

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 26

July 1, 1950

TV RATES & FACTBOOK READY JULY 15: We're purposely holding up, for about 2 weeks, publication of our new TV Directory No. 11: Television Rates & Factbook -- so that we can include therein this delayed data:

(a) Rate cards and data of all 106 TV stations now operating, plus that of now-building WSM-TV, Nashville, which will be last of this year's crop of new stations. In particular, all 5 NBC-TV owned & managed stations are changing rates as of July 15 and were not able to provide the material in time for July 1 publication.

(b) New fall-winter TV receiver models and prices. Several of the larger companies haven't released details yet -- and we propose to make our Directory of TV Manufacturers & Receivers, which is a prime feature of the Factbook, as up-to-the-minute as possible.

Accordingly, full-service subscribers will get their TV Factbooks shortly after July 15. Besides foregoing, this edition will detail all 349 pending station applications; tables of current and proposed vhf-uhf channel allocations; 450-plus TV program firms; latest figures on TV set production, sets-in-use, etc.; map of present and projected TV networks; and various other features of permanent reference value. Extra copies will cost Digest subscribers \$2.50; non-subscribers, \$5.

AT MID-YEAR, THE TV-AM-FM SCORE: Exactly 106 TV, 2122 AM, 690 FM stations were on air as of July 1, according to our current logs (TV Addenda 10-A to 10-Y, AM-FM Addenda A to Z). These are increases since last Jan. 1 -- but at rate considerably decelerated from previous postwar years (Vol. 6:1).

The 106 operating TV stations compare with 98 when 1950 began, and only one more is in prospect this year: WSM-TV, Nashville, due about Sept. 1. Only other CP holders are WJAX-TV, Jacksonville, caught up in local legal snafu, and WCON-TV, Atlanta, being dropped and its Channel 2 switched to WSB-TV, which will drop Channel 8. Exactly 349 applications for TV are now on the books (TV Directory No. 11).

As against this mere handful of TVs, 2311 AMs were authorized as of July 1, up 65 since last Jan. 1. Besides the 2122 actually on air, 189 are CPs. During last 6 months, 257 new AM station applications were filed vs. 309 at end of 1949. AM licenses surrendered since Jan. 1 numbered 8, CPs 24.

FM log is still numerically imposing, but dwindling. Total 690 on air as of July 1 compares with 728 as of Jan. 1. An additional 56 are authorized but not built. During last 6 months, 33 licenses, 40 CPs were cancelled.

ENGINEERS-LAWYERS EYE UHF CRITICALLY: Open minds on uhf prevail among those eminently practical and skeptical men -- the consulting engineers and radio attorneys. We accompanied some 50 of them, mostly from Washington, to give Bridgeport's KC2XAK (Vol. 6:5,14) a critical once-over Wednesday at invitation of RCA-NBC.

They returned with this general attitude: "So far, so good. But don't talk uhf to us as long as there's any vhf around, as long as uhf powers are low, and as long as there aren't any uhf sets in immediate prospect."

No more firm commitment on coverage could be elicited from RCA-NBC people than we got on our own previous "reconnaissance" of KC2XAK last January (Vol. 6:5). RCA-NBC experimenters are only about half-way in program of measurement and analysis

-- but their responses leaned towards optimistic. They flatly refuse to promise any particular grade of service at this time.

Complete 1-kw transmitting equipment, without tower or buildings, is offered for \$135,000, down from previous \$170,000. Further substantial decreases were promised as new power tubes, other equipment come along. RCA can't deliver 1 kw at high end of 470-890 mc band right now, but its engineers thought they would be able to before long, also that price shouldn't vary much throughout band. Transmitters up to 5 kw are expected before many months.

Visitors were impressed with neat, "commercial" appearance of equipment and record of operating efficiency -- no breakdowns to speak of in 6 months of continuous operation now averaging 340 hours monthly (rebroadcasting full schedule of WNBT, New York). What troubled most of them were "holes" in coverage behind hills, buildings, etc. and vagaries of propagation caused by foliage, rain, ice and the like.

Gradual improvement in reception has been achieved, with use of new antennas, new lead-in lines and more experience. Rather surprising, for example, is the fact that "V" antenna, one of simplest, has worked quite well in about 70% of locations. Moreover, it's often adequate for both vhf and uhf signals, unless latter are very low.

Next step in measurement program is to move most of present 88 sets to new locations for new data. Mobile measurements will continue simultaneously.

Some prospective telecasters, in non-vhf areas, are so enthusiastic about uhf that their consultants say they have to hold them down. RCA reports several have signed contracts for purchases contingent on grants. But one attorney told us he jumped on a client who had placed order, "made him cancel it."

Manufacturers have been in and out of area, sometimes unobtrusively, testing their own uhf tuners. They haven't told RCA people too much about their work, though one said he'd seen couple Zenith sets with uhf strips; he preferred not to comment on his observations. Other manufacturers who have had experts on scene: GE, Philco, Emerson, Eitel-McCullough, Tele-tone, Air King, Sears Roebuck, Hallicrafters, Collins, National Co.

Steady stream of broadcasting folk has also been through station since it started last Dec. 30 (Vol. 5:53). Among AM station "scouts" have been those from: WBRE, Wilkes-Barre, Pa.; WELI, New Haven, Conn.; WKNE, Keene, N.H.; WTIC & WDRC, Hartford; WDNC, Durham, N.C.; KFEL, Denver; KMBC, Kansas City; WCUM, Cumberland, Md.; WCAE, Pittsburgh; WATR, Waterbury, Conn.

THE SUMMING UP BY COLOR CONTENDERS: Compatibility was keynote of proposed findings and conclusions filed this week by all 3 color proponents. Even CBS, completely aware that compatibility is its major bugaboo, sought to show that its system is more compatible "in the broad sense" than other 2.

Although all 3 briefs represent enormous amount of work (CBS 370 pages, RCA 87, CTI 71), they are actually merely summaries of hearing as seen by each.

CBS insists its system is good, simple, cheap, ready; and transition to it can be smooth. CTI reasserts it has best compromise between RCA's complexity and costs and CBS's incompatibility. RCA again claims that its system performs well now, has great potential, offers greatest impetus for color because of its compatibility. They all make fascinating reading.

Only 2 others filed at June 26 deadline -- Paramount-Chromatic (Vol. 6:20-22) and DuMont. Former's was the surprise, recommending something entirely novel. They held that no system is adequate, that decision should be held off for year. However, they said, if FCC insists on choosing a system, make it field sequential -- but with a difference:

This system, said Paramount and Chromatic, should be 405 lines, 180 fields, rather than 405/144 as proposed by CBS. Purpose is to raise brightness without increasing flicker. Further, they propose, sound should be multiplexed into video, making fuller use of 6-mc channel. On top of that, horizontal interlace should be employed for maximum resolution.

Then, to get around compatibility, they came up with this:

Network Accounts: Colgate-Palmolive-Peet has signed with NBC-TV for Sun. 8-9, featuring Fred Allen, Eddie Cantor and 2 more unselected stars, who will alternate appearances every fourth week, starting date undecided . . . Lucky Strike starts 4-week test of *Hit Parade* on NBC-TV, July 10, Mon. 9-9:30 . . . Kroger Co. buys *Alan Young Show* on 18 Midwest and Southern CBS-TV stations from Sept. 14, Thu. 9-9:30; Esso continues in East . . . Arnold Bakers starts Robert Q. Lewis July 16 on CBS-TV, replacing *Faye Emerson Show*, Sun. 9-9:15 . . . Pabst Beer resumes sponsorship of International Boxing Bouts on CBS-TV starting Sept. 27, Wed. 10-11 . . . Arthur Murray dance studios buys *Party Time at Arthur Murray's* on 20 ABC-TV stations for 8 weeks from July 20, Thu. 9-9:30 . . . Best Foods Inc. (Shinola & Rit) buys variety show starring Betty Furness on ABC-TV from Sept. 15, Fri. 10-10:30 . . . Chrysler Corp. (DeSoto) options Thu. 8:30-9 on NBC-TV for Groucho Marx program . . . P. Lorillard Co., for Embassy Cigarettes, sponsors *The Web* from July 11, Tue. 9:30-10, replacement for *Suspense*; after Sept. 5, show moves to Tue. 10:30-11 . . . Schlitz Brewing Co. reported ready to sponsor *Pulitzer Prize Playhouse*, which Wm. Morris Agency is handling for Columbia U; show would dramatize old and new Pulitzer prize winners.

Station Accounts: General Shoe Corp. (Jarman Shoes) to test TV on KTTV, Los Angeles, with two 15-min. sportscasts titled *Harmon for Jarman*, with Tom Harmon, starting in October, placed thru Noble, Drury & Associates, Nashville . . . Pfeiffer Brewing Co. sponsoring entire 2 hours of 8 Saturday night summer concerts of *Detroit Symphony* on WJTV, thru Maxon Inc. . . Wanamaker's Store, Philadelphia, signs for 1½ hours daily, Mon. thru Fri. on WCAU-TV, in what's said by Lamb & Keen agency to be "probably the largest commitment ever undertaken by a single sponsor with a single station"; WCAU-TV also has Lit and Snellenburg stores as sponsors, latter's *TV Jamboree* a daily one-hour live remote from store . . . New York's WNBTV reports signing these new participating and spot sponsors: Morgan Jones Co. (pot holders & tea towels), thru Victor Van Der Linde Co.; Diplomat Products Inc., thru Tracy Kent & Co.; Fred W. Amend Co. (Chuckles candy), thru Henri, Hurst & McDonald; Fedder's Quiggan Corp. (air conditioners), thru BBDO; C. H. Musselman Co. (apple products), thru Clements Co.; Potter Drug & Chemical Corp. (Cuticura), thru Atherton & Currier; Pepsi Cola Co., thru Biow Co. . . . County Perfumery Co. (Brylcreem hair dressing) has signed for *Sports Scholar*, quiz film, on WJTV, Detroit, Mon. 10:15-10:30 . . . WPTZ, Philadelphia, claims new high in "long range advertising" in signing British-American Oil of Canada for 3 announcements to promote gas & oil sales among summer visitors to Canada; agency is James-Lovick & Co., Toronto . . . Among other advertisers reported using or planning to use TV: National Assn. of Tobacco Distributors, cigar promotion campaign; Enzo Jel Co. (Enzo tomato aspic, etc.), thru Schoenfeld, Huber & Green, Chicago; Rainier Brewing Co., thru Buchanan & Co., San Francisco (KTTV); S & W Foods, thru Foote, Cone & Belding (KTTV); Chicago Western Corp. (Pinafore Chicken), thru Phil Gordon, Chicago; Louis Milani Foods Inc., thru Marketers Inc., Los Angeles; Proctor & Gamble (American Family Flakes), thru Kastor & Sons, Chicago.

New York Mayor O'Dwyer has designated July 16-23 as "Television Week" and urged business, civic, education, entertainment and industrial leaders "to encourage and stimulate the further growth and advancement" of TV in what he calls "the capital of TV."

One TV interconnection gap was closed this week, another will be next week. Johnstown's WJAC-TV, which had been picking up DuMont's WDTV off air from Pittsburgh, getting other networks via kine, was linked by AT&T June 30—via 6-mi. wire from Pittsburgh control center to phone company's microwave at Troy Hill, thence airwaved 56 mi. to Johnstown. Kalamazoo's WKZO-TV plans to complete July 9 its own 2-hop radio relay, via Albion, Mich., 45 mi., and Manchester, Mich., 40 mi., to Detroit and Toledo, 51 and 45 mi., respectively (Vol. 6:9, 19). This week, too, Blaw-Knox revealed it's putting up towers for AT&T's Omaha-Denver, 500-mi. microwave relay (Vol. 6:25) at cost of \$500,000; it also disclosed it was working on towers of Washington-Chambersburg, Pa., link of New York-Chicago microwave, due to be completed Sept. 1, and had put in structures for Norfolk-Richmond and Toledo-Detroit radio links.

AT&T-Western Union interconnection hearings before FCC (Vol. 6:25) ended June 30 with networks agreeing Bell System was generally filling needs for TV, but also indicating they wouldn't be averse to competition in field. Earlier, Western Union disclosed it intended, when decision is rendered on interconnection of "lines" with Bell circuits, to revise its TV tariff so as to: (1) Drop one-year minimum for contracts, add charge for installation and removal of terminal equipment on customers' premises. (2) Add rates for occasional service. (3) Agree to furnish one-way service at appropriate charge in addition to reversible circuits. Representing networks were: Adrian Murphy, CBS; Rodney K. Chipp, DuMont; Ernest Lee Jahncke, ABC; William S. Hedges, NBC.

Exhibitor theatre-TV adherents have organized National Exhibitor Theatre Television Committee, with avowed purpose of forming united industry front to advocate frequencies at still undated FCC hearing. Ex-Postmaster General, onetime Democratic National Committee chairman Frank C. Walker, now of Comerford Theatres, Scranton, Pa., is chairman; S. H. Fabian, Boston circuit owner, treasurer. Organization will incorporate next week as non-stock, non-profit company. Purpose is to conduct research, encourage development, consider use for public service (education, social, instruction, etc.) of theatre-TV. Unmentioned, and unconfirmed is whether organization might become operating entity as purveyor of programs, arranger of contracts, etc. (exclusive or otherwise). Interesting, too, will be results of attempt to woo Allied States Assn. into overall group. Independent Allied has already taken position that theatre-TV must have vhf channels, not microwaves (Vol. 6:6-7). Position was reiterated recently at New Jersey ATO Atlantic City meeting by president Truman Rembusch, who told delegates lack of propagation in uhf would only permit linking of 1500-2000 theatres (out of 19,000 total), thus squeeze out smaller exhibitors.

GE can't use New York-Schenectady microwave facilities to carry baseball games from New York's WPIX, FCC ruled June 21. GE had dropped its 2½-year-old, 3-link radio relay when AT&T put in coaxial-microwave connection end of last year (Vol. 5:49), but wanted to reactivate it until Sept. 30. FCC said it would be against its policy to approve use of privately-owned relays where common carrier facilities are available.

Gallup Poll reports nearly 60,000,000 U. S. adults, or more than 6 out of 10, have seen a TV show, while about 36,000,000 never have. Asked to guess how long they think it will be before they buy set, one out of 7 interviewees said within a year, more than one out of 3 thought it would be more than a year.

CBS joined parade of kine improvers, following ABC and NBC (Vol. 6:21,24). Its new "Mag-neg-tic" system employs magnetic tape for sound, 35mm negative for picture. The two are synchronized by complex servo-mechanism developed by Fairchild Recording Equipment Corp. CBS claims that system minimizes washed-out effects and edge-flares, that average viewer can scarcely tell difference between kine and live. New York's WOR-TV also announced new system called "Vidicam." Movie camera is mounted beside TV camera, grinds away whenever latter is on. Development is by Television Features (Larry Gordon Studios).

Freeze got embroiled in rough-and-tumble of Pittsburgh politics this week, when Republican Congressman James G. Fulton asserted that Democratic Senator Francis J. Myers wasn't doing enough about getting channels unfrozen for city. Fulton was also reported taking crack at FCC Chairman Coy, calling him a "former WPA bureaucrat." Also involved in fuss was Pittsburgh Chamber of Commerce unfreezing plan which included transfer to city of Johnstown's Channel 13, now used by WJAC-TV. Idea is fantastic, as far as WJAC-TV president Walter Krebs is concerned. He said he has no intention of giving up channel he pioneered.

Remotely controlled operation of a broadcast station (as against mere satellite or booster operation) may become established principle in AM-FM or TV if Rural Radio Network's experiment in running FM station WVBT, Bristol Center, N. Y., unattended, proves successful. FCC June 28 gave RRN okay to try experiment, running WVBT from FM station WVCN, De Ruyter, N. Y., using 20-25 kc subcarriers for both control and monitoring. Grant is to Dec. 1, but Commission asked for report by Nov. 1. If report indicates success, FCC said it may entertain petition to change its rules to permit "slave" broadcast operations on regular basis. Implications for expensive TV operations are obvious.

Medical TV demonstrations in 5 Latin American cities, sponsored by E. R. Squibb & Sons (pharmaceuticals) and International GE, are scheduled this summer, with first showings in San Juan, P. R., July 6-15. Companies announced plans to take twenty 16-in. sets and 5 tons of TV gear on 20,000-mile tour in New York recently, "rehearsing" by beaming surgical operation from Bellevue Hospital to UN building for benefit of 200 observers, including Latin American UN representatives. Balance of itinerary: San Paolo, Brazil, July 17-28; Buenos Aires, July 29-Aug. 11; Caracas, Venezuela, Aug. 13-22; Mexico City, Aug. 23-31.

Ad Hoc Committee's job is about done, with group expected to disband after issuing report shortly on methods for evaluating interference from 2 or more undesired TV stations. Committee's work (vhf TV propagation study) has taken a long time, requiring compromise of widely divergent ideas. But FCC seems to consider time well spent, since no major challenge of group's findings has appeared.

"TV—Who's Afraid?" titles article in July *Fortune*, which tries in a few hundred words (and with outdated statistics) to cover whole TV waterfront—particularly its impact on other industries (radio, movies, etc.). It concludes: "TV is threatening, stimulating, shaking down, stirring up several sizable industries. In the U. S. that sort of churning has usually led to better products and better business."

TV programs "fit for children" were listed this week by National Congress of Parents & Teachers as follows: On NBC—*Howdy Doody, Kukla, Fran & Ollie, Quiz Kids, We the People, Voice of Firestone, Aldrich Family*. CBS—*Candid Camera, The Goldbergs, Lucky Pup, Ford Theatre*. ABC—*Singing Lady, America's Town Meeting of the Air, Twenty Questions, Paul Whiteman Teen Club*.

House passed cuts in excise taxes 375 to 14 June 29, bill (HR-8920) providing also for increased corporation taxes. Senate Finance Committee will meet in executive session July 3 to determine dates and procedures for its hearings—not expected to take as much time as House did (Vol. 6:15-18, 23, 25). TV is untouched in House bill. Excise collections on radios and phonographs for May totaled \$4,436,908, Bureau of Internal Revenue reported, compared to \$4,008,782 in April, \$3,595,361 in May 1949.

Discussion of oscillator radiation problem (Vol. 6:8, 14, 17-23) between new RTMA president Robert C. Sprague, FCC Chairman Coy and chief engineer Curtis Plummer left Coy with impression Sprague feels gravity of situation sufficiently to go out and "evangelize" among manufacturers. Coy considers industry's efforts to date meager in view of haste needed.

Search for TV circuit simplification can result in decreased manufacturing costs, hence lower price—and can lead to performance improvements, too. Sylvania Laboratories' W. B. Whalley, at Radio Club of America New York meeting June 15, reported the accomplishment of: (1) Single stage direct coupled video amplifiers, making picture less susceptible to auto ignition interference. (2) Use of germanium crystals, providing second detectors with better linearity for improved contrast range. (3) Circuit combinations, permitting choice of video amplifier tube which, in turn, lessens danger of sync pulse compression, possibility of "buzz" in intercarrier system. Whalley's advice on viewing distance: Walk back from screen until scanning lines disappear, then move back another foot.

If RCA, which makes them, is coming out with printed circuit tuners in upcoming receivers, it's being kept deep-dyed secret. Hallicrafters, of course, was first to announce sets with them (Vol. 6:10, 21). Philco engineering v.p. Leslie J. Woods, asked at Atlantic City last week what he thought of them, said: "There is nothing inherently wrong with printed circuits, but so far we have not been able to achieve the perfection with printed circuits that can be obtained with other means."

Cost of 4-station uhf Polycasting unit, each transmitter radiating 2 kw, would be about \$72,000 (excluding studio and control equipment), and unit would give same service as single 1000-kw station, according to system's proponent, engineer Raymond M. Wilmotte (Vol. 5:46). He submitted estimates, obtained from Gates, GE, Raytheon and Westinghouse, in response to questions from commissioners during color hearing. Cost of 1000-kw station, says Wilmotte, "would clearly be far greater" than for Polycasting setup.

Children must learn to live with TV because it's here to stay, asserts Elizabeth B. Hurlock, Ph.D., in her Child Training department of June *Today's Health*, official publication of American Medical Assn. She gives parents this advice: (1) Don't put TV in "forbidden fruit" category; apportion viewing time. (2) Help child choose programs. (3) Watch and criticize shows with child when possible. (4) Exploit TV's educational value in music, art, news, history, travel, etc. (5) Encourage other activity, particularly outdoor play; don't use TV as easy tool to keep child out of mischief. (6) Use TV as reward, for good grades, etc. (7) Novelty will wear off; TV will assume more reasonable niche in child's life.

Latest articles on radio-TV law, by studious Harry Warner, of Segal, Smith & Hennessey, Washington law firm: "The Applicability of the Lanham Trade-Mark Act to Radio and Television Service Marks" in April *Southern California Law Review*; "Legal Protection of Program Ideas" in April *Virginia Law Review*.

Make all uhf color-only, all vhf monochrome-only; make each vhf station duplicate all programs on uhf. This, they argue, would promote both uhf and color, retain usefulness of present sets. Unstated but underlying assumption is that this setup would clear way for abandonment of vhf when and if desired.

Paramount people say they're unhappy about interpretation placed on proposal by some in trade. They insist they aren't favoring CBS system, are merely offering plan as least of all evils if FCC feels it must adopt standards immediately.

If FCC should become excited about those suggestions, presumably it would reopen hearing to get full details. Then, if it decided vhf-uhf duplication is desirable, it would have to throw its proposed allocations into discard, start all over again. It will take a lot of convincing to sell Commission on that course, particularly since it could cause decided lengthening of freeze.

DuMont didn't file regular proposed findings, but submitted "reference in concise form" to testimony of its witnesses for convenience of Commission. FCC told DuMont its document didn't conform to rule on briefs, turned it down.

Most commissioners haven't yet had chance to read all through briefs. Plan is still to plunge immediately into full-dress color consideration July 11, day after deadline for participants' replies to the briefs filed this week.

Condon Committee's report on color, meanwhile, is still to be delivered to Sen. Johnson, who wants to get it before FCC as soon as possible. Johnson plans to make document public as soon as he receives it.

* * * *

Lawrence tri-color (Vol. 6:20, 21) was fired up in Paramount's New York labs for first time this week. Tests were of most elementary nature, since color-generating equipment isn't available yet, but Paramount engineers were elated, claiming performance is everything hoped for, as far as such limited tests can show. Dr. Ernest Lawrence, tube's inventor, was in from California for demonstrations.

Resolution was in excess of 300 lines, it was claimed. Brightness wasn't measured, but looked satisfactory. There was absolutely no color contamination, they claimed. Machlett-made tube looks exactly like conventional 16-in. metal-coned unit, uses single gun, works at 10,000 volts. Two more tubes are due shortly. Problems of mass production are still considered minor. Full-scale tests, demonstrations for FCC, etc., will be carried on with DuMont color chain, expected soon.

* * * *

Talk of abandoning vhf, moving all TV to uhf persists despite vehement denials of any such intentions by commissioners (Vol. 6:24). Some people contend that other services, particularly military, will exert so much pressure for release of vhf that question will be taken out of FCC's hands. They think that action may be forced from above, perhaps through President's Communications Policy Board (Vol. 6:4, 5, 7, 10). But, so far as we can discern, it's all still mere talk -- with no semblance, as yet, of official inspiration.

BUGS IN NEW 'VIDEOTOWN' SURVEY: Pessimistic gauge of 1950 set market, by Cunningham & Walsh ad agency, got considerable trade and newspaper attention this week. But a few obvious facts easily refute its bearish outlook.

After studying agency's third annual "Videotown" survey (first 2 by Newell-Emmett, Vol. 5:28), v.p. John Cunningham issued "warning" to industry that set population may only double this year. Assuming 4,000,000 sets extant at end of 1949, that would mean sales of only 4,000,000 this year, compared with commonly predicted production of 6,000,000 or more.

Videotown survey, conducted in April, comprised interviews with 3007 TV and 625 non-TV families in an unidentified town of 40,000 within 40 miles of New York.

Mere glance at 1950's production and sales to date shows agency's dire prediction scarcely warranted. At end of May, some 2,530,000 sets had been produced. Figuring 400,000 or so for June (May was 470,000; Vol. 6:25), you get very close to 3,000,000 for half year alone. And you can be sure that all but a few thousand of those have been sold -- to clear way for confidently anticipated fall-winter boom.

Cunningham's conclusion points up danger of "extrapolating" limited data,

based as it is on interviews in one small town -- in an "old" TV area.

Other Videotown findings on receivers: (1) Families of various income levels now own sets in about same percentages, poorer folk catching up with well-to-do. (2) Replacement market is growing: 25% of pre-1948 sets and 10% of 1948-49 sets have been replaced, mostly for larger screens. (3) Rate of set-financing is accelerating; 58% of April's purchases were financed, compared with 52% year ago, 40% in 1947. (4) This year, 52 brands appear in census, compared with 30 last year. Two brands have 30% of market; 9 others have next 50%; 41 share remaining 20%.

Also covering replacement market was question in survey sponsored jointly by Philadelphia's TV Assn. and local fan magazine TV Digest (no relation). Based on 908 replies to 4300 mailed questionnaires, it was figured that 13% of owners expect to buy new sets this year, 2/3 of respondents wanting larger pictures.

* * * *

TV's effect on family life in Videotown remains strong. Average set is used 4 hours nightly, children from teen age down the most avid viewers; 30% of parents don't look at set on average night. Movie attendance in TV families is about half that of non-TV. But sports attendance is about same for both.

In New York, TV Guide Magazine surveyed 1850 of its readers, found 63% report diminished local movie-going, 46.2% claim less Broadway movie attendance. Drop in legitimate theatre attendance was reported by 42.9%. Less book and magazine reading was done by 38.7%. Only 9% said they'd slacked up in newspaper reading. Leading brands of sets: RCA 30.1%, DuMont 10.4%, Philco 9.1%, Admiral 8.2%, GE 5.6%.

Telecasting Notes: Eventual merger of NAB-TBA is logical—which will dominate depending on which offers most worthwhile services to telecasters; but idea of "fusion" of these with RTMA (manufacturers) can be dismissed as having about as much chance as that proverbial snowball—in torrid Washington . . . When *Rock Island Argus'* WHBF-TV goes on schedule July 1 as 106th outlet (Vol. 6:24, 25), it will operate Wed. thru Sun. 6:30 to 8:30 or 9:30 p.m., films only, pending link into coaxial in October; its kine affiliations are with ABC, CBS, DuMont . . . *Houston Post* and its KPRC-TV (changing from KLEE-TV July 3) sponsoring July 3-5 TV exposition in huge Plantation dance hall, expected to give big hypo to set sales . . . Minneapolis correspondent of *Variety* reports both KSTP-TV & WTCN-TV now in profit column . . . RCA has sent "TV studio on wheels" to new XHTV, Mexico City, as final item of equipment preparatory to early July tests (Vol. 6:25) . . . "One of TV's master salesman," *New York Times* financial writer Robert McFetridge calls ABC's 41-year-old president Robert Edmonds Kintner in June 25 column. Success story relates how Kintner wrapped up 8 evening half hours that week for \$4,000,000 gross, remarks: "If this sort of thing goes on, it won't be long before paid TV programs will span 12-hour period each day." . . . Summer replacements on CBS-TV: *Pantomime Quiz*, West Coast success based on charades, for *The Goldbergs* from July 3, Mon. 9:30-10; *Prize Performance*, showcasing professional child entertainers, for *Arthur Godfrey's Talent Scouts* from July 3, Mon. 8-9 . . . New showcasings by CBS-TV: *The Big Top*, circus show, from WCAU-TV, Philadelphia, Sat. 7-8; untitled comedy-mystery series with Lynn Bari and Donald Curtis, Fri. 8:30-9 . . . Burr Tillstrom, impresario of *Kukla, Fran & Ollie*, preparing *The Land of Oz* for NBC-TV in fall . . . CBS-TV has leased Town Theatre 55th St. & 9th Ave. and Peace House, 5th Ave. & 109th St., New York.

