"I cannot help but wonder how much longer TV would have been getting here if those of us who worked on its development had been compelled in those early days to pay as much paper work tribute to bureaucracy as we do now...[I] wonder whether TV would not have weeded out for the voters those who have imposed this creeping socialism on us [and I] wonder what's in store for us next year and in succeeding years when the honesty of TV is put to work in earnest in the cause of good, clean, honest govt. and a return to the fundamentals of the American enterprise system.

"TV at its efficient best could fill our halls of Congress with statesmen, and our state & local offices with men whose greatest desire is to serve the public interest and welfare...The real big role that TV is to play in our lives is in the making...Do not make the mistake of putting it in a fixed category of entertainment. I do not mean to disparage it as an entertainment medium. Entertainment is important and necessary [but] just a part of TV's function and place in our lives."

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**Personal Notes:** Michael R. Hanna, mgr. of Cornell U's commercial radio stations WHCU & WHCU-FM, Ithaca, N. Y., elected FM member of NARTB board of directors, succeeding Frank U. Fletcher, who resigned when he sold his WARL & WARL-FM, Arlington, Va. . . . Hal Hough, ex-program director, WJBK, Detroit, named program director, WJZ-TV, New York, succeeding James Pollak, now ABC-TV Midwest program director . . . Neale V. Bakke promoted to sales mgr., WTMJ & WTMJ-TV, Milwaukee . . . Bert Lown resigns as v.p. of Muzak Corp. and gen. mgr. of its Associated Program Service, to join CBS-TV station relations . . . Charlotte F. Stern resigns as DuMont Network adv.-promotion director . . . James C. McDowell, recent Harvard graduate, former Florida radio announcer, joins Washington law firm of Arthur W. Scharfeld . . . Elaine H. Samuels named TV-radio director, C. J. Herrick Associates . . . Charles R. Abry promoted to Eastern sales mgr., ABC-TV network; Rupert Lucas to mgr. of ABC-TV program sales . . . Samuel F. Jackson, ex-WPIX, joins Avery-Knodel Inc. TV dept. . . . James A. Ward, v.p. & gen. mgr., Crossley Inc., research, has established own research firm, J. A. Ward Inc., 8 W. 40th St., N. Y. . . . Howard H. Ball, ex-WMAL & WMAL-TV, named executive asst. to Thad H. Brown Jr., TV director, NARTB.

FCC Chairman Wayne Coy as successor to Eric Johnston, resigning head of Economic Stabilization Agency, was rumor that had many Washington newsmen buzzing at week's end. Story was first published in Scripps-Howard newspapers Nov. 17. Coy's comment to us: "If there's a rumor of that kind, identify the source of it and print it and do whatever you want with it—that's my comment." At defense mobilizer Charles E. Wilson's office, under which ESA functions, it was stated Coy's name had not come up, and that at least one nationally known business man was still considering taking job which Johnston quits Dec. 1 to return to presidency of Motion Picture Assn. Appointment must be made by the President, confirmed by Senate. Recurring rumors of Coy's departure from FCC are predicated mostly on his known desire to go into private business, though he has turned down several offers—among them one to handle TV-radio for Ford Foundation under Paul G. Hoffman. That came last spring while he was being considered for reappointment as FCC chairman, which he chose to accept because (he told friends) it meant "vindication" of his policies, particularly during heat of color imbroglio. Of course, if Democrats go out of power in national elections next year, new FCC chairman will be named—though Coy's 7-year term would permit him to stay on Commission as member.

**E**IDOPHOR-CBS color theatre TV, sponsored by 20th Century-Fox, underwent another inspection in Zurich Nov. 12 (Vol. 7:41). This time, 20th's president Spyros Skouras took along group of VIPs, including his theatre-operating brothers Charles and George, GE's Dr. W. R. G. Baker, CBS's Dr. Peter Goldmark, Paramount TV executives and operators of U. S. and foreign theatre chains.

Thus, color-TV competition shifts from home-TV to theatre-TV front for the moment—with RCA's color theatre TV having been favorably received (Vol. 7:41) and Paramount announcing it has color version of its delayed-film theatre-TV system in the works (Vol. 7:43).

"A real technical advancement," was Dr. Baker's comment, according to AP. "Probably the most outstanding theatre-TV system in the world [because] there is no limit on the light that can be pumped through the unit." GE is scheduled to make studio equipment, perhaps all equipment, for the system.

Charles Skouras reacted by rushing out and sending following wire to all Theatre Owners of America members:

"With inspired enthusiasm and a profound pride in our industry I want you to know that the 20th Century Eidophor with CBS color which I saw tonight surpassed in definition and life-like portrayal anything that I have ever seen before on the screen. Tonight's presentation was an epic in my life and I know it was an historic moment in our

industry. Eidophor can be projected on any size screen with any length of throw. The color is real, actual with all the delicate shadings of life and sparkles with animation. Its magnetic radiance and dimensional depth will recapture the patrons we have lost and bring millions of new theatre-goers to our showhouses.

"An audience of scientists, press and industry members stood triumphant to shower what seemed endless applause when demonstration concluded. Am certain 20th Century Eidophor with CBS color opens new vistas in entertainment as vast as the advent of the first talking picture."

First U. S. demonstration is still scheduled in New York sometime in December, said Spyros Skouras, but his hopes for 150 color-equipped theatres by April (Vol. 7:41) appear to be fading. He says that material shortages make previously-planned Feb.-March production dates doubtful.

Some TV engineers have fingers crossed on Eidophor, believing it too complex for day-to-day operations out of the laboratory. They also point out that pictures shown in Zurich are wide-band, will lose considerable definition in network transmission. One engineer says he has experimented with system, and goes so far as to predict: "I'll bet they don't make another unit." Others, like Dr. Baker, are greatly impressed by system's potential for almost unlimited amounts of light, since its light source is an arc rather than phosphors.

**Network Accounts:** Major one-shot sponsorships reported by NBC-TV: Reynolds Metals Co. (aluminum), simulcast of *Arturo Toscanini & NBC Symphony* Dec. 29, Sat. 6:30-7:30; Allis Chalmers Mfg. Co. (farm equipment), annual *International Livestock Exposition* from Chicago Nov. 27, Tue. 3-4; F. W. Woolworth Co. (5-&10 chain), using TV first time, *Tournament of Roses Parade* from Pasadena Jan. 1, just preceding Rose Bowl game sponsored by Gillette . . . Johnson & Johnson (surgical products), planning one-hour Christmas Day show, on TV network to be announced, featuring Walt Disney films . . . Burlington Mills (Cameo hosiery) after Jan. 1 to sponsor twice weekly 15-min. *The Continentals*, featuring Renzo Cesana, on network to be selected, thru Morey, Humm & Johnstone . . . Goodyear Tire & Rubber Co., on Dec. 2 & 23, will present *The Greatest Story Ever Told* on ABC-TV, Sun. 7-7:30; stories will be on film and will be sponsored as public service, with identification of sponsor only . . . General Tire & Rubber Co., pleased with results during last World Series, has signed to sponsor *Dizzy Dean* interviewing series stars 15-min. before each game during 1952 & 1953 World Series on NBC-TV; agency is D'Arcy Adv., St. Louis . . . Lever Bros. (Rinso) starts simulcast on CBS-TV Jan. 7 of 10:15-10:30 segment of *Arthur Godfrey's* morning radio show on CBS radio network, Mon.-thru-Fri., 10-11:30 a.m. . . . Reynolds Metals Co. (aluminum products) now sponsors half-hour weekly of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, buying time dropped by Congoleum-Nairn after initial 13-week sponsorship . . . Bendix Home Appliances, Div. of Avco Mfg. Corp., starting Dec. 5 will share alt. week sponsorship with C. A. Swanson & Sons (frozen poultry) of *The Name's the Thing* on ABC-TV, Wed. 7:30-8, both thru Tatham-Laird Inc., Chicago . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) reported readying sponsorship of *My Friend Irma* to start Dec. 15 on CBS-TV, Sat. 9:30-10, during time being vacated Dec. 8 by American Safety Razor Co.'s *The Show Goes On*; agency for Cavalier is Wm. Esty Co. . . . RCA Victor will present *Ezio Pinza* on its yet unnamed new show (Vol. 7:43) on NBC-TV, Fri. 8-8:30 starting Nov. 23; after New Year, *Dennis Day* will alternate weekly with Pinza in his own show from Hollywood.

**Station Accounts:** Kroehler Mfg. Co., world's largest furniture maker, ventures into TV for first time with *Clifton Utley & the News* on WNBQ, Chicago—its adv. mgr. Larry Keller announcing that "if this test comes up to our expectations we will extend TV advertising to other important markets." First product plugged is "Sleep-or-Lounge" sofa bed. Agency: Henri, Hurst & McDonald, Chicago . . . Remington Rand buys *John Wingate* news program Mon. 9-9:05 p.m. and Wed. preceding boxing bouts on WOR-TV, New York, thru Leeford Agency . . . Spiegel Inc., large Chicago mail-order house, makes TV debut with *Test Lab* on WGN-TV, Chicago; show simulates testing lab and offers advice on judging and buying of products . . . General Baking Corp. has bought *Hopalong Cassidy* films from NBC-TV for spot placement in 18 markets, starting in January when General Foods drops its NBC-TV network sponsorship, Sun. 6-7, and moves Roy Rogers into that spot . . . Packard Motor Car Co. planning to use TV again in early 1952, thru Maxon Inc., which takes over account Dec. 15; meanwhile, new 1952 models being introduced in big space campaign that started Nov. 14, plus CBS Radio *Red Skelton Show* . . . Utica Club Beer buys weekly *Old American Barn Dance* films from United Television Programs for placement on all upstate New York stations . . . Gillette will sponsor Orange Bowl game on WTVJ, Miami, non-interconnected . . . Among other advertisers reported using or preparing to use TV: E. R. Wagner Mfg. Co. (Wagner Komb-Kleaned carpet sweeper), thru Klau-Van Pietersom-Dunlap Associates, Milwaukee; Colgate-Palmolive-Peet Co. (Lustre-Color hair coloring), thru Lennen & Mitchell, N. Y.; Freihofer Baking Co. (Sonny Boy bread), thru Tri-State Adv., Philadelphia; Interstate Bakeries Corp. (Butternut & Webers bread), thru R. J. Potts-Calkins & Holden, Kansas City, and Dan B. Miner Co., Los Angeles, respectively; Cleveland Welding Co. (Roadmaster bicycles), thru Will Inc., Cleveland (WTMJ-TV); Caryl Richards (Rocket Wave permanent), thru Emerson-Rodgers Inc., N. Y. (WTMJ-TV); Roman Meal Co. (Roman Meal pie crust), thru Guild, Bascom & Bonfigli, San Francisco (KSL-TV); Fratex Fashions, division of Plastic Film Products Corp., thru Buehl & Associates, Akron; Dusorb Sales Corp., Shenandoah, Ia. ("Dusorb" & "For" Cleaner), thru Allen & Reynolds, Omaha.

**INDUSTRY CONTEMPLATES 1952 OUTLOOK:** Caution is today's byword in the battle-scarred TV trade. Certainly that was prevailing mood among TV and parts manufacturing top-kicks gathered in Chicago this week for RTMA November meetings.

Supplanting last winter's reckless production spree -- and the spring-summer hangover -- is sober realization that, despite fall trade pickup and steady inventory reduction, real prosperity probably isn't just around the corner.

There's still undercurrent of worriment lest current sales stimulation turn out to be purely seasonal and nothing more. If so, what will the traditionally slow first quarter bring?

There certainly aren't enough military orders to fill the gap. Nor are there prospects that, without all-out war, defense production will ever take over any sizeable portion of TV-radio industry's total productive facilities.

As for materials shortages -- that's next year's worry. By and large, the industry hasn't felt them yet. Of course, there are some exceptions -- notably tube and antenna makers, who are feeling various degrees of pinch -- but set makers and most component manufacturers aren't terribly concerned about materials as of now.

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Consensus of TV-radio manufacturers on RTMA board of directors, informally polled Nov. 16, was that industry will produce 4,440,000 TVs, 10,900,000 radios in 1952. Individual "guesstimates" ranged from 3-5,000,000 TVs, some 25% predicting 5,000,000 sets. For radio, range was 7,500,000 to 12,500,000.

Most of these estimates ran considerably higher than NPA's semi-official prognostication of 3,500,000-4,000,000 TVs next year (Vol. 7:44). Queried about this divergence, one NPA electronics official replied: "Maybe we know something they don't know," taking dimmer view of materials outlook than industry does.

But many rank-and-file TV manufacturers in Chicago had feeling that materials won't be limiting factor until well into first, or even second quarter. "Later than that, maybe, if buying lets down after Christmas," was wry comment of one.