New Safety & Special Radio Services Bureau under Edwin L. White, chief of aviation engineering, was set up by FCC this week, effective July 31. FCC also appointed Jack Werner chief of Common Carrier Bureau, succeeding Harold J. Cohen, resigned (Vol. 6:23).

Personal Notes: Capt. W. G. H. Finch, onetime FCC asst. chief engineer, ex-head of Hearst Radio, recently president of Finch Telecommunications, is back in uniform, stationed in Washington as special asst. to Capt. Wm. H. Belch, director of electronics, Bureau of Ships, Navy Dept. . . . Chester Kulesza, ex-TV production chief, BBDO, has joined Dancer-Sample-Fitzgerald Inc., as head of TV commercial production . . . Lewis B. Wall, ex-president, Pre-Mix Div., Pillsbury Mills, has joined Bories Organization, radio-TV producer, as v.p. and gen. sales mgr. . . . New McCann-Erickson v.p.'s named this week are Alfred J. Scalpone, director of radio-TV programs; Wm. C. Dekker, director of radio-TV service; Frederick Anderson, advisory committee . . . Al Anderson, ex-Amfra Industries Inc., appointed TV-radio chief of McLaren, Parkin, Kahn Inc. . . . Tom McCray, ex-NBC (AM) program director, assumes new duties as director of NBC Hollywood network radio operations July 17 . . . Robert L. Coe, ex-WPIX, now consultant to Schine theater interests (Vol. 6:25), is headquartering at offices of Schine Enterprises, 445 Park Ave., New York . . . Leonard Saffire, from *We The People* staff, named asst. to Ted Cott, mgr. of WNBC-WNBT, New York . . . Gomer R. Lesch, ex-WICU, Erie, new program director of WFMY-TV, Greensboro, replacing Ted Austin . . . Bert Gold appointed producer-consultant for WICU, Erie, and WTVN, Columbus . . . Eugene L. Burke has left Hayes & Hayes for own radio law office in Bowen Bldg., Washington.

Best dope on Don Lee sale seems to be that bidding has gone as high as \$4,500,000 for whole package, somewhat less (by CBS, DuMont, maybe others) for KTSL (TV) and magnificent \$3,000,000 Hollywood headquarters-studio building only; bidders also include oilman Ed Pauley, financier Floyd Odlum, management's Lew Weiss & Willet Brown. Public administrator Ben Brown can't decide on bids until legal technicalities with respect to KTSL's still-experimental status with FCC are cleared up.

Charles P. Hammond, 40, NBC advertising-promotion v.p., was found dead Friday in his car near his home at Chappaqua, N. Y. Police said he died of carbon monoxide poisoning. Besides widow, he leaves 2 daughters, 8 and 5.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

TVAD LIBRARY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 27

July 8, 1950

COY KILLS TALK OF ABANDONING VHF: Those "move all TV to uhf" rumors are finally nailed flat by one sentence from FCC Chairman Coy. Writing Theatre Owners of America's Gael Sullivan, he said: "It is true that, during the color TV hearings, questions concerning the effects of such a move were asked of several industry witnesses. These questions were purely hypothetical and were not based on any official action heretofore taken or presently proposed to be taken by the Commission."

What prompted comment was June 8 letter from Sullivan telling Coy that some exhibitors (specifically Allied States Assn., Vol. 6:6,7,26) had impression FCC was going to move TV out of vhf, make number of vhf channels available for theatre TV.

Since Coy was the man who asked most of those disturbing questions during color hearing, above statement should satisfy even the quickest of conclusion-jumpers among industry and trade press. You can add to Coy's statement that of Comr. Sterling (Vol. 6:24), plus the well-known feelings of most other commissioners -- and rest easy for present. Uhf -- when ready -- will be "something added" not "something substituted."

NOW, EVERYBODY WANTS TO GET INTO ACT: Cloaked by the long freeze, extremely significant changes of attitude have occurred among most of the long-dormant TV applicants (TV Directory No. 11) and the hundreds of potential applicants, mostly broadcasters.

To put it bluntly, many are busting a gut to get the freeze over, nail down channels -- and build stations. Today, they're really sold on TV.

Contrast this attitude with that of nearly 2 years ago, Sept. 30, 1948, when freeze was clamped on. Most of the applicants were frankly buying "insurance" -- many made no bones about it. Some were even less sincere, applying for pure speculation or even publicity. Quite a few CP holders even let them go by default.

Now, there's an honest-to-goodness demand. Reason, of course, is that they've heard that TV is paying off. Certainly, it's making a lot of noise for such a mere handful of stations: 106 TVs vs. more than 2800 AM-FM stations (Vol. 6:26).

Compare the state of the industry then and now. There were 37 stations operating; now there are 106. There were 750,000 receivers; now there are close to 7,000,000. Networks hadn't yet even connected East and Midwest; now they're planning transcontinental hookups by end of 1951 (Vol. 6:25). Network and station programs were slim fare, a good deal of them experimental, only a few hours per night.

Most important factor is illustrated by this quote from our newsletter of Oct. 9, 1948 (Vol. 4:41): "Rumors crop up regularly about this or that TV station 'turning the corner' -- but investigation invariably disproves them." Today, very respectable number of stations, more than will admit it publicly, have turned that corner. In the last year or so, we've reported on exactly 36 "in the black" operations, know of many others.

Emphasizing solid value of TV stations are handsome prices paid for existing facilities in recent months, notably the \$1,400,000 for Washington's WOIC (Vol. 6:25). Money folks have recognized TV's emergence from promise to profit; when freeze lifts, it's likely TV will be as bankable as AM has been.

Whetting appetite to partake are several more factors: (1) Even assuming, optimistically, that freeze will end by Christmas, first post-freeze stations

couldn't get on air much before end of 1951, by which time TV's "circulation" may run 15-20,000,000 sets. (2) Stepped up network expansion will be bringing audience-building programs to new markets, more and better service to old. (3) Advertisers will have recognized TV, more than ever, as a basic, well-trying medium; a glance at Network and Station Accounts listings in almost any issue of The Digest will give you idea of calibre of sponsorships gravitating to the visual medium.

During this winter's hearing on allocations to specific cities, watch for some of the bitterest haggling over channels ever heard. Once channels are allocated, then look for some monumental struggles for the few remaining channels in the choice markets. [For tables of present and proposed vhf-uhf channel allocations, by cities, see TV Directory No. 11, due July 15.]

NEWSPAPERS EAGER TO GET INTO TV: It goes without saying that newspaper interests will be eager seekers after TV stations, once freeze is lifted. Of the exactly 350 new-station applications already pending, some 75 are from newspaper interests. And last week's sale of WOIC to Washington Post (Vol. 6:25), following close on similar purchases by Dallas News and Houston Post, points up fact newspapers don't intend to be caught napping during TV's inceptive years, as they were in radio.

We've been asked to list the 39 stations (out of 106 now operating) mentioned in our recent report as newspaper-owned. We might note that these 39 (40 with WOIC) do not include KPHO-TV, Phoenix, of which Tucson Daily Citizen owns 20% (Vol. 6:20), nor did we count WHEN, Syracuse, owned by Meredith Publishing Co., which publishes big-circulating monthly Better Homes & Gardens. Also, excluded are George Storer's 3 stations (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta) -- though he also owns the Miami Beach Florida Star and Sun, morning and evening dailies; his stations can hardly be called newspaper-owned, being operated entirely separately from his main business, which is broadcasting. Here's the list of 39:

Albuquerque Journal (KOB-TV)	Detroit News (WWJ-TV)	Milwaukee Journal (WTMJ-TV)
Atlanta Journal & Constitution (WSB-TV) [Cox]	Erie Dispatch-Herald (WICU, Erie; WTVN, Columbus)	St. Paul Dispatch & Pioneer Press (WTCN-TV, Minneapolis-St. Paul)
Baltimore News-Post (WBAL-TV) [Hearst]	Fort Worth Star-Telegram (WBAP-TV)	New York News (WPIX)
Baltimore Sun (WMAR-TV)	Greensboro News & Record (WFMY-TV)	Norfolk Virginian Pilot & Ledger-Dispatch (WTAR-TV)
Buffalo News (WBEN-TV)	Houston Post (KPRC-TV)	Oklahoma City Oklahoman & Times (WKY-TV)
Chicago Tribune (WGN-TV)	Huntington Advertiser (WSAZ-TV)	Philadelphia Bulletin (WCAU-TV)
Cincinnati Post (WCPO-TV) [Scripps-Howard]	Johnstown Tribune (WJAC-TV)	Philadelphia Inquirer (WFIL-TV)
Cincinnati Times-Star (WKRC-TV)	Kansas City Star (WDAF-TV)	Rock Island Argus (WHBF-TV)
Cleveland Press (WEWS) [Scripps-Howard]	Lancaster New Era & Intelligencer-Journal (WGAL-TV, Lancaster; WDEL-TV, Wilmington, Del.)	San Francisco Chronicle (KRON-TV)
Columbus Dispatch (WBNS-TV)	Los Angeles Times (KTTV)	St. Louis Post-Dispatch (KSD-TV)
Dallas News (WFAA-TV)	Louisville Courier-Journal & Times (WHAS-TV)	Syracuse Post-Standard & Herald-Journal (WSYR-TV)
Dallas Times-Herald (KRLD-TV)	Memphis Commercial Appeal (WMCT) [Scripps-Howard]	Washington Star (WMAL-TV)
Dayton News and Journal-Herald (WHIO-TV) [Cox]		

TV GAIN ISN'T ALL AM LOSS—SINDLINGER: AM proponents are cheering Sindlinger & Co.'s "Facts in Focus," 53-page analysis of what happened to Philadelphia's radio and TV habits during the last few years. President Albert E. Sindlinger's conclusion: TV is taking more and more of people's time -- but only partially at expense of radio, primarily at expense of all other activities.

His findings counterbalance Hooper's "share of audience" phone measurements, says Sindlinger, since many people have interpreted Hooper's figures to mean that all of TV's viewers have been "stolen" from radio (Vol. 6:22,23).

True measurement can be found in actual time spent listening and viewing, rather than in share of audience, Sindlinger insists.

Sindlinger documents findings with figures derived from his Radox system -- actual monitoring, from central point (through wire lines attached to set), of programs tuned in among representative sample of homes. Principal data, conclusions:

(1) During week of April 3, 1949, people in Philadelphia's 580,000 radio and TV homes spent 30% of their time listening to radio and 17% watching TV, 7-10 p.m.

weekdays. But during week of Feb. 5, 1950, radio had dropped only to 24% while TV rose to 38%. True, radio lost 20% of listening time, which Sindlinger doesn't try to minimize -- but TV's major gains were really at expense of evening activities other than radio listening.

(2) Radio tends to recover as TV novelty wears off. TV families owning sets less than one year listen to radio 14.8 minutes per evening, while over-one-year families devote 34 minutes.

* * * *

Sindlinger finds fault with Hooper's telephone technique, saying it gives TV unfair emphasis, in following principal respects:

(1) Listening on secondary radio sets isn't adequately reported. In Radox sample, 59% of TV homes have 2 or more radios. Yet people frequently fail to disclose "upstairs" radio listening, when phoned, even though Radox showed radio on.

(2) TV homes have higher percentage of phones, providing greater chance of being called. There are phones in 90% of city's TV homes, but only 69% of radio-only homes have them.

Sindlinger claims Philadelphia is more valuable as sample of things to come than most cities since it is an "old" TV city, has greatest concentration of sets (35% of all homes on Feb. 5, about 50% today).

Scoffing at share-of-audience statistics, he asserts that a projection of Hooper's figures would have radio's share in Philadelphia down to 25% by now, and that most radio stations would be up for sale or in sheriff's hands.

Other researchers' principal criticism of Radox system has been that it tells whether set is turned on, all right, but doesn't tell whether anyone is listening or watching. Nor does it tell how many are paying attention to each set.

Survey purports to cover only city itself, not all sets within range of signals. Sindlinger believes his sample represents about half of total sets served, recommends caution in projecting it outside of city. Number of sets in sample ranged from 334 to 491 during October 1949-February 1950.

Radox was discontinued in March, because of tough financial going. Sindlinger is selling survey for \$100, is reported having sold it to CBS, MBS, NBC and 8 Philadelphia stations so far. He's waiting to see whether industry response will warrant resumption of measurements.

* * * *

Others also mulled TV's impact during week. Muzak v.p. Richard Testut is quoted by UP; "TV will prove to be radio's best friend...TV encourages people to stay home. How can that be bad for radio? The TV home will be a radio home, too, at least after the initial novelty of TV has worn off." He couldn't visualize TV "invading" auto radio field, nor could he see how housewives might watch TV while doing their chores.

For comparison with Sindlinger's one-city report, there are Nielsen's nation-wide figures for April, 1950 showing 88% of total listening-viewing during entire day was spent on radio, 12% on TV, in 40,700,000 radio and TV homes. TV's share was 8% during hours 2-5, 18% during 5-8, 23% during 8-11.

Movies are losing \$41.20 per year for every TV set installed, claims Zenith's ad agency, MacFarland, Aveyard & Co. After surveying 600 Chicago families, it concluded that each new set means purchases of 54 fewer tickets by adults, 44 by children, during following year (assuming 2 adults, 2 children, per family). Agency doesn't give novelty effect as much weight as Sindlinger does. Among over-one-year owners, 3.1 people reported increased viewing for each one who reported decrease. Making pitch for Phonevision, agency announced that 64% of set owners are willing to pay for good movies via TV.

Full-scale study of boxoffice decline has been launched for movie industry by Audience Research (Gallup). Nation-wide survey will attempt to weigh: TV, ticket prices, sports, publicity and advertising, public opinion of picture quality, "impact of the stars," gregarious instinct, double features, popcorn, candy, parking problems, lack of baby sitters, etc.

Telecasting Notes: "Tremendous pressure" for time on TV's 106 stations, not only from network, spot and local sponsors but from public service organizations, raises big question what TV is going to do about sustainers. Economics of TV being what they are, public service sustainers are luxury few can yet afford. There's also question of clearing for political candidates, which is going to be increasingly difficult by time of November elections due to sellouts of choice time . . . First TV application in 3 weeks, 350th on the books, comes from Hamilton, O., between Dayton-Cincinnati, seeks Channel No. 2 (see TV Addenda 10-Z herewith for details) . . . FCC approved WSAZ-TV's Huntington-to-Cincinnati microwave relay (Vol. 6:19, 21) due to go into service Sept. 1; but it called attention to AT&T plans to link Huntington, on order, late in 1951 or 1952, warned WSAZ-TV to amortize investment by then . . . Season of the TV-DX is upon us, again; KRON-TV, San Francisco, has word its sight and sound signals were received night of June 22 in Kansas City, June 23 in Rock Valley, Ia., more than 1500 mi. away . . . RCA-NBC "angeling" new Ethel Merman musical comedy on Broadway, *Call Me Madam*, to tune of \$200,000; deal gets them TV-radio rights to script, recording rights to music . . . Boston U offering fall course on "Legal Aspects of Radio & Television" conducted by attorney Richard H. Dellheim . . . WCPO & WCPO-TV, Cincinnati, adding 5000 sq. ft. to present 7000-ft. quarters in Walnut Hills . . . Grid hero Red Grange to join Joe Hasel-in handling ABC-TV pro football telecasts, sponsored by Sun Oil (Vol. 6:24) . . . Bill Stern, NBC sports chief, and Tommy Henrich, Yankee first baseman, new sportscasting try-outs on NBC-TV . . . CBS is reported to have dropped option on Saturday night sports from Madison Square Garden.

Personal Notes: Howard Hausman, CBS v.p. in charge of personnel (labor) relations, resigns as of July 15; a Harvard law graduate, he may return to law practice . . . Henry S. White appointed business mgr., CBS radio & TV network programs . . . Morton A. Barrett, from purchasing dept., promoted to service mgr., WCBS-TV . . . Eugene S. Thomas, mgr. of WOIC, sold to *Washington Post* (Vol. 6:25), onetime sales chief of WOR, slated to go to WOR-TV as mgr. . . William B. Robb Jr. succeeds Mort Dank as program mgr., KEYL, San Antonio . . . Victor E. Foraker, program promotion chief, promoted to adv. mgr., WPIX, New York . . . Anthony M. Hennig, asst. treasurer of ABC, named business mgr., ABC-TV program dept.; Theodore B. Sills, producer, joins ABC-TV staff . . . Royal V. Howard, ex-NAB, reports his new KIKI, Honolulu (250-watts on 860 kc) will go on air Sept. 1 . . . William Eynon, ex-H. B. Humphrey, Boston, July 1 became TV-radio director of Dowd, Redfield & Johnstone Inc., 501 Madison Ave., New York, combine of John C. Dowd Inc., Boston; Blaker Adv. Agency, New York; Redfield-Johnstone, New York . . . Blaney Harris, ex-Doherty, Clifford & Shenfield, July 17 becomes program mgr. of WOR, New York . . . Lee Hart back at BAB as asst. director . . . Maeve Southgate, NBC-TV story editor, resigns to freelance.

July 1 sets-in-use, reported since NBC Research's "census" of June 1 (Vol. 6:25): Washington 143,000, up 6000 in month; Memphis 40,630, up 2130; Dallas 32,662, up 1562; Tulsa 29,264, up 2364; Miami 29,200; up 2200; Fort Worth 26,723, up 1323; Omaha 24,534, up 834; Utica 16,500, up 1500; Greensboro 13,235, up 735.

Air Force and Navy have asked technical ex-service-men to volunteer for active duty. Former specified radar and electronics specialists, both officers and enlisted men; latter, enlisted ratings only.

Network Accounts: Pure Oil Co. has taken 16 East-Midwest NBC-TV stations for co-op *Who Said That?* Mon. 10:30-11 . . . Proctor & Gamble (for Dreft & Oxydol) in Oct. begins sponsoring *Beulah*, film version of radio show, with Ethel Waters, on ABC-TV; has also bought alternate Mon. 9:30-10:30 on NBC-TV, alternating with Robert Montgomery's *Lucky Strike Theatre*, starting in fall . . . DeSoto sponsorship of Groucho Marx on NBC-TV this fall will be Thu. 8-8:30 . . . Norge buys Sun. 10:30-11 on NBC-TV, starting Sept. 10, program undetermined . . . Green Giant Co. (canned foods) Oct. 6 starts Art Linkletter on ABC-TV, Fri. 7:30-8 . . . Cigar Institute of America, thru Cigar Enjoyment Parade, Aug. 30 starts 5-min. *Wrestling Interviews from the Ringside* on 15 ABC-TV stations after Wed. bouts from Chicago Rainbo Arena . . . Allegheny Ludlum Steel Corp. bought one-time film *The Fifth Freedom* on ABC-TV, July 9, 7-7:30 . . . Camels has option on TV rights to ABC's *The Fat Man* . . . CBS will start simulcasting *Sing It Again*, Sat. 10-11, starting early Oct., with Sterling Drug reported signed for half hour, Arrid for quarter hour.

Station Accounts: New program on WABD, New York, titled *Susan's Kitchen*, Thu. 1:30-1:45, has as sponsors Salad Products Corp. (Lettuce Leaf oil) and Snow Crop Marketers (frozen foods), both thru Maxon Inc. . . . Schubach TV Center, handling RCA, Admiral, Motorola & Capehart brands, has purchased 43 quarter hours per week, including 3 morning, 2 evening programs across the board, on KDYL-TV, Salt Lake City, in unusually big summer contract . . . Carnation Co., Los Angeles branch, sponsoring *Crusader Rabbit*, Jerry Fairbanks film, on KNBH 3 times weekly, will go to 5 times in August and be offered other stations, thru Erwin, Wasey & Co., Los Angeles . . . Among other advertisers currently reported using or planning to use TV: Norwich Pharmacal Co. (Pepto-Bismol, etc.), thru Benton & Bowles; Yankee Shoemakers (Little Yankee shoes), thru Dancer-Fitzgerald-Sample; Aurex Corp. (hearing aids), thru Paul Grant Adv., Chicago; Stokely-Van Camp Inc. (canner), thru Norman Kelso Adv., San Francisco; Walter N. Boysen Co. (paints), thru Cleveland-Collins Adv., Oakland, Cal. (KTTV); Cameron-Bessen Corp. (portable dishwashers), thru Palm & Patterson Inc., Cleveland; Vitrex (vitamins), thru Wm. Warren, Jackson & Delaney (WJZ-TV, WPIX); Colgate-Palmolive-Peet (Lustre-Creme hair dressing), thru Lennen & Mitchell; Mock Seed Co. (Superturf lawn seed), thru Cabbott & Coffman Inc., Pittsburgh; Pacific Cracker Co., thru Mogge-Privett Inc., Los Angeles; Santa Clara Packing Co. (canned fruits, juices), thru Glasser-Gailey Inc., Los Angeles; U. S. Hardware & Paper Co. (Orchid napkins, Trav-Ler TVs), thru H. M. Gardner & Associates, Los Angeles.

Construction of Empire State Bldg. 217-ft. tower and antenna for 5 New York TV stations, 3 FM, began this week (Vol. 6:2, 4, 7, 11, 12). "End of November" is target date for completion. Temporary NBC & ABC antennas are due for installation by July 17; viewers shouldn't notice any difference in them since they'll radiate present powers. Tower, atop mooring mast, should be completed by October, antennas to be affixed by end of following month. WNBT & WJZ-TV have been telecasting there for some time, won't find switch difficult. WABD, WCBS-TV & WPIX plan to install complete set of new equipment in building, so move shouldn't trouble them either. RCA has been testing full-scale models of antenna sections in Camden, expects to test complete structure before long. Provision for 2 more vhf stations is being made. No specific plans for eventual uhf have been drawn; FCC hasn't proposed any for New York.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 28

July 15, 1950

NO WAR TASKS YET FOR RADIO-TV: "No alarmist news," was succinct reply to inquiries at FCC about possibilities of mobilization for war, once again, of nation's broadcasters -- and with them this time the telecasters.

FCC isn't initiating any moves unless the President orders, acting on recommendation of the military and civilian defense establishments. Except for work of certain technical personnel for the defense authorities, it's business as usual at FCC -- but no vacations for the commissioners these hot weeks while they ponder color case in hope of early decision (see p. 3).

Should there be all-out war, it's reasonably clear broadcasting and telecasting would not be shut down -- except possibly some high power AM stations that might conceivably be used for aircraft homing. There's still dispute among technicians about efficacy of radio transmitters as homing guides. In this respect, TV would be affected less perhaps than others for reason that its range is so short.

TV freeze would doubtless be prolonged for the duration, system frozen at present 106 stations and approximately 7,000,000 sets-in-use -- plus those now in inventory, which would be gobbled up. There's no thought anywhere that TV will be shut down, for good and sufficient reason that it's within reach of considerably more than half the populace, it's a family-and-neighbor medium that can be used for instructional purposes and as morale builder. Moreover, TV's plant is new and modern, so that maintenance and replacements would entail no real drain on materials.

As part of defense establishment, TV-radio would not only be regulated by FCC (and Censorship) but would come within purview of National Security Resources Board. NSRB chief of civilian defense is Paul J. Larsen, onetime chairman of TV committee of Society of Motion Picture Engineers. Chief of NSRB communications division (equipment) is Leighton Peebles. And at Munitions Board, which has to do with war procurement, Marvin Hobbs is director of electronics.

THE ELECTRONIC INDUSTRY CARRIES ON: These are the facts about war's impact or probable impact on electronic industry at large, TV in particular, as far as we could glean and distill them from official and industry sources through Friday:

(1) No manufacturer has yet been ordered to "mobilize", either partially or under its M-Day plan. Nor has any company even been formally alerted by Washington as yet. One big firm was asked if it could supply Signal Corps with considerable number of trained technicians -- but that's all.

(2) Even companies with govt. and military contracts -- and that's good share of them -- had not yet been ordered to accelerate orders, except for occasional items. Nor have any extraordinary military purchases been made. Military, though, have indicated they will ask expediting of current contracts, will also speed up new contracts on approved procurement.

(3) RTMA president Robert C. Sprague, very much on the job in Washington, is working out system of "voluntary cooperation" designed to assure services get what they need as speedily as possible. There's little doubt about individual cooperation -- and at moment indications are initial requirements may not be large enough to hamstring normal production. RTMA statement Friday, following conferences with high procurement officers, is significant:

"Immediate military needs...have not yet been disclosed, if actually drawn

up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks in radio-TV civilian production. Over-all requirements for Korea are not expected to exceed 20% of the industry's output, and may be only 10 to 15%. [But] the situation can become aggravated quickly, and in event of an all-out mobilization the entire resources of the industry will be required for military purposes."

Expansion of TV-radio industry, particularly in component field, means the industry is far better prepared for an all-out emergency today than it was at outbreak of the last war, Sprague also pointed out. Personable, vigorous, a graduate of U.S. Naval Academy (1921) and MIT, Bob Sprague incidentally is winning friends for the industry in high places. That he takes his RTMA job seriously, is attested by fact that he has read entire 12,000-p. record of FCC color hearing!

* * * *

That's the long and short of the Washington situation, as of this writing. What may come, is in the lap of the gods and Joe Stalin. But when the columnists Alsop, for example, write that "the TV boom cannot be expected to halt radar manufacture, as it is now doing," implying industry remissness, they're expressing their own misinformed conclusions, nothing more.

Plain fact is that everything's on an "iffy" basis in Washington today -- and one calm man's guess is as good as that of any panicky seller of his TV stocks. It's apparent that all depends on how "hot" the Soviets pursue war whether (1) factories and manpower must once again be converted wholly or partially to military needs, and (2) consumer controls, including another Regulation W, will again be imposed to curb inflationary buying, particularly of items like TVs and autos.

Late Friday, it became apparent that large military orders, if not partial industrial mobilization, were in the works -- and Friday morning's New York Herald Tribune even front-paged that it had information that an order invoking Section 18 of the Selective Service Act would come "within 24 hours." This gives the President broad powers to take over necessary industrial production in an emergency.

New York Times, forecasting that Mr. Truman will deliver messages to Congress and the people next week, suggested he would ask for additional manpower, money and "some comparatively mild economic controls." It added: "There were no signs today of any intention to mobilize the whole fabric of the nation unless overnight developments created a threat of a world war."

* * * *

Immediate concern of radio executives, as we contacted them at NAMM show and via telephone, seems to be shortages even without mobilization -- of receiving tubes, capacitors, resistors, etc. Everyone's agreed there will be no shortage of TV-radio receivers this fall-winter, barring mobilization or war. Nor of picture tubes, with 34 factories now providing plenty. But receiving tubes are causing plenty of headaches. Even with expanded facilities, the tube factories (GE, Hytron, Lansdale, National Union, RCA, Raytheon, Sylvania, Tung-Sol) can't seem to catch up with demand.

Some indication of what all-out, or even half, war measures could do to electronic production may be seen in one small military item. It uses several sub-miniature tubes. During last 18 months of World War II, industry made more than 100,000,000 tubes for this one gadget. Presumably, they'd come off same floor space, require same manpower as other kinds of tubes.

Industry's receiving tube capacity is supposed to be about 350,000,000 a year. RTMA members made 137,895,253 first 5 months this year. Six million TV sets would use roughly 125,000,000.

Talk of shortage of electrolytic condensers mentioned here last week (Vol. 6:27) is flatly refuted by Mr. Sprague, whose Sprague Electric Co. is one of largest producers. He said more will be produced this year than can be assembled into this year's TVs -- even if (as he thinks it might) production goes as high as 6,500,000. Actually, he believes there's big inventory already, apart from those in the nearly 3,000,000 TV receivers and 6,000,000 radios of all kinds made thus far this year.

TV RATES & FACTBOOK IN MAILS: Those of you who subscribe to our full TV services should receive, via parcel post at about the time you read this, copies of our TV Directory No. 11: Television Rates & Factbook of July 15, 1950. It's first we've published since last January, and it begins new cycle of weekly TV Addenda (blue sheets, to be numbered 11-A, etc.) designed to keep the listings of operating stations, CPs and applications up-to-the-minute.

Reflecting mushroom growth of TV, this 104-page Factbook compares with 4-page TV Directory No. 1, of Dec. 1, 1947, which listed mere 16 operating stations, 55 CPs, 48 applications. New edition includes, among other features:

Latest rate cards, facilities, personnel of the 4 TV networks, and the 106 operating stations (plus WSM-TV, Nashville, due on air in Sept.).

Details on 350 applications pending; and the 3 remaining pre-freeze CPs.

Log of experimental TV stations (most of them UHF).

Complete channel allocation tables: present VHF and proposed VHF-UHF.

List of more than 100 TV receiver manufacturers, with models, prices, etc.

Lists of tubemakers, private brands, station equipment manufacturers, etc.

Directory of 460 firms syndicating films and other programs to TV stations.

Counts of TV sets-in-use by areas; of 1946-50 set production by months.

Miscellaneous other listings, such as station representatives, labor unions, research firms, etc.

Inserted with each Factbook is 20x15-in. map showing present and projected intercity network connections, coaxial and microwave.

Note: Extra copies of Factbook cost subscribers \$2.50; non-subscribers, \$5.

Telecasting Notes: Ohio State U filed for Channel No. 12 in Columbus this week (TV Addenda 11-A herewith), but that channel hasn't been assigned or proposed for Columbus . . . Mexico City's new XHTV (Vol. 6:25) began equipment tests on Channel 4 Friday, set official opening for Sept. 1 . . . Havana's CMQ, proposing first TV outlet there, has ordered 200-ft. tower from Blaw-Knox . . . FCC "legalized" Don Lee's KTSN this week, granting it full CP instead of experimental status; but it turned down request to move from Mt. Lee to Mt. Wilson because of freeze. Among other things, FCC action clarifies status of Don Lee properties, up for sale (Vol. 6:24) . . . Whereas most TV stations guarantee rates 6 months, Detroit's WWJ-TV is guaranteeing them full year—believed to be first to do so; new July 1 rate card has \$800 base . . . DuMont Network has bought Madison Square Garden sports for Sat. nights, starting 8:30 or 9 p.m. from Oct. 8, amount undisclosed; CBS-TV had dropped option (Vol. 6:27). This means *Cavalcade of Stars* will be moved to Fri, 10-11 . . . From 413 firms syndicating live and film programs to TV stations in last edition (Jan. 10), new TV Directory No. 11 of July 15 lists exactly 459; 79 were added to new list, 30 dropped from old . . . Illustrating prime difficulty of TV networks, the clearing of facilities rather than selling time (for which there are plenty of sponsors), is fact that ABC-TV contract for *Pulitzer Prize Show*, to be sponsored by Schlitz beer, is predicated on delivering 15 live stations, Fri. 9-10; paucity of stations won't be overcome until freeze is lifted . . . Los Angeles Chamber of Commerce estimates \$200,000,000 now invested in TV in Southern California (\$170,000,000 by public in receivers), with 6500 persons employed and annual payroll of \$22,000,000 . . . Three out of 4 American families will own TV sets within 3 years after FCC lifts freeze, Dr. Allen B. DuMont told Radio-TV Institute of Penn State College July 12 . . . Margaret Truman makes TV debut on CBS-TV's *Toast of the Town* Oct. 29, Sun. 8-9.

Personal Notes: Joseph R. Redman, Rear Admiral U.S.N. retired, wartime director of naval communications, now Western Union v.p. in charge of plant and engineering, has established Washington headquarters at 1405 G St. NW, to coordinate company facilities with govt. and military needs . . . Col. Edward M. Kirby, wartime chief of Army radio, ex-NAB public relations, is back on active duty in the Pentagon office of Maj. Gen. Floyd L. Parks, chief of information . . . Robert W. Sarnoff, NBC-TV mgr. of program sales, was married July 7 to Felicia Schiff, daughter of Mr. & Mrs. Paul F. Warburg . . . George Wallace appointed NBC (radio) advertising-promotion mgr., succeeding the late Charles Hammond . . . Jack Hardesty, promotion mgr., WOIC, Washington, appointed asst. to NAB director of public relations Robert K. Richards; he'll handle press, succeeding James Dawson, resigned . . . Don Petty, recently resigned as NAB general counsel to return to his private law firm, has agreed to continue with NAB for remainder of year . . . Clifford M. Durr, ex-FCC member, has dropped his Washington law practice to reside in Denver, where he's reported affiliated with the Farmers Union . . . William J. Williamson, ex-Ralph H. Jones agency, onetime CBS-Chicago, new sales mgr., WLWD, Dayton . . . Pat Weaver, NBC-TV v.p., elected to board of American Heart Assn. . . Robert F. Jamieson, ex-traffic mgr., named DuMont station relations mgr., succeeding Joseph Merkle, resigned; new traffic mgr. is George Faust . . . Ely A. Landau, ex-Moss Associates, now TV chief of Emil Mogul Co. . . Robert L. Hutton Jr., ex-WCCO, BBDO, recently with *Woman's Home Companion*, appointed Petry mgr. of TV promotion . . . Jack Tolen, ex-Twin City TV Labs, Minneapolis, appointed to executive staff of WDTV, Pittsburgh.

B. Walter Huffington, 41, appointed in May as NAB director of station relations, died July 13. He was driving near Winston-Salem, with wife and daughter, 16, when suddenly stricken with heart attack, instantly fatal.

Network Accounts: Colgate-Palmolive-Peet may have Ed Wynn as third star on new Sun. 8-9 alternating-stars show being prepared by NBC-TV—Fred Allen and Eddie Cantor already signed for once-monthly appearances. NBC-TV has signed Wynn for 11 live programs. Martin & Lewis are also reported set . . . Quaker Oats to sponsor *Americana*, variety, on NBC-TV, starting Oct. 1, Sun. 5-5:30 . . . Buster Brown Shoes has bought *Smilin' Ed McConnell* on NBC-TV, starting Aug. 26, Sat. 6:30-7 . . . Procter & Gamble's new show on NBC-TV, alternate Mon. 9:30-10:30 from Oct. 2, will be versions of musical comedies (Cole Porter, Arthur Schwartz, Howard Deitz) . . . American Dairy Assn. Aug. 26 starts *TV Teen Club* on ABC-TV, Sat. 8-8:30 . . . Gruen Watch Co. Sept. 29 starts *Blind Date* on ABC-TV, Thu. 9:30-10 . . . Hudson Motor Co. Oct. 3 starts *Pitching Horseshoes*, Billy Rose columns dramatized, on ABC-TV, Tue. 9-9:30 . . . ABC-TV *Chico Marx Show*, to be sponsored by American Safety Razor Corp. and Pharma-Craft Corp., changed to Mon. 9-9:30, starting Oct. 2 . . . Pepsi-Cola to sponsor *Faye Emerson Show* on CBS-TV, Tue.-Thu.-Sat. 7:45-8, starting Sept. 28 . . . Bond Clothing Stores takes DuMont's *Hands of Destiny*, starting Sept. 8, Fri. 9-9:30 . . . Hunt Foods reported planning to place Bert Parks musical show, daytime, network and time still undetermined.

Station Accounts: Hoffman Radio Corp. will sponsor telecasts of all (30) home football games of USC, UCLA, UC, Stanford and Washington U under deal whereby the TV manufacturer guarantees minimum gates, may have to expend as much as \$350,000; last season, USC and UCLA games were bought for about \$80,000 . . . Webster Tobacco Co. (Webster cigars), thru N. W. Ayer, will co-sponsor half (60) Madison Square Garden events on WPIX, New York, other 60 sold to Local Chevrolet Dealers . . . Abraham & Straus, Brooklyn, is latest New York dept. store going into TV, set for 11:30-12 noon Mon. thru Fri. shopper program on WABD . . . Sunshine Biscuits buys participation in *Easy Does It* on WNBT, New York, which also reports Procter & Gamble (Ivory Flakes) and Beechnut Packing Co. as new station-break sponsors . . . Among sponsors currently reported using or planning to use TV are: Raytheon (Belmont TVs), thru Henri, Hurst & McDonald, Chicago; Howe & Co. (nail polish remover), thru Pacific National Adv. Agency, Seattle; Instant Photo Co., thru Cowan & Whitmore, Los Angeles; Gold Seal Co. (Glass Wax & Wood Cream), thru Campbell-Mithun, Minneapolis; Amino Products Division, International Minerals & Chemicals Corp., thru BBDO; Ken-L-Products Div., Quaker Oats Co. (Ken-L-Ration dog food), thru Ruthrauff & Ryan, Chicago; Warner Bros. Co. (girdles), thru C. J. LaRoche & Co., New York; Edgewood Shoe Co., div. of General Shoe Corp. (Friendly shoes for teen agers), thru Anderson, Davis & Platt Inc., N. Y.

TV dept. of INS, which syndicates Telenews films on daily and weekly basis, has signed with All Nations Producing Co. (Samuel Bronston executive v.p.) as distributor of series of 39 films of world's greatest symphonies being prepared under direction of Maestro Jacques Rachmilovich, founder of Santa Monica Symphony Orchestra. Filming and recording has been in progress for last 18 months in Europe. Plan is to sell TV stations idea of building up symphonic film libraries.

FCC Comr. Paul A. Walker urged educators to make speedier use of FM and TV channels allocated them, inasmuch as FCC can't let those channels "lie idle forever." He spoke at Institute of Radio-Audio Visual Education in Boston, July 16.

Wartime uses of TV, outlined by RCA's Gen. David Sarnoff in speech at Signal Corps' Ft. Monmouth, July 12, include remote observation of battle areas by commanders and use of Ultrafax (Vol. 4:43), latter for transmitting up to 1,000,000 words a minute. He spoke at summer encampment of Corps' ROTC. Remote observation, with equipment known as "Ring," was used in last war, given considerable credit in bagging 3 Jap ships in one engagement. Equipment was also used by Army for artillery spotting. Ring was demonstrated to press in March 1946 (Vol. 2:12). It comprises camera and transmitter in plane, with pictures picked up on receiver at headquarters. Another TV use was "Block," for guided missiles. For example, bombs were fitted with small camera and transmitter in nose to send picture of target back to plane; bomb was guidable, by radio signals, to keep it headed for target. Gen. Sarnoff also urged that more international communications channels be allocated.

Broadcasting-telecasting industry liaison committee on defense, designed to cooperate with govt. agencies, is in process of formation under aegis of NAB, should be announced next week. It will supersede civilian advisory committee to Secretary of Defense, virtually inactive since formed in 1948, which included: Harold Ryan, Storer stations; John Fetzer, WKZO; James LeGate, WIOD; Edward Breen, KVFD; Everett Dillard, WASH; Leonard Asch, WBCA; J. R. Poppele, WOR; Carleton Smith, NBC; Robert K. Richards, NAB; William C. Eddy, and the late John Shepard III.

Advertising Council has asked TV stations to participate in public service "allocation plan," similar to that in radio, with stations indicating cooperation without question. Council has operated 8 years in radio, scheduling public service messages (Red Cross, Community Chests, etc.) on sponsored and sustaining programs for saturation coverage. TV plan is to have weekly programs carry message every sixth week, daily or 3-a-week programs every third week—on live shows only. Council figures it's too difficult now to integrate messages in film shows.

To combat Russian propaganda, powerful drive is under way to step up U. S. radio transmissions to countries within Communists' sphere. This week: (1) President Truman asked Congress for \$89,000,000 more to expand Voice of America. (2) Cordell Hull, former Secy. of State, urged Congress to allot \$100,000,000 for information program. (3) In New York, privately-financed group inaugurated "Radio Free Europe" to complement Voice of America and BBC.

Maurice B. Mitchell, BAB director, has resigned his \$17,500 post as of Aug. 15 to become NBC director of new business development, AM network advertising, newly created post reported to pay \$27,500. With his chief aide Charles Batson recently shifted to Washington as NAB's TV director (Vol. 6:25), post must be filled immediately; it's understood it has been offered Eugene S. Thomas, manager of WOIC, Washington, recently sold to *Washington Post-CBS* (Vol. 6:25)—though Thomas is also reported slated to become manager of WOR-TV, New York.

Main event boxer will get \$2250 as his share of TV-radio income from International Boxing Club, up from \$1000 under previous agreement which ran out May 31. Each semi-final fighter will continue to get \$1500. As part of agreement between fight managers and IBC, reached July 14, IBC agreed to permit only one kinescope showing of a fight, and that within 72 hours—but not on a fight night. New agreement runs from September to end of May 1951; estimated \$157,500 to go to main bouters for scheduled 35 IBC fights during that time.

FCC SITS IN FINAL COLOR JUDGMENT: Color TV is now completely in FCC jury's hands. As it promised, full Commission went into color discussion July 11, immediately after receipt of proponents' briefs answering one another's proposed findings (Vol. 6:26).

Though FCC intends to spend most of its time driving for final decision, don't fall off your chairs straining for word of sudden action. Labor Day is still commonly-mentioned target date around FCC, but decision is expected anytime from Aug. 1 on. All-out mobilization would probably mean indefinite postponement.

Condon Committee color report also came through this week. It's really an unusual document, significance of which is impossible to judge. It neither recommends nor rules out any system -- explicitly. But, if it points anywhere, there's little question that it points in direction of RCA -- or, at any rate, toward a dot-sequential system. Report does 3 things, as we read it:

(1) Approves 6-mc channel for color, gives assurance that only the 3 presently proposed systems need be considered, rules out multiple standards.

(2) Provides 9 criteria for judging systems, with indication as to which system leads in each.

(3) Estimates improvements possible within framework of each system.

But the 9 criteria are deliberately left unweighted "since the Committee believes that the decision to adopt a system must include consideration of many social and economic factors not properly the concern of the technical analyst."

Here are the 9 factors: adaptability, fidelity, compatibility, continuity of motion, convertibility, spectrum economy, flicker-brightness, resolution, superposition performance (registration, etc.).

Since no specific weight is assigned each factor, everyone is toying with the tabulation, trying to see what it adds up to. If each factor and sub-factor is arbitrarily given equal weight, RCA rates 11 "superiors", CBS 9, CTI 6. If anything extra at all is given to compatibility, RCA increases lead. Furthermore, the Committee says in its last paragraph:

"The final conclusion of the Committee is that principal importance should be attached to those fundamental capabilities and limitations which relate to the choice of scanning method." If this recommendation is followed, RCA would seem comfortably out in front.

Importance of report probably lies in whatever impact it makes on FCC and Congress. Whether FCC pays a great deal of attention to it or not, is anyone's guess. Commission has continuously maintained that decision would be made on basis of the hearing record; report isn't part of it. Sen. Johnson says: "I have a lot of reactions, all right, but I'm not going to comment except to say I'm grateful for the hard work and sincere effort the Committee has made." He expects to have report, "The Present Status of Color Television," reprinted as Senate document in week or so, to be available from Govt. Printing Office at nominal cost.

Principal criticisms of report, within Commission and among proponents:

(1) Though Committee said it had confined itself to technical factors, it ventured outside them when it talked about such matters as compatibility, convertibility, costs and multiple standards.

(2) Though Committee said systems should be evaluated primarily in light of fundamental scanning standards and potentials, rather than present apparatus limitations and costs, its tabulation of 9 factors mixes and confuses present and potential performance. Perhaps a chart for each should have been drawn up.

Committee seems greatly impressed with Hazeltine's "constant luminance sampling" for dot-sequential system (Vol. 6:24), recommends it highly. But this new development isn't on hearing record, presumably could be ignored by FCC. JTAC is so worried that FCC might snub technique that it voted to urge FCC not to leave it out of consideration.

From political standpoint, Hazeltine's possession of development may work to advantage of dot-sequential system, since it would be harder to charge RCA with monopoly if someone else has important piece of system. Such developments as Lawrence tri-color tube (Vol. 6:20,21,26), and persistent rumors of additional (non-RCA) major improvements in the works on dot-sequential system, reinforce that possibil-

ity. Some observers think new developments may even encourage FCC to reopen hearing, postpone decision.

Committee also seemed quite sold on dot-interlace and mixed highs as devices for most efficient channel utilization.

General feeling of most qualified observers is that report neatly tosses ball directly to FCC. However, Commission, though inclined to regard report as "elementary stuff" in many respects, may some day be very happy to quote from unanimous report of a group so unique in its scientific stature and unchallengable impartiality. Committee comprises: Dr. Edward U. Condon, director, Bureau of Standards; Dr. Newbern Smith, also of Bureau; Stuart L. Bailey, consulting engineer and ex-president of IRE; Dr. William L. Everitt, head of U of Illinois' electrical engineering dept.; Donald G. Fink, editor of Electronics Magazine.

* * * *

Reply briefs of the proponents are really bitter. RCA filed 200 pages, CBS 62, CTI 36, Paramount-Chromatic 16. They reiterate their familiar arguments, attack just about everything except one another's families:

RCA charges that CBS is now using same "scare technique" that it used in trying to hold back black-and-white TV. CBS asserts that RCA's "findings" (it places word in quotes all the way through) "not only violate the Commission's Notice...but are on their face clearly self-contradictory, incomplete and superficial" and that "RCA has completed the pattern of its cavalier treatment of the Commission..." CTI calls CBS's proposed findings "a marvel of ingenuity and detailed elegance. The 2 fatal defects of the CBS proposal -- unquestionable incompatibility and incurable picture degradation -- are screened behind a weighty mass of argument and citation..." Paramount-Chromatic reiterates belief that decision should be held off for year (Vol. 6:26).

These documents, too, are impossible to weigh. It's dubious whether they'll have great influence. As a practical matter, the hearing has been over for months.

RADIO vs. TV--THE AFFIRMATIVE VIEW: Pattern of radio's counter to TV inroads on listening (Vol. 6:12-23) is shaping up more clearly -- apparently, aim is to admit TV's growth, emphasize that radio is still growing, too.

CBS takes that tack in new brochure "What TV Didn't Do to Radio in New York." Same sentiment was consensus of 8 New York radio executives meeting July 13 in WOR offices. It was essence, too, of NBC president Joseph McConnell's speech before South Carolina broadcasters last week.

CBS promotion piece uses Pulse Inc. sets-in-use-per-quarter-hour, 4-11 p.m., to show TV went up from 10.3 in January to 15.7 in April, while radio grew from 27.1 to 31.3. Latter figure, Pulse says, is highest in its 9 years of surveys.

New York radio group agreed to push AM in coordinated newspaper-trade paper advertising, also to use radio itself to sell radio. Theme is to be that radio is better than ever (movies' current slogan: "Movies are better than ever") -- particularly with bonus out-of-home listening on portables, auto sets, etc. Group included Ted Cott, WNBC; Murray Grabhorn, WJZ; Bernice Judis, WNEW; R. C. Maddux, WOR; Kieran Murphy, WINS; Hartley Samuels, WFDR(FM); G. Richard Swift, WCBS; Ralph N. Weil, WOV.

McConnell thus countered sponsor complaints that radio is losing listeners to TV, that radio rates should come down: "They are comparing radio's good value today with the super value it offered when it was the only broadcast service." While emphasizing that radio hasn't raised rates in 10 years, he admitted it's "facing economic pressures and problems" and "time will inevitably come when radio rates must be reappraised and readjusted."

Obverse of radio-TV hassle was neatly put by Boston banker John J. Barry (of heavy TV-user National Shawmut Bank) before American Institute of Banking: "Comparing 85,000,000 radio sets with 5,000,000 TVs [now almost 7,000,000] is a potent argument in radio's favor. But when 460,000 of those TVs are in my backyard, which has 840,000 radio homes, national ratio of 17-to-1 for radio becomes only 2-to-1."

Magazine Advertising Bureau has issued promotion piece whose title tells its purport: "Present Inadequacy of TV as a Major Medium." It makes point that 75% of TV ownership is in 7 states, thus TV is "inadequate" for national advertising.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 29

July 22, 1950

TELECASTING IN A DEMOCRACY: This can be stated categorically, once again:

There's no disposition on the part of anyone in authority, least of all the FCC, to shut down or otherwise unduly impede telecasting -- the speculations of Walter Winchell and others to the contrary notwithstanding.

True, war demands may mean fewer TV receivers on market next fall and winter, slowing down TV's fabulous rate of "circulation" growth. But there's too healthy a respect for TV in high quarters to expect that its potential for military-civilian morale and instruction will be overlooked.

Before production cutbacks can take effect, it's probable there will be 7,500,000 or 8,000,000 receivers in use, which means a sizeable segment (some 20%) of the homes of America. [For sets-in-use as of July 1, see p. 4.]

Talk of "pressures" to keep freeze, shelve color issue, give more frequency space at expense of TV to safety and special services (police, fire, mobile, common carrier) gets no support at highest levels. Nor does anyone really think that a few AM broadcasters who avowedly "wish TV had never happened" can exert enough influence to hamstring telecast operations.

New York Times editorial Friday on President's simulcast Wednesday night ("first time in a period of emergency") points up significant place TV now holds in our scheme of things; titled "Televising Democracy," it's so pertinent to the current situation, so well sets forth the thinking about TV in high places, that we reprint it in full on p. 4.

ELECTRONICS INDUSTRY & WAR DEMANDS: Any way you look at it, war orders and governmental controls are bound to affect normal TV-radio production and trade -- eventually, if not forthwith. Fortunately for the country, electronics industry's hugely expanded postwar plant (mainly for TV) means it can take military-priorities in stride, can produce everything Uncle Sam needs at faster pace and in greater volume than prodigious World War II days.

What will be demanded, what will be impact on civilian economy, remains to be seen. Meanwhile, only sensible policy is "keep calm and await developments."

That, in sum, is the over-all picture at this writing -- unmarred by idle conjecture or needless hysteria. Getting down to cases, here are facts and some "ifs" and "buts" adducible from key governmental and industry sources:

* * * *

Military Requirements: Roughly, it's estimated military electronics will take about 10% of \$10 billion asked for in President Truman's message to Congress July 19. That's over and above contracts presently outstanding. It's also in addition to \$500,000,000 earmarked for electronics in the President's \$14.5 billion military budget for fiscal 1951, still before Congress, which was to cover 2 years and now may be let on 12-15 month completion basis. It does not include what President will ask to arm the other democracies -- possibly another \$10 billion, with good guess 10% of that will also go into electronics.

Contracts: Don't expect military to come to you, tell you what's wanted. You'll have to start scouting Army, Navy, Air Force procurement offices, determine requirements, bid on contracts -- although it's expected many contracts will be

negotiated. Military hopes to have its additional requirements spelled out in 30 days. Main electronics contracting office for Army is in Philadelphia; for Navy, Washington; for Air Force, Dayton.

Element of Time: Even assuming military have partial mobilization needs drawn up and ready moment Congress legislates funds, it will take time to get orders set and under way. Many orders may fit into present schedules without affecting other lines -- for time being, at least. It's expected civilian production will continue high for several months, at very least.

Manpower: Electronics specialists are among key military personnel already being called up as reserves. Like National Guard, they will come from factories, stations, service fields, etc., and drain could be serious. Draftees are too few and too young as yet to mean much so far as assembly line personnel is concerned.

Allocations: It's reasonably certain that critical materials, notably metals and including many components, will eventually be allocated. It isn't clear yet -- depends on Congress, whose committees begin meetings next Monday -- whether this will be done through a new WPB or Dept. of Commerce. Already mentioned for over-all directorship has been GE's Charles Wilson; for electronics chief, Hazeltine's W. A. MacDonald and Raytheon's Ray C. Ellis. Latter headed WPB radio-radar division during last war.

* * * *

Non-Essential Production: Some limitations are regarded inevitable -- but civilian TV-radio isn't in any such category yet. This is still only partial mobilization, and there's no thought of killing off civilian economy. Certainly, U.S. doesn't want to give Kremlin the satisfaction of knowing it has completely upset the American economy. In case of TV, brake on its present boom will come when it can't get necessary tubes, components, etc., which in turn is dependent on other priorities. But there's no thought of stopping TV production dead; that's unlikely except in event of all-out war.

Plant Capacity: It appears to be plentiful at moment. Several former prime war contractors, with whom military orders are now only sideline, assert they could handle double or triple their enormous World War II loads -- and still keep civilian production going, if allocations and priorities aren't overwhelming. Liberal plant expansion credits, asked for by President, would inevitably include electronics industry -- if needed.

Excess Profits Taxes, Rationing, Price Controls: Read your daily newspaper, for they're day by day front-page news. Tightened credit controls, asked by President, are seen as inevitable. They may not affect TV sales appreciably if supply of sets is short, despite fact National Credit Office has reported (Vol. 6:24) that 70% of TV purchases are on installment plan.

* * * *

There are endless other factors, but foregoing is basic outline. Even now, under normal conditions, TV is facing receiving tube bottleneck (Vol. 6:28) -- and it's unlikely that expansion of productive capacity will be sufficient, with war orders, to overcome this. It's an inescapable fact that these are indispensable to signal equipment of all kinds.

One military figure guessed \$1.5 procurement for military would force 50% cut in TV production. That's not taking into account any limitation order President may get from Congress, which he may choose to use against TV as well as cars, refrigerators, washers, etc.

Fortunate factor in whole picture is that both military and industry have men of great experience to call upon -- the industry, particularly, being honeycombed with retired officers. Electronic Industry Advisory Committee (separate from RTMA) set up by Munitions Board and National Securities Resources Board has 29 executives of as many companies on its roster -- though some top companies like Admiral and DuMont are notably absent. Several members of committee held informal meeting Thursday in office of Western Electric's Fred Lack to discuss emergency functioning with Marvin Hobbs, Munitions Board's director of electronics, and prepare for later full committee meetings.

TOP CITIES WITH AND WITHOUT STATIONS: Fact that country's 106 TV stations, with only a few exceptions, are in big cities, covering country's largest population clusters, is expected to make them vital factors in any emergency (Vol. 6:28) -- so that U.S. Census Bureau's new 1950 city-by-city population figures and rankings, with comparisons with 1940 count and rank, take on added significance.