Scarcity of materials isn't "clear and present danger" to most set and parts makers because they're still carrying good-sized inventories of materials (as well as finished parts) from third quarter. During first quarter 1952, many expect to have some of their fourth quarter quota left over.

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Certainly allocations of materials to TV-radio-phono manufacturers for first quarter -- as announced this week by NPA -- gave nobody cause to jump for joy. They're substantially as we reported exclusively several weeks ago (Vol. 7:43-44).

Nearly all manufacturers have now received their allotments, and here's how they average out: All types of steel, 50% of base period use; copper brass mill products, 35%; copper wire mill products, 40%; copper foundry products, 20%; and aluminum, 35%. (For comparison with base period and fourth quarter, see p. 11.)

Base period use was only criterion used in making allotments for TV-radio and other consumer durables. Manufacturers' stated requirements weren't considered.

For component manufacturers, there are no exact percentage figures. Amount of materials they'll get depends on amount of military production. They'll receive 100% of requirements for military items, plus allocation for civilian components commensurate with that received by TV-radio makers.

But most component people, like the set makers, have yet to face the hard facts of real materials shortages. Even more than the TV manufacturers, many of them are more concerned about costly inventories of materials and finished parts, as well as scarcity of orders. This comment we heard in Chicago from a small manufacturer was typical:

"They tell us there'll be materials shortages next quarter. Of course we've heard that story before, and it gets harder to believe each time, but I guess we can't go on living off our fat forever."

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Outlook for large-scale military production is gloomy. Most electronics manufacturers have found the pattern of defense orders vastly different from that of World War II. Generally, there's been little heavy mass production -- and probably won't be under stand-by mobilization program.

One parts maker told RTMA's Small Business Conference that items the Signal corps bought from him in "tens of thousands" during World War II, now are purchased in "drips and drabs." Another said he's turning out a small electronic component at rate of 500 a day for the military. During last war he produced 25,000 a day.

Military electronic production should level off by July, said RTMA chairman Robert C. Sprague, but level won't be high. He said orders for electronic equipment, except fuses and guided missiles -- and not counting related non-electronic items such as wire, radar trucks, etc. -- are now being delivered at rate of \$400,000,000 a quarter. By July, they're expected to reach quarterly rate of \$600,000,000.

Increase will be about 50% -- no great upsurge from today's level. As one component manufacturer put it: "No matter how you figure it, 150% of nothing is still nothing."

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Another well-over-100,000 output week was recorded by RTMA statisticians for week ending Nov. 9. Total of 113,264 TVs (2988 private label) was highest since April 20 week (Vol. 7:18), compares with 107,361 week preceding, brings total for first 6 weeks of fourth quarter to slightly over 615,000 -- augurs easy 1,000,000 quarter to add to approximately 4,000,000 first 3 quarters.

Factory inventory was 335,439, down mere 2000 from preceding week.

Radio output fell to 186,996 (79,775 private label) from preceding week's 203,777. Factory inventory was 338,832, up about 7000 units. Week's radios were 110,755 home receivers, 22,067 portables, 54,174 auto.

**ELECTRICAL AGE INTO ELECTRONIC AGE:** Editors of David Lawrence's U.S. News & World Report got RCA chairman David Sarnoff off on his favorite subjects in one of their famed "staff interviews" published Nov. 9 under caption "What's Next in Television?" Gen. Sarnoff got in some licks on color TV and programs, of course, but real meat of interview came when he was asked, What do you see ahead as the possibility of invention in the line of electronics?

The man who called the turn on the "music box" that became radio and on the TV that is the electronic industry's prodigy, really liked that one. Quoth he:

"I think there's no limit to the possibility of electronics for the future. I think that just as we had a Steam Age, followed by an Electrical Age, we are now on the threshold of an Electronic Age. I think we've crossed the threshold, and many things that are electrified can be electronized."

He went on to suggest electronic household appliances -- that electronic air conditioner, for example, which would eliminate pumps and fans and noise and be cheaper and simpler to operate (Vol. 7:39). He spoke of RCA's Ultrafax, capable of transmitting, via TV-facsimile methods, a whole book in matter of minutes. But most significant, currently, in view of electronics' basic role in defense and industry, were his answers to, What do you see for TV as a military aid?

"I see a great deal...Already the experiments and the tests which have been made indicate that you can see what is going on on the battlefield and what is going on at sea, and you can increase your control of your combat units. And I think that the combination of atomic energy, radar, TV and electronics will revolutionize warfare -- has already done so -- because aviation itself has much use for TV. Electronics represents now a large part of our military machine. In fact, I don't know any part of a military machine that hasn't got some electronics. Even a tank..."

"I think electronics opens up a new field applicable to all industry, and there is another important development on the horizon in that field. We have always

thought of electronics in terms of a vacuum tube. It started out first as a detector, then as an amplifier, and finally as an oscillator or generator. Everything that we have done in radio has been built around the vacuum tube. That has been the greatest single invention of the electronic age.

"Lately scientists have discovered that you can get electronics to work in solids as well as in a vacuum tube. We always thought we had to heat a filament and create heat inside a vacuum in order to put the electrons to work. In other words, we had to boil these electrons out of the things that existed inside the vacuum tube before they would do their job.

"Now what the scientists call electronics in solids -- that is, electrons in solid materials -- can also do the job. A crystal called germanium, which you may have read about [see Transistor's Potential for TV-Radio? Vol. 7:39], is able to do what the vacuum tube does as a detector or as an amplifier -- it doesn't yet do it as well -- it's still in the experimental stage but it is being steadily improved.

"Well, now, when you have these electrons working in solids, you don't have to boil them out -- they remain there, and a piece of metal or crystal the size of a shoe button will be able to do what vacuum tubes are doing. Here you have the possibility, despite all the things that we know about tubes and electrons, of even obsoleting the tube itself for some of its present uses.

"You add this discovery...to the possibility of atomic energy in getting radiation from certain materials, and then you open up a field to the imagination which we could never cover in this interview."

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**Trade Personals:** Dr. Vladimir K. Zworykin, RCA Labs v.p. and noted TV inventor, was married in Burlington, N. J., Nov. 15 to Dr. Katherine A. Plevitzky, also Russian-born; she's a bacteriologist with Thomas W. Evans Institute . . . Wm. J. Morlock, ex-OSRD, appointed gen. mgr. of GE's commercial & govt. equipment dept., including TV-radio transmitters and station equipment, etc., headquartering at Syracuse . . . Patrick E. Sullivan promoted to asst. mgr., GE Buffalo tube works . . . Wm. H. Kelley promoted from sales mgr. to president of Motorola Inc., New York, Allan G. Williams being named operations v.p.; Mr. Williams is the son of onetime RMA president, the late Fred D. Williams . . . R. M. Brown named Detroit district sales mgr., GE receiver sales, David Goodhart being assigned to Minneapolis, Francis Haulon to Syracuse . . . Ernest A. Marx, gen. mgr., DuMont receiver sales div., left Nov. 15 for South America to set up distributorships and survey TV situation . . . Wm. Carlin promoted to manufacturing mgr., DuMont CR tube div., succeeding Frank Beldowski . . . Emanuel Weintraub, ex-Garod (Majestic), named commercial service mgr., CBS-Columbia Inc., and aide to sales mgr. R. D. Payne . . . Leo J. Sands, ex-Bendix Radio, named gen. sales mgr., Bogue Electric Mfg. Co., Paterson, N. J. . . . William H. Jarvis named sales mgr. of new N. J. DuMont factory distributorship under mgr. John Hunt . . . O. S. Gerstman, ex-Kaye-Halbert, has formed Gerstman Distributing Co., 414 S. Western Ave., Los Angeles, handling Natalie Kalmus, Cinema and Jackson TVs . . . Ray J. Yeranko, Magnavox TV-radio service mgr., named chairman of RTMA service committee, succeeding DuMont's E. W. Merriam, now on temporary duty as RTMA service mgr. . . . Leigh A. Brite, ex-chief electronics engineer, U. S. Air Force Security Service, named director of research & development, Transmitter Equipment Mfg. Co. . . . Richard H. Schneberger named general service mgr., Crosley, succeeding H. A. Newell, resigned . . . Adolph Ullman, president of Northeastern Distributors, Boston (Zenith) elected a trustee of Brandeis University.

Symposium on "Improved Quality Components" has been scheduled by RTMA-IRE-AIEE May 6-8, 1952, in Washington.

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RCA-NBC is showing off uhf Nov. 28-Dec. 1, during NBC affiliates' convention in Boca Raton, Fla., under authorization granted by FCC this week. RCA is installing 100-watt transmitter, 524-530 mc, using tilted directional antenna giving about 6-kw ERP. RCA's Dr. George Brown feels tilted antenna (Vol. 7:19,37) may prove valuable in providing coverage with small transmitters until high power is available. He says that transmitter with few hundred watts and tilted directional antenna can provide equivalent of several hundred kilowatts over city itself, but that rural coverage naturally suffers. Long-distance tropospheric interference is markedly reduced, he says.

To combat interference problems, notably those involving amateurs and TV, George Turner, chief of FCC's field engineering division, instructed all regional managers to encourage formation of local groups. He cited "The Dallas Plan for TVI" in June *QST*, showing how local group investigated amateurs' interference to TV sets, found RCA receivers among most severely troubled, got quick action by going directly to RCA chairman David Sarnoff. In Dallas, RCA Service Co. engineers promised to correct every RCA set gratis, carried out commitment.

Nov. 1 sets-in-use reported since NBC Research's "census" of Oct. 1 (Vol. 7:43): Greensboro 84,049, up 9549; Memphis 104,129, up 5329; Dallas-Ft. Worth 140,808, up 4808; Utica 56,200, up 3200; Miami 89,300, up 2300; Norfolk 85,742, up 4142; New Orleans 67,817, up 4317; Washington 301,000, up 12,000; St. Louis 327,000, up 10,000; Baltimore 337,687, up 12,687; Cleveland 529,548, up 18,548; Kansas City 157,251, up 13,251; Johnstown 120,000, up 8000; Houston 98,092, up 5192; Syracuse 143,494, up 7494; Boston 803,989, up 16,989.

Use of higher-gain antenna to take advantage of FCC's rule permitting temporary power increases (Vol. 7:30 et seq) is quite rare, most stations electing to wait for end of freeze before making changes. WJAR-TV, Providence, and WBZ-TV, Boston, are first to hike power via new-antenna route. Former is moving from 30 to 50-kw ERP by replacing 6-bay unit with 12; latter is jumping from 15.6 to 25 kw by substituting 6-bay antenna for 3-bay.

**Topics & Trends of TV Trade:** Belmont has upped prices of 12 of its Raytheon TV models \$5 to \$32.50, cut prices on 3 others \$2.50 to \$45—but these are announced as “adjustments designed to eliminate the industry’s current practice of marking up parts warranty charges in order to compensate for extremely close or loss prices on receivers.” Sales & engineering v.p. W. L. Dunn stated:

“Belmont became the first company in the industry to include the Federal excise tax and parts warranty charge in the suggested retail price of its Raytheon TV line. In the third quarter of this year, many manufacturers instituted the practice of artificially marking up the parts warranty charges to several times its actual cost . . . The practice penalized many dealers because their advertised retail prices could then include only a partial markup.

“Belmont now feels that the public has not been fooled by the industry’s current pricing system, which has resulted in confusion and drawn criticism from the OPS.” Raytheon distributors have option of advertising suggested retail price either with or without the Federal excise tax and parts warranty included.

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TV servicemen’s licensing bill (Vol. 7:39) was passed by 19-4 vote of New York city council Nov. 13. Measure requires licensing of all technicians, service dealers and contractors at fees ranging from \$5 to \$25, establishes 8-member commission to administer bill and regulate licensing qualifications. Bill’s proclaimed aim is to curb abuses in TV servicing “which have victimized the public.” Meanwhile, RTMA announced it has engaged RCA Institutes Inc. to write 3-year vocational high school course on TV-radio and 10-12 month syllabus for adult educational institutions, to increase number of qualified servicemen. Courses are being edited by Gilbert Weaver, training director of New York State Board of Education.

Big trade upturn at wholesale level, very little at retail, are registered in Census Bureau’s statistics for September. Its *Monthly Wholesale Trade Report* shows TV-radio-appliance distributors’ sales increased 41% over August, while their inventories declined 3%. September’s wholesale sales, however, were 27% below September 1950, inventories 61% greater than year before. *Monthly Retail Trade Report* indicates TV-radio stores’ sales in September were 7% above August, but 23% below September 1950. Appliance retailers’ sales inched up 2% from August to September, but were 29% less than same month last year.