Newly released figures are preliminary, subject to minor changes, cover only populations within corporate limits, not metropolitan areas. Latter remain to be compiled on basis of U.S. Budget Bureau's definitions of metropolitan areas. That data will be released piecemeal over next 6 weeks, area-by-area as compiled, after which it will be possible to set up new rankings more indicative of trading areas.

Metropolitan area figures mean FCC must revamp population estimates used as basis for its present vhf and proposed vhf-uhf allocation tables (pages 73-81, TV Directory No. 11), and should be available in time for hearings on latter which must precede lifting of freeze.

Meanwhile, looking over the 106 cities of 100,000 or more population, we find 53 do not yet have TV outlets of own -- and it's logical to assume these will be the cities where new TV enterprisers will be most eager to establish stations, once freeze is lifted. Only 7 of top 50 cities have no TV stations -- Denver (ranking 24th) and Portland, Ore. (30th) being biggest with no service whatsoever. We know, of course, that Oakland gets service from San Francisco, Jersey City from New York-Newark, Akron from Cleveland, Long Beach from Los Angeles, Worcester from Boston-Providence.

Among next 56, more don't get TV service than do -- though quite a few of these, too, are near enough to TV transmitters to be within range; viz., Hartford, served from New Haven; Yonkers, which is in New York metropolitan area; Albany, adjacent to Schenectady; Gary, across from Chicago; etc., etc.

Remember, the new figures are preliminary, subject to finalizing later, refer only to populations within each city's limits. Asterisk indicates no TV station:

Rank	City	1950 Population	1940 Population	Rank	Rank	Rank
1.	New York	7,841,610	7,454,995	1		
2.	Chicago	3,631,835	3,396,808	2		
3.	Philadelphia	2,057,210	1,931,334	3		
4.	Los Angeles	1,954,036	1,504,277	5		
5.	Detroit	1,837,613	1,623,452	4		
6.	Baltimore	939,865	859,100	7		
7.	Cleveland	909,546	878,336	6		
8.	St. Louis	852,523	816,048	8		
9.	Washington	792,234	663,091	11		
10.	Boston	788,552	770,816	9		
11.	San Francisco	760,381	634,536	12		
12.	Pittsburgh	673,756	671,659	10		
13.	Milwaukee	632,938	587,472	13		
14.	Houston	593,600	384,514	21		
15.	Buffalo	576,506	575,901	14		
16.	New Orleans	568,878	494,537	15		
17.	Minneapolis	517,410	492,370	16		
18.	Cincinnati	499,744	455,610	17		
19.	Seattle	462,981	368,302	22		
20.	Kansas City, Mo.	453,290	399,178	19		
21.	Newark	437,833	429,760	18		
22.	Dallas	432,805	294,734	31		
23.	Indianapolis	424,683	386,972	20		
24.	*Denver	412,823	322,412	24		
25.	San Antonio	405,973	253,854	36		
26.	Memphis	394,025	292,942	32		
27.	*Oakland, Cal.	378,322	302,163	29		
28.	Columbus, O.	373,821	306,087	26		
29.	Louisville	371,859	319,077	25		
30.	*Portland, Ore.	371,009	305,394	27		
31.	Rochester	331,292	324,975	23		
32.	Atlanta	326,962	302,288	28		
33.	San Diego	321,485	203,341	43		
34.	St. Paul	310,155	287,736	33		
35.	Toledo	301,372	282,349	34		
36.	*Jersey City	300,447	301,173	30		
37.	Birmingham	298,747	267,583	35		
38.	Fort Worth	277,049	177,662	46		
39.	*Akron	273,189	244,791	38		
40.	Providence	254,029	253,504	37		
41.	Omaha	247,397	223,844	39		
42.	Miami	247,262	172,172	48		
43.	*Long Beach, Cal.	243,921	164,271	53		
44.	Dayton, O.	243,108	210,718	40		
45.	Oklahoma City	242,450	204,424	42		
46.	Richmond	229,897	193,042	45		
47.	Syracuse	220,067	205,967	41		
48.	*Worcester	201,875	193,694	44		
49.	Jacksonville	198,880	173,065	47		
50.	Norfolk	182,377	144,332	60		
51.	Salt Lake City	181,902	149,934	57		
52.	Tulsa	180,586	142,157	62		
53.	*Des Moines	176,954	159,819	55		
54.	*Hartford	176,623	166,267	51		
55.	Grand Rapids	175,647				
56.	*Nashville	173,359				
57.	*Youngstown, O.	167,643				
58.	*Wichita	165,374				
59.	New Haven	164,206				
60.	*Springfield, Mass.	162,601				
61.	*Flint, Mich.	162,193				
62.	*Spokane	160,473				
63.	*Bridgeport, Conn.	158,678				
64.	*Yonkers, N. Y.	152,533				
65.	*Tacoma, Wash.	142,975				
66.	*Paterson, N. J.	139,423				
67.	*Sacramento	135,862				
68.	*Albany	134,382				
69.	Charlotte	133,212				
70.	*Fort Wayne	132,831				
71.	*Gary	132,461				
72.	*Austin, Tex.	131,964				
73.	*Chattanooga	130,333				
74.	Erie	130,125				
75.	*El Paso	130,003				
76.	*Kansas City, Kan.	129,583				
77.	*Trenton, N. J.	127,894				
78.	*Mobile	127,129				
79.	*Shreveport	125,506				
80.	*Scranton	124,747				
81.	*Camden, N. J.	124,474				
82.	*Knoxville	124,117				
83.	*Tampa	124,073				
84.	*Baton Rouge, La.	123,954				
85.	*Cambridge, Mass.	120,700				
86.	*Savannah	119,109				
87.	*Canton, O.	116,312				
88.	*South Bend, Ind.	115,402				
89.	*Elizabeth, N. J.	112,675				
90.	*Berkeley, Cal.	112,125				
91.	*Fall River, Mass.	112,091				
92.	*Peoria, Ill.	111,475				
93.	Wilmington, Del.	109,907				
94.	*Evansville, Ind.	109,867				
95.	*New Bedford, Mass.	109,033				
96.	*Reading, Pa.	108,929				
97.	*Corpus Christi, Tex.	108,051				
98.	*Allentown, Pa.	106,254				
99.	*Montgomery, Ala.	105,715				
100.	Phoenix	105,003				
101.	*Waterbury, Conn.	104,209				
102.	*Duluth, Minn.	104,060				
103.	*Pasadena, Cal.	103,971				
104.	*Somerville, Mass.	102,254				
105.	Utica, N. Y.	101,479				
106.	*Little Rock, Ark	101,387				

* No local TV station.
** Station due in September.

Telecasting Notes: All 3 Crosley TV stations (WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus) will be in the black by October, reports Aveo v.p. James D. Shouse. This includes what Mr. Shouse described as "accelerated depreciation" . . . Havana's CMQ reports its TV adjunct (Vol. 6:28) will operate with 5 kw on Channel No. 6, RCA equipment, 3-element superturnstile on tower at Radio-centro, about 300 ft. above average terrain; tests are scheduled by end of year . . . Reporting new rate raises: WJBK-TV, Detroit, from \$600 base to \$800, effective July 1; WSYR-TV, Syracuse, \$250 to \$300, July 1; WTAR-TV, Norfolk, \$200 to \$250, Aug. 1; WKRC-TV, Cincinnati, \$350 to \$500, July 15; WOAI-TV, San Antonio, \$200 to \$250, July 1; WNAC-TV, Boston, \$600 to \$750, Aug. 1. . . . NBC-TV is expanding its Production Facilities, which handles staging of nearly 100 programs, to new divisional status as Staging Services, headed by Robert J. Wade . . . KPRC-TV, Houston, reports increase of 17% in TV sets (29,321 as of July 13) in 6 weeks since *Houston Post* took over (changing from KLEE-TV); schedule of about 50 hours weekly to be expanded to 70 by mid-October . . . New address of KTTV, Los Angeles, from July 15 is 5746 Sunset Blvd.; only film dept. remains at old 1025 Highland Ave. address . . . WTMJ-TV, Milwaukee, adding one-story and basement, 35x83 ft., to rear of its Radio City, remodeling auditorium studio for increased TV use . . . Ben Grauer, TV-radio commentator, joining producer Norman Rose to form professional theatre group offering plays in Bleeker St. Theatre, New York . . . Probably first individual stations to send own correspondents to Korea are KTTV, Los Angeles, whose Charles J. DeSoria accompanied First Marine Aviation Wing, and KPIX, San Francisco, sending program director Sanford Spillman and production mgr. Forrester Mashbir. They're taking sound film apparatus, KTTV planning to service other stations . . . Military has set up pool for Army-Navy-Air Force films whereby TV stations pay monthly charges, plus extra fee according to footage used . . . WAAM, Baltimore, July 17 carried first sponsored (Arrow Beer) AAU-sanctioned amateur boxing . . . DuMont has signed to telecast 2 Yale football games—with Columbia Oct. 18, Princeton Nov. 18, both from New Haven . . . Looks like NBC-TV is out to set up Wednesday 8-9 as another comic segment, like Sunday nights same time; negotiations are reported with Danny Kaye, Jimmy Durante, Olsen & Johnson to do one show a month each . . . DuMont has signed movie-star Buddy Rogers to exclusive contract for hour-long show, beginning in September, format and time not yet determined. . . . Unusual deal: CBS-TV news dept.'s maps used in *Douglas Edwards and the News* nightly telecasts are being released to International News Photos for distribution by wirephoto to newspapers throughout world.

John J. Gillin Jr., 45, president-gen. mgr. of WOW Inc., Omaha, founder of its WOW-TV, died July 18 of heart attack in a hospital in Rhinelander, Wis., where he had been taken while vacationing. Long prominent in broadcasting circles, he was a former NAB director and v.p. of U.S. Junior Chamber of Commerce. Survivors are his widow, a son and a daughter.

Bruce Bond Geddes, 42, onetime CBS engineer recently with United Nations Radio, died suddenly in his sleep July 16. He is survived by his wife and 2 daughters, 15 & 7. His father is Bond Geddes, retiring RTMA executive v.p.

Julian G. Armstrong, 52, DuMont Network director of planning and development, died July 17 in New York. He supervised construction of DuMont's WTTG & WDTV.

Station Accounts: Rash of women's hosiery accounts currently reported moving to TV includes Clementon Hosiery Co. (Silkese), testing on Philadelphia's WFIL-TV & WCAU-TV, planning next to go into New York, by end of 1950 to every TV market; Camillo Hosiery Mills (Spun Gold nylon stockings), testing on WFIL-TV & WPTZ, Philadelphia, thru Gresh & Kramer, Philadelphia; Aircraft Hosiery Co., spots, thru Lawrence Bolcs Hicks, New York . . . Big Bear Markets, Detroit chain, expands *Cinderella Weekend* on WWJ-TV from Mon. only to Mon.-thru-Fri. simulcasts 52 weeks from July 14 . . . WOR-TV reports Quaker Oats taking *Time for Eeany*, kine puppet show, Aug. 8, Mon. thru Fri. 6:45-7; Hiekok Mfg. Co. (belts), *Dinner at Sardi's* from Aug. 16, Wed. 7:30-8 . . . Sembodja Corp., New York, importer of China Leaf Tea, reports it plans to use TV in new national promotion in cooperation with the Tea Bureau . . . Among other accounts reported using or planning to use TV are: Baltimore & Ohio, thru Richard A. Foley Adv., Philadelphia; Burton-Dixie Corp. (Slumberon mattress), thru Turner Adv., Chicago; Luden's Inc. (cough drops), thru J. M. Mathes Inc., New York; Flavour Candy Co., thru Phil Gordon Agency, Chicago; E. J. Brach & Sons (candy), thru J. Walter Thompson (Gene Autry films); Glamour Products Co. (Vitrex dietary aid), thru O'Brien & Dorance Inc., New York.

Network Accounts: Nash Motors Sept. 21 starts sponsorships of *Nash Airflyte Theatre* on CBS-TV, Thu. 10:30-11; company has used TV spots, also sponsored 1948 presidential election returns . . . Bendix Home Appliances (washers, dryers) Sept. 6 starts sponsoring *Chance of a Lifetime* on ABC-TV, Wed. 7:30-8 . . . Home Craft Publishing Co. has signed for *The Wrestling Scene*, 5-min. sports interviews on DuMont, Sat. night after wrestling from Chicago . . . Wilson Sporting Goods Co. and General Mills will co-sponsor All Stars football game Aug. 11 on 29 DuMont stations, with WGN-TV, WTMJ-TV, WTCN-TV airing film Aug. 13 because of previous commitments. . . . Manhattan Soap Co. returns *One Man's Family* to NBC-TV July 29, Sat. 7:30-8.

Personal Notes: Eugene S. Thomas, mgr. of WOIC, Washington, named mgr. of TV operations, WOR-TV, New York; onetime WOR sales mgr., he returns after FCC approves WOIC transfer to *Washington Post-CBS* (Vol. 6:25) . . . C. E. Midgley, CBS sales service mgr., resigns to join Ted Bates Inc. as mgr. of TV-radio media dept.; his successor at CBS is Thomas P. Maguire . . . William D. Shaw named Eastern sales mgr., CBS Radio Sales, replacing Thomas H. Dawson, resigned to join Petry Co. . . . John E. Surrick resigns as sales director of WFIL & WFIL-TV to become v.p. & gen. mgr. of WFBR, Baltimore . . . Joseph L. Merkle, ex-DuMont, joins ABC stations dept.

Spot sales representation of non-network owned stations by networks is not contrary to any regulation, FCC has found. Decision was made public July 21 in letter to CBS renewing licenses of stations, held up since last October pending decision on complaint of National Assn. of Station Representatives. FCC said that it had not yet decided "Issue 3" of hearing—whether network representation of other than own stations was against public interest.

Robert L. Swezey, WDSU-TV, New Orleans, will be named chairman of TV committee of NAB in near future. NAB has already named Hugh B. Terry, KLZ, Denver, chairman of AM committee, and Ben Strouse, WWDC-FM, Washington, chairman of FM committee.

INDUSTRY'S WORLD WAR II RECORD: Total volume of \$7.5 billion was done by electronics industry during World War II. Including all communications equipment -- wire lines, cables, etc. -- total was \$10 billion. Highest year was 1944 when electronics industry hit \$2.834 billion production, up from civilian 1939 production of \$231,000,000. Consensus is that electronics industry presently is \$2 billion.

While U.S. was in war, 1941-45, radio and radar plant expansions were authorized in amount of \$227,000,000, of which \$105,000,000 was privately financed. Equipment took \$142,000,000, building \$85,000,000.

Dollar volume isn't too fair a basis of comparison, but it's only one available inasmuch as units were classified. Thus, what industry did with critical items like tubes is significant: Receiving tube output reached \$62,140,000 volume in 1944 vs. \$32,881,000 in 1939; last year (1949) it was \$100,000,000. Transmitting tubes in 1944 ran \$259,916,000 vs. \$2,268,000 in 1939 (last year \$31,534,000). Cathode ray tubes in 1944 ran \$21,284,000 vs. \$460,000 in 1939 (last year, \$102,000,000).

Resistors reached \$48,200,000 in 1944 vs. \$9,001,000 in 1939; fixed capacitors, \$119,526,000 vs. \$22,607,000 (fixed and variable); transformers, \$142,238,000 vs. \$11,072,000. No 1949 figures are available, but 1947 Census of Manufacturers reported resistor production \$21,492,000; fixed capacitors, \$49,392,000; transformers, \$63,461,000.

\$2200 AN HOUR, \$500 FLAT PER SPOT! It's not a cheap medium, by any means -- this TV -- evidenced anew by this week's release of new Aug. 1 rate cards for NBC-TV's owned-and-managed stations. Highlight is New York flagship WNBT's basic hourly rate of \$2200 for Class A time (now 7-11 p.m. weekdays, 6-11 Sundays), up from \$2000 presently charged by the other 3 network keys. More than that, WNBT henceforth will give no frequency discounts on announcements (at \$500 per) in Class A time, offers rate protection on Class A announcements for only 3 months.

This is new high for TV, higher than anything ever charged for AM. (New York's WCBS-AM at \$1350 base is presently highest AM.) It's expected other New York TV keys will follow NBC, since past pattern has been for all to charge same (non-network WOR-TV & WPIX charge \$1200 an hour). Increase is justified by high proportion of TV homes (see July 1 counts on p. 4), points to still further increases if upward rate of TV sets-in-use continues.

Other NBC-TV stations raised rates as follows: WNBQ, Chicago, \$1000, up from \$750; WNBK, Cleveland, \$525, from \$400; WNBW, Washington, \$450, from \$375; KNBH, Los Angeles, remains at \$750. New announcement rates: WNBT \$500, up from \$400; WNBQ \$200, from \$120; WNBK \$120, from \$90; WNBW \$100, from \$75; KNBH \$125, same. Although Class A announcements get no frequency discounts, up to 10% is allowed in Class B & C times. Also changed was Class A time to include 10:30-11 p.m., formerly Class B.

WNBT rate is full \$1000 higher than its AM sister WNBC. Its new spot rate compares with WJZ-TV \$360, WCBS-TV & WABD \$350, WOR-TV \$250, WPIX \$100. TV Directory No. 11 (July 15), carrying all station rate cards, shows outside New York highest rates are Los Angeles KTTV's \$1000 per hour and \$150 per announcement; Detroit WWJ-TV's \$800 & \$160; Chicago's WBKB, WENR-TV & WGN-TV, \$750 & \$105 (\$125 for WENR-TV). Lowest hourly rate is the \$150 charged by WTTV, Bloomington; KOB-TV, Albuquerque; WKTV, Utica; KSL-TV, Salt Lake City; WSAZ-TV, Huntington, W.Va. Their announcement rates are also lowest, ranging from \$22 to \$25.

* * * *

Long-needed standardization of rate cards got strong push in right direction this week, as BAB's recommendations were sent to all NAB telecasters. Packet contains 5 model cards, ranging from simplest with one-time charges to most elaborate which spells out frequency and times-per-week discounts. Emphasis is on format, with standardization of rate principles left for future study. TV Standardization Group, headed by Eugene Thomas, WOIC, Washington, suggests possibility of 2 rate cards for each station -- one simple card for local salesman, second more comprehensive for national advertisers.

TELEVISION DEMOCRACY

Editorial from *New York Times*, July 21, 1950

Television has been bringing the historic as well as the merely amusing and trivial to an increasing number of spectators. On Wednesday night, as Jack Gould wrote in this newspaper yesterday, it was used "for the first time in a period of national emergency." Some millions of us saw a man in a neat, double-breasted suit, standing in front of the Flag and the Seal of the United States, his expressions and gestures clearly discernible. Here was no longer just a voice, but a man speaking. And this is television, if not in infancy, at least still in its early childhood. The day will surely come when every one who wishes to see as well as hear a President of the United States addressing the nation can do so. Congress may some day hold its sessions under the eyes of any citizen who is interested. The possible seeing audience for any great event may be the entire population.

What we have here is not merely a new kind of entertainment; it is a new element in the functioning of government. No public men in any considerable community in any stage of history have been under such a scrutiny as has now been made possible. President Truman on Wednesday night, as seen on television instruments, was a sincere man, deeply moved by what he had to say. One would like to think that sincerity and insincerity would be distinguishable on such a screen and that no charlatan, no pompous fool, no scheming, power-hungry, would-be dictator would ever dare use it. For television makes it impossible for the speaker to be remote. The light hovers on his face and figure at close range, probing for weakness or pretense. One would pray that we have here a device which will strengthen democracy.

Not, of course, that democracy can ever be a thing of mechanical devices. It is too much a thing of the spirit for that. But the device, well and conscientiously handled, may give back the fruitful intimacy that was possible in small communities and has been so difficult in this confused and crowded age.

June network TV billings (excluding non-reporting DuMont) totaled \$2,884,273 to bring first 6 months of 1950 to \$14,031,395. June figure compares with \$776,432 in June 1949; 6-month figure compares with \$4,250,941. The 6-month billings for 1950: NBC-TV, \$7,493,616; CBS-TV, \$4,604,211; ABC-TV, \$1,933,568. PIB also reported on network AM that combined June billings were \$15,452,427 (vs. \$15,071,239 in June 1949) and 6-mo. billings were \$96,907,758 (vs. \$101,785,305 in same 1949 period).

Future of AM rates—to lower or not to lower—will be more or less charted at meeting of Assn. of National Advertisers with network executives July 26 in New York. ANA invited networks to parley, will present findings of special study on radio listening trends then. ANA president Paul West in letter to networks said, "Advertisers are becoming increasingly concerned at the decline in radio time values, caused, primarily, by the inroads of TV on radio listening."

TV pitch by NAB's Charles Batson, newly appointed TV director (Vol. 6:25), will be made at most district meetings beginning with Seattle, Aug. 14-15. Other meetings: Monterey, Cal., Aug. 21-22; San Antonio, Sept. 7-8; Glenwood Springs, Colo., Sept. 11-12; Indianapolis, Sept. 14-15; Cincinnati, Sept. 18-19; Three Lakes, Wis., Sept. 21-22; St. Paul, Sept. 25-26; St. Louis, Sept. 28-29; Tulsa, Oct. 2-3; Bedford, Pa., Oct. 6-7; Boston, Oct. 9-10; New Orleans, Oct. 26-27; Atlanta, Oct. 30-31; Williamsburg, Va., Nov. 2-3; Syracuse, Nov. 9-10.

Count of TV Sets-in-Use by Cities

As of July 1, 1950

Sets-in-use totaled 6,510,500 as of July 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 296,300 increase over June 1 count (Vol. 6:25), is lowest increase this year, being lower than June 1 increment by 71,800 sets. June 1 accretion was lowest of year then.

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	178,200
Boston	2	1,175,000*	405,000
Buffalo	1	323,000*	102,000
Chicago	4	1,438,000	545,000
Cincinnati	3	384,000*	136,000
Cleveland	3	695,000	245,000
Columbus	3	225,000*	74,000
Dayton	2	291,000*	71,000
Detroit	3	839,000*	265,000
Erie	1	112,000*	24,000
Grand Rapids	1	182,000*	24,400
Johnstown	1	250,000*	24,200
Kalamazoo	1	143,000*	10,900
Lancaster	1	85,000*	51,200
Lansing	1	168,000*	11,000
Memphis	1	177,000	40,600
Milwaukee	1	327,000	119,000
New Haven	1	557,000	85,200
New York	7	3,597,000*	1,410,000
Norfolk	1	196,000	21,100
Philadelphia	3	1,184,000*	514,000
Pittsburgh	1	742,000*	121,000
Providence	1	1,011,000*	65,300
Richmond	1	130,000*	37,700
Rochester	1	208,000*	44,100
Schenectady	1	258,000*	87,000
St. Louis	1	474,000	141,000
Syracuse	2	199,000*	49,500
Toledo	1	241,000*	49,000
Utica	1	127,000*	16,500
Washington	4	691,000*	143,000
Wilmington	1	183,000*	35,900
Total Interconnected	59		5,146,800

Non-Interconnected Cities

Albuquerque	1	22,000	3,600
Ames (Des Moines)	1	126,000	11,500
Atlanta	2	233,000	43,800
Binghamton	1	131,000*	15,500
Birmingham	2	196,000	13,500
Bloomington	1	104,000*	6,200
Charlotte	1	171,000	17,300
Dallas	2	277,000*	32,700
Davenport-Rock Island	2(a)	133,000	14,100
Fort Worth	1	269,000*	26,700
Greensboro	1	165,000	13,200
Houston	1	217,000	27,700
Huntington	1	132,000	13,700
Indianapolis	1	281,000*	48,800
Jacksonville	1	94,000	11,100
Kansas City	1	275,000	37,600
Los Angeles	7	1,372,000	554,000
Louisville	2	188,000	35,000
Miami	1	117,000	29,200
Minneapolis-St. Paul	2	333,000	101,000
New Orleans	1	225,000	29,300
Oklahoma City	1	138,000	32,600
Omaha	2	132,000	24,400
Phoenix	1	49,000	12,300
Salt Lake City	2	93,000	19,800
San Antonio	2	130,000	19,500
San Diego	1	113,000	43,100
San Francisco	3	825,000	65,700
Seattle	1	307,000	31,500
Tulsa	1	125,000	29,300
Total Non-Interconnected	47		1,363,700
Total Interconnected and Non-Interconnected	106		6,510,500

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse - Rochester - Utica - Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Lancaster-Baltimore; Dallas-Fort Worth.

(a) WHBF-TV, Rock Island, began regular commercial operation July 1.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
OF THE
VISUAL BROADCASTING
ARTS AND INDUSTRY

NAB LIBRARY

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 30

July 29, 1950

SOUTH AMERICAN TV MARKETS OPENING: South America's first TV station, operating on Channel 3 in Sao Paulo, Brazil, began testing new RCA 5-kw transmitter this week, plans scheduled operation on or before Sept. 1, by which time same owner's GE installation in Rio de Janeiro may also get going. To assure audience, RCA is sending several consignments of TV receivers via air to Sao Paulo, and plans to ask other manufacturers to allot quotas to that area also. Sao Paulo problem was simplified by fact that big modern industrial city has 60-cycle current.

Radio TUPI de Sao Paulo is located atop Banco do Estado, said to be highest edifice in South America. Its counterpart in Rio is being installed atop famed Sugar Loaf Mt. (Vol. 6:19). Both are owned by Dr. Assis Chateaubriand, who publishes 28 newspapers and owns 26 radio stations in Brazil. RCA Victor Radio SA has 800-employe plant in Sao Paulo making radios and recordings and now being enlarged for TV assembly. GE Sociedade Anonima plant in Rio presumably will also assemble TVs, 2000 chassis having already been shipped (Vol. 6:19).

RCA has sold another TV installation in Cuba -- to Havana Union Radio. Like Goar Mestre's projected TV adjunct for CMQ there (Vol. 6:28), it's aiming for start by end of year. Otherwise, only other Latin American station on tap is now-testing XHTV, Mexico City (Vol. 6:25,28); only other on order is one sold by GE to Emilio Azcarraga, Mexico City radio-theatreman.

WHEN AND HOW WAR DEMANDS MAY HIT TV: It's variously estimated -- guesstimated, might express it better -- that it will take 2-6 months for govt. electronic demands to "catch up" with civilian TV-radio production. In other words, short of all-out mobilization of the economy, TV-radio might continue present high rate of output beyond end of year. After that, "pinch" would begin to be felt. Here's how the experts reason:

First, basic policies covering partial mobilization must yet be resolved, legislation considered and passed, appropriations made, procurement processes started. Procurement means specifications, bids, negotiations, contracts, etc. etc. Luckily for Uncle Sam, plant expansion brought about by TV permits of relatively easy conversion and assured high output, once demands are known.

But last things to go into planes, tanks, ships, etc. are usually electronics gear. It takes time to build those planes, tanks, ships, etc., so that radio-radar equipment orders may not be rushed.

Yet this calculating could be knocked into cocked hat by urgent and rigid allocations of various materials -- and by military decision to stockpile in quantity components for electronics equipment. This would eat into production schedules of such already-tight components as receiving tubes, resistors, capacitors, etc. -- and these would have to be drained away from TV-radio assembly lines. Factory manpower might be drained, too. [For story on shortages, see p. 2, Trade Report.]

All this is still "iffy" thinking, but it's composite of ideas we get from govt. and industry spokesmen, most of them with World War II production experience. It seems to boil down to reasonable assurance that TV, now producing at furious pace in veritable race against time, will be able to turn out most if not all of its ex-

pected limit of 3,000,000 TVs rest of this year. It did that much first 6 months (see p. 1, Trade Report).

As yet, however, not a word out of Washington to the industry, except for scattered expedite orders on contracts already placed. At end of week, Washington picture, so far as TV-electronics are concerned, is unchanged from last week (Vol. 6:29) -- except that more industry folk are coming here to talk things over with the authorities, more are "guesstimating" what may happen in their particular fields, most seem to be expecting worst but hoping for best.

It's taken for granted that Uncle Sam, not the public, will soon become industry's chief customer. But it can be assumed his orders, short of a Soviet blitz, won't be thrown at all and sundry; that orders will come gradually; that civilian production will bump along -- with some feeling shortages faster than others, some called on for more output than others, some pushed harder for expedites than others.

Meanwhile, govt. is still asking for only limited powers over allocations, credits, etc.; no rationing, no new bureaucracies to superimpose on present setups. It's an ironic fact that the industry could go into full mobilization (M Day Plan) virtually overnight; but so-called partial mobilization has everybody perplexed.

Note: For articles on shortages, selling to armed services, etc., and for list of civilian Electronic Industry Advisory Committee, see Trade Report.

THE MOBILIZATION SETUP AS OF NOW: Still tentative, still subject to pressures of politics and personalities, is organization of agencies to operate mobilization plans. Apparently, President's wish is to have Commerce Dept. handle production priorities, allocations, etc.; Interior Dept., natural resources (coal, oil, iron, gas, power); Labor Dept., manpower; Agriculture Dept., food.

Proponents of establishment of new agencies to do emergency mobilization job, as during World War II (WPB, OPA, etc.), don't seem to have enough influence to sway Administration. Best information at moment is that each of foregoing departments will set up war mobilization units, staffed with own personnel. Indications are that some industrial leaders will be brought into key positions.

Riding herd on whole war effort is W. Stuart Symington, ex-Air Force secretary, now chairman of National Security Resources Board. NSRB is over-all planning and coordinating agency for both military and civilian effort, with these setups involving broadcasting, telecasting, allied industries:

(1) Planning specialist for communications and electronics in NSRB's Office of Production is Leighton H. Peebles, ex-v.p., International Standard Electric Co. (IT&T subsidiary); before that director of communications branch, War Production Board; formerly with Security & Exchange Commission, National Recovery Administration, Dept. of Commerce. Peebles has with him Dr. R. D. Parker, retired Bell Labs engineer, and Walter H. Campbell, ex-Signal Corps civilian engineer.

Peebles' functions are to coordinate civilian and military communications and electronics requirements, balancing them against U.S. resources and productive capacity. Responsibility extends to broadcasting, telecasting, telephone, telegraph, etc. His chief, as director of the NSRB Office of Production is F. M. Shields, ex-director of WPB equipment bureau and ex-chief of commercial policy branch, Dept. of Commerce; he's a onetime v.p., American Optical Co.

(2) Also in major NSRB job affecting TV-radio is civilian defense director Paul J. Larsen, ex-Atomic Energy Commission labs director, previously Johns Hopkins U and Carnegie Institute scientist, onetime manager of RCA Photophone Co., and a radio and motion picture consultant. (He's still member of TV committee, Society of Motion picture & TV Engineers.) His associates are William Gill, management engineer, as asst. director; John Bolinger, ex-Dept. of Justice, as aide.

Among responsibilities of Larsen's office of civilian defense are industrial dispersion, plant security and protection, censorship. "Planning and concept" envisage using TV-radio stations as information-education media and their assignment for communications and control purposes in cases of disaster.

(3) Top military coordinating agency is Munitions Board, which correlates

and screens Army, Navy, Air Force requirements. Director of its electronics division since last April is Marvin Hobbs, onetime chief engineer, Scott Radio; ex-chief, electronics branch, WPB; more recently a consultant on design and manufacture of electronic equipment.

For military electronics setups, see p. 3, Trade Report.

IT'S WTOP-TV NOW; WSM-TV READY SOON: Washington's WOIC becomes WTOP-TV as of Aug. 2, FCC this week approving transfer from Macy to Washington Post-CBS (55-45%) ownership (Vol. 6:25). FCC Chairman Coy, onetime executive of Washington Post, did not participate in decision. Check for \$1,400,000 purchase was handed over July 28, when John S. Hayes, as executive v.p. of WTOP Inc., took over. Mr. Hayes assumes general managership of WTOP-TV in addition to 50-kw WTOP, retaining Larry Richardson as administrative asst.; James McMurry as director of program service; L. A. Wilkinson as chief engineer for TV. WTOP's Clyde Hunt becomes director of engineering for both stations, George Hartford gen. sales mgr. with separate AM-TV staffs. Eugene S. Thomas, retiring mgr., becomes director of operations of WOR-TV following vacation. WTOP-TV new rate card Aug. 15 sets basic hourly rate at \$450 without rehearsal time (formerly included 2 rehearsals), ups night spots from \$70 to \$100, does away with traditional 1, 13, 39-time discount pattern, instead bases discounts on number of days per week, 26 & 52-week cycles. CBS Radio Sales becomes rep.

WTOP-TV operation as exclusive CBS-TV outlet adds nail to coffin of prospect, if there ever was any, of Mutual forming TV network -- despite lots of publicity about it. Actually, 4 existing TV networks (ABC, CBS, DuMont, NBC) are having tougher going clearing time on relatively few interconnection stations (59 now, 19 more after Sept. 30) than selling time to sponsors. Most TV stations enjoy multiple-network service, both for hookups and kinescope recordings. MBS's only potential nucleus, assuming its telecaster-stockholders want own TV hookup, would comprise WOR-TV, New York; WNAC-TV, Boston; WGN-TV, Chicago; KTSL, Los Angeles (also being sold; see Vol. 6:19,21,24), and such others as may get CPs post-freeze.

Nashville's new WSM-TV, nearing completion for start around Sept. 20 as nation's 107th (and probably final pre-freeze) outlet, is putting on "TV circus" in city fair grounds Aug. 13-17 in cooperation with distributors to build up set sales; Nashville Tennessean publishes special TV edition Aug. 13. Veteran WSM manager Harry Stone has resigned because of ill health, president John H. DeWitt taking over; TV production will be in charge of F. R. Kleibacker Jr.

NEW COLOR FACTORS AS DECISION NEARS: Color decision may be expected any time within next month -- but if anyone knows what it's going to be he ought to tell FCC. Members insist deliberations haven't made decision obvious yet; they maintain that they cannot, with conviction, predict how majority of their fellows will vote. Two or 3 members can be fairly well pinpointed -- at the moment -- and that's about all.

Complicating things this week, more or less, is announcement by GE of new compatible system, still on paper, but new nevertheless.

Several things stand out just now: (1) Vehement assertions by commissioners that war situation is no excuse for postponing decision. (2) Strong protestations of desire for color on part of all members.

Speculation mounts daily. One shrewd Washington observer comes up with this rather surprising conclusion: Reason FCC insists it will make a decision is that it intends to say "we shouldn't pick a system now." He points to: (1) War. (2) New developments not on the record, such as Hazeltine's dot-interlace improvements, GE's system, Dr. Lawrence's tri-color tube, RCA's refinements since hearing.

* * * *

GE filed description of its system with FCC this week, asked for "serious consideration," but didn't request reopening of hearing. What weight FCC will attach to it is anyone's guess. During hearing, numerous other inventors were gently told that Commission would be glad to observe their systems anytime. These included Wetzell, Meyer, Prismacolor (Vol. 6:2-8), et al. None ever demonstrated.

Since GE says it can't demonstrate for 90-120 days, FCC has very little dis-

position to hold up things for it (though it hasn't met on matter yet). However, if Commission thinks theory behind system is sound, final decision seems bound to reflect acknowledgement of its merits.

System is called "frequency interlace," was developed under Robert B. Dome who, GE's Dr. W. R. G. Baker says, "ranks up there with Armstrong & Alexanderson as an inventor," and who developed widely-used intercarrier circuit for TV receivers.

Here are fundamentals of system, as we understand Dome's description: In monochrome TV, 46% of channel is actually unused. Energy is bunched, with gaps between. Therefore, green can be transmitted just as black-and-white is, using 4 mc for it. Between blobs of green energy, 1 mc of red and .2 mc of blue can be shoe-horned -- all within 6 mc. Red and blue have a subcarrier each. Then there's an automatic gain control which also has subcarrier. Receivers could use either 3 tubes or tri-color tube.

To back up theory, analysis made in 1934 by Bell Labs' Pierre Mertz and Frank Gray is adduced to show existence of those "gaps". GE reports that critical points of system have been tested, found sound. Dr. Baker says he called in non-GE experts, to offset his men's enthusiasm, got confirmation of system's possibilities.

GE believes advantages of system are: reliability, simplicity of construction, adjustment and maintenance, plus freedom from twinkle, crawl, flutter and transient color shifts. Receivers would require only about 6 more tubes than black-and-white.

Early reaction among TV engineers was: "We've got to be shown." Some points raised: (1) Existence of those gaps, or their usefulness, isn't universally taken for granted. (2) A system with video and sound carriers, plus 3 subcarriers could prove extremely vulnerable to interference.

Wrote Dr. Baker to Chairman Coy: "I recognize that it is rather late to submit for consideration a new system...Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the frequency interlace system...appears to have such outstanding potential advantages as to justify serious consideration even at such a late date."

* * * *

In RCA camp, spokesman reports rather startling refinements which should be ready for demonstration "in matter of weeks." Number of dots on tri-color tube has been increased about 75%. Tube is 2-3 times brighter. "Remarkable" circuit improvements making much better use of mixed highs is claimed. Simple and cheap converter for black-and-white sets, first promised by Gen. Sarnoff at hearing, is well on way.

Hazeltine's dot-interlace refinements, which received Condon Committee's accolade (Vol. 6:28), are neither praised nor damned by RCA engineers, leaving impression they're giving grudging recognition. Hazeltine will again demonstrate to various groups Aug. 2-4 at Little Neck, N.Y. labs.

Lawrence tri-color tube (Vol. 6:20-26), going through paces at Paramount's New York Labs, is still tops, according to company officials. They're now feeding it color signals from same 18-mc color equipment DuMont demonstrated at IRE convention (Vol. 6:9,10), but they're expecting new chain momentarily. Tube has plenty of resolution and brightness, they claim, adding that principal aim now is to achieve highest color fidelity.

* * * *

CBS took Condon Committee to task, politely, saying its report (Vol. 6:28) seems to "minimize the superiority of the CBS system." CBS's reactions, in letter to Dr. Condon from v.p. Adrian Murphy, are epitomized in discussion of "potentialities". Murphy took this quote from report: "...CBS system has progressed furthest toward full realization of its potentialities...CTI system, being less fully developed, has somewhat greater possibility of future improvement...RCA system also has considerable opportunity for improvement..."

"This seems tantamount," said Murphy, "to implying that in the 100-yard dash

a 15-second man is more promising than a 10-second man because the former has greater 'opportunity for improvement'."

Committee's "score card," its tabular summary of systems, has duplications giving RCA undue advantage, maintained Murphy. He also found Committee's discussion of CBS flicker and brightness contradictory and inaccurate.

* * * *

Generally overlooked in Condon report, because it didn't bear directly on color, was discussion (labeled Annex C) of vhf-uhf spectrum availability for TV. Committee warmly advocated allocation of more vhf channels, if it can be done, in preference to extensive use of uhf. It pointed out that uhf coverage is poorer than vhf "by a factor of the order of 3 times," with same power, and that vhf stations will therefore tend to have monopolistic advantage over uhf.

Committee strongly criticized setup whereby no single agency covered allocation of whole spectrum in same manner FCC does for non-government services; it found the Interdepartment Radio Advisory Committee (IRAC) quite inadequate.

However, President's Communications Policy Board (Vol. 6:10) was formed shortly after Committee sent Annex C to Sen. Johnson Feb. 2. CPB's assignment, presumably, includes what Committee had in mind. So Johnson told Condon to continue color work, sticking to FCC's proposed vhf-uhf allocation for time being.

A number of similar "more vhf" pitches have been made to CPB. Tele-Tech Magazine editor O. H. Caldwell, for one, has been campaigning for some time. He insists that 28 more vhf channels can be assigned to TV. In August issue, he carries open letter to CPB saying there are only "a few minor govt. installations on channels preempted by IRAC, but little used." These, he said, "could be readily transferred to the uhf, for which they are best adapted." So far, CPB has given matter little, if any, attention. It's been occupied with such matters as wire and international communications.

Station Accounts: Columbia Pictures used TV as principal medium in promoting new picture *711 Ocean Drive* in Los Angeles and New York openings, using 40 film clips and trailers prepared by its TV subsidiary Screen Gems Inc. TV tie-in campaign, says firm, has "twofold objective of developing penetration for the picture title with high frequency of brief spots [70 station breaks day before Los Angeles opening] and of utilizing film from the picture to create selling impact [in New York, clips integrated into participation shows, as well as spots]. Columbia is making special TV material available for use of local theatres interested in similar so-called "blitz" campaigns . . . Sun Oil Co. Sept. 15 starts *New York Football Giants Huddle* on WJZ-TV, Fri. 8:30-9; firm also to sponsor 15 National League pro games on ABC-TV . . . *Webster-Chicago Show* on WJBK-TV, Detroit, co-sponsored Mon. night following *Candid Camera* by big maker of phonographs and wire recorders with distributor Allied Music Sales Corp., has more than doubled sales in area, reports W-C ad mgr. S. T. Seaman . . . Among accounts currently reported using or planning to use TV (agencies are N. Y., unless otherwise specified): Fred W. Amend Co. (Chuckles), thru Henri, Hurst & McDonald, Chicago (WNBT); Rushmore Paper Mills (Vanity Fair Tissues), thru Paris & Peart (WNBT); Trico Products Corp. (windshield wipers), thru Baldwin, Bowers & Strachan, Buffalo (WMAL-TV); Muralo Co. (Flair paint), thru R. T. O'Connell Co. (WJZ-TV); Eclipse Sleep Products Inc. (bedding), thru E. T. Howard Co.; Florsheim Shoe Co., thru Walter L. Rubens Co., Chicago; Bristol-Myers (Resistab), thru Kenyon & Eckhardt; Seeck & Kade (Pertussin), thru Erwin, Wascy; Anahist Co. (cold & hay fever remedy), thru Foote, Cone & Belding; Bovril of America Inc. (beverage), thru Victor A. Bennett Co.; National Shoe Stores (chain), thru Emil Mogul Co.; Supplee Sealtest (Sealtest fruit salad

cottage cheese), thru N. W. Ayer; American Chiclet Co. (Dentyne, Chiclets), thru Dancer-Fitzgerald-Sample; Alves Photo Service (Yulecards), Bresnick & Solomont, Boston.

Personal Notes: Francis P. Matthews, Secretary of the Navy and major stockholder in WOW Inc., succeeds late John J. Gillin Jr. as president, with Lyle DeMoss as acting gen. mgr. of the AM-TV stations . . . Ted Cott, recently named mgr. of NBC's WNBC & WNBT, subject of sketch in July 31 *Newsweek* tracing his switch from WNEW program directorship . . . Jennings Pierce, chief of NBC western division station relations, Aug. 1 becomes gen. mgr., KMED, Medford, Ore. . . Jeff Smith, WOR-TV production mgr., resigns to enter own retail business, Texas-TV Stores, San Antonio . . . Thomas H. Dawson, ex-CBS Radio Sales, now director of Petry TV division, Keith Kiggins becoming asst. to president . . . C. Herbert Masse named sales mgr., WBZ-TV, Boston, with Westinghouse stations' public relations director Tom Meehan taking over as sales mgr. of WBZ-WBZA . . . Earl Moreland new commercial mgr. of WMC & WMCT, Memphis, succeeding late Joe Eggleston . . . Samuel C. Fuller, now Young & Rubicam Radio-TV production supervisor, Hollywood, joining NBC-TV as producer . . . Charles J. Zeller appointed v.p. in charge of TV-radio, Guenther-Bradford & Co., Chicago agency.

New TV committee of NAB, headed by Robert D. Swezcy, WDSU-TV, New Orleans, includes: Roger W. Clipp, WFIL-TV, Philadelphia; Ted Cott, WNBT, New York; George J. Higgins, WISH, Indianapolis (applicant); Clair R. McCollough, WGAL-TV, Lancaster, and WDEL-TV, Wilmington; Victor A. Sholis, WHAS-TV, Louisville; Eugene S. Thomas, WOR-TV, New York. Alternates are George M. Burbach, KSD-TV, St. Louis; Leslie C. Johnson, WHBF-TV, Rock Island; F. Van Konynenburg, WTCN-TV, Minneapolis.

Telecasting Notes: Biding time against fall-winter season, with its many new programs and its virtual "sell-out" of choice commercial time on networks, telecasting probably deserves sharp criticism leveled at it by *New York Times* critic Jack Gould, who sees ironic side in last week's city Television Week celebration while "television this summer has let the viewer down rather badly . . . general run of what are charitably known as replacements have been of incredibly bad quality" . . . NBC reinstates wartime policy whereby employes drafted or volunteering for military service get leaves of absence without pay, are entitled to reinstatement . . . Crosley's James D. Shouse subject of "New York Close-Up" sketch by Tex McCrary & Jinx Falkenburg in *Herald Tribune* July 25; among other things, story reveals WLWT plans in September to begin program day at 7:30 a.m., continuing until hour past midnight . . . WFIL-TV, Philadelphia, has upped announcement rates from \$100 to \$150 in Rate Card No. 7, effective Aug. 1; new card doesn't change basic \$700 hourly rate, adds 8-second rate of \$75 . . . Sarkes Tarzian stations WTTV & WTTS, Bloomington, Ind., appoint Robert Meeker Associates as national rep. . . . Edgar Kobak, ex-MBS president, takes full-page ad at own expense in July 31 *Broadcasting* to urge stations to join or rejoin NAB, thus help make industry stronger during war crisis; he's owner of WTWA, local in Thomson, Ga., member of NAB board for small stations . . . ABC's WENR-TV Aug. 1 adds 12,000 sq. ft. of studio space in Chicago Daily News Bldg. . . . WAAM, Baltimore, July 25 began building 63x30-ft. annex to present plant; needs more space for average of 5 hours daily studio productions out of total 75 hours per week . . . U of Pennsylvania home grid games will again be carried on WPTZ this season, Philco station having local pickup rights and first refusal for network originations; for first time, games will also be made available to WCAU-TV & WFIL-TV . . . National Costumers Assn. reports costume business getting boost from TV; there aren't as many fancy dress parties as formerly, but "tremendous business" has developed outfitting actors for TV dramas . . . Don Lee is moving all TV production down from Mt. Lee to Vine St. studios by end of August. Set up for operation soon will be unique "process studio," handling permanent cameras and sets for live commercials, slides, film, etc. for use in conjunction with other studios and remote pickups.

Three TV station reps have joined forces to procure "compelling program properties" to promote national spot business. Katz, Free & Peters and Blair-TV will first obtain *Sherlock Holmes* film series, being produced in England, through Dryer & Weenolsen Productions Inc.; next will be *Shadows of the Mind*, psychological mystery series, also English-produced. Programs will be offered all stations, including those with other reps. Group won't take commissions on sales, reports that most of its 31 station-clients have agreed to guarantee time for programs. Says group: "Economic health of all TV stations depends largely on the sale of programs to national advertisers on a spot sale basis, so that the stations will have large blocks of revenue-producing time sold in such manner that the bulk of the advertiser's expenditure will accrue to the station."

Home Delivery

More and more executives are asking us to have their copies of *Television Digest* mailed to their homes. Some prefer air mail, special delivery, which for subscribers East of Chicago sometimes assures Sunday instead of Monday delivery inasmuch as we mail Saturday. We're happy to oblige; you simply pay the postage.

Nothing of consequence came out of first meeting this week of broadcast-telecast operators called by NAB—preliminary to possible setting up of "defense committee"—unless you read significance into letter from Presidential assistant John Steelman, stating: "Problems facing us are somewhat different than they have been in the past because of the growing importance of TV. We will be especially interested in a program which can use both media to the fullest extent." That doesn't sound like any curtailment of TV or AM-FM, for it tacitly recognizes potential of these media in time of crisis. They will be used, as radio was used during last war, for the common good—but just how hasn't been spelled out yet. Present at preliminary meeting, first of probable series at which emergency officials will be invited to tell about their functioning and aims, were Washington network and station executives, along with NAB's William Ryan & Robert Richards and RTMA's James D. Secrest. Friday, NAB President Justin Miller called special board meeting in Washington Aug. 7-8 "to review NAB activities in connection with the request from the White House that NAB organize the radio industry's support of mobilization and national defense."

Permission to start Phonevision tests in Chicago Oct. 1 was finally granted Zenith by FCC this week, but it's still a mystery where the films will come from. FCC again warned Zenith to watch its step (Vol. 6:22-23), writing: "As you are aware . . . the Commission informed you that your actions in connection with 'Phonevision' had not been consistent with the conditions imposed on your 'Phonevision' authorization. However, your request for extension of starting date is now granted on the representations contained in your letter of June 24, 1950." These were to effect Zenith would quit trying to encourage other manufacturers to build "decoders" into sets and would clamp down on any of its dealers doing misleading Phonevision advertising (Vol. 6:26).

Phonevision is economic suicide for Hollywood. That's conclusion of TOA consultant Nathan L. Halpern. In detailed analysis of Zenith pay-as-you-look system's economic potential, Halpern told Southern California TOA July 28 that picture producer would get \$250,000-\$500,000 for Grade A feature film—compared to \$1,500,000-\$5,000,000 now through theatre rentals. Here's how Halpern figures, giving Phonevision benefit of all doubts: Telephone homes, 14,000,000. Phonevision homes, 4,500,000 (based on Zenith estimate that one-third of telephone homes would take Phonevision service). Peak TV viewing, 1,800,000 (based on radio's peak of 40% of all sets turned on). Peak Phonevision viewing, 940,000 (based on radio's peak of 50% of sets turned on for one program). Total income at \$1 Phonevision fee, \$940,000. Total income at \$.50 for film producer, \$460,000.

Push to reduce AM network rates spearheaded by Assn. of National Advertisers, aimed particularly at TV cities (Vol. 6:29), evaporated this week when networks refused to send representatives to proposed meeting on grounds conference might look like price-fixing, make them liable to anti-trust action. ANA wanted to present study of TV's effect on radio listening, ask for 15% rate reduction.

McFarland Bill to reorganize FCC (Vol. 6:8) was again passed by Senate this week, after it was quietly attached to minor bill permitting FCC to buy land for monitoring stations. This is second time bill has gone through Senate, but House has never even debated it. Rep. Sadowski (D-Mich.), chairman of House Interstate & Foreign Commerce Committee, is strongly opposed to some provisions. Measure is scheduled for Senate-House conference, is currently given increased chance of passage.

KOREAN CRISIS & TV-RADIO INDUSTRY: As did everyone else in America during this first week of Korean crisis, TV-radio industry had ears cocked to radio, eyes on latest newspaper editions, alert for "call to arms" and to war production. At week's end, however, no plant we know had received any word from Washington to prepare to convert for military needs, though govt. officials had been in phone conversations with certain leading manufacturers -- their talks mainly exploratory, preliminary planning, nothing concrete.

Neither National Security Resources Board nor National Defense Munitions Board has yet made any emergency demands on electronics industry, or if they have everything is necessarily cloaked with security restrictions. NSRB is charged with over-all industrial war planning, correlating military and civilian requirements. Munitions Board is arbiter of all military needs.

Only item worth reporting, not new to those in industry dealing with military, is this: Some military feel electronics industry, vital in new weapons category (guided missiles, radar, etc.), is below capacity for all-out war effort. Industry disputes this, points to World War II production record, current high capacity for TV; by April 1942, industry had entirely converted to war production.

Most of larger, many of smaller TV-radio manufacturers have developmental contracts and pilot production of military equipment, some of it highly restricted. For 1949, RTMA reported sale of transmitting and receiving apparatus to Govt. (mainly military) totaled \$141,288,869; in first quarter 1950, \$30,640,943 -- with orders in hand totaling \$41,305,390. Military requirements (peacetime) for electronics and communications equipment in President's January budget message to Congress included: Air Force, \$115,000,000; Navy, \$79,906,000; Army, \$60,085,997.

MORE MAJORS SHOW, MORE NEXT WEEK: This week's batch of new fall-winter TVs is topped by Emerson, Stromberg-Carlson and Zenith lines (for details, see Topics & Trends) -- with fast-moving Emerson pulling quite a surprise at distributor convention this week in New York's Waldorf-Astoria:

Prices are guaranteed for only 90 days, president Ben Abrams told 400 delegates, after which they will be raised. Sets have been in production some 3 weeks now, whereas he said most other manufacturers won't deliver in quantity until August-September. Emerson idea is to get on market ahead of others, with lower prices that will stimulate summer buying now, thus offset seasonal decline.

But increases on some or all of Emerson's 16 new models, ranging from 12½-in. table at \$150 to 16-in. wood table at \$200 to 19-in. console at \$370, are definitely promised after 90 days, which means by Oct. 1.

Abrams also told distributors Emerson is shooting for 750,000 TV production during 12 months from July 1, meaning about \$150,000,000 retail. Convention orders for July-September were reported at about \$25,000,000 at factory level. Plan is to spend about \$8,000,000 on advertising. Emerson, said Abrams, has placed orders for all scarce components for remainder of year, so isn't worried about shortages. It has also bought Musagrاند Corp., Brooklyn cabinet plant, present capacity 800 daily.

Stromberg-Carlson's 18 models feature seven 16-in., one 17-in., ten 19-in., all but 3 of them consoles, unveiled at Rochester distributor meeting this week. Emphasis is on furniture styling, sensitive chassis, quality audio systems. President Robert Tait reported inventories reduced by 35%, freeing \$3,000,000 for expanded production. By July 17, plant will be turning out 50% more TVs than peak heretofore, due to expansion and modernization of assembly lines.

Zenith at week end meetings was showing its new line to distributors in Chicago's Drake Hotel, but details were withheld as we went to press.

Other top producers due to disclose lines next week are RCA, showing in

various cities July 6-7 (Bruno-New York dealer convention is in Barbizon-Plaza), and DuMont, holding national distributor convention in Hotel Pierre there same days.

DuMont line will be 17 & 19-in. exclusively, "priced competitively," and distributors will be shown demonstration of new 30-in. tube, which Dr. DuMont says is really "hot." In fact, he's changed his mind about that size being usable only in public places; it's practicable for home, too, he claims. It's due in fall.

No word yet on GE prices on its new line of 14 & 16-in. shown to distributors few weeks ago (Vol. 6:23), except to say that shipments in quantity won't be available until late July (RCA, Philco, Admiral and Emerson are already shipping in very considerable quantities, asking distributors to warehouse). Firm prices, says GE, will not be determined until just prior to local dealer showings throughout country during latter July.