TV set dealers and manufacturers during September placed equivalent of 3105 pages of daily and Sunday newspaper advertising of TV sets, reports Advertising Checking Bureau Inc., which adds that since such advertising was checked in only 49 of the TV cities total for U. S. should be “considerably higher” than this average of 2 pages per day per city. For first 9 months of this year, ACB reports 52,741,806 lines, equal to 23,973 pages, devoted to TV set advertising; radio set advertising in same cities ran about 10% of the TV.

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RTMA reports 626,793 TV sets shipped to dealers during September, as against 156,015 in August. Total shipments for first 9 months of year were 3,371,624. Figures are for industry as whole, including non-members; complete report showing 9-month shipments by counties is available from RTMA on request.

Asked to take stand on subscription TV, RTMA board responded to request of its TV committee Nov. 16, named subcommittee headed by president Glen McDaniel to study situation and make recommendation to next RTMA meeting in New York Feb. 5-7.

Gen. Lawrence H. Whiting, president of American Furniture Mart, sees 1952 Winter Mart (Jan. 7-18) more nearly “normal” than any other similar showing since end of World War II; last winter’s was “runaway” and last summer’s “abnormal,” he says. Now, the typical retail store buyer will purchase his actual needs—“and he’s going to need goods” because “inventory has been worked down.” Now, too, he won’t do any “scare buying.” Even so, in Gen. Whiting’s opinion, “1951 will wind up close to 1950 in dollar sales in furniture and bedding manufacturing, retail and wholesale fields [though] profits for 1951 will be lower . . . occasioned mainly by sacrifices made to get out from under an over-inventoried position, the constantly rising cost of doing business, and higher tax burdens.”

A 16rpm record is about to go on market, Nov. 15 *Retailing Daily* reports. Manufacturer is Wagner Research Corp., 150 W. 56th St., New York. First offering is a reading of the Bible by actor Alexander Scourby. President Robert Wagner says company is producing attachment to fit any 33 $\frac{1}{3}$ rpm player to sell for \$12—including two \$1 records. Mr. Wagner says he originally intended to make 14rpm records, but Zenith persuaded him to use 16rpm, since its record players are continuously variable from 16 to 85rpm. He added that Zenith offered aid in exploiting records, but *Retailing’s* check with Zenith got only a denial. Mr. Wagner plans to sell 16rpm recorder at \$275, with Audio & Video Corp., New York, exclusive sales agents. Note: Ever since Zenith put 16rpm into its player, there has been talk about its going into record manufacturing business itself—talk recurringly heard during this week’s RTMA conference in Chicago.

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Trade Miscellany: Erie Resistor Corp.’s month-old strike of 1300 employes ended this week, with granting of 7 $\frac{1}{2}$ ¢-an-hour across-the-board wage increase and IUE union shop . . . Argos Products Co., Genoa, Ill., announces new line of leatherette table TV cabinets being ready-cut for Radio Craftsmen, Tech-Master, Philmore and Mattison 16 & 17-in. chassis, also Radio Craftsmen 20 & 21-in.; blank model for other 16 to 21-in. . . RCA has added “Covington,” Model 17T-172, to line—console with half doors, 17-in. rectangular tube, listing at \$379.50 in mahogany or walnut, \$389.50 in limed oak . . . Muntz TV indicates intention of distributing “closer to the manufacturing center” (Chicago) due to production limitations, so is reported to have halted sales in New York, northern New Jersey and Boston.

Description of transistor, promising vacuum tube substitute (Vol. 7:39), is accompanied by this evaluation in November *Electronics*: “For the first time in half a century the electron tube has a real competitor, with sharp spurs and a disposition to take over. It promises to establish whole new areas of electronic engineering, from computers to telephone switching systems, and it will probably make real inroads in many existing applications, particularly military ones.”

Dick Hooper, RCA’s peripatetic “ambassador of TV,” who has conducted closed circuit demonstrations in Rome, the Vatican, Berlin, Madrid and other foreign points, suggests U. S. leadership in TV gives it one propaganda weapon our enemies don’t have. “If we ever occupy another country,” he told Philadelphia meeting of American Public Relations Assn. Nov. 14, “the tubes of the TV receivers should be warmed up before the guns cool down.”

FM promotion campaign will be conducted in 3 test areas—North Carolina, Wisconsin, Washington, D. C., maybe others—as decided by RTMA advertising committee, set div., at Chicago meeting. Program is joint venture with NARTB and local FM stations, will place heavy emphasis on sports broadcasts available only on FM.

**Financial & Trade Notes:** DuMont showed loss of \$2,-062,547, reduced to net loss of \$319,547 as result of Federal income tax credit of \$1,743,000, for 40-week period ended Oct. 7. Sales fell to \$37,537,000 from \$52,273,000 for corresponding 1950 period, for which net earnings were \$5,018,000 (\$2.08 a share). Poor showing for this year was due to decline in TV market, involving heavy losses on sales of excess inventory; losses were practically all in receiver and tube divisions, inasmuch as instrument, transmitter and broadcasting sales were all substantially up.

"At this stage," stated Dr. DuMont in Nov. 9 message to stockholders, "we appear to have the dark picture behind us. Insofar as receiver and tube sales are concerned, they are definitely on the upgrade. Credit restrictions have been eased; the public did not accept the approved color system and the Office of Defense Mobilization halted mass production of color receivers 'for the duration,' thereby dispelling confusion; a thaw of the 'freeze' appears imminent, and we are ready for uhf reception.

"Government contracts on which we are already at work, plus others on which 'letters of intent,' 'notices of award' and 'assignments' have been issued, amount to more than \$60,000,000, and negotiations for other products are well advanced . . . We are contemplating substantial improvement in the closing weeks of the year, and expecting a 1952 business volume at least 25% in excess of our high year, 1950. This increase in volume, however, will be at a lower percentage of net profit to sales than in 1950 because of the large proportion of govt. orders."

\* \* \* \*

Philco sales for first 9 months of 1951 totaled \$228,-431,000 compared with \$229,205,000 for same 1950 period. Net profit after provision of \$7,835,000 for Federal and State income taxes was \$7,963,000 (\$2.18 per share after preferred requirements), vs. \$9,877,000 (\$2.72) for corresponding period last year when taxes were \$9,692,000. Third quarter sales were \$57,408,000, net \$2,222,000 (60¢), compared with \$82,193,000 and net of \$4,068,000 (\$1.13) for same 1950 quarter. Summer's high factory-distributor inventories have now been depleted, states president Wm. Balderston, and demand for 1952 models is so great that production now is on an allocation basis.

Admiral sales fell to \$134,919,187 for 9 months ended Sept. 30 from \$166,924,994 for same 1950 period. Net profit was \$5,400,158 (\$2.80 a share) vs. \$13,176,417 (\$6.83). Third quarter sales were \$31,331,832, net earnings \$1,306,735 (68¢). Fourth quarter prospects, said report, appear favorable and satisfactory earnings are anticipated for balance of year.

Muntz TV Inc. reports net earnings of \$185,034 on sales of \$14,803,243 for 6 months ended Sept. 30. This compares with profit of \$446,445 on sales of \$10,786,600 in same 1950 period. Quarter ended June 30 showed loss of \$7282, so that whole profit came in September quarter. Prospects for second half of fiscal year, said report, "are considerably brighter as a result of a general firming of the TV market."

Davega Stores report sales for 6 months ended Sept. 30 were \$13,074,000, compared with \$13,095,463 same period last year. Net profit fell to \$12,713 from \$241,254 in 1950 period. Liquidation of excessive inventories was given as main reason for decline by president H. M. Stein, who added that inventory was reduced by \$3,250,000 during the period, loans from banks reduced currently to \$650,000 from \$2,500,000 on March 31.

Webster-Chicago reports net profit of \$368,739 (82¢ a share) on net sales of \$13,439,247 for 9 months ended Sept. 30, compared with \$1,019,983 (\$2.27) profit on \$12,980,230 sales in same 1950 period.

Among officers' and directors' stock transactions reported by SEC for September: Dee S. Lenfesty sold 500 Arvin, holds 1000; M. P. Ferguson bought 200 Bendix (August), holds 900; Samuel Paley received 200 CBS "A" as gift, holds 6800 "A," 15,000 "B"; I. James Youngblood sold 800 Clarostat, holds 300; Leo J. Doyle sold 1024 Hallcrafters in September, 600 in August, received 1624 in distribution in May, holds 1463; John S. Timmons sold 4500 Philco, holds 5500; Fred W. Rombach sold 2162 Philco, holds 3166; James T. Buckley sold 2000 Philco, holds 19,987; R. L. Heberling gave 32 Philco as gift, holds 23,800 common, 300 pfd.; Robert H. I. Goddard sold 1100 Raytheon, holds 10,500; Percy I. Spender sold 1000 Raytheon, holds 3; William Gammell Jr. sold 412 Raytheon, holds 14,053. Stanley P. Lovell bought 100 Raytheon (June), holds 500; John J. Smith bought 1000 Sparks-Withington (Aug.), holds 3900; I. M. Olsen bought 300 Sparks-Withington (Oct. 1950), holds 400.

Paramount Pictures Corp. and consolidated subsidiaries report net earnings of \$4,205,000, or \$1.83 on 2,302,-125 shares outstanding, for 9 months ended Sept. 29, vs. \$4,571,000 (\$1.75 on 2,615,619 shares) same period last year. Third quarter earnings are estimated at \$1,373,000 (60¢ per share) vs. \$1,745,000 (67¢) for third quarter 1950. Figures include earnings of Paramount's KTLA, Los Angeles. Paramount's revenues from its interest in DuMont and other investments are included in separate statement of net undistributed earnings of partially-owned non-consolidated subsidiaries. This amounts to \$170,000 for first 9 months of 1951 vs. \$1,127,000 last year, \$183,000 for third quarter 1951 vs. \$298,000 third quarter 1950.

Westinghouse sales hit record \$901,042,000 first 9 months of 1951, increase of 23% over \$731,054,000 in same 1950 period, but profits fell to \$42,757,000 (\$2.67 a share) from \$49,079,000 (\$3.37). Increased taxes were largely responsible for decline, 9-month tax bill totaling \$76,822,-000, more than double last year's \$37,885,000. During third quarter, sales were \$310,480,000, profits \$11,193,000 (69¢) after taxes of \$31,858,000 vs. third-quarter 1950's \$269,323,000 & \$21,873,000 (\$1.52), taxes of \$19,554,000.

Merger of John Meck Industries Inc. into Scott Radio Laboratories Inc. (Vol. 7:40, 43) became effective Nov. 16, each Meck stockholder to receive 1.3 shares of Scott for each share of Meck and Scott's capitalization to be increased to 1,500,000 shares, of which 1,006,185 will be outstanding after completion of exchange.

Standard Coil Products Co., pursuant to underwriting agreement of last July 21 relating to 367,500 shares of common stock, released statement Nov. 15 showing that net sales were \$38,324,991 for 12 months ended Sept. 30, net profit \$3,388,025 after providing estimated \$3,332,127 for Federal income taxes.

Dividends: Hazeltine, year end of \$1, payable Dec. 15 to stockholders of record Dec. 1; Indiana Steel Products Co., year-end of 40¢, quarterly 25¢, payable Dec. 12 to holders Nov. 10; Webster-Chicago, 25¢ payable Dec. 20 to holders Dec. 10; GE, 75¢ payable Jan. 25 to holders Dec. 21; Gabriel Co., passed dividend at Nov. 8 meeting (though paid 15¢ each of 3 previous quarters this year).

General Precision Instrument Corp. elects to directorships Howard K. Halligan, partner in Cyrus J. Lawrence & Sons, and Norbert A. McKenna, partner in Reynolds & Co.

Pre-doctoral fellowship in electrical engineering, valued at \$2700 annually, has been established at New York U by RCA to be known as "David Sarnoff Fellowship." This is in addition to resident fellowships it has also made available to graduate students at Princeton, California Tech, Illinois, Columbia, Cornell.



ONE BANKER who takes dim view of prospect of making money out of renting feature films to TV—even when there are many more stations—is George T. Yousling, v.p. of Los Angeles' Security-First National Bank. It's "telepix" or "vidpix", as the theatrical trade press calls those pictures made specially for TV, that will eventually pay off, he thinks. At least, so far as banks are concerned which have underwritten costly feature picture productions.

In foreclosing on 8 independent films, banker Yousling looked deeply into TV potential, found he could realize only about \$20-25,000 out of rentals, decided there was more money in them from theatrical runs, even on reissue basis. He came to belief, too, that old pictures aren't good TV entertainment, therefore stress should be on films made expressly for TV. He said:

"Today there are only 14 or 15 video markets where you can get pretty good money for motion pictures. Pittsburgh, for example, is on the [coaxial] cable, and the station there isn't apt to pay high prices for pictures . . . buying [only] for filler programs and consequently they won't pay much. What do you think [a film distributor] could get out of Albuquerque? Probably \$50.