RCA line is still deep, dark secret. Camden says even distributors won't know prices until they get them via telegrams July 6.

An inkling of RCA's hush-hush line was given by RCA Victor service v.p. C. M. Odorizzi, speaking June 26 before NARDA Chicago convention. Said he:

"You will see...an entirely new chassis which represents an outstanding engineering achievement. You will see a chassis with several less tubes, almost 30% fewer components and connections, and with 50% less power consumption than its predecessor. Despite its simplification, you will quickly recognize that the many improvements have not only resulted in a more powerful chassis with better picture and sound quality, but will also be very much welcomed by TV servicemen because it will make their job of installation and service easier than ever before.

"These engineering improvements will mean not only lower set prices and greater sales opportunities, but lower service costs for the consumer."

Could be that Odorizzi inadvertently gave away RCA's secret "MP Day" slogan for July 6 (Vol. 6:25), much in evidence at Chicago Furniture Mart. "More Power" may be RCA slogan, just as "Balanced Beam" will be Philco's (Vol. 6:25).

HEADACHES OF TV SERVICING PROBLEM: Nagging set servicing problem keeps troubling industry as TV sales continue to outrun quality and quantity of servicing. Things seem to have come to a head, in New York at least, with City Council's consideration of bill to license service organizations (Vol. 6:22) and issuance of standards there by Better Business Bureau (see p. 3).

Loud opposition to bill came from 1200 members of Associated Radio & Television Servicemen of New York, particularly objecting to discrimination against little fellows (\$500 license fee, minimum staff of 3, minimum work space, required equipment), although they don't object to licensing per se. Better Business Bureau laid down list of 13 "do's" and "don'ts" -- first by any BBB in any city -- which all add up to: "Tell customer the truth." For example, some dealers have failed to specify length of service contract, or didn't tell customer that price of contract varies with size of tube, etc.

In Washington, on other hand, licensing was requested by group of service organizations claiming to include about 50% of city's outfits devoted exclusively to servicing. Newly-formed Television Associates Inc., headed by James L. Burns, of Panoramic Television Labs, wrote C. T. Nottingham, city's supt. of licenses, asking that machinery be set up to pass on qualifications of technicians, inspect installations, determine financial responsibility, etc. Burns cites instances of "fly-by-night" men who drift into town, clean up during rush months, then leave.

RCA service v.p. Charles Odorizzi told NARDA convention in Chicago this week big problem is shortage of trained men. To keep problem in bounds, he recommended: (1) Sell service contract with set. (2) Handle good line. (3) Don't promise anything you can't deliver. (4) Pick competent service organization. (5) Don't handle too many lines. (6) If you're small, stay out of servicing business. (7) If you do handle service, treat it as an autonomous business, which must hold its own.

Admiral seeks to ease serviceman's job by fastening 8-page manual inside cabinet of each set. Manual should also be helpful to set owner, says Admiral service chief Max Schinke, who says it's written in down to earth style.

Topics & Trends of TV Trade: Long-heralded New York Better Business Bureau standards for radio-TV advertising, sales, servicing were introduced June 28 at meeting of 1000 representatives of manufacturers, retailers, service organizations. Standards embrace usual admonitions about truth in advertising, over-enthusiastic claims, details of servicing warranties, etc. (Vol. 6:9, 12, 15, 23). They go into effect July 15.

New York BBB has enlisted cooperation of all New York newspapers, president Hugh R. Jackson reported. This means, he said, newspapers will check all radio-TV advertising copy against BBB's recommendations. At same time, BBB is publishing consumer guide titled *Things You Should Know About the Purchase & Servicing of TV Sets*, to be distributed to public through dealers, etc.

Jackson reported New York bureau had received 1263 complaints about TV during first 6 months this year, compared to 379 same period 1949. Bureau figures this is increase of 233%, although TV sales have only increased 110% during the same period—greatest number of complaints on any merchandise in history of office.

Copies of full text of *Standards for Advertising, Selling & Servicing of Radios, Television & Home Appliances* are obtainable from New York Better Business Bureau, 280 Broadway.

* * * *

Featuring Emerson line of 16 entirely new TV models is 16-in. wood table at \$199.95, tube either round or rectangular. Idea is to have leader on market in rounds, pending full scale deliveries of rectangulars. Emerson line:

Six 12½-in. models: 673, mahogany table, \$149.95 (blonde, \$159.95); 660, same in better cabinet, \$169.95; 664, same in console, \$179.95 (blonde, \$189.95); 665, console with AM-phono, doors, \$249.95.

One 14-in. rectangular is Model 662, plastic table, to be priced next week.

Six 16-in. (round) models are: 661, mahogany table, \$199.95; 668, same in console, \$239.95 (blonde, \$249.95); 667, same with half-doors, \$269.95 (blonde, \$289.95); 666, console with AM-FM-phono, doors, \$339.95. Model 663 is only 16-in. rectangular, mahogany table, \$199.95.

Top of line is Model 669, mahogany console with round 19-in., doors, \$339.95 (blonde, \$369.95).

All 12½-in. have 16 tubes, 5 rectifiers; 14 & 16-in., 19 & 2; 16 & 19-in. round, 20 & 2.

* * * *

Emphasis is on furniture-styled consoles in Stromberg-Carlson's line of 18 models, featuring seven different 19-in. Chinese Classic console-combinations. This is line:

Three 16-in. rectangular tables: 116TM Mercury, mahogany, phono jack, \$259.95; 116TDM Treasure Chest, mahogany, phono jack, doors, \$279.95; 116TDA, same in blonde, \$289.95.

Four 16-in. round consoles are: 116CM Provincial, French Provincial, mahogany, \$329.95; 116CA & 116CF, same in blonde and maple, \$339.95; 116CDM, Chippendale, mahogany, doors, \$389.95.

Single 17-in. rectangular console is 17RPM Kenwood, Hepplewhite, mahogany, AM-FM-phono, doors, \$575.

Ten 19-in. consoles are: 119CM, Empire, mahogany, \$419.95; 119CDM, Georgian, same with doors, \$495; 119RPM, 18th Century, same with AM-FM-phono, \$675; 119M5M, Chinese Classic, with AM-FM-phono, \$750; 119M5A, same in blonde, \$775 (hand decorated, \$875); 119M5D, same in hand-decorated ebony; 119M5R, same in red; 119M5I, same in ivory; 119M5G, same in green—latter four, \$865.

There are 22 tubes, 3 rectifiers in 16 & 17-in. sets; 24 & 4 in 19-in.

Air King priced line of 10 sets this week, leading with 12½-in. walnut wood table Model 12T2 at \$149.95 and including rectangular 16-in. metal table Model 16M1 at \$189.95. Rest of line:

Two other 12½-in. sets 12T1, mahogany table, \$159.95; 12C1, same in console, \$189.95. Only 14-in. rectangular is 14T1, mahogany table, \$179.95.

Other 16-in. rectangulars: 16T1, mahogany table, \$229.95; 16C1, same in console, \$259.95; 718, same with doors, \$299.95; 16K1, same with AM-FM-phono, half-doors, to be priced when delivered in August.

Only 19-in. is Model 19C1, mahogany console, \$359.95. All sets have 17 tubes plus one rectifier.

* * * *

Brunswick has new 16-in. table, rectangular tube, at \$189.95; same in console, \$219.95 . . . Pilot has new 12½-in. console with FM-phono at \$269.50; TV receiver is mounted on sliding shelf . . . Shaw Television Corp. (formerly Federal Video Corp.) reports its line comprises 16-in. console, \$450; 19-in. console, \$495; 19-in. console-combination, \$1295 . . . Jamaica Television reports 16-in. table, \$129.50; better chassis, \$189.50; consolette, \$269.50; 19-in. console, \$329.

Trav-Ler president Joe Friedman is reported saying company will be producing 600-700 TV receivers daily by fall; also that 70% of production will be 16-in., about 15-20% in 19-in. . . . Add Arvin to manufacturers (GE & Westinghouse thus far reported) using new 40-mc IF to overcome oscillator radiation interference (Vol. 6:25) . . . Philco has leased 21,000 sq. ft. at A & Lippincott Sts., Philadelphia, for expanded work on govt. contracts.

Rectangular 16-in. table set at \$99.50 was offered in full page newspaper ads June 28 by American Television Inc., tube makers (U. A. Sanabria), which has own retail store in Chicago. Named "DeForest 44," ads also offered it in console for \$149.50.

* * * *

Arvin corrects our count of 30 radio models reported last week (Vol. 6:25). Actually, it's producing 37, ranging from \$12.95 to \$149.95 list. The \$55 top we reported was for table models only, but Arvin also has new AM-phono at \$129.95 and AM-FM-phono at \$149.95, marking its re-entry into console field after lapse of several years . . . Among other new radio lines are 5 new models by Stromberg-Carlson at \$30 to \$285, and 23 by Emerson (some retained from old line) at \$15 to \$150 . . . TV swivel-top table with 5-tube AM radio is reported being made by table manufacturer Guy Hobbs Inc., Dallastown, Pa., to sell for \$30 to \$35 . . . New Steelman Phonograph & Radio Co., 742 E. Tremont, Bronx, N. Y., reports it will show at NAMM with line of portable radio-phonos and phonos.

Philco reports it was No. 1 in appliance advertising last year, 30th among all nation's advertisers. This year, it plans using all media—including TV animated spots and AM singing commercials—and will break right after Labor Day with color spreads in *Life & Saturday Evening Post*. Fall-winter ad campaign theme will be largely on "Balanced Beam—true focus, no blur, no smear."

RTMA reports 1,925,000 TV sets shipped by members and non-members first 4 months of 1950. Estimate is made in release of set distribution by counties for April (369,000) and for Jan.-April, 1950. It compares with our 2,060,000 production estimate through April (Vol. 6:21), NBC Research's estimated 1,896,000 installations for same period. Distribution breakdown is available from RTMA.

Zenith has purchased plant (180,000 sq. ft.) of Louis Hanson Furniture Co., 1500 N. Kostner Ave., Chicago, about 2½ mi. from its main plant, to be used for making components and certain TV subassemblies. Plant will not make furniture, which Zenith will continue buying outside.

Trade Personal: John F. Myers elected president of Westinghouse Electric Supply Co., operating 109 wholesale branches in 42 states; he succeeds David M. Salsbury, who becomes v.p. in charge of Texas & Pacific Coast operations with headquarters in San Francisco, having requested change for sake of health of his family . . . GE elects John L. Busey, Bridgeport, v.p. in charge of marketing policy; Wm. V. O'Brien, Schenectady, his asst.; Charles R. Pritchard, ex-marketing mgr., president of GE Supply Corp. . . . P. O. Krumm, Sentinel purchasing director, has bought controlling interest in Niles Cabinet Co., Niles, Mich., with Chicago offices in McJunkin Bldg. . . . Ben Rice new Starrett sales mgr. succeeding Seymour Newman . . . Glenn H. Browning, president, Browning Laboratories, awarded honorary degree by Cornell College, Mt. Vernon, Ia., from which he was graduated in 1921 . . . George R. Sommers appointed gen. sales mgr., Sylvania radio & TV tube divisions, succeeding C. W. Shaw, now asst. to sales v.p. . . . L. M. Sandwick, ex-Henry O. Berman Co., Washington, joins Scott Radio as merchandising mgr. . . . Tom Bernard named asst. director of public relations, RCA Victor, under v.p. John K. West . . . Raimund D. Osborne new comptroller of Federal Telephone & Radio, succeeding George Scharffenberger, now asst., to Gen. Wm. H. Harrison, IT&T president & Federal chairman . . . Edward C. Bonia, ex-Bendix and Muntz, named chief of Meck contract division sales, handling all other than jobber-distributed lines; he will open New York offices.

Zenith bowed to FCC request of last week for more information about its Phonevision royalty offer to manufacturers (Vol. 6:25), and withdrew offer—but grudgingly. In response dated June 24, Zenith's John R. Howland stated that no manufacturer had signed up under advance royalty credit plan (Vol. 6:8), but listed following 10 as having "indicated an interest": Crosley, Emerson, GE, Hoffman, ITI, Magnavox, Stewart-Warner, Stromberg-Carlson, Sylvania, Wilcox-Gay (latter now owned by Majestic). Letter also stated that one of these had asked Zenith to modify some of its receivers, so they could be used during Chicago tests scheduled for autumn.

Howland insisted Zenith still regards its royalty offer as "in the public interest," and made clear that mere inclusion of Phonevision plug isn't covered by any Zenith patent. The decoder is the patented device. Thus far, no other manufacturer has gone along with Zenith Phonevision plans; in fact, big ones like RCA, Philco and Admiral are openly opposed, as are most telecasters—to say nothing of movie producers.

Question now is whether FCC will be satisfied enough to extend Phonevision test authorization to Oct. 1, as requested, which was specific purpose of its exchange of letters with Zenith (Vol. 6:22-23,25). Best guess is that it will—that public by now should be fully aware that Phonevision is still experimental only and FCC must, after tests, still rule on basic principle of pay-as-you-look TV.

Zenith president E. F. McDonald, meanwhile, crossed swords with Skiatron's Arthur Levey. Of latter's Subscriber-Vision (Vol. 6:24), which allegedly requires no phone line, McDonald said it would require fixed subscription fees or special programs fixed in advance, thus not giving public choice. Levey retorted that his own decoder keys could be sold at any drug or grocery store.

Footnote on Phonevision publicity: One of our staffmen was visited at home by Muntz TV demonstrator, working door-to-door. In course of otherwise quite straightforward pitch, salesman volunteered that Muntz would have new "gadget" in 60 days that would enable buyer to call phone operator, order any first-run movie, pay for it on phone bill!

Financial & Trade Notes: DuMont's first 24 weeks of this year resulted in \$26,000,000 sales vs. \$18,000,000 for same 1949 period. President Allen B. DuMont told annual stockholders meeting June 28 he looks to \$80,000,000 sales this year vs. \$45,000,000 last year. Earnings for first 24 weeks approximate \$2,700,000 vs. \$1,780,000 in same 1949 period. Dr. DuMont said production would have been at much greater rate except for TV freeze, which he forecast would not be lifted before spring of 1951. Even then, because of FCC hearings and paper work, he did not think more than 30 new stations would be constructed in 1951, 100 in 1952, 150 in 1953.

Dr. DuMont reiterated his belief none of color TV systems is ready for public. He claimed DuMont sets have at least 600 parts, whereas average of other manufacturers is only 400. Company rightly anticipated tube trends, he noted, with 7 & 10 in. now practically obsolete, 12½-in. on way out. DuMont will continue to concentrate on larger screens. He predicted all TV tubes ultimately will be rectangular, showed laboratory model of 30-in. tube to be ready in fall.

* * * *

Radio-TV manufacturers averaged 5.7% net earnings on 1949 sales, National Credit Office Inc. revealed this week in study titled *Manufacturers of Radio & TV Receivers* prepared by v.p. K. W. Tibbitts. Report is based on balance sheets of group of representative manufacturers whose 1949 sales totaled \$380,221,000, and compares 1949 earnings with those for 1948—5.35% on \$260,521,000. Report indicated earnings of some companies went as high as 10% on sales in last 1949 quarter, first 1950 quarter. Inventory losses, fact some didn't reach volume production until after mid-1949, are cited for bringing yearly average down to 5.7%. Tibbitts states earnings in some cases went as high as 50% on invested capital, in 2 instances 100%. Companies with best earnings records are those with highest inventory turnover, report indicates, stressing importance of inventory control. Study can be had from NCO, 2 Park Ave., New York.

Zenith reports sales of \$99,210,746, net profit of \$5,268,001 (\$10.70 a share), for fiscal year ended April 30. This compares with \$77,146,861 sales, \$2,706,889 (\$5.50) profit in preceding year. President E. F. McDonald told stockholders trend to lower prices probably will be less evident in ensuing months than it has been in last year, due to components shortages, cited how one Zenith TV-console which sold for \$480 year ago compares with current price of \$270.

Tele-tone registration statement filed with SEC covers proposed public offering of 100,000 shares of unissued Class A cumulative convertible stock, \$10 par, and 130,000 shares of \$1 par common. Former will be sold at \$10; latter at \$6 by 15 stockholders, through Sills, Fairman & Harris Inc. and Straus & Blosser. Proceeds will be applied to working capital for plant facilities and equipment. Tele-tone also informed SEC it was purchasing Rico Television Corp., Hato Rey, Puerto Rico, through issuance of 50,000 Tele-tone shares in exchange for Rico stock. S. W. Gross, Tele-tone president, will get 22,500 of these shares for his Rico holdings.

Facet of Philco organization not generally known, and not mentioned in last week's report in this column (Vol. 6:25), is that company personnel, mainly at higher levels, owns just about 30% of its outstanding stock. Incentive compensation amounts to 10% of profits before taxes.

Olympic declared 20¢ dividend on increased common shares resulting from recent 20% stock dividend (Vol. 6:17), payable July 17 to stock of record July 7.

OUTLOOK TEMPERED BY WAR & SHORTAGES: Industrial mobilization for war would doubtless again mean freezing of TV-radio production and conversion to military needs. But even before electronics industry might be called upon, pinch may be felt as basic raw materials (steel, copper, tin, etc.) are diverted from peacetime use -- either for actual armament production or for precautionary stockpiling.

Aside from those prospects, TV production outlook continues so rosy that despite current hot-weather doldrums Sylvania executive v.p. Ward Zimmer is quoted by AP as forecasting year's production will reach 7,500,000 to 9,000,000 sets.

He amended that flat statement, when we checked with him, to say he meant this was a "possibility rather than probability." But he does think 7,500,000 will be achieved, pointing out that first 5 months exceeded 2,500,000 (Vol. 6:25), first 6 months are pretty sure to bring this close to 3,000,000, and final 6 months embrace 4 of best producing-selling months of year.

More than that, prices have come down to such an extent that nearly everybody can afford TV now -- and we have assurances from networks and stations that this fall and winter will see some of the finest program fare yet.

* * * *

You hear all kinds of reports about shortages -- of capacitors, resistors, condensers, cabinets, small tubes. Supply chief of one of biggest manufacturers told us positively that shortage of electrolytic condensers alone renders it impossible for the industry to turn out more than 5,500,000 sets this year. Most forecasts have centered on 6,000,000, Mr. Zimmer's being highest of any we've heard.

Yet Admiral and Philco alone have reasserted they'll make 1,000,000 each this year. RCA promises "twice as many" as last year, when it claims to have led the pack (with probable 400,000 to 500,000). Emerson says 750,000 for 12 months from July 1 (Vol. 6:26). Westinghouse also says twice as many as last year, though it hasn't been much of factor yet. So, if we could add up promised output of first dozen companies alone, they would easily exceed bearish 5,500,000 figure.

Attitude of big companies is that shortages, always annoying, somehow have way of righting themselves when demand is there. "We always seem to find what we need," said Mr. Zimmer, adding that receiving tubes, while tight now, are fast increasing in supply. There's no shortage of picture tubes, what with glass blowers geared to new capacity and some 30 tubemakers producing in that highly competitive field (TV Directory No. 11).

As for cabinets, the furniture makers have turned in droves to this lucrative field, and some are said to be bidding 19-20% above market for mahogany.

Admiral v.p. Dick Graver, discussing components shortages, is quoted in New York Times as saying deliveries of resistors run to 39 weeks, electrolytic condensers 16 weeks, volume controls 12-16 weeks, panel stock (for wood cabinets) 90-120 days. "That means," he's quoted as telling distributors, "we must project our production 8 months ahead."

KEEP YOUR EYE ON THAT 30-IN. TUBE: DuMont really has something in that much-publicized 30-in. picture tube -- make no mistake about it. First shown to newsmen and to DuMont distributors Thursday, it proved to have everything claimed for it -- excellent images, not too big for large rooms, indeed probably not too big even for medium-sized rooms, for you could view its pictures with comfort and enjoyment at only 6 to 8 feet. Certainly, it's vastly better than anything projections have yet shown, good enough for anybody's living room or library, splendid for public places.

Resulting images are comparable to good home movies, which few of us ever project at less than 24-in. width. Dr. Allen B. DuMont frankly admits he surprised

even himself with results, talks now not only of that 4x5-ft. job (Vol. 6:10) but even thinks he can make one 15x20-ft. suitable for theatres.

Test model was in huge, ungainly cabinet, merely a box, but Dr. DuMont said size can readily be reduced, furniture stylized, so set can be made about 34-in. wide, perhaps 50-in. high, 24-in. deep -- not much bigger than present 19-in. consoles. Metal-coned tube has 90-degree deflection angle, as against 50 degrees in 12½-in., 70 degrees in 17 & 19-in. It's only 23½-in. from face to end of neck (vs. about 20-in. for 19-in.), and experiments are under way to "flatten" it even further. It weighs about 40 lbs. vs. 20 for 19-in.

Picture framed is somewhat less than 28-in. across (expanded), giving 550 sq. in. of usable area, as against 208 in 19-in., 150 in 17-in. Standard chassis is used, with extra tubes only for power supply, sweep circuits. Voltage is 20,000, as against 12-13,000 in 19-in.

Limited number of receivers will be marketed starting September, priced around \$1000. Tube won't be sold to DuMont customers this year, inasmuch as production facilities aren't available for enough of them yet. Research labs right now can turn out only 5 or 6 daily. Enthusiastic distributor reaction (let alone news-men's) indicate inevitable demand.

WEEK'S BIG CROP OF NEW MODELS: Accent is on lower prices, larger picture sizes, superior furniture styling -- with not too many gimmicks -- in more major TV lines disclosed this week by DuMont, RCA, Raytheon, Sylvania, Tele-tone, Zenith. Most pertinent observation we heard, while viewing the new sets at distributor-dealer meetings this week: "At these prices, with this class and this wide choice of merchandise, the public will eat up our products this fall and winter -- that is, if we don't get into a hot war, in which case we might as well put our businesses on ice anyhow."

You'll find complete model and price lists in special insert herewith headed Reports on New TV Lines.

Only RCA, Raytheon, Sylvania and Zenith still offering 12½s, RCA starting with plastic table at \$160, Raytheon and Zenith with leatherette tables at \$180, Sylvania with console at \$220. Tele-tone offers 14-in. plastic table at \$140; Sylvania, wood table at \$190.

All have 16-in. size save DuMont, introducing own 17-in. rectangular. RCA emphasizes 16s (round) in 11 of its 18 models, starting with metal table at \$200, up to console combination at \$570. Raytheon and Zenith both have leatherette table at \$230, Zenith combinations going to \$550, Raytheon AM-phono to \$430. Sylvania has round table at \$200, up to rectangular combination at \$480. Tele-tone has wood table at \$190, combination \$350. All except RCA use rectangular 16s.

DuMont's 17-in. is in 10 out of 18 models, starting with metal table at \$250, then 2 other metal tables with wood doors at \$280 each, going up to \$575 combination. Tele-tone 17-in. console is \$340; Raytheon \$290, with AM-phono \$440.

All go heavily into 19-in. -- DuMont with 7, starting with console at \$400 up to combination at \$695; RCA with 4, including only table in this size (\$330), up to combination at \$695; Raytheon 3, starting with \$380 console up to \$575 combination; Sylvania 6, at \$400 to \$645; Tele-tone 2, at \$290 & \$320; Zenith 4, at \$400 to \$695. DuMont tops 19-in. line with "last word" console-combination with AM-FM-3 speed, personal and program recorder, clock selector -- to be priced "under \$1500."

Raytheon and Tele-tone showed 20-in. rectangulars, as did Philco (Vol. 6:25) -- Raytheon console at \$400 and combination at \$595, Tele-tone combination at \$600.

* * * *

RCA says 16-in. rounds will account for 70% of its set production, promises "plenty of merchandise, positively no scarcity, though we hope there is one". All its sets with phono have 2 turntables, one for 45rpm, other for 33 1/3 & 78. One model is swivel-mounted. New features are automatic brilliance and volume control, fringe area adjustment (switch on back of set adjusts for weak or strong signals at time of installation), wider tone range, illuminated channel selector, reduced power consumption (12½-in. requires only 160 watts vs. 320 for old 630TS). All

DuMont's line of 18 sets includes 10 with 17-in., all-glass rectangular tubes, 7 with 19-in. round tubes, one 30-in.—latter not due till later in fall. Top of line is Westminster, 19-in. deluxe mahogany console with AM-FM-phono—plus tape recorder and clock for selecting programs in advance. Set won't be delivered until November, is unpriced yet, but is expected to be "under \$1500." DuMont line, in addition to Westminster:

Ten 17-in. rectangular sets: Sumter, mahogany metal table, \$249.95; Ventura, same with wood doors, \$279.95; Carlton, same with wood doors, \$279.95; Strathmore, modern, mahogany wood console, \$299.95; Park Lane, mahogany console with doors, \$339.95; Andover, same, different cabinet, \$349.95; Brookville, modern mahogany console with FM, \$359.95; Revere, colonial mahogany console with FM, doors, \$399.95; Burlingame, same in modern, \$399.95; Tarrytown, mahogany console with AM-FM-phono, doors, \$575.

Six additional 19-in. sets are: Ardmore, modern mahogany console with FM, \$399.95; Westerly, modern mahogany console with FM, doors, \$459.95; Mount Vernon, same in Georgian, \$479.95; Winslow, same in modern, no doors, \$495; Hanover, same in Hepplewhite, doors, \$565; Sherbrooke, 18th Century mahogany console, AM-FM-phono, doors, \$695. Hanover, Winslow and Sherbrooke models are carryovers of interim line introduced in April (Vol. 6:16).

DuMont also showed 30-in. console, with AM-FM, unpriced, due in fall. All 17-in. TV-only sets have 20 tubes, 2 rectifiers; with FM, 22 & 3; combination, 27 & 4. All 19-in. sets have 22 & 3, except Westminster, 44 & 5. All except combinations have phono-jack. All sets come in blonde at about 5% increase.

* * * *

RCA new line of 18 models starts with 12½-in. plastic table model at \$160, includes 16-in., metal table at \$200, 19-in. table (first of majors to have such) at \$330. Here's the line—all TV-only sets having phono-jack, those with phono having 45rpm turntable separate from the 33½ and 78rpm turntable:

Three 12½-in. sets are: Model 2T51 Shelby, maroon plastic, \$159.95; 2T60 Cumberland, walnut or mahogany wood, \$189.95 (blonde, \$199.95); 2T81 Somervell, walnut or mahogany console with AM-phono, half-doors, \$299.95 (blonde, \$309.95). TV-only sets have 19 tubes, 3 rectifiers; combination, 23 & 4.

Eleven 16-in. sets (all round) are: 6T53 Newport, maroon metal table, \$199.95; 6T54 Kent, same with mahogany table stand, with built-in antenna, drop panel for controls, \$239.50; 6T64 Kingsbury, walnut or mahogany console, \$259.50 (blonde, \$269.50); 6T65 Highland, same in different cabinet, walnut or mahogany, \$279.50 (blonde, \$299.50); 6T72 Fairfield, same in different cabinet, half-doors, walnut or mahogany, \$299.50 (blonde, \$319.50); 6T74 Regency, same in walnut or mahogany, full doors, \$329.50; 6T75 Modern, same, swivel-mounted, walnut, mahogany or blonde, full doors, \$349.50; 6T76 Provincial, walnut, mahogany or maple, full doors, \$359.50; 6T84 Fairfax, same with AM-phono, walnut or mahogany, full doors, \$439.50 (blonde, \$459.50); 6T86 Rutland, same with AM-FM-phono, 18th Century, walnut or mahogany, full doors, \$495; 6T87 Hartford, same in Regency, walnut or mahogany, \$550 (blonde, \$570). TV-only sets have 19 tubes, 2 rectifiers, except 6T84 which has 24 & 2, and 6T86 and 6T87 which have 26 & 3.