"If the major studios should reverse themselves and decide to dump their old pictures into TV, the market will be surfeited, and prices will go way down.

"Telepix are the real answer, the way it looks today. Until now the motion pictures have been the biggest segment in Hollywood, overshadowing radio and TV. I think that with the growth of TV [it] will be a terrific factor, but it will be a healthy change, one which will increase the prosperity of Hollywood and of everyone in the entertainment industry. Look at your TV programs today—it's poverty row. But as time goes on, and with more and more able producers entering the telepix field, it's inevitable that TV will give new life to the entire industry."

The "join 'em" attitude is well demonstrated down Long Beach way, where Pacific Drive-In Theatres chain's open air Lakewood Theatre played one Tuesday night to 900 autos instead of usual 350. Reason: Personal appearance of TV star Harry Babbitt on "TV Star Night" during which there was also a drawing for a TV set, orchids for ladies, cigars for men. Star is going to play the circuit, while theatre firm tells public:

"We realize it is nice to sit in a comfortable home 4 or 5 nights a week and watch TV programs. But on that one or 2 nights a week when you have the urge to get out of the house with the family and see a fine, big-screen picture in a festive surrounding, we want your patronage at a Pacific Drive-In."

Hollywood's independent TV outlets, with exception of Dorothy Schiff's KLAC-TV, are "in the red or close to it," says *Hollywood Daily Variety*, citing Paramount's KTLA, *Times'* KTTV and General Tire's KHJ-TV (formerly KFI-TV) as "staggering under a heavy burden of high budgeted programs and overhead, hard put to find angels who will pick up the tab on local shows selling for as high as from \$5000 to \$6000". Network-owned KNBH (NBC), KNXT (CBS) and KECA-TV (ABC) are reputed to be comfortably in the black.

DuMont had unusually clever publicity release accompanying move of WABD to Empire State Bldg. It comprises copy of memo from allocations engineer Robert Wakeman to research v.p. Dr. Thomas Goldsmith. Wakeman reports that "4 chronic troubles" will be alleviated by move: "Westchester Ghost (known in Manhattan as the Park Avenue Ghost), Irvington Shadow, Hackensack Ghost, Inadequate Fringe Area Signal." Hackensack Ghost and Irvington Shadow, incidentally, were due to shadows and reflections caused by RCA Bldg.

**Mobilization Notes:** RTMA small business committee reports further success in increasing subcontracting of military orders. Chairman A. D. Plamondon Jr. (Indiana Steel Products) told Small Business Conference in Chicago Nov. 14 that some 54 potential subcontractors have registered with RTMA headquarters—about 23% of RTMA's 236 small business members. Of this number, 17 have been requested to submit brochures to prime contractors, and 11 are in line to receive subcontracts. Plamondon said 8-10 additional subcontractors should receive order through the program within next 3-6 months. Small business members of RTMA (750 employes or less) can get information on program by writing Ralph Haarlander, RTMA.

CBS-Columbia's appeal for more materials to make black-&-white TV sets (Vol. 7:43-44), twice postponed, has been set for Nov. 20 before NPA Appeals Board, Dr. T. Munford Boyd, chairman. Since original turndown was appealed, NPA issued new Regulation 6 which spells out conditions under which a company's priority ratings and materials quotas may be transferred when it is sold. In a nutshell, order provides: (1) When purchaser of going concern continues to operate it as "substantially the same business" at same location, he acquires all privileges and limitations granted by NPA to former owner. (2) If new owner discontinues operation, or operates business "for a substantially different purpose," or in different location, he can't continue to use its ratings and quotas without special NPA permission. CBS is seeking higher metals quotas than Air King, which it acquired.

Uncle Sam is being more conservative in his program to aid industrial expansion. That's indicated by DPA's latest list of certificates of necessity for rapid tax write-offs. On previous lists, most electronic industry expansion was granted 5-year amortization on 75% of construction costs. This week's list shows 65% is now the rule. Listed were certificates for these electronic and related projects (at 65%, except as noted): Victor Adding Machine Co., Chicago, fire control systems, \$1,253,183; Machlett Labs Inc., Springdale, Conn., tubes, \$247,400; Packard-Bell, Los Angeles, ordnance, \$239,609; Standard Electrical Products Co., Dayton, aircraft equipment, \$80,999. Kenyon Gyro Electronics Corp., Halesite, L. I., \$52,191 (70%).

First-quarter allotment of materials for production of TV-radio-phonos, as released by NPA (see story, p. 6): Carbon steel, 19,775 tons (vs. 22,299 in fourth-quarter 1951 & 39,550 in average base period quarter); alloy steel, 18 tons (vs. 52 & 36); stainless steel, 31,004 lbs. (vs. 29,036 & 62,003); copper brass mill products, 506,297 lbs. (vs. 515,301 & 1,477,490); copper wire mill products, 1,577,904 lbs. (vs. 1,696,533 & 3,976,780); copper foundry products, 6380 lbs. (vs. 18,772 & 31,900); aluminum, 756,703 lbs. (vs. 1,200,632 & 2,367,795).

TV-radar combination is to be tried at London airport in effort to speed traffic, particularly since jets are scheduled for regular operations next year. Idea is to transmit maps, radar displays, etc., to TV screens in strategic spots around airport.

Telecasts of Paris UN meetings over CBS-TV just one day late are made possible through use of Paramount's theatre-TV equipment which puts sessions on film in matter of seconds; film is flown to U. S. immediately. Paramount flew 10 tons of equipment to Paris at request of State Dept.

Reynold R. Kraft, 56, Midwest sales mgr. for Fort Industry Co. (Storer), died suddenly last week in his Chicago office. He joined Storer group in July, after serving as Raymer v.p. and before that for 20 years with NBC radio sales. He was a 1917 graduate of U of Illinois, captain of its football team that year, and is survived by wife and son.

**Telecasting Notes:** Revolt of network affiliates against NBC's Economic Study proposals (Vol. 7:40), or any similar plan by other radio networks, seems to be growing—emphasized by edict of all-industry affiliates' committee, formed during recent fight against network radio rate cuts, that it will vigorously oppose "any arbitrary formula which bases radio rates on the growth of TV circulation rather than on radio's own efficiency" . . . NBC proposals, says committee headed by Paul Morency, WTIC, Hartford (non-TV area), would lead to "destruction of radio" and "radio rates should be based on actual circulation values delivered by radio . . . we resoundingly reject the theory that the installation of a TV set in a radio home eliminates the use of radio in that home" . . . Hats off to CBS for its Nov. 15 round-the-clock blood donor appeals, with so many lively and original plugs in each and every program—very effective for Red Cross and very effective proof of efficacy of "saturation" radio . . . *Saturday Evening Post* shortly to release series of 3 articles on TV by Milton Mackaye, with particular emphasis on its impact on movies . . . *Chicago Tribune* has reduced radio program listings to make way for radio editor Larry Wolters' daily TV column . . . Ontario Motion Picture Theatre Assn. study shows that, though Canada has no TV stations as yet, boxoffice has declined average 6% in Windsor area, opposite Detroit, where every other home has TV set . . . Albert Zugsmith, onetime partner of newspaper-radio broker Smith Davis, now president of American Pictures Corp., Hollywood, reported heading up "Lincoln Network," formed to apply for TV stations in smaller communities in Western states . . . Construction of 1017-ft. tower for Milwaukee's WTMJ-TV has been started, with completion expected mid-1952; job is being handled by International Derrick, which built 1057-ft. tower for Atlanta's WSB-TV and is erecting 1000-ft. structure for WBEN-TV, Buffalo . . . NBC commentator Dick Harkness only network newsman on junket of writers leaving Washington by plane Nov. 16 for London, Paris, Rome and Army installations in Germany, Yugoslavia, Turkey, Greece . . . WBKB, Chicago, Oct. 15 raised base hour rate from \$1100 to \$1300, dropped old \$200 Class A one-min. announcement, set 20-sec. rate at \$325 . . . Two-year rights to All-Star Pro Bowl Game in Los Angeles Memorial Stadium, between grid teams of National and American conferences, have been signed by NBC-TV; first is next Jan. 12 at 4:30 p.m. PST (1:30 EST), Los Angeles telecasts excluded, sponsored by L. A. Newspaper Publishers Assn. in behalf of local charities . . . Ethel Barrymore signed by Monogram's new TV subsidiary, Interstate Television Corp., for series of half-hour films dramas titled *Ethel Barrymore Theater of the Air*.

Chances for NPA approval of large TV-radio construction and alteration projects during first quarter are about same as they were for fourth quarter (Vol. 7:31-41). DPA announced this week that allotments of structural steel next quarter "will be substantially the same" as they have been this quarter, and that demand is about the same. Broadcasters may write their own priority tickets for up to 25 tons of steel, 2000 lbs. of copper and 1000 lbs. of aluminum per quarter (Vol. 7:43). If their projects require more than that amount, they must apply to NPA.

Elliott Roosevelt revealed in Atlanta this week that he's joining E. D. Rivers Jr., son of former governor of Georgia, in a company seeking TV outlets in Atlanta, Savannah and Valdosta; young Rivers owns radio stations in latter cities (WJIV & WGOV), as well as in Decatur, Ga., and E. Memphis, Ark. (WEAS & KWEM), and his father owns radio stations WLBS, Birmingham, and WOBS, Jackson, Miss. Roosevelt also said young Rivers will be partner in firm syndicating programs to small TV stations.

NCAA's restrictive football rules appeared to be disintegrating this week following relaxation of regulations Nov. 10 to permit Michigan State-Notre-Dame game to be televised in Detroit, Lansing and Washington (Vol. 7:45). First wilful violation was by WKZO-TV, Kalamazoo, which "pirated" game after NCAA denied station's request to show game. WKZO-TV president John Fetzer said his action was dictated by "compelling public interest," and indicated he's prepared to put up stiff legal fight against any action NCAA may aim at him. "At the proper time," he declared, "we'll be ready to say plenty." Notre Dame athletic director Edward Krause announced this week he'll fight renewal of the policy at NCAA convention next January. "We want to televise our football games and intend to fight for the right," he said, adding his voice to last week's blast by U of Pennsylvania's Francis Murray (Vol. 7:45). University of Southern California athletic director Willis Hunter, a member of NCAA's 4-man TV committee, this week reportedly was trying to sell TV rights to Nov. 24 USC-UCLA game in apparent violation of rules his own committee is supposed to enforce.

Sponsorship of presidential nominating conventions in Chicago next summer still requires assent of Democratic and Republican national committees—decision awaiting agreement with all networks on "code" for handling of broadcasts and telecasts, expected within week or so. It's definite, though, that political parties cannot share sponsor revenues under Corrupt Practices Act, and spokesman says they don't intend to charge networks any rental fees, etc. TV-radio industry estimates conventions, sustaining, would run at least \$5,000,000 in cancelled time and talent, network facilities, etc. Shift in conventions' locale from Chicago Stadium to International Amphitheatre has been interpreted as dictated primarily by better TV facilities at latter, but spokesmen say "economy" was deciding factor—Amphitheatre was cheaper. However, it's estimated shift saves industry from constructing up to \$250,000 in facilities.

Sidelight on educational TV: In Nashville, board of education president Dan May and school supt. W. A. Bass told Mayor Ben West they didn't see how schools could afford to build and operate TV station—therefore rejected reservation of channel. Bass also instructed Joint Committee on Educational TV to withdraw his recommendation that channel be reserved. JCET executive director Ralph Steetle then contacted heads of Vanderbilt U, Peabody College, Scarritt College, found them still strong for reservation—so he informed FCC that JCET would continue to support setting aside channel in Nashville.

Suit for \$15,000 against WXEL, Cleveland, by couple owning house 265 ft. from tower, was decided in station's favor by Common Pleas Judge Joseph A. Artl Nov. 9. Couple had brought suit March 1950, charging that house had depreciated \$15,000 because of tower's presence, that house became smeared during tower-painting, that falling ice endangered and disturbed them. Insurance company took care of paint and ice damages, but station chose to have "depreciation" claim adjudicated to set precedent for itself and other stations.

Paramount hearing, including ABC-United Paramount merger issue (Vol. 7:21, 44-45), is subject of pre-trial conference to be held at FCC Nov. 21 for purpose of "simplification, clarification, amplification, limitation," etc. Idea is to try to eliminate rehashing things already completely settled by Supreme Court decisions, etc. Hearing itself is scheduled for Jan. 15, with Leo Resnick as examiner, Fred Ford, Max Paglin and James Juntilla as FCC counsel.

No weekly Addenda to *TV Factbook No. 13* accompanies this issue of *Television Digest*, for reason that there were no applications, grants or changes to report this week.

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# Television Digest

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## **REASONING BEHIND AM STATION SALES:** Why are so many radio stations being sold lately?