Four 19-in. sets are: 9T57 York, walnut or mahogany table, drop panel for controls, \$329.50 (blonde, \$339.50); 9T77 Hillsdale, walnut or mahogany console, half-doors, \$389.50 (blonde, \$409.50); 9T79 Northampton, same in

Regency, walnut or mahogany, full doors, \$425; 9T89 Sedgwick, same with AM-FM-phono, \$695. Sets have 19 tubes, 2 rectifiers, except combination which has 26 & 3.

* * * *

Raytheon keeps 4 of old "Super-Circle" models in its new line of 22 sets, which features 16 & 17-in. rectangular tubes in consoles; 17-in. are \$10 more than 16. Here's line:

Three 12½-in. sets, all with circular pictures: Model M1106, leatherette table, \$179.95; M1105, same in mahogany wood, \$199.95; C1104, same in console, \$219.95. Only 16-in. round, also with circular picture, is C1602, mahogany wood, \$279.95. Sets have switch enabling viewer to make pictures rectangular.

Twelve models with either 16 or 17-in. rectangular tubes: M1403, red leatherette 16-in. table, \$229.95; M1404, same in blonde, \$239.95; M1402, same in mahogany wood, \$249.95; C1401, same in mahogany console, \$269.95; C1615, same in blonde, \$279.95; C1715, same with 17-in. tube, mahogany, \$289.95; C1616, same with 16-in., doors, \$299.95; C1716, same with 17-in., \$309.95; RC1618, same with 16-in., AM-phono, mahogany, doors, \$399.95; RC1718, same with 17-in. tube, \$409.95; RC1619, same with 16-in., blonde, \$429.95; RC1719, same with 17-in., \$439.95.

Three models with 19-in. rectangulars: C1901, mahogany console, doors, \$379.95; C1902, same in blonde, \$399.95; RC1905, same with AM-FM-phono, mahogany, \$575. Three 20-in. rectangular models: C2001, mahogany console, doors, \$399.95; C3002, same in blonde, \$419.95; RC2005, same with AM-FM-phono, mahogany, \$595.

There are 18 tubes, 2 rectifiers in 12½-in.; 19 & 2 in 16 & 17-in.; 20 & 2 in 19 and 20-in.

* * * *

Sylvania line of 25 models comprises:

Two 12½-in. sets: Model 245, mahogany console, \$219.95; 197, same with doors, \$249.95.

Four 14-in. rectangular models: 4120M, mahogany table, \$189.95; 4130W, same in walnut console, \$229.95; 4130M, same, mahogany, \$239.95; 4130B, blonde, \$249.95.

Eleven 16-in. rectangular sets: 6110X, mahogany table, \$229.95; 6120W, same in walnut, more sensitive chassis, \$249.95; 6120M, same in mahogany, \$259.95; 6120B, same in blonde, \$269.95; 6130W, same in walnut console, \$299.95; 6130M, same in mahogany, \$309.95; 6130B, same in blonde, \$319.95; 6140W, same in walnut deluxe console, doors, \$339.95; 6140M, same in mahogany, \$349.95; 6150M, mahogany console, AM-FM-phono, \$449.95; 6160B, same in blonde, \$479.95.

Two 16-in. round sets: 1110X, mahogany table, \$199.95; 247, same in console, \$279.95.

Six 19-in. round models: 5130W, walnut console, \$399.95; 5130M, same in mahogany, \$419.95; 5130B, same in blonde, \$449.95; 5140M, same in mahogany deluxe console, \$539.95; 5140B, same in blonde, \$559.95; 5150M, same with AM-FM-phono, \$645.

Four models are carried over at reduced prices: 12½-in. mahogany table Model 125, \$169.95 (down \$30); 246, same with more sensitive chassis, \$189.95 (down \$40); 128, same in console combination, \$299.95 (down \$100); 090, 16-in. mahogany console, doors, \$319.95 (down \$60).

* * * *

Tele-tone's new line of 20 sets is divided into 12 regular line sets, 8 in higher-priced "Imperial" group. Regular sets start with 14-in. rectangular ebony plastic table Model 322 at \$139.95, feature also mahogany wood 16-in. rectangular Model 324 at \$189.95.

Other regular 14-in. rectangular sets are: Model 323,

(Over)

mahogany plastic, \$149.95; 318, same in wood, \$159.95.

Other 16-in. rectangular models are: 335, mahogany low-boy console, \$199.95; 325, mahogany console, \$219.95; 325R, same with remote control, \$269.95; 326, mahogany console, doors, \$249.95; 326R, with remote control, \$299.95.

Only 17-in. rectangular: 327, mahogany console, AM-FM-phono, doors, \$339.95. Sets with 19-in. are: 329, mahogany console, \$289.95; 328, same with doors, \$319.95.

"Imperial" line, more sensitive circuit, better furniture, all TV-only sets with phono jack, starts with Model TV314, mahogany 14-in. rectangular table, \$179.95.

16-in. rectangular sets are: TV330, mahogany table, \$229.95; TV316B, same on separate base, AM-phono, \$299.95; TV310, mahogany console, AM-FM-phono, \$339.95; TV331, Queen Anne, mahogany console, doors, \$349.95; TV332, same, French Provincial, \$349.95; TV333, same, Chinese Chippendale, \$349.95.

Only 20-in. rectangular: TV334, period console, AM-FM-phono, \$599.95.

* * * *

Zenith line of 22 sets features 4 series—12½, 16 & 19-in., all round tubes, and a 16-in. rectangular group. Leading the line is leatherette 12½-in. mahogany table Model H2227R at \$179.95; same with 16-in. rectangular, Model H2329R at \$229.95.

Other 12½-in. sets are: Model H2227E, blonde leatherette table, \$189.95; H2226R, mahogany wood table, \$199.95; H2250R, 18th Century, mahogany console, \$239.95; H2255E, Modern, blonde console, \$259.95.

Other 16-in. rectangular models are: H2328R, mahogany wood table, \$249.95; H2328E, same in blonde, \$259.95; H2352R, 18th Century, mahogany console, \$289.95; H2353E, same in Modern blonde, \$309.95.

Eight 16-in. round sets are: H2438R, 18th Century, mahogany console, \$279.95; H2449E, same in Modern blonde, \$299.95; H2439R, Hepplewhite, mahogany console, doors, \$349.95; H2437R, Modern mahogany console, \$359.95; H2437E, same in blonde, \$379.95; H3267R, 18th Century, mahogany console, AM-FM-phono, \$449.95; H3475R, same in Georgian, doors, \$499.95; H3469E, same in Modern blonde, \$549.95.

Four 19-in. round models are: H2447R, 18th Century, mahogany, doors, \$399.95; H2445R, same in Sheraton, \$449.95; H3477R, Chippendale, mahogany console, AM-FM-phono, \$650; H3478E, same in Modern blonde, \$695.

Tubes in 12½-in. sets are 18 receiving tubes, 4 rectifiers; in 16-in. rectangular, 19 & 4; 16-in. round, 20 & 4 (combinations have 29 & 5 except H3267R, 27 & 5); 19-in. round, 20 & 5 (except combinations, 29 & 6).

* * * *

Mercury Radio & Television (subsidiary of Mercury Records) has priced line shown at Chicago mart (Vol. 6:25), 8 models in modern decor: 16-in. rectangular console \$300, with AM-phono \$370; 16-in. round console \$270, with FM and better cabinet \$300; 19-in. console with circular picture and FM, \$380; with doors but no FM \$390. Sets are made by SMA Co., Chicago, in which Mercury is one of 2 principal stockholders (Vol. 6:23).

New manufacturer is Television Inc., Lincoln, N. C. (B. M. Jenkins, president & gen. mgr.). "Lincoln" line is 16-in. table \$250, console \$300, with doors \$350, doors and better cabinet \$355; 19-in. console \$400. All sets have 19 tubes, 2 rectifiers and phono jack. Same interests own Lincoln Novelty Co., furniture makers.

Coastwise Electronics Co. Inc., 130 No. Beaudry Ave., Los Angeles (LeRoy J. Smith, sales mgr.), maker of TV test equipment, has remote control tuner for attachment to existing TV sets; device will sell for "under \$40," will be tested in Los Angeles market for 90 days before national distribution.

Admiral this week upped discounts by 2% to distributors, expected them to pass on extra profit margin to dealers. Prices of sets remain as announced weeks ago (Vol. 6:25). In bulletin to distributors, sales v.p. Wallace C. Johnson called it "one of most unprecedented steps ever taken . . ." He added, "It is our calculated purpose to keep Admiral far out in front of the field. This is the year of decision, and we are determined at all costs to further entrench Admiral in the undisputed position of leadership." Johnson also cautioned that receiving tubes (he said Admiral uses 25,000,000 annually) are likely to go on allocation, warned of "impending TV shortage this fall." Longer discounts are also being offered by Raytheon, details undisclosed, in new line.

RCA has made arrangements with Commercial Credit Co. to finance sales of all its merchandise (mainly TV) to dealers and consumers. Under terms, dealer has to pay only 10% of invoice to distributor, with Commercial Credit Co. financing rest for period up to 6 months. Dealer, however, must pay credit company amount due on each set sale, before delivery of set, or turn over to company retail time payment contract. For dealers who want to use CCC to handle consumer installment buying risk, company will supply capital to finance long-term sales, will handle investigation and collection activities without cost.

"Tougher going" for private brands is seen by Philco executive v.p. James Carmine, as standard brands meet demand and add new technological features. He forecasts "conservative" 10,000,000 TV set sales next year if FCC lifts freeze. He won't be surprised, he said, if 6,000,000 is exceeded this year. Philco radio sales chief Albert J. Rosebraugh notes company will devote 25% of its facilities to radio this year, last year did 19% of entire business in radio. "We have a great deal of love for radio," he told distributors at recent Atlantic City convention where Philco showed line of 27 models (Vol. 6:25).

Admiral has taken over Newark distributorship from Dale-New Jersey Inc., will operate there as factory branch to be known as Newark Distributing Div., Admiral Corp., according to Clarence S. Tay, factory branches president. Admiral also has own distribution in New York, Chicago, Boston, Milwaukee, Peoria . . . RCA Victor is taking over own Buffalo distribution; it also has own branches in Chicago, Detroit, Kansas City.

RMA June production figures will probably go considerably below May's average 94,000 (Vol. 6:25)—actually about 120,000 if you add 25% to account for non-RMA. First June week (not projected) dropped to 58,000, according to early RMA report. It's not expected rest of June, or first 2 weeks of July, will run much better than that. Full June figures won't be available for several more weeks.

Study of FM oscillator radiation interference to air navigation around Crawfordsville, Ind. (Vol. 6:23), by RTMA committee (John L. Rennick, Zenith, chairman), resulted in report to FCC this week. Said report: "[Set radiation] figure of 50 uv/m at 100 ft is a desirable goal . . . In order to completely insure an interference free condition it looks as if a figure of 8 uv/m at 100 ft. must be attained . . . The 50 uv/m figure would amount to a reduction in maximum range of the VOR system to 86% of normal. Present conditions over Crawfordsville are equivalent to a reduction to 16% of the normal 63 mile range." FCC hasn't yet responded to report, nor have RTMA board members who received copies.

Uhf transmitter of KM2XAZ, Long Beach, Cal. is described in technical detail in July *Radio & Television News*. Built by Stanford Research Institute, it employs phase-to-amplitude modulation which SRI engineers claim holds great promise for high power (Vol. 6:21).

sets have improved shielding to minimize both outside and interior interference.

RCA dealer meetings July 6 throughout country were informed that "MP" slogan means "Million Proof" ("proven in more than 1,000,000 homes"). Enormous ad campaign starts July 16 with simultaneous publication of 16-page special sections in newspapers in 40 TV cities, plus biggest magazine, radio, TV and other sales aid promotions ever undertaken. Bruno-New York's Irving Sarnoff revealed that \$20,000,000 will go for advertising "for electronics alone -- no refrigerators, washers, etc."

DuMont's 17-in. table leaders won't be delivered for another 30-60 days, nor will its top-of-line 19-in. job be ready until November. It also showed 30-in. in mock-up (see story this issue) but took no orders for it. By end of distributor meeting July 7, it reported signing them up for \$51,700,000 worth of merchandise. DuMont line has new chassis, features switch for fringe-area reception, new FM circuit for TV sound, all TV-only sets with phono-jacks. Company plans \$4,000,000 ad campaign, highlighted by Norman Rockwell illustrations in magazines, starting with Saturday Evening Post insertions next month.

Raytheon had 150 at Chicago convention July 6, new 22-set line retaining 4 of last season's. New line intermixes dozen 16 & 17-in. rectangulars, \$10 more charged for latter. Raytheon reported \$10,000,000 in orders.

Sylvania has line of 25 new models, mainly with 14 & 16-in. rectangular tubes. Held over from last line are 4 sets, with prices cut \$30-\$100. Line leads with 14-in. rectangular table at \$190 and 16-in. round table at \$200.

Tele-tone offers 2 classes of sets -- a regular line of 12 models, "Imperial" line of 8, latter with more powerful chassis, better furniture. All are TV-only, with phono-jack. Single-knob tuning is featured, as is "Duo-Dynamic" circuit which it says means set uses only 100 watts instead of customary 150 to 200. Tele-tone has several sets with remote control.

Zenith is playing up optional remote control, called "Lazy Bones"; reflection-proof "black" tubes, variable speed turntable (anything between 10 & 85rpm); Phonevision outlet (Vol. 6:26); turret tuner capable of being modified for uhf (Vol. 5:11-16). All except its 16-in. rectangular use "porthole" or circular picture, but all have switches permitting viewer to change picture to rectangular.

* * * *

RCA particularly stresses radio, introducing 3 new plastic tables, each with phono-jack, at \$25, \$28 & \$50 (latter AM-FM). There are 4 new consoles: with AM-FM-45rpm, \$180; AM with separate 45rpm and 33 1/3 & 78, \$200; Traditional, AM-FM with half doors and 2 changers, \$240; Regency, same with full doors, \$270; all in oak \$10 to \$15 more. Tele-tone has 4 new table radios at \$12 to \$18, one \$25 portable, one AM-FM-phono low-boy at \$140. GE this week released 8 clock radios at \$30 to \$40; 8 AM tables and one AM-FM at \$20 to \$50; 4 console combinations at \$170 to \$280. Sylvania has 3 AM radios, \$18-\$21; portable, \$30; 3 clock radios, \$30-\$35.

MORE HAMS FINDING FOOTHOLDS IN TV: Amateurs are finally beginning to sink their teeth into TV, ingeniously finding ways around principal stumbling block -- costs. It goes without saying that, as in radio through the years, they'll make substantial contributions to TV. They already have, in fact -- leading way in reducing various kinds of interference, e.g., harmonic and oscillator.

One of most helpful techniques yet developed to ease amateurs' entrance into TV is that devised by J. R. Popkin-Clurman, Hazeltine engineer and ham. He "steals" expensive-to-generate sync pulses out of the air from commercial stations, uses them for his own transmissions (Vol. 6:8). Radio & Television News is currently carrying series of articles, by him, giving full technical description.

There's unusual concentration of active hams in San Francisco area. June QST, technical organ of the hams, has excellent roundup by staff member Edward P. Tilton. He says credit for first ham transmission of standard RTMA signal probably should go to Clarence Wolfe, W6JDI, Burlingame, who was on air May 1948. Others in area who've actually had pictures on air: Robert Melvin, W6VSV; Milton Cooper, W6QT; George Badger, W6RXW -- all Berkeley. Planning to transmit are: William S. Sadler, W6WCD, San Francisco; Robert Sutherland, W6UOV, Oakland; R. Loren Grace, W6VQV, Richmond. British and Dutch work is also covered in article.

Topics & Trends of TV Trade: Music Merchants Show, conducted by National Assn. of Music Merchants in connection with its annual convention, will have more TV-radio exhibitors than did Chicago mart last month. Exhibits open in Chicago's Palmer House Monday, July 10, continue through July 13. Among 250 exhibitors, show management reports these will show both TVs and radios:

Admiral, Ansley, Brunswick, Fisher, Freed, GE, Jackson, Magnavox, Majestic, Motorola, Philco, RCA, Raytheon, Scott, Sparton, Starrett, Stromberg-Carlson, Sylvania, Tele King, Westinghouse, Zenith.

These will show TVs only: Atwater (div. of Zenith Home Appliances, Chicago); J. F. Bard Co., Chicago; Mercury (div. of Mercury Records); DuMont, Pathe, Tele-tone, Trad, Trans-Vue, Video Corp., Video Products Corp.

Showing radios and radio-phonos only: Covrall Industries Inc., Chicago; Hedco Mfg. Corp., Chicago; Magna Electronics Inc., Los Angeles; Ristocrat Inc., Appleton, Wis.; Jewel, Symphonic.

TV accessories: Coin-Meter Clock Corp., Chicago; Seaburg Mfg. Co., Jamestown, N. Y.; Universal Co., High Point, N. C.; E. M. Ward Co., Chicago; Magna.

Recorders: Ampro, Magna, Recoton, Revere Camera, Webster-Chicago.

* * * *

First 2 July weeks finds by far majority of factories closed down for traditional summer vacations (Vol. 6:20), though some are on different schedules—Bendix, Hallcrafters and Motorola, for example, resuming July 10. All new production, of course, is on fall-winter models, which most began to turn out even before vacations.

Looks like Motorola will be last of majors to announce new models and prices, due at distributor convention in Chicago July 25. Meanwhile, interim line of 4 sets (Vol. 6:22) will probably feature NAMM display. Hoffman, too, isn't due to divulge until third week in July, or just before San Francisco's Western Merchandise Mart, July 24-29, where Packard-Bell will also show.

Westinghouse claims largest single order for TV receivers ever sold by retail dealer was 607 of its sets to be installed in all homes in Tareyton Village, in suburban Oakland, Cal. Dealer was Wick's Electrical Living Shop, Berkeley, Cal. Two freight cars and part of another will carry shipment of 12½-in. sets from Sunbury (Pa.); installations will be in specially designed niches in living rooms.

* * * *

Dominance of larger sizes is emphasized by RTMA's figures on tube sales for May: 14-in. and up accounted for 64.5% (386,567 units), compared with 51.9% in April, 36.9% in March, 35.1% in February, 30.4% in January. Although RTMA doesn't provide breakdown of "14-in. and above" category, it's certain that 16-in. and up account for at least 50% of all production. Other sizes: 7 & 8½-in., 163 units; 10-in., minus 691 (adjustment in bookkeeping); 12½-in., 211,744 (35.3%); projection, 1860. Total: 599,667 vs. 498,624 in April (Vol. 6:21).

Tube notes: Carnegie-Illinois (U. S. Steel) cut price of steel for metal cones 6% (2½¢ lb.) . . . Hytron now producing at new plant in Newburyport, Mass., by mid-August expects to turn out 3000 tubes daily to bring total to about 4000 a day . . . Sheldon Electric claims economies in production through use of new radiant heating oven for baking phosphorus and conductive coatings. Technique is said to cut heating and baking costs in half by reducing time of operations some 65%.

Total receiving tubes sold in May by RTMA members was 29,706,500, compared with 27,387,689 in April 13-488,121 in May 1949. Five months' total was 137,895,253.

Financial & Trade Notes: Bankruptcy of Televista Corp. of America, Long Island City, was only the second in TV field this year—other having been Remington Radio Corp., White Plains, N. Y. (Vol. 6:17)—despite repeated expressions of belief that 100-odd manufacturers are too many, can't survive. In fact, our next *Directory of Television Manufacturers & Receivers*, a section of *TV Directory No. 11*, due off presses July 15, will actually list more TV manufacturers now than last January.

Televista lists liabilities of \$111,357, assets of \$65,598. Creditors are asking 30% cash settlements. Referee Sherman D. Warner, Jamaica, N. Y., has named William S. Brown trustee.

Previous to these, Majestic and Sonora were the only major post-war bankruptcies. Majestic name and certain other assets were acquired by Leonard Ashbach (Garod), who also bought out Wilcox-Gay (Vol. 6:15-16). John Meck bought out Scott, which is being continued; Capehart-Farnsworth, acquired by IT&T, also continued; and Muntz purchased Howard Radio plant—only other sizeable sales since reconversion from wartime (Vol. 6:16).

* * * *

Proxy statement for Zenith stockholders meeting at plant July 25 discloses president E. F. McDonald Jr. as owner of 49,191 shares as of May 31, 1950 (38,931 of these owned by Seneca Securities Corp., of which he owns substantially all the stock); this is approximately 10% of outstanding securities of corporation. Following are remunerations of officers exceeding \$25,000 in fiscal year ended April 30, 1950 (see Vol. 6:26 for financial report): Mr. McDonald, \$60,000 base salary, \$99,700 bonus; Hugh Robertson, executive v.p., \$50,000 & \$99,700; H. C. Bonfig, sales v.p., \$40,000 & \$52,680.

Transvision Inc., offering new stock issue (Vol. 6:25), reports to SEC that with its tubemaking subsidiary Lectrovision Inc. it earned net profit of \$54,661 after taxes on \$1,056,243 sales during 5 months to March 31, 1950. For year ended Oct. 31, 1949 net loss was \$156,508 after tax refund credit of \$97,891 vs. profit after taxes of \$248,164 for year to Oct. 31, 1948.

Tung-Sol declares dividend of 50¢, payable Aug. 1 to stock of record July 17; previous payments were 25¢ in February, and 15¢ each in March and December, 1949 . . . GE expanding radio receiver plant by adding 600-750 to Utica payroll, constructing 25,000 sq. ft. addition to factory there . . . Trav-Ler occupies its new Orleans, Ind. plant (Vol. 6:17) in September, when present 8000-9000 monthly production will be stepped up to 14,000-15,000.

—■—

Walter Albert Buck, RCA Victor operating v.p. since January 1949, was elected v.p. and general mgr. by RCA board July 7, succeeding late John G. Wilson (Vol. 6:22). Previously, he was president of Radiomarine Corp. of America, which he joined when he retired in March 1948 as Rear Admiral, USN. In the Navy, he rose to paymaster general and chief of Bureau of Supplies & Accounts; in World War II, served as supply officer on Vice Admiral Bristol's staff with the Atlantic Fleet.

Trade Personals: Robert G. Scott has been promoted to head of commercial engineering dept., DuMont tube div., under I. G. Rosenberg, mgr. . . . Simon Lynn promoted to merchandising representative for TV, radio and records for Associated Merchandising Corp. (Bloomingdale's, New York; Lazarus, Columbus, et al) . . . Sydney J. Mass, ex-National Pressure Cooker Co., new adv.-sales promotion mgr., Jerrold . . . G. L. Roark, New York district mgr., appointed central regional mgr., GE tube division, headquartering in Chicago; C. J. Biver new commercial engineer.

TV STEALS THE MUSIC MERCHANTS SHOW: There were only 30 TV exhibitors (out of some 250) at this week's Music Merchants Show in Chicago's Palmer House -- but their 37 exhibits and private showroom displays were unquestionably the major centers of attraction. More than that, they were source of substantial amount of order-taking. Actually, musical instruments were hardly in evidence in the more public places, like the exhibition hall, though they occupied 7th & 8th floors entirely.

NAMM officials say TV has benefited musical instrument sales, pointing to Arthur Godfrey's popularization of the ukulele, now being made at rate of 3000 per day. They also like fact that TV viewers, especially youngsters, can see instruments and get urge to play; that family circle has been reestablished at home, making for more musical creativeness.

Some TV exhibitors showed new lines for first time at show, though most had previously been announced and have been reported in detail in The Digest. You'll find details about others, as gathered at show, in Topics & Trends column in this issue. TV manufacturer-exhibitors were: Admiral, Ansley, Atwater, Brunswick, DuMont, Fisher, Freed, GE, Jackson, Kaye-Halbert, Magnavox, Majestic, Mercury, Motorola, Pathe, Philco, RCA, Raytheon (Belmont), Scott, Sparton, Starrett, Stromberg-Carlson, Sylvania, Tele King, Tele-tone, Trad, Trans-Vue, Video Corp., Westinghouse, Zenith.

* * * *

Cynosure of NAMM show undoubtedly was DuMont 30-in. direct-view job (Vol. 6:27). Big tube was operating in large console on raised dais at entrance to DuMont exhibit, working (as did all other sets) off Jerrold master antenna (Vol. 6:25). Picture was good, though there was yellowish tinge in center. GE's Dr. W. R. G. Baker, when asked at press conference what picture size might be largest practicable, flatly stated 30-in. -- because, he said, it was about same size as home movie screen. GE showed own 24-in. tube, but not in operation. Asked about Dr. DuMont's reference to 15x20-ft. direct-view tube for theatre TV, Dr. Baker opined it could be done, but it seemed to him "the hard way to do it."

Among many gimmicks, significant were GE and others featuring ability to modify sets for uhf when that spectrum is officially opened. GE has "uhf" lettered on station selector knob between Channels 5 & 6; idea is to use either one of those channel settings for uhf when first station in a town gets going. Majestic showed turret tuners in its sets, which Admiral and Zenith also have.

Among accessories shown were TV tables, one with swivel top; coin-meter clocks to be used by retailers selling TVs on installment-collection basis; leather photograph frame with TV antenna enclosed behind picture. RCA and GE featured casters on some consoles, RCA showing swivel-mounted Modern console (Vol. 6:27).

TOP 10 ACCOUNT FOR 75% OF OUTPUT: Six TV manufacturers account for approximately 65% of total TV sets, 4 for another 10%, some 60 for remainder, in 4 leading markets -- New York, Chicago, Philadelphia, Boston. The 6 leaders (order not divulged) are Admiral, DuMont, Emerson, Motorola, Philco, RCA. Those ranking 7, 8, 9 & 10 aren't disclosed because of wide gap from top 6 -- but it's good guess they're drawn from these also listed in "guesstimates" of last winter (Vol. 6:8): Crosley, GE, Halli-crafters, Tele-tone, Westinghouse, Zenith.

Foregoing are by-product findings of continuing study of TV commercials conducted monthly by Daniel Starch & Staff, 420 Lexington Ave., New York. They're based on 2000 personal interviews in homes of TV set owners, conducted over last 5 months primarily to get reactions to commercials. Also compiled are data on size of families, ages, income, period owned, etc.

Fully half the 2000, Starch researchers admit, are in New York metropolitan area, which would weigh heavily for DuMont. Los Angeles area, which ranks third (ahead of Philadelphia and Boston in sets-in-use; Vol. 6:25), wasn't covered.

Topics & Trends of TV Trade: You'll find the models and prices of all TV receivers thus far announced in the Manufacturers-Receivers Section of our *TV Directory No. 11*, just published. It lists 90 known TV manufacturers, 14 reported but undetailed, 5 kitmakers—indicating more than 100 firms in receiver field. In addition, it lists names and makers of 22 private brands; 34 tubemakers, 3 glass blank makers, 4 metal cone makers, 2 face plate makers. We believe it's only complete directory of its kind extant.