Multi-million-dollar magnitude of WOR & WOR-TV "merger" into General Tire TV-radio combine (Tom O'Neil), proposed last week (Vol. 7:46), led us to ask that question of the leading radio station brokers.

Their consensus: TV...taxes...age. To which several radio station people added: Too many AM outlets for future economic comfort. Here's the reasoning:

(1) "Threat of TV" is worrying some AM operators -- first lest radio face an uncertain economic future, second lest they be frozen out when inevitable scramble for the scarce TV channels begins. They fear there may not be enough such channels to go around; they also fear competition from "the big money" for such channels.

When an AM property is appraised these days, said broker Howard Stark, the first consideration of buyer is "TV potential". There's a good market for good radio properties, he said, but "good" now means how good is possibility of getting TV?

(2) Taxes now take such big bites out of both corporate and personal incomes that there's little incentive among some radio owners to expand, to go into TV, if making money is the prime aim. Hence, says James Blackburn, of Blackburn-Hamilton, there's incentive for owners to sell and take capital gains, and for buyers to buy and secure new depreciation bases.

(3) Age of owners is a definite factor. Some want to retire, taking capital gains out of projects they founded in the '20s & '30s. If they're well on in years, especially if they have no heirs or successors properly intrigued by the challenge of TV and radio's future, their impulse is to quit. Their reasoning is: Why start out all over again in a new and costly risk enterprise?

(4) Number of radio stations continues to mount. Most are doing middling-to-well, despite TV, especially if they enjoy good facilities in good markets and have favorable network affiliations. But conviction is growing that today's 2392 AM stations (to say nothing of 676 FM) cannot possibly survive the changing times.

Actually, FCC has licensed 2289 AM stations to date, issued CPs for 103 more -- or more than twice number before VJ-Day. There are 550 FM licenses, 126 CPs.

\* \* \* \*

Whereas there were exactly dozen deals involving changes of TV ownerships (Vol. 7:41) up to time of WOR project, hardly a day goes by without applications to FCC for transfers of control or assignments of licenses of radio stations. FCC says there were 401 such during its fiscal year ended last July 1 and 127 between July 1 and Sept. 1. Not all of these were sales, of course -- but they do point a trend.

Current big AM deal is proposed purchase of Crosley's WINS, New York, with 50-kw daytime and 10-kw night on 1010 kc, by group headed by Elliott Roosevelt and reputed to include Henry Morgenthau III. Price is around \$600,000, but Crosley's James Shouse said deal wasn't closed at week's end. It's supposed to be separate

from Roosevelt's reported TV projects in association with Georgia station owner E.D. Rivers Jr., son of the former governor (Vol. 7:46).

Roosevelt's TV plans embrace (1) applying for stations in Southern towns; (2) helping to finance new TV grantees by way of leasing them studio & transmitting equipment; (3) producing low-cost TV programs, including films "in color" because, he's quoted as saying, that's the way TV will be in 2 or 3 years.

**SPEED OF FREEZE-END NOW UP TO FCC:** Industry's part of "bargain" with FCC to hasten end of freeze -- namely, to confine its comments on allocation plan to paper, in lieu of oral hearings -- is about fulfilled.

It will be up to FCC, shortly, to come forth with final freeze decision with all possible speed -- based on comments which reached total of 1446 as 16 more were filed this week. It's believed just about all comments are now in, and Commission personnel has been "digesting" them as fast as received.

Official deadline in "paper" hearing is now Dec. 17, but everyone had been thinking in terms of original Nov. 26 until 3 weeks ago, when FCC gave more time for comments on U.S.-Mexican border channel changes (Vol. 7:45). Commissioners maintain that extension to Dec. 17 won't lengthen freeze beyond any previous estimates.

Commission isn't actually free to evolve final decision until it has ruled on all petitions filed during paper hearing, particularly those requesting oral presentation. So far, it has denied several such petitions, leaving little doubt balance of requests will get turndown.

But...no matter how fast Commission acts, real end of freeze -- numerous stations on the air -- won't come until well into 1953; in fact, you can expect no heavy flow of new stations until 1954 (Vol. 7:36 et seq).

\* \* \* \*

With deliberations on final decision about to begin -- though its issuance still isn't expected before spring -- these questions appear uppermost:

- (1) Will educational reservations stick?
- (2) Will station spacing be reduced?
- (3) Will vhf and uhf applicants be segregated in vhf-uhf cities?
- (4) What happens to applicants who went through hearings pre-freeze?
- (5) What will be general post-freeze hearing and granting procedure?

\* \* \* \*

No pat answers are available on any of these, and Commission hasn't even given much thought to some. But following is "good" speculation, based on current FCC attitudes, past actions:

(1) Educational reservations will stick, in large part -- probably for next year or two. Synthesis of FCC thinking is this:

Reservations were put there for everyone to shoot at, and everyone has had a crack at them. Let's see what the record shows.

Educators' showings have ranged from weak to strong; but same goes for industry. For "strong" showing, an educator doesn't have to prove financial ability to build "tomorrow". Many uhf educational reservations are unopposed; therefore, there's no reason for deleting these -- even if they're poorly supported.

Strong cases have been made by educators in some places where FCC proposed no reservation, e.g., State of New Jersey. State is likely to get educational channels, even if they have to come from FCC's uhf "flexibility" stockpile.

Here's how one commissioner puts it: "We'll make this decision on the record. We did it in color. We'll do it here. We can do nothing else."

Educators' chances are improved, too, by fact Comr. Hennock is remaining on Commission. Presumably, she may be counted as one guaranteed vote for every reservation -- plus. Nor will educators' prospects be hurt by fact Joint Committee on Educational TV chose another "big name", James M. Landis, as legal counsel in absence of Gen. Telford Taylor, now chief of Small Defense Plants Administration.

Mr. Landis has been, among other things, dean of Harvard Law School, member of Federal Trade and Securities & Exchange commissions, chairman of Civil Aeronautics Board -- one of the paladins of President Roosevelt's New Deal.

(2) Station spacing is very likely to be reduced. Great preponderance of comments favor that. Reduction from 180-mile minimum to 165-170 is probable, though Gulf and West Coast spacings are almost certain to be greater -- perhaps 190-200 miles or more -- because of more severe tropospheric interference.

(3) Segregation of vhf and uhf applications is real stickler. On the one hand, FCC is straining every nerve to promote uhf. On other, it fears that if it handles vhf and uhf separately in each city, poorly-qualified applicants may snap up uhf while higher-grade entrepreneurs are locked in battle for vhf. Losers in vhf hearings would then be foreclosed from TV -- even though FCC might like to see them on uhf. Today, the "one pot" philosophy seems to have edge -- all applicants to be thrown into one hearing in each vhf-uhf city, best-qualified to get vhf.

(4) Applicants who sweated out hearings before freeze, some of them long and costly, can't get slightest inkling about their status. Do they have legal rights FCC can't afford to ignore? Can Commission keep them happy, yet satisfy post-freeze applicants? No one has yet riddled that one out.

(5) After final decision, applicants have been virtually guaranteed 60 days in which to file new applications, amend the old. Then, FCC is free to grant uncontested applications and schedule hearings. There will be very few uncontested grants, none in any sizable city -- no vhf at all, one industry attorney thinks.

Hearings will be the bottleneck. Commission hopes to augment its 7 examiners and hearing staff with \$600,000 appropriation it's requesting from Congress -- on top of regular budget for year starting July 1952.

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Though FCC hasn't expected much delay to arise from U.S.-Mexican border allocation, comments on it may give Commission cause for pause. DuMont, for one, proposes changes in 22 border cities, only one of them Mexican. DuMont manages, among other things, to add a channel to both Mexicali and San Diego. But FCC dreads starting another time-consuming round of horse-trading with the Mexicans. For list of proposed changes, see page 12.

**NCAA FUMBLES BALL, PUBLIC MAY RECOVER:** NCAA's battered college grid TV "experiment" of 1951 ended this week in a sour climax. And the Justice Dept., State officials, Congressmen and the TV broadcasting & manufacturing fraternity -- all supported by the sports-loving public -- were closing in to prevent a recurrence in 1952.

There seemed little doubt that the public, which usually gets what it goes after, would be the winner -- next season. It's unlikely now that the "experiment" -- with its blackouts, bans and surveys -- will be renewed for a second year's run.

"NCAA some time ago was warned that its so-called TV research experiment violated anti-trust laws. They were warned again later and will be informed again today." So Justice Dept.'s litigation chief Victor Kramer told Neville Miller, attorney for Louisville's WHAS-TV Nov. 23 -- thereby resolving all speculation as to whether Govt. was also pointing its finger at NCAA when it filed anti-trust suit against National Football League Oct. 9 (Vol. 7:41).

This week's furore started with request by WHAS-TV and Nashville's WSM-TV for permission to telecast Nov. 24 Kentucky-Tennessee classic at Lexington. Game had been sold out in advance, and NCAA's relaxation of ban on the Nov. 10 Michigan State-Notre Dame clash (Vol. 7:45-46) was cited as precedent.

NCAA rejected request, and fireworks began in earnest. Kentucky's Gov. Wetherby wired Attorney General McGrath to break up NCAA's "illegal conspiracy". Sen. Clements (D-Ky.) followed suit. Then came Justice's "third warning" to NCAA.

Thereupon NCAA re-pollled its 9-man TV committee, and -- as if in answer to the Justice Dept., the politicians and the public -- gave its final "no".

Question of renewing TV restrictions will be decided at NCAA convention next January and at regional collegiate athletic association meetings before then. It's no secret that many colleges -- led by Notre Dame and U of Pennsylvania -- are

strongly opposed to renewal, and their ranks are being swelled by others suffering from the unpleasant aftertaste of poor public relations.

Blasting "fallacy of NCAA policy," RTMA sport broadcasting committee chairman J.B. Elliott, RCA v.p. and onetime Georgia Tech grid star, promised nation's TV manufacturers and distributors will work to promote attendance at college football games next fall -- but only "if colleges agree to unrestricted TV in 1952."

"College football has enjoyed phenomenal progress with the development of TV," said Elliott. He also pointed to increased gate at boxing and other sporting events, said TV deserves some of the credit. He cited Walcott-Charles and Louis-Marciano bouts sponsored by TV manufacturers (Vol. 7:28,42) as creating "widespread goodwill [toward manufacturers] among set owners."

**COLOR BAN IS EXTENDED TO THEATRE TV:** Commercial production of color theatre-TV equipment is now banned -- along with home color sets, converters, adapters, special color parts & subassemblies and closed-circuit "department store" color systems.

NPA order M-90 issued Nov. 20 appears at first glance to be simple "formalization" of TV manufacturers' Oct. 25 no-color-production agreement with defense mobilizer Charles Wilson (Vol. 7:42-43). Actually, it goes further than set makers' pledge to Mr. Wilson as interpreted by industry members who attended that meeting.

Whereas general belief was that the "Wilson agreement" applied only to mass production of home color sets, the formal order, unless changed, puts the kibosh on 20th Century-Fox's plans to make and sell Eidophor with CBS color (Vol. 7:42,45,46). It also puts quietus on any color theatre-TV production by Paramount, RCA, et al.

Order M-90 does not ban commercial production of black-&-white equipment, however -- either for theatre TV or home receivers.

There's always possibility of successful appeal to NPA on grounds theatre color doesn't use much more materials than black-&-white, since it's not a mass production operation like home TV set manufacture. And there's also angle that theatre TV manufacturers weren't consulted before order was issued. When we talked to CBS and 20th Century officials this week they said they hadn't studied order yet, had made no decision on future action.

"The only thing to do is get the order changed," said a 20th Century attorney, "and that's what we're going to try to do as soon as we get figures showing the small amount of materials required to make color theatre equipment as opposed to black-&-white." Film company has been negotiating with GE for manufacture of Eidophor equipment. Another theatre-TV proponent is known to have visited NPA seeking clarification of color order.

\* \* \* \*

Inclusion of theatre equipment in order was no accident. NPA officials, technicians and lawyers who drafted M-90 say intention is to ban all types of "commercial" color TV -- and that includes theatre and "non-industrial" closed-circuit color gear. While not specifically mentioned in order, they say both theatre and department store equipment were discussed during the drafting, and it's the "meaning and intent" of order that production of both items be outlawed.

NPA said purpose of order is to avoid any anti-trust implications in manufacturers' agreement with Mr. Wilson. It spells out what can and can't be done in the field of color TV.

Prohibited is commercial manufacture or assembly of "any TV set designed to receive or capable of receiving color TV" -- as well as "any product, attachment or part designed solely to permit or facilitate, or capable only of permitting or facilitating, the reception of color TV."

Specifically exempted from ban is "color TV equipment for use on a closed circuit for industrial [factory] purposes, or by hospitals or educational institutions for instructional purposes."

There's no ban on color-TV research and development, or on color production for defense agencies. Manufacturers and laboratories, in fact, may apply for special allocations of controlled materials (steel, copper, aluminum) and priorities on other materials for this research -- under NPA's long-standing laboratory order M-71 (Vol. 7:27,34). But M-71 puts this brake on "commercialization" of research:

"No person may use any of the materials or products obtained under...this order for the manufacture of experimental models which are to be distributed for the purpose of promoting sales or creating a consumer demand for the article. However, provisions of this order may be used to get materials or products for the production of experimental models which are intended to be used only for scientific or technological investigation, testing, development or experimentation.

"Such experimental models may be made only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

\* \* \* \*

Excitement about color Eidophor remains high among 20th Century-Fox, CBS and GE people. Earl Sponable, 20th Century's technical TV chief, arriving from Zurich Nov. 20, pooh-poohed fears of engineers who think system may be difficult to make, ticklish to maintain. "We've had 2-3 months' experience with it and think it's very reliable. We wouldn't have bought into it if we had such fears," he said.

"Very convincing show -- better than anyone else's," is way Sponable characterized recent Zurich demonstrations (Vol. 7:46). "Better illusion than movies."

CBS's Dr. Peter Goldmark, also just returned, is likewise confident -- and miffed about criticisms, particularly those we quoted last week (Vol. 7:46).

"Do you think," he demanded, "that 20th Century and we would play around with it if we thought it had such troubles?" System shown was 525 lines, 150 fields, 8-mc video bandwidth.

"We can use 4 mc, 12 mc, any bandwidth we desire," said Dr. Goldmark. "The field rate will probably be 144 when we bring it here." Asked about horizontal resolution, he said: "That's meaningless. I can produce a better picture with 4 mc than others can with 12. Just read my testimony [in the color hearing]." He was referring to "crispening," etc., he said. Equipment will be changed to operate on 60-cycle current, from European 50-cycle.

Then GE's Dr. Baker got back, told us: "I've never seen any color like it. It's brighter than any movie, and the beauty of it is that you can go to any brightness. Of course, if you go too high, you run into flicker -- but there was none with these pictures. I've no qualms at all about its manufacture. There will be problems, sure, but I have no worries at all. The laboratory work is done; now it's a job of production engineering."

\* \* \* \*

NTSC remains focal point regarding color TV for the home, now that the CBS system is out of the picture indefinitely, probably permanently. But NTSC appears to be deliberately quiet about its accomplishments, despite fact it has agreed unanimously and enthusiastically on field-testing specifications of compatible system, and major members are gearing to telecast color signals next month.

NTSC's quiescence is attributed primarily to two principal attitudes:

(1) Simple engineering prudence. As one informed engineer puts it: "This is field testing, and field testing is for the purpose of discovering bugs, if any. Should we make a lot of fuss about these specifications now, only to find that some may have to be changed -- giving some people the notion we're backtracking?"

(2) Fear or caution regarding FCC, particularly Chairman Coy. Number of industry men appear to be so anxious to avoid ruffling Coy's feathers -- despite his relentlessly bitter and condemnatory attitude (Vol. 7:45), and despite fact Coy does not control Commission -- that they have just got around to releasing field-testing specifications for publication next week. There seems to be trepidation lest misinterpretation of field-testing purposes by popular press rile the Commission.

**FISCAL REPORT ON A TV STATION:** Here's another pertinent testimonial to the up-and-coming telecasting prodigy. It comes from Edward Lamb, the Toledo labor lawyer who founded and operates TV stations WICU in Erie and WTVN in Columbus, and who also publishes Erie Dispatch, owns WIOD(AM) & WTRT(FM), Toledo, and awaits FCC approval of his recent purchase of WHOO (AM & FM), Orlando, Fla. (Vol. 7:41).

Never one to hide his fiscal lights under a bushel, an attitude not shared by his TV confreres, Lamb was one of very first to proclaim the profitability of TV

-- asserting back in 1949 (Vol. 5:42) that his Erie station, which began operating on March 15 of that year as the nation's 57th outlet, was already in the black. This much more he told the Erie Ad Club this week about his now 32-month-old project:

WICU represented initial investment of \$350,000, has made money practically from start, had gross billings of \$240,000 in 1949, \$600,000 in 1950 -- and will go above \$1,000,000 this year, very likely some 30% more in 1952.

Revenues derive 30% from the 4 networks (WICU gets programs from all, since Erie, pop. 130,125, is one-station town, thanks to the "freeze"); 28% from local programs; 18% from national spot; 12% from national programs; 12% from local spot. Original staff was 16-18 persons, now is twice that, the average age only 24 years! Original payroll was \$1000 a week, now is \$3000. Hours on air, due largely to upsurge in daytime programming, have risen from average of 50 per week in 1949 to 80 in 1950 to more than 100 now -- may go up another 15% next year.

Original base rate of \$100 an hour is now \$500. Cost of operation now runs more than \$200 an hour -- high technical overhead illustrated by fact one iconoscope tube may last as little as 500 hours yet costs \$1200.

Mr. Lamb didn't reveal his profit figures, though he indicated his Columbus station is also in the black -- albeit it costs more to "vie for a Hooperating" in a competitive town like that (3 stations) than it does in single-station Erie.

"It is not difficult from these figures," he told his Erie audience, "to determine our operating profits or losses. For those persons who may be casting glances in this direction, it is well to remember that TV stations were started at a most unfortunate time tax-wise, and Uncle Sam has taken a very great majority of the profits which accrued.

"The telecaster who begins business under the illusion of making profits from the beginning is in for a shock. Instead, he will see others -- set distributors, servicemen and competing advertising media -- all making the money out of his efforts to furnish a video service."

Note: Mr. Lamb said 95% of TV stations are now operating in the black -- about right. To which we'd add that all but handful are grossing at least \$1,000,000 and some, notably network keys, well over \$5,000,000 -- one of them due to achieve \$8,000,000 this year (Vol. 7:36). Profit figures, of course, aren't being divulged.

**Telecasting Notes:** Apropos skyrocketing costs of TV talent, caustic *New York Herald Tribune Syndicate* columnist John Crosby sees situation resembling the movie lots back in the old lush days, and observes: "This is just the beginning. With salaries inflating so rapidly, with taxes the way they are, the entertainer can afford to have 2 artist representatives, to have 3 or 4 press agents each with a pretty assistant P.A.; just possibly he can afford to have 2 or 3 mothers. The only fly in this opulent ointment is the National Production Authority, which is getting awfully stingy with its metals. It looks as though there won't be enough Cadillacs to go around" . . . Time costs are mounting, too, evidenced in new rate cards being issued by stations, to be digested in next issue of *TV Factbook* (No. 14) now in preparation for early January publication; whether networks will order another increase next year is problematical, but NBC-TV has rate committee studying idea . . . If you bought one 20-second spot on all the 109 stations now operating (including XELD-TV, Matamoros, Mexico, across from Brownsville, Tex.), it would cost \$15,149, according to analysis based on Nov. 1 Class A time rates for film in study by Weed & Co.'s Peter B. James; rates are up, he finds, 10-20% over 1950 average . . . Ginger Rogers signed by CBS-TV to 5-year contract involving "more than \$1,000,000," described in *Herald Tribune* as "another wedge in the wall of opposition Hollywood has been putting up against the appearance on TV of its top boxoffice names" . . . NBC-TV's 7-9 a.m. "enlightened disc jockey show" is definite now; titled *Today*, it starts Jan. 7, runs every weekday with Dave Garroway

as m.c., news briefs every 20 minutes, day's new recordings—whole show pitched so it can be heard without being watched, though hearers will be urged to "come see this" every now and then; several sponsors in prospect, but rate hasn't been fixed yet . . . NBC-TV daily sign-on is now 10:30 a.m., and for a while it will let 9-10:30 a.m. stay "dark" . . . KNBH, Hollywood, has moved daily sign-on time from 12:30 to 10:30 a.m. . . . Denver's KLZ has no TV yet, but its staff and local agencies and sponsors are being briefed in series of "TV Preparation Clinics"; first speaker Nov. 20 was George L. Moscovics, KNXT, Hollywood, next will be Edward Codel, of Katz rep firm . . . Hal Roach Studios and Official Films Inc. have concluded production-sales tieup, William Morris Agency to handle national sales . . . Bing Crosby will time his TV debut next fall with introduction of his firm's TV tape recording system (Vol. 7:46), according to Nov. 24 *Billboard*; his engineers believe they'll have tape up to adequate quality 6 months from now.

Use of helicopter for field-strength survey of WJZ-TV's new antenna on Empire State Bldg. Nov. 18 appeared to be successful, according to station's consultants Kear & Kennedy. Measurements were taken as craft circled antenna at 2000-foot radius, 1200-1400 feet above ground. First such use of helicopter was with WATV Aug. 1948.

WTTV, Bloomington, this week filed application to replace 2-kw transmitter with 5-kw, increase ERP from 10.8 to 27.1 kw; RCA is supplying Channel 10 transmitter, will rework it for Channel 4 if and when FCC go-ahead is received following final allocations decision.



**Personal Notes:** Joseph A. McDonald, ABC gen. attorney, has resigned effective Dec. 31 to join NBC administrative staff from which he resigned as asst. gen. counsel in 1945; he's expected to be named treasurer. New acting ABC gen. attorney will be his asst. Mrs. Geraldine B. Zorbaugh . . . Irwin Schneiderman, from New York law offices of Cahill, Gordon, Zachry & Reindel, RCA-NBC counsel, transferred to Washington office, replacing Robert G. Zeller, now stationed in New York . . . Eugene S. Thomas has left staff of WOR-TV, where he has been operations mgr. since Macy's sold WOIC, Washington (now WTOP-TV), which he managed . . . Ward Dorrell, ex-C. E. Hooper v.p., joins John Blair & Co. as research & program consultant Jan. 1 . . . Ralph E. McKinnie, Raymer radio sales mgr., New York, named TV sales mgr. . . . Charles A. Batson, ex-TV director of NAB, named TV director of Broadcasting Co. of the South (G. Richard Shafto), operating radio stations WIS, Columbia, S. C.; WSPA, Spartanburg, S. C.; WIST, Charlotte, with TV applications pending for Columbia & Charlotte . . . Mary Alice Connell named mgr., ABC-TV spot sales service, succeeding Emily Clark, resigned . . . Philip G. Caldwell, engineering director, ABC Western Div., named chairman of broadcast transmission group, auxiliary of IRE, Southern California group being third of kind (others: New York, Boston) . . . Oliver Treyz, ex-ABC, has joined Wm. H. Weintraub agency . . . Richard Fisher, ex-WSAI, Cincinnati, named program director of WJBK & WJBK-TV, Detroit . . . Davis Kees, ex-KPIX, San Francisco, named CBS-TV director of special events, succeeding Robert Bendick, resigned to join Mike Todd Productions . . . Hal Kemp, ex-William Morris Agency, has joined NBC-TV, Hollywood . . . Maurice Morton, ex-William Morris Agency, named asst. to Martin Leeds, CBS-TV director of business affairs, Hollywood . . . Halsey V. Barrett, ex-CBS-TV and DuMont, named Eastern sales mgr., Consolidated Television Sales Inc., program syndicator, setting up offices at 45 W. 56th St., N. Y. . . . Robert O'Brian promoted to western representative, United Artists TV dept., with headquarters in Chicago . . . Jonny Graff, ex-WBKB, Chicago, named sales v.p., Snader Transcriptions . . . Donald Stewart, ex-mgr. WDTV, Pittsburgh, named mgr. of new DuMont Network film dept.

**Station Accounts:** American Vitamin Associates, which filed bankruptcy petition in Los Angeles Federal Court earlier this month, is being taken over by group of Seattle businessmen, including radio station operators Archie Taft and J. Elroy McCaw; will be recapitalized and renamed **Thyavals Inc.**, confining distribution to Western states, placing ads thru Craig Maudsley Adv., Seattle, including *Dude Ranch* on KLAC-TV, Los Angeles . . . Regens Lighter Corp. (automatic lighters) Nov. 20 started *Solo Drama* on WJZ-TV, New York, Tue. 7:15-7:30 p.m., thru Alfred J. Silberstein-Bert Goldsmith Inc., N. Y. . . . Vim Stores, 42-store New York appliance chain, sponsoring 12 news shows on WPIX, planning for 1952 to double this year's \$500,000 TV ad budget . . . Packard buys 26 half-hour films, with option for 39 more to be shot over 3 years, from Bing Crosby Enterprises; titled *Rebound*, first 13 to be placed in Feb., thru Maxon Inc. . . . Picadilly Tobacco Co. for new Picadilly cigarettes, sponsors filmed *Story Theatre* on WABD, New York, Sun. 11-11:30 p.m. starting Nov. 25, thru Hilton & Riggio, N. Y. . . . Sears, Roebuck & Co., for its Coldspot home freezers, Nov. 15 started *Sears Family Showtime*, film show, on WENR-TV, Chicago, 10-10:30 p.m., thru J. Walter Thompson . . . Chick-N-Rich dog food in new campaign, including TV-radio (WOOD-TV, Grand Rapids), thru Arnold Isaak Adv., Chicago . . . Grand Union Co. (chain stores) Nov. 28 starts *Starring the Editor* on WABD, New York, with editor Erwin D. Canham of *Christian Science Monitor* heading panel of metropolitan

newsmen in discussions of public affairs, Wed. 9:30-10 p.m., thru Badger & Browning & Hersey, N. Y. . . . Among other advertisers reported using or preparing to use TV: Eastco Inc. (Clearasil proprietary), thru Ruthrauff & Ryan, N. Y.; Allen Products Co. (Alpo dog food), thru Weightman Inc., Philadelphia; Meyercord Co. (Fabri-cals, decals for ironing on fabric), thru Buchanan & Co., Chicago; Clorox Chemical Co. (Clorox household bleach), thru Honig-Cooper Co., San Francisco.

**Network Accounts:** Network TV's new hit is Aluminum Co. of America's *See It Now*, current-news documentary with Edward R. Murrow on CBS-TV, Sun. 3:30-4 EST, which this week won acclaim of critics. Highly telegenic himself, Mr. Murrow is televised as he sits in control room, discusses events, calls in live scenes or persons on monitors, asks for film shots (Churchill, Eden, Taft, Korea), "talks" with CBS foreign correspondents via films shot few days before. Show looks like one of TV's hottest if Nov. 18 starting pace can be maintained . . . Amoco will sponsor Edward Murrow's Jan. 1 CBS-TV news roundup of year, *Year of Crisis: Challenge of the '50's* Tue. 3-4 p.m., thru Joseph Katz Co., N. Y. . . . Owens-Corning Fiberglas Co. (Fiberglas) starting Feb. 5 sponsors Tue. 1:45-2 segments of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri., 1:30-2:30, thru Fuller & Smith & Ross, N. Y. . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) Dec. 9 sponsors unnamed show one time from Hollywood on CBS-TV, Sun. 5-6, thru Grey Adv., N. Y. . . . Pabst Beer and Brunswick-Balke-Collender Co., bowling equipment manufacturer, join to sponsor finals of *All-Star Bowling Tournament* from Chicago Coliseum on NBC-TV, Dec. 16, Sun. 10-10:30 CST; preliminaries are being carried on WGN-TV, Chicago . . . Emerson Drug Co. (Bromo-Seltzer) will sponsor first half-hour, Shulton Inc. (Old Spice toiletries) second half-hour of Herman Hickman's *All-American Preview* on NBC-TV, Sat. Dec. 1, after telecast of *Army-Navy* game; agencies are BBDO and Wesley Associates, respectively . . . Christmas Day one-shot by Johnson & Johnson (surgical & baby products) will be *Walt Disney Christmas Show* on CBS-TV, Tue. 3-4 p.m. . . . NBC-TV's *Kukla, Fran & Ollie* Nov. 26 cuts to 7-7:15 p.m., Mon.-thru-Fri., dropping 7:15-7:30 period which is being taken by Bob Elliott & Ray Goulding, radio satirists (sustaining); National Biscuit Co. remains as only *Kuka, Fran & Ollie* sponsor, Wed. segment only, with Tue. & Fri. offered cooperatively, Mon. & Thu. sustaining.

Top college basketball games and other events from Madison Square Garden will be available to TV-equipped theatres as result of deal between Nathan Halpern's Theatre Network TV and Garden Corp. Halpern said he expects Garden events will be distributed to theatres "on the basis of local and regional attraction." TNT will wind up winter sports season with National Invitation Tournament and Olympic Games playoffs. Denver saw its first live theatre-TV football game Nov. 17 when John Wolfberg's Broadway theatre showed Colorado-Nebraska NCAA telecast. All 1000 seats were sold out 24 hours in advance at \$2.40.

Transradio Press Service, founded in 1934 primarily to serve radio stations, ceases operations Dec. 1 because, as stated by president Robert E. Moore, of "conviction that the transitions taking place in the whole field of radio and TV no longer encourage the belief that profitable operations are possible for 4 wire news services."

W. Albert Lee, millionaire Houston hotelman, who owns KLEE and sold KLEE-TV (now KPRC-TV) to *Houston Post* last year for \$740,000, was found shot to death in his home Nov. 23.

**TRADE EVOLVING TO 'NORMAL' LEVELS:** Another 26,500 TV sets were lopped off factory inventories last week (ending Nov. 18). At same time, the industry upped production to 115,722 units, highest since mid-April. Fact that week included Armistice Day, holiday in many cities, though Chicago factories worked as usual, may add some significance to both figures.

"Good business" is what the major producers report, echoed by wholesalers and to lesser extent at retail levels. "Nice steady pre-Christmas trade" is evident generally -- but there are still plenty of sets, and it's hard to believe there will be those predicted shortages, over-all, by end of year.

That a "normal" pattern is coming to the business is indicated by fact some manufacturers are again planning distributor conventions during period of Chicago furniture marts (Jan. 7-18), where quite a few will again show their wares.

Both Admiral and Philco plan Chicago conventions, times and places unstated -- and each will have new TV & radio models, though presumably their accent will be on white goods, as usual mid-winter. Motorola will show "short" new line in early January, holding regional meetings first, then calling distributors to Chicago for big parley after they've seen new merchandise. Hallicrafters is only one to announce definite convention plans -- Jan. 7 at Edgewater Beach Hotel.

"Fill-in" models are all that most manufacturers will admit they're going to introduce this winter, though a few privately say lines will be "all new" if you take into account conservation changes, furniture changes, etc. Prices are still an indeterminate factor; only thing sure is that they're not going down.

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Nov. 18 week's output of 115,722 TV sets (2995 private label) compares with 113,267 preceding week (Vol. 7:46), brings total for first 7 weeks of fourth quarter to slightly over 730,000. Of the 6 more weeks to go, one can be virtually counted out because of holidays. Official output for first 3 quarters was 3,970,857.

Factory inventories went down to 308,897 as of Nov. 18 from 335,439 at the preceding week's end. That figure is about same as first week in April (Vol. 7:16), or just before the big spring-summer inventory pileup and sales recession began.

Week's radio output was 218,908 sets (89,913 private), up about 30,000 from preceding week. Total radios for the 7 weeks was about 2,462,000; for preceding 3 quarters, 10,077,478. Factory radio inventory as of Nov. 18 was 338,336, unchanged. Week's radios were 133,791 home receivers, 18,570 portables, 66,544 auto.

**PICTURE TUBES WITH A 'NEW FACE':** Next thing in kinescopes appears to be cylindrical face that minimizes reflections from room lights. Among manufacturers, Philco seems to be prime mover, is now shipping a few sets with such tubes, 21-in. Industry in general is trying to gauge whether all 17 & 21-in., perhaps even larger sizes, will evolve to the cylindrical.

Idea is quite simple, though it provided headaches for glass-blank makers:

New face is portion of gently-curved cylinder -- curved in horizontal plane, straight in vertical -- whereas up to now faces have all been portion of a sphere.

Tube is tipped downward in cabinet about 3 degrees, same for accompanying safety glass. This effects substantial reduction in reflections from ambient light. Some manufacturers have already tipped safety glass, e.g., Motorola, with some success. Tipping tube itself and making face cylindrical hikes improvement markedly.

New faces are in all-glass tubes only. American Structural Products Co. (Owens-Illinois) is shipping both 17 & 21-in. Corning has been shipping 21-in. for few months, has just started sending out 17-in. Neither expects really heavy output before first of year. In fact, design isn't considered completely frozen yet. Changes may yet occur before production becomes routine.

Cylindrical face is thicker than spherical, thus heavier, unfortunately -- has to be, since spherical shape is optimum in strength. Inside of face is spherical, however, though ASPC says it had actually made some cylindrical on both sides. Latter was some 25% better in glare-reduction, says ASPC, but it introduced "pin-cushioning," a distorted picture demanding expensive correction, added components.

How big a boon new face will be provides nice industry argument. Technical men are inclined to think ad-writers will make more of it than warranted. Some say it cuts down viewing angle and makes picture appear somewhat "flatter" than with old face. It provides more square inches than standard 21-in. metal-coned -- 242 total, about 14% increase -- an additional selling point.

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Only new size in prospect soon is the 27-in. Though Corning displayed all-glass 27-in. rectangular at IRE convention last spring, considerable work on metal-coned rectangular is going on. Its emergence isn't imminent. Engineers say it's a tough one, likely to absorb several months of additional development.

GE is still major maker of 24-in. -- metal-coned, round. But DuMont is now shipping them, too. DuMont is only 30-in. producer. No other major manufacturer has put 30-in. into sets yet, though Hallicrafters plans to show one at Jan. 7 Chicago distributors meeting and number of custom builders intend to make them.

Most work on really big tubes is in metal-coned versions. Yet the glass makers, such as ASPC's Stanley McGiveran, say all present sizes, even larger ones, are "completely do-able" in glass -- and cheaper.

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Despite these new developments, great bulk of sets, for quite a few months, will be conventional 17 & 21-in. In fact, instead of the traditional rush to bigger tubes, there's something of a re-emphasis on 17-in. currently. This is attributed almost solely to price spread between 17-in. & the 20 & 21-in. sets.

At RTMA Chicago meeting last week, it seemed generally agreed that trend to larger tubes would be accentuated if sales are brisk and if materials shortages pinch during 1952 -- because of greater profit in big-tube sets.

Metal-coned tubes appear to be on wane -- not because steel is so tight but because manufacturers want to be ready if it really gets scarce. Automatic focus and other low-voltage electrostatic types are expected to form large percentage of production during first quarter 1952.

All tube makers report recent upswing in business -- ranging from "it's better, but could be a lot better" to "I wish we could only make more."

**MORE MATERIALS FOR SMALL BUSINESSES:** New, liberalized CMP ruling should prove boon to hundreds of small electronics manufacturers, beginning in second quarter.

NPA brought some 15,000 additional firms into its "small user" category this week by increasing amounts of materials they may buy without filing CMP applications (Direction 1 to CMP Regulation 1).

This means more small makers of consumer items will receive full amount of their required metals, with no percentage cuts, regardless of the amount they used during the base period.

Small manufacturers may now self-certify orders -- write their own priority tickets -- for materials, if the quarterly requirements for each govt.-classified product they make don't exceed: 30 tons of carbon steel (up from 5); 8 tons alloy steel (up from ½); 3000 lbs. copper (up from 500 lbs.); 1500 lbs. stainless steel (up from none); 2000 lbs. aluminum (up from 500 lbs.).

For example, small TV manufacturer will be able to make about 20,000 sets a year using self-certification system, provided he buys all his parts ready-made. Under old "small user" limits, only TV manufacturers to benefit were those turning out less than about 4000 a year.

NPA set Dec. 22 deadline for other manufacturers to file their second-quarter CMP applications. Many whose applications previously have been processed in Washington will be instructed to file at Commerce Dept. field offices this time.

**Topics & Trends of TV Trade:** Undaunted by color setback and "making long-range plans," CBS-Columbia Inc. this week announced purchase of new Long Island City plant as part of \$5,000,000 expansion program. Plant is 275,000 sq. ft. factory at 48th Ave. & 34th St., now being vacated by Mack Motor Truck Corp. CBS-Columbia hopes to be producing both civilian and military electronic goods in new plant by spring—in addition to present Brooklyn plant.

New assembly lines will be capable of 2000 TV-radio sets daily on top of present 1500-daily capacity, said president David Cogan.

Presumably, production expansion will have to be primarily military for present, since company's request for color materials was turned down by NPA (Vol. 7:42-43), and hearing on its appeal for more materials in general has been postponed repeatedly—again this week, this time indefinitely.

"We're not thinking in terms of 90 days or so," said Cogan. "We're looking beyond the present situation."

Plant will be completely modern, lines "conveyorized," effecting "great savings in production costs," Cogan said. Integrated into new operation will be cabinet production now handled by subsidiary Royal Wood Products Mfg. Co.

Additional types of electronic equipment, other than TV-radio sets and military, will be made by company, according to Cogan. But he said company isn't yet ready to indicate nature of equipment.

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Most TV manufacturers are dissatisfied with industry's hedge-podge parts warranty policies, said RTMA service mgr. E. W. Merriam to Chicago convention of National Alliance of TV & Electronic Service Assns. Nov. 19. However, he said RTMA "cannot enter into a uniform TV warranty," and suggested NATESA write to each manufacturer "telling him exactly what you want [and] you will see advantageous changes in service policies in not too long a period."

**Merchandising Notes:** Muntz TV closing 6 stores in Los Angeles, one in Santa Ana, maintaining sales operations in Hollywood and Long Beach, as follow-up to East Coast "consolidation" last week (Vol. 7:46) . . . Regal introducing new 24-in. console at \$499.95 . . . Muntz planning both 24 & 27-in. sizes shortly . . . "Sylvania Week" celebrated by Oklahoma distributors-dealers Nov. 24-30 as firm formally opens new 35,000-sq. ft. tube plant in Shawnee, with home office brass on hand.

Voluntary code of ethics to eliminate misleading TV receiver advertising is being formulated by committee comprising New York City's Dept. of Markets, Better Business Bureau and executives of 3 biggest chains: Abram Davega, v.p. Davega Stores (chairman); Jack Winer, president, Dynamic Stores; Leo Mesnick, adv. mgr., Vim. Naming of committee has already resulted in dropping of summons against Vim and its president Max Kassover, charging "untrue and misleading advertising."

Employment in TV-radio industry has increased since midsummer, but still falls far short of level of year ago, despite increasing military production. That's nub of report made this week by DPA task group appointed in September to study possibilities of placing additional defense work in TV-radio plants in Chicago and New York-Philadelphia areas (Vol. 7:38). Group estimated as many as 50% of TV-radio workers in those areas were unemployed last summer, and made these reports on present conditions in the industry: Chicago area—36 firms employed 26,493 workers Nov. 1, 1951, vs. 29,112 July 1, 1950, net decrease of 2619; of these, 17 firms had 1687 more employes on Nov. 1 than on July 1, 1950, and the remaining 19 had

4306 fewer. New York-Philadelphia—14 companies employed 5615 Oct. 1, 1951 vs. 9820 Oct. 1, 1950, decrease of 4205; of these, only one reported increase—100 employes—over 1950 employment.

"Grass roots" reaction to recent clampdown on color production is manifested in unique black-bordered postcard notice captioned "Deaths" circulated by Commonwealth Appliance Co., Allston, Mass. "Obituary notice" reads: "Color TV—died suddenly Oct. 20 of natural causes. Premature birth—incompatibility—overprice. Patrons are invited to "memorial services" at store, where "black-&-white TV will carry on for your pleasure . . ."

Regulation to exempt TV-radio manufacturers and some others from new ceiling price regulations (Vol. 7:45) is under consideration by price administrator Michael DiSalle. This would save them trouble of computing ceilings twice—once before Dec. 19, and again shortly after first of year when tailored price regulations for TV-radio industry are scheduled to be announced. Decision whether exemption order will be issued is expected next week.

Possible vacuum tube substitute, like transistor, is barium titanate, according to Signal Corps scientists who found that compound can amplify and has "memory" characteristics. A 36-page report is available at \$2.50 microfilm, \$5 photostat, from Library of Congress Photoduplication Service, Publication Board Project, Washington, D. C.

**Trade Personals:** J. R. (Russ) Little, RCA Victor eastern regional mgr. in New York, resigning to become president of Golden State Co. Ltd., big California dairy products firm, with headquarters in San Francisco. Successor is Wm. L. Rothenberger, sales mgr., tube dept. . . . Charles Penk, v.p., elected president of Allied Electric Products Inc. (Sheldon tubes), succeeding Nathan Chirelstein, elected chairman . . . Harold S. Stamm promoted to adv. mgr., RCA tube dept., succeeding Lawrence LeKashman, resigned . . . Mervin Marcus named operations mgr., TV-radio dept., Krich-New Jersey Inc. (RCA) . . . Warren W. Frebel promoted to v.p. in charge of purchasing, Majestic Radio . . . Edward Barrett, ex-Craigmore Sales, Crosley distributors before formation of factory-owned Crosley Radio & Television Ltd., Toronto, has been named to head sales and distribution . . . Correction: Wm. H. Kelley is acting president of Motorola-New York Inc., retaining post of general sales mgr., Motorola Inc., Chicago.

Dr. Irving Wolff, uhf & radar specialist, promoted from director of tube research to director of research, RCA Laboratories, in series of appointments announced by Dr. E. W. Engstrom, v.p. in charge. Dr. D. H. Ewing, ex-development director, U. S. Air Navigation Board, appointed director of research services; E. W. Herold promoted to director of radio tube research lab; G. H. Brown, director of systems research lab; R. S. Holmes, director of contract research lab.

Percy M. Stewart, partner of Kuhn, Loeb & Co., elected to DuMont board.

To bolster uhf experimental application, and to counter opposition of WEEU (Vol. 7: 33, 38, 43, 45), WHUM, Reading, Pa., told FCC that check of GE and other transmitter manufacturers showed station would have the only high-power uhf transmitter available in country before late 1952. Station says it would get first 10-kw GE unit in second quarter, thus be able to supply valuable propagation data before any commercial stations could get going.

Uhf enthusiast WELI, New Haven, Conn., offers to demonstrate uhf reception to all comers, upon request, in New Haven's Taft Hotel, 18 miles from RCA-NBC's Bridgeport experimental station, with tuners supplied by Crosley, GE, RCA, Zenith.

**Financial & Trade Notes:** ABC reports net profit of \$77,000 (4¢ a share) for 9 months ended Sept. 30, comparing with loss of \$877,000 for same 1950 period. Third quarter ran to substantial loss, for ABC had reported net income of \$472,000 (28¢ a share) on first 6 months' operations (Vol. 7:33) and \$221,858 on first quarter (Vol. 7:26). During 1950, ABC earned \$84,605 on sales of nearly \$46,000,000. In 1949, it lost \$519,085 on sales of \$40,000,000, and in 1948 it earned \$468,488 on sales of \$37,000,000.

Sylvania stockholders this week approved issuance of 200,000 shares of new no par \$4.40 cumulative preferred stock, voting also to change no par common to \$7.50 par and to issue 550,000 additional common shares to be held for conversion of the preferred. Plan is in accordance with SEC registration filed recently (Vol. 7:44), part of financing program including issuance of \$25,000,000 of debentures, \$17,200,000 to be used to retire like amount of debentures now outstanding, rest for working capital.

American Phenolic Co.'s sales rose to \$18,045,760 during first 9 months of this year from \$8,857,700 same 1950 period. Profit was \$742,165 (\$1.85 a share) after taxes of \$1,565,000, compared with \$722,710 (\$1.80) profit & \$540,000 taxes. September quarter sales were \$6,936,498, profit \$260,239 (65¢) after \$765,000 taxes.

RKO Pictures Corp. showed net loss of \$1,086,365 for first quarter of this year, net profit of \$351,645 second quarter, net profit of \$588,816 third quarter, making net loss after all charges \$145,903 for first 9 months on total income of \$39,417,393. No comparison is available with last year since firm began operations last Jan. 1 when it acquired picture producing and distributing assets of Radio-Keith-Orpheum Corp. in reorganization separating theatre and production-distribution operations.

Dividends: Philco, 40¢ payable Dec. 12 to stockholders of record Dec. 1; United Paramount Theatres, 50¢ payable Dec. 18 to holders Nov. 30; 20th Century-Fox, 50¢ payable Dec. 21 to holders Dec. 5; Loew's, 37½¢ payable Dec. 21 to holders Dec. 11; Sperry Corp., 50¢ payable Dec. 17 to holders Dec. 3; Cornell-Dubilier, 30¢ payable Dec. 27 to holders Dec. 10; I-T-E Circuit Breaker Co., 45¢ payable Dec. 1 to holders Nov. 23; Globe-Union, 25¢ payable Dec. 10 to holders Dec. 1; Driver-Harris, 50¢ quarterly and 25¢ extra, payable Dec. 12 to holders Nov. 30; P. R. Mallory, 30¢ quarterly plus 30¢ year-end, payable Dec. 10 to holders Nov. 26; Oak Mfg. Co., 35¢ payable Dec. 20 to holders Dec. 5; Sprague Electric Co., 50¢ payable Dec. 14 to holders Nov. 29.

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Hallicrafters earned \$678,946, or 82¢ per share on 825,000 shares outstanding, on sales of \$35,382,718 for fiscal year ended Aug. 31, 1951. This compares with \$1,127,405 (\$1.67 on 675,000 shares) on sales of \$28,188,220 for corresponding 1950 period. Taxes for this year were \$565,000, for last year \$750,500. Sales of TVs, says annual report issued this week, accounted for \$23,593,317, or 60% of total volume, up 10% from preceding year. Amateur or "ham" equipment totaled \$5,144,502, or 14%, up 40% over 1950. Communications equipment on govt. contract totaled \$6,645,000, or 19%, up 117%. Military orders received during year totaled \$26,137,000.

In proxy statement for shareholders meeting in Chicago Dec. 10, Hallicrafters discloses president Wm. J. Halligan as beneficial holder of 35,900 shares of the 850,000 common outstanding, executive v.p. Raymond W. Durst 34,400 shares, director James R. Cardwell (chairman, Cardwell Westinghouse Co.) 1100 shares, director Leo J. Doyle (Doyle, O'Connor & Co., securities) 1463 shares. Salaries were shown as: Mr. Halligan, \$50,000; Mr. Durst, \$45,000; sales v.p. Roland J. Sherwood, \$35,693.

**Mobilization Notes:** Conservation will be No. 1 item on agenda Nov. 27 when TV-radio industry has its first industry advisory committee meeting with NPA. Govt. wants to know how manufacturers plan to stretch their slim first-quarter allocations into maximum number of sets. Industry will also be asked to present any ideas on how NPA can improve its allocation service. Other topics to be discussed: interchange of conservation methods among TV-radio manufacturers; importance of properly filling out CMP forms. NPA Electronics Div. chief Edmund T. Morris will discuss outlook for 1952. These executives have been invited: Dorman Israel, Emerson; Jack Marks, Fada; Frank Freimann, Magnavox; John Meck, Scott Radio Labs; Robert Galvin, Motorola; William H. Chaffee, Philco; Robert S. Bell, Packard-Bell; John H. Cashman, Radio Craftsmen; J. Friedman, Trav-Ler; Gordon G. Brittan, Warwick; L. C. Truesdell, Zenith.

Retailers who sell insulated copper wire and other controlled materials to general public may now self-certify controlled material orders to replace depleted inventories. NPA order M-89 sets up formula for orders by retailers dealing directly in controlled materials. In case of copper wire, for example, retailer may order up to \$50 worth or 60% of his quarterly base period purchases each quarter. M-89 doesn't apply to installers of equipment such as TV antennas, appliances, etc., but to those who sell actual controlled materials rather than products.

Deal with Britain for 22,045,000 lbs. of Canadian aluminum in next 5 months "unquestionably means the difference between survival and disaster for thousands of small business firms," said DPA chief Manly Fleischmann Nov. 22. U. S. will swap 25,000 tons of finished steel products, 46,000 tons of premium-price steel ingots and 28,500 tons of iron and steel scrap for the aluminum. Said Fleischmann: "Were it not for this added supply, we would have had to reduce the minimum aluminum allotments for the first quarter from the present 20% to 10% of base period use."



Perfection of underwater TV camera, after 3 years' research, was announced by Navy this week. It comprises remotely controlled unit good for depths of 400 ft. or more. According to Rear Adm. Homer N. Wallin, Bureau of Ships chief, principal advantages are: (1) Great savings in time, e.g., human diver spends much more time descending and ascending than he does on bottom; with camera, operation may be planned in advance. (2) Camera doesn't stir up silt. (3) Various lenses, switchable from ship, give much better view. Gear was developed by Navy scientists J. R. R. Harter and Marvin Lasky. First experiment with underwater TV was during 1946 Bikini atomic bomb tests. This summer, British used such equipment to locate sunken sub *Affray* (Vol. 7:39).

Deception-of-enemy tests with 400 AM stations in 18 northeastern states Nov. 17 were "highly successful," according to first reports received by FCC. TV and FM are not yet being used in setup designed to prevent enemy from using stations' signals as aircraft and guided missile homing beams; during emergency, they'd simply go off air if military deems it necessary. Whole plan is gradually being declassified, virtually everyone to be told how system works before long.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Oct. 15 & Nov. 15: Admiral, 26,035 shares Oct. 15, to 21,370 Nov. 15; Avco, 20,480 to 20,180; Emerson, 4969 to 5044; GE, 9526 to 10,098; Magnavox, 13,213 to 14,751; Motorola, 15,565 to 14,890; Paramount Pictures, 2755 to 540; RCA, 37,204 to 34,605; United Paramount Theatres, 8080 to 8535; Westinghouse, 6417 to 6332; Zenith, 23,990 to 21,130.