Most new lines have been divulged, but there are a few majors to come—notably Hallicrafters, showing in Chicago July 17; Hoffman, July 20; Motorola, July 25; Olympic, Aug. 1. Next big exposition is San Francisco's Western Merchandise Mart, July 24-28, where we're informed the following will exhibit either themselves or through their local distributors: Bendix, Capehart, Conrac, Crosley, Emerson, GE, Hoffman, Jackson, Jewel, Kalmus, Magnavox, Mercury, Olympic, Packard-Bell, Philco, RCA, Scott, Sparton, Stromberg-Carlson, Tele-tone, Westinghouse, Zenith.

* * * *

This week's batch of newly announced receivers and prices was considerable, coming mostly from the smaller companies. And at NAMM Show in Chicago, GE finally released details of its line of dozen new models as follows:

14-in. rectangular models—14T2, wood table, \$199.95; 14T3, same in blonde, \$219.95; 14C102, mahogany console, \$239.95; 14C103, same in blonde, \$259.95.

16-in. rectangular models: 16T3, mahogany table, \$239.95; 16T4, same in blonde, \$259.95; 16C113, same in mahogany console, \$279.95; 16C116, same, ¾-doors, \$299.95; 16K1, same, full doors, AM-FM-phono, \$449.95; 16K2, same in blonde, \$469.95.

19-in. round models: 19C105, mahogany console, ¾-doors, \$439.95; 19C106, same in blonde, \$459.95. Also shown was 24-in. set, 24C101, mahogany console, doors unpriced, due in fall.

All have 19 tubes, 3 rectifiers, except 19-in. which has 24 & 3, and combinations, 26 & 3.

* * * *

Hallicrafters line of 16 sets is to be shown its distributors at Chicago's Knickerbocker Hotel July 17—no details on prices, etc. available as we go to press. Line includes four 16-in. rect. table models, one of which has AM; four 16-in. rect. consoles, one with AM, another with AM-phono; three 16-in. round consoles, one with AM; three 17-in. rect. consoles, one with AM, another with AM-phono; one 19-in. round console; three 20-in. rect. period console-combinations, all with AM-FM-phono.

Hallicrafters features its "Dynamic Tuner"—printed tuner circuit (Vol. 6:21), which it has been promoting heavily, notably at Furniture Marts. It's in all except top three 16-in. rect. tables. Basic chassis has 17 receiving tubes, 3 rectifiers; sets with AM have 20 & 4; with AM-FM, 24 & 4.

President William Halligan is quoted as saying Hallicrafters is "making a definite bid for more than our normal share of fringe area business. We're going after the more sensitive, longer distance TV markets as we have done in radio communications for so many years."

* * * *

At NAMM Show, Ansley revealed 2 lines—contemporary and deluxe series. Four Contemporary models are 17-in. rect. table \$259, in 18th Century console \$369, Modern \$389, with AM-FM-phono \$495. Six deluxe sets are 16-in. console \$395, in different cabinet \$445, with AM-FM-phono and leather doors \$650, in credenza \$1095; 19-in. console \$495, in credenza with AM-FM-phono \$1195. Contemporary series has 21 tubes, 3 rectifiers; combinations, 28 & 3. Deluxe series has 27 & 3; combinations 40 & 3.

Stewart-Warner showed 10 new TV sets to 250 distributors in Chicago July 14, with leader 14-in. rect. table at \$190. Line goes up to 19-in. console with AM-FM-phono at \$525, includes also 2 models from previous line: 16-in. table at \$260 (down \$20), same in console \$290 (down \$10). General manager E. G. Fossum said shortages and threat of price increase of raw materials "indicate probability of higher list prices in the coming months rather than stable or lower prices." President James S. Knowlson said he thought Korean affair would bring on system of informal priorities of scarce materials, not all-out controls, urged distributors to order enough radio and TV sets so they "don't get caught short."

Starrett's new line of 19 sets starts with \$150 leatherette 12½-in. table and \$170 companion piece in wood. Two 14-in. rect. tables are \$180 in leatherette, \$190 in wood. Four 16-in. rect. tables start with \$200 in leatherette, include \$220 for walnut or mahogany, \$230 for blonde. Four 16-in. round consoles start at \$270 for walnut or mahogany, include \$280 for blonde, \$330 for open face combination. Only 17-in. rect. models are \$370 for mahogany, \$390 for blonde. Five 19-in. consoles run \$340 for open face mahogany, \$430 for same with doors, \$460 for same in blonde, \$500 for combination in mahogany, \$530 for same in blonde. All sets have 16 receiving tubes, 2 rectifiers, except 19-in., 17 & 2.

Atwater, subsidiary of Zenith Home Appliance Corp., big New York distributor, offers 16-in. round console at \$190 as leader and 9 other sets: 12½-in. table, \$150; 14-in. rect. table, \$160; 16-in. rect. table \$180, console \$230, with AM-phono \$300; 16-in. round console \$250, with FM \$260; 19-in. round console \$280, with FM \$340. All have phono jack. Sets have 17 tubes, 2 rectifiers, except those with FM or combinations, 22 & 2.

* * * *

Trad has 5 models in regular line, 4 in higher priced, more sensitive series. Regular line starts with 16-in. leatherette table \$160, wood console \$200, with AM-phono \$300; 19-in. console \$270, with AM-phono \$350. Sets have 18 tubes, 2 rectifiers. Sets with more sensitive chassis are 16-in. console \$270, with doors \$350; 19-in. console \$330, with doors \$380. These have 27 tubes, 2 rectifiers. Remaining in line are Trad's commercial projection sets, but added to them is 19-in. table with remote control \$495.

Video Corp. of America lists 13 sets in its direct-to-dealer line: 14-in. rect. table \$170; 16-in. rect. table \$190, blonde \$200, console \$230, blonde \$240; 16-in. deluxe console \$270, blonde \$290; 17-in. rect. console \$260, blonde \$270; 19-in. console \$300, blonde \$320, with doors \$320, blonde \$340. Chassis has 15 tubes, 2 rectifiers.

Scott, now owned by Meck (Vol. 6:16), is out with popular-priced line: 14-in. rect. table \$200, console \$240; 16-in. rect. table \$250, console \$280; 16-in. Chippendale console, \$385; 19-in. Chippendale console, \$485. These are in addition to 16-in. \$695 console-combination remaining in line. All have 19 tubes, 1 rectifier.

Majestic has added 16-in. table, in leatherette, at \$190 to new line (Vol. 6:20) . . . Brunswick has added 16-in. rect. console with doors at \$240 and 19-in. rect. console at \$300 to new line (Vol. 6:24) . . . Fisher's lone TV is 16-in. Georgian combination at \$995, contains 52 tubes . . . Pathe's line of 6 sets isn't priced. This subsidiary of Air King sells direct to dealers, who set own prices. All are 16-in. rect. consoles.

Sylvania TV-radio sales chief J. K. McDonough announced this week entire TV line (Vol. 6:27) has been sold out . . . Raytheon breaks big ad campaign on new sets Aug. 1 in *Saturday Evening Post*, *Life*, et al.

Some production claims, heard at NAMM show this week: Westinghouse, 250,000 for year, according to Tod Sloan, Sunbury manager; GE, twice 1949 production, according to TV sales mgr. David Davis, quoted in *Retailing Daily* as saying 450,000 this year vs. 230,000 last year, 900,000 next year; Majestic, 100,000 during remainder of this year; Muntz TV (Earl Muntz), 20,000 sets a month remainder of this year; Trans-Vue (R. R. Greenbaum), 40,000 for rest of year; Meck 100,000 first half of this year, more second half.

Sparton has revised prices of some of new line (Vol. 6:25) with 12½-in. table down \$20 to \$170, same in blonde down \$20 to \$175, same in mahogany console down \$30 to \$200, same in blonde down \$30 to \$205 . . . Freed also has revised some prices: 16-in. Hepplewhite console down \$30 to \$399, same in modern or blonde down \$20 to \$429, same in Sheraton down \$30 to \$449; 19-in. console with FM down \$45 to \$549, same in period or blonde down \$30 to \$595 . . . Muntz has cut 16-in. console from \$350 to \$200, has new 19-in. console at \$280, same with AM-FM-phono at \$400.

* * * *

RCA has cut service charges, resulting largely from simpler and easier-to-service chassis in new line (Vol. 6:27). New 90-day contract calls for installation, year's guarantee on parts and picture tube, unlimited service for 90 days, \$5.75 per call thereafter. Cost of this contract runs from \$20 on all 10 & 12½-in. sets with built-in antennas to \$60 for 19-in. and projections with outdoor antennas. New 1-year contract is same with full year's service, charges ranging from \$40 to \$95. If set has radio and phono, \$10 more is charged in 90-day plan, \$15 in 1-year plan.

In announcing reductions in service charges, RCA service v.p. C. M. Odorizzi warned TV industry is facing a critical shortage of trained service technicians. He referred to "fast-approaching servicing crisis in the TV industry" and added, "In many TV areas there are not enough fully-trained servicemen available to handle the demand for installation and service that will come this fall." He reported RCA planned to hold 80 "new chassis" lectures for servicemen in every TV market, with more than 10,000 technicians expected to attend.

All major record makers save Columbia are now in 45rpm camp, with Decca Records and subsidiaries, Coral and Brunswick, this week announcing first releases Aug. 15. Henceforth Decca, too, will record all new single records in both 78 & 45rpm, as well as 33½ records. Innovator of 45 (which it includes in its TV and radio combinations as separate unit from 78-33½ player, whereas most others offer triple speed turntables), RCA now asserts the 45 is solidly established, is offering free sets of records with turntable and TV-radio combination purchases, including "record of the month" free for 6 months.

Juke boxes are due to go 45rpm soon, if deal between RCA Victor and Rudolph Wurlitzer Co. bears fruit. Latter, maker of coin-operated phonographs, has put out free conversion kit permitting operator to change juke box from current 78 to 45. RCA will supply, also gratis, 2 dozen 45 records to each coin-machine operator who converts.

* * * *

Operadio Mfg. Co., St. Charles, Ill., has sold its loud speaker manufacturing division and plant at Quincy, Ill. to group of employes and local business men. Company will be known as Quincy Speaker Mfg. Corp.; Stuart Bell, manager since 1946, is new president.

Allied Video Corp., tubemaker, has changed name to Fidelity Tube Corp.; address remains 900 Passaic Ave., E. Newark, N. J.

Some stir was created by headlined reports this week that Signal Corps had placed \$36,000,000 worth of contracts with various companies—but it turns out this was regular weekly release on procurement for last week in June. Orders were heavier than usual because end of fiscal year always sees military letting heavy load of contracts to use up current appropriations. Heaviest order went to Lewyt Corp., Brooklyn, for \$12,348,918 worth of receivers and power supplies, \$178,225 amplifiers and rectifiers. Other contracts over \$1,000,000: Raytheon, Boston, \$3,840,000; Rauland-Borg, Chicago, \$3,196,635; Espey, New York, \$2,854,000; Hallicrafters, Chicago, \$2,206,000; Hubbell & Miller, New York, \$1,880,000; Telegraph Apparatus Co., Chicago, \$1,316,599; Empire Corp., Milwaukee, \$1,290,000. This week, Utility Electronics Corp., Newark, disclosed it had just gotten \$7,000,000 Signal Corps contract for walkie-talkies and 2-way jeep systems.

Gaining greatly increased pertinence by events in Korea is symposium by military and industrial technicians on "Improved Quality Electronic Components," sponsored in Washington recently by IRE, AIEE, RTMA. Transcript of significant talks by such top men as Lloyd Berkner (Carnegie Institute) and Fred Lack (Western Electric) is now available from Trilectro Co., 1 Thomas Circle, Washington (244 pages, \$3.50 postpaid).

Bruno-New York gets 5-p. cover story in July 14 *Tide Magazine*. Article says RCA Victor distributor (it also handles Bendix washers, dryers and ironers, International Harvester refrigerators and freezers) had \$40,000,000 gross sales volume in 1949, expects to hit \$50,000,000 this year (at rate of \$600,000 a month), will have spent \$1,800,000-\$2,000,000 on advertising, gets biggest share of income from RCA Victor line.

National Television Standards Committee is more active than ever on several fronts, chairman W. R. G. Baker reported at press conference at Chicago NAMM show this week: (1) Setting up numerical standards for all 3 proposed color systems. (2) Devising new vhf-uhf allocation to minimize intermingling and oscillator radiation interference. (3) Preparing proposal for introduction of dot-interlacing into present black-and-white system.

More July 1 sets-in-use since June 1 NBC Research Dept. "census" (Vol. 6:25): Kansas City 37,600, up 1800 in month; Johnstown 24,200, up 1100; Davenport-Rock Island 14,130, up 2730; Boston 405,068, up 14,068; Baltimore 178,240, up 5240; Milwaukee 19,044, up 4044; Providence 65,270, up 3070.

Bendix Radio Division, Baltimore, has \$408,781 CAA contract for 44 Very High Frequency Aircraft Direction Finders (VHF-ADF) to be installed in as many commercial airports. First deliveries are scheduled for July 1951.

Trade Personal: Francis K. Rettenmeyer, ex-chief engineer of Federal Radio & Telegraph, formerly with RCA and Bell Labs, joins Philco as executive engineer to assist on govt. and industrial electronics program . . . Milton J. Shapp quits sales rep field to devote fulltime to presidency of Jerrold Electronics, whose Mul-TV antenna system is now being distributed nationally by Philco; M. J. Shapp Co. continues in rep field, with Harry Estersohn and Ken Randall dividing factory groups . . . George F. Bart ex-Gross Distributors Inc. appointed advertising mgr. of Olympic . . . Ben Farmer now sales mgr., Rauland Corp. . . Dean Deaner, ex-Multiple TV Mfg. Co., new sales mgr., International Television Corp.

Promoting its traveling TV unit, RCA has issued brochure *Looking Forward to Television Eventually?* showing how TV grantees, radio stations, dept. stores, etc. have used unit to build up pre-telecasting enthusiasm or identify themselves with TV.

Financial & Trade Notes: Officers' and directors' stock transactions reported by SEC for May (see Vol. 6:22 for April): Richard E. Laux, purchased 1000 shares General Instrument Corp., now holds 1100; Henry Reeve, bought 400 Hazeltine, holds 5400; John D. Grayson, sold 100 shares Magnavox, holds none; M. J. Hickey Jr., bought 25 shares Motorola, sold 275, holds 3055; D. S. Lenfesty, sold 600 Noblitt-Sparks (now Arvin), holds 3400; Robert F. Herr, bought 100 Philco, holds 13,132; John S. Timmons (March), sold 1400 Philco, holds 10,000; Walter A. Buck (with Mrs. Buck), bought 100 RCA, holds 200; John G. Wilson (deceased), bought 150 RCA preferred; Milton D. Block, sold 1000 Sentinel, holds 100; Reuben E. Freeman, sold 500 Sentinel, holds none; Harry G. Sparks, bought 1000 Sparks-Withington, holds 1400; Harold M. Johnston, bought 200 Sparks-Withington, holds 200. In addition, SEC reports these Muter holding following 100% stock dividend May 1: Arthur A. Dailey, 4900 shares; Laurence A. King, 1300; Leslie F. Muter, 100,000; Karl E. Rollefson, 3500; Fred B. Stevens, 2000; Thomas A. White, 11,446.

ABC president Robert E. Kintner sold 3600 more shares of ABC common in June, reducing his holdings to 7000, according to SEC report. Earl E. Anderson, v.p. and director, who sold 6000 shares in April (Vol. 6:22), sold 500 more in June, leaving him 8500.

* * * *

Wilcox-Gay-Majestic Corp. will be name of combination of Wilcox-Gay, Garod and Majestic authorized July 14 by boards of 3 companies headed by Leonard Ashbach, who recently purchased control of Wilcox-Gay (Vol. 6:15) and acquired rights from bankrupt Majestic (Vol. 5:50). Stockholders meeting within 30 days will act on plan whereby Wilcox-Gay will issue new stock to buy Garod and Majestic (owned outright by Ashbach). Additional stock will also be offered to public to provide working capital. Mr. Ashbach said plan has been approved by Wilcox-Gay creditors. New firm will continue producing TVs, radios under Majestic brand, Recordio home recorders, etc.

Avco earnings for 6 months ended May 31 amounted to \$4,804,685 (67¢ per common share) on sales of \$98,223,246. This compares with \$2,566,640 (35¢) profit, \$71,054,898 sales during same period last year. Sales for entire 1949 fiscal year were \$137,398,554, earnings \$4,150,466 (54¢). Sharp increase for first half of fiscal 1950 is attributed mainly to refrigerators, ranges, freezers, farm equipment. TV manufacture did not contribute substantially to earnings for period, president Victor Emanuel reported, but it is expected to get greater emphasis during rest of this year. Productive capacity of Crosley division's Cincinnati plant is being increased.

Raytheon has filed SEC registration for sale of 289,459 shares of its \$5 par common to be offered to stockholders in ratio of one new share for each 5 held. Price and terms not yet disclosed. Principal underwriters are Hornblower & Weeks and Paine, Webber, Jackson & Curtis.

Television Fund Inc. has declared 12¢ dividend, payable July 31 to holders of record July 20—same amount as was paid preceding quarter . . . Packard-Bell directors voted to split 250,300 shares of outstanding capital stock 2-for-1, subject to stockholders approval in August; sales for 3 months ended June 30 exceeded \$3,200,000, profits about \$1.15 per share vs. \$1,442,000 sales and 25¢ per share in same 1949 quarter . . . Arvin Industries (formerly Noblitt-Sparks) had sales of \$11,301,147 for 3 months ended April 2, earnings \$718,496, according to report to N. Y. Stock Exchange.

Industrial Television Inc. offering issue of 200,000 common shares at \$1 to finance increased production.

Motorola second quarter earnings rose to \$2.97 per share on sales of \$34,500,425 vs. \$1.27 on \$19,050,967 sales in same quarter 1949, president Paul V. Galvin reports. For first 6 months of 1950, earnings are \$6.50 on sales of \$70,347,399 vs. \$2.41 on \$34,292,712 for first half 1949.

* * * *

Senate Finance Committee has agreed to defer further action on tax bill pending developments in Korea. Reports indicate Treasury Secretary Snyder asked Senator George (D-Ga.), chairman, to pigeon-hole bill until situation clarifies. Most senators agreed that if Korean campaign gets worse, Administration may have to ask for more, not less, taxes. Some think Wednesday's action probably means bill is dead for this session of Congress. House-passed bill (HR-8920) cut more than \$1 billion in excise taxes (kept 10% on radio, did not include TV), made up losses by increasing corporation taxes, plugging loopholes.

Allocation of AT&T's new Chicago-Omaha microwave for TV, due Oct. 1, will be worked out at regular meeting between network, station and AT&T officials Aug. 7 in New York. Chicago-Omaha connection, linking also Davenport-Rock Island and Ames (Des Moines), will have 2 circuits, both westbound; second to be put in service month after link is completed. (See map, *TV Directory No. 11.*)

— ■ —

Heavy drops in TV stocks on this week's markets, which came to halt Friday with slight upturns, impelled Chester D. Tripp, president of Television Fund Inc., open end investment trust specializing in electronics shares, to address this letter to stockholders under date of July 13:

"The totally unexpected developments in Korea have wiped out in a few short days nearly half the rise that has taken place in the Dow-Jones Industrials in the last year. This is typical of the action when sudden bad news hits the market, and a study of previous panic declines caused by war news shows that in every case the recovery from the lows has been over 70% of the decline. In the television and electronics group the recovery could be quite startling as this industry's production in war would rise to an almost unbelievable height.

"Lower profit margins on military business can be expected and some increase in the corporate tax rate is likely even if no excess profits tax is imposed. For some companies, the increase in volume will, however, go a long way toward compensating for lower net profit margins. In 1944, the peak year, the government is estimated to have purchased some \$4,600,000,000 of electronic equipment. It is no secret that the military expenditures for research in the field of electronics have been kept at a very high level. Production and mobilization planning has gone on constantly and many concerns could convert to total war production in a fraction of the time taken in World War II. It has been estimated that the electronics industry will produce over \$2 billion worth of equipment in 1950, and that in total war its production would expand at a minimum fivefold.

"From the investor's point of view the important facts are first, that modern warfare is electronics and that total war would mean an enormous increase in the overall rate of production in this industry; second, that the television and electronics group had been capitalizing prospective 1950 earnings at a very low rate and the emotional panic selling in the group has brought the price of many issues to a level which even wartime earnings and dividends could support; finally, and perhaps most significant, that when the would-be conquerors of the world exhaust themselves against the superior strength of our resources and purpose, and we are at peace again, the demand for television sets and electronic devices, vastly improved by the intensive military research, should far exceed anything we have seen to date."

OUTLOOK—FEWER SETS, HIGHER PRICES: For first time since TV's emergence in 1946, you're hearing talk of higher prices at all levels. Nobody has yet upped his published lists, so far as we're informed, and there appears to be no good reason to do so until war orders actually cut into TV production. That hasn't happened yet -- and factories are going full blast, now that vacation periods are over.

When military demands for materials begin to take precedence, it's inevitable that some will have to be diverted from TV-radio -- to what extent, no one can say yet. TV then can no longer enjoy the increasingly large-scale production and distribution facilities of last few years, so that shorter supplies will make for higher prices. As one of the largest manufacturers put it, "TV can only maintain its present low prices on the basis of mass production. They're as low as they can go, right now."

Thus TV to an extent is sharing "panic" market that exists for autos, tires, refrigerators, etc., despite fact that summer is normally its dull season. Distributors of name brands are taking all they can get from factories, dealers are cleaning out distributors, though it's said big dealers are buying much faster than they're selling. Despite poorer summer programs, buyer interest in TV is unflagging.

Supply rather than competition apparently will dictate market rest of this summer and fall, during which flow of instruments should continue fairly heavy pending orders from Washington. Military orders, it must be noted, won't come overnight, and present factory facilities are flexible enough at moment to take care of substantial amount of such new business with disrupting normal lines.

Note: Philco v.p. Fred Ogilby is reported to have told Los Angeles dealers TV prices may be increased before Labor Day, citing critical shortages of components; he recommended they stock 60-90 day supply of sets. W. H. Sahloff, GE receiver division manager, told Syracuse dealers prices probably would go up later this year due to increasing consumer demand. Hallicrafters' Wm. J. Halligan stated July 20 that "prices cannot be expected to hold throughout fall if increased military requirements should bring about a curtailment of normal free procurement operations." And even before Korea, Emerson's Ben Abrams posted "summer sales stimulant" prices guaranteed for only 90 days, saying they'd be raised (Vol. 6:26).

BIG TUBE SIZES STILL QUESTION MARKS: Tube-size confusion (Vol. 6:14) has subsided somewhat, as far as all-glass tubes are concerned. But it's still anyone's guess what will emerge from metal-coned experiments and claims -- guesses that may be rendered academic by war's exigencies. As for receiving tubes, they're still in short supply (Vol. 6:28), may get even tighter despite expanding plant capacity and assurances from glass blowers that there's no bottleneck on their part.

Both ASPC (Kimble) and Corning are now making 14, 16 & 17-in. rectangulars, tapering off on rounds. ASPC added 17-in. this month. Though metal-coned rounds are still coming out in enormous quantities, general feeling of set makers seems to be that their competitive claims will tend to drive 16-in. out as fast as 17-in. production will permit.

The 2 big glass-blowers are still jockeying with 19-in. (ASPC) and 20-in. (Corning); both have samples out, expect production in matter of weeks. Each claims its size has distinct advantages, strong following. Neither has any present plans beyond those sizes, but they're sure they'll make bigger ones when demand arises.

Moderate demand for 14-in., nothing like that for 16 & 17, has many still regarding it as an interim size. Many set makers apparently don't believe it can compete with 16 or 17-in.; they don't consider it big enough jump from 12½-in.

Real speculation is on the big babies -- 21-in. (DuMont, RCA), 22-in. (Rau-

land), 24-in. (GE, Philco, Sylvania), 30-in. (DuMont). It's still too early to conjecture which size, if any, will dominate. Some may never even appear, though Dr. DuMont is excited about his 30-in. (Vol. 6:27-28), will have some out this fall, while both GE and Stromberg promise 24-in. receivers.

Sylvania executive v.p. H. Ward Zimmer predicts 19-in. will be "No. 1" next year, and says that 24-in. "won't be the end, by any means, in size."

What is the end in size? "When you can no longer get the set through doorways," one tube man opines.

* * * *

Spincraft Inc., Milwaukee, one of the 4 metal-cone suppliers (TV Directory No. 11), this week disclosed (to Milwaukee Journal) development of a rectangular stainless steel envelope for TV tube assemblies with 24-in. face. It reported it had orders for 200,000 from unnamed customer -- presumably either GE, Lansdale (Philco) or Sylvania, who alone have indicated they're working on that size. Special spinning machines had to be built to reach full production on new shape by September, it was stated. Company is also making 30-in. tube envelope. Meanwhile, its production of 16-in. rounds is proceeding on basis of 3 shifts a day 7 days a week.

Topics & Trends of TV Trade: Since they're so often mentioned in the same breath—as industries that may have to convert in large part to defense production—it's interesting to note the curious coincidence that, unit-wise, TV receiver industry this year has been closely paralleling automotive production. Dollar-wise, of course, there's an obvious enormous disparity, due to wide gap in unit prices.

First 5 months of 1950, TV receiver output totaled 2,530,000 (Vol. 6:25). Same period, auto industry turned out 2,373,514 passenger cars, 520,181 trucks and buses. Take passenger cars alone (which in 1949 totaled 5,108,841 at factory value of \$6,859,000,000, as against about 3,000,000 TVs valued at some \$550,000,000 at factory); the month-by-month output figures, as released by Automobile Manufacturers Assn., are remarkably close to TV:

January, 487,824 passenger cars, 420,000 TVs; February, 385,361 & 460,000; March, 469,618 & 655,000; April, 455,193 & 525,000; May, 575,518 & 470,000 (Vol. 6:21,25).

* * * *

Some optimistic forecasts for TV, which war emergency may render academic, were released July 19 by National Industrial Conference Board. That important business research organization says TV industry is "over the hump of its production growth" and adds that after freeze "another surge in output may be forthcoming." It reckons TV service is available to 23,000,000 families now. Giving 17,250,000 families as potentially able to buy sets, it figures 9,000,000 in use at end of this year will give more than 50% saturation. If another 6-7,000,000 are sold in 1951, it holds saturation would approach 75%.

Radio-phono-TV classification was leading merchandise group in dept. stores during first 5 months this year, according to Federal Reserve Board study covering 354 stores. The 187 stores having this department enjoyed average gain of 104% over same 5 months of 1949. Second best showing was major household appliances, up 13%; third, furniture and bedding, up 10%.

Writing in July *Proceedings of IRE*, obviously before Korean crisis, veteran Tele-Tech editor O. H. Caldwell estimated \$3 billion retail trade in TV-radio products this year. He figures 6,000,000 TVs will bring \$900,000,000 to manufacturers, \$1.6 billion to retailers; that 12,000,000 radios means \$260,000,000 at factory, \$500,000,000 over the counter; that replacements, accessories and instruments will run \$190,000,000 & \$250,000,000. To this, he would add following sold directly by manufacturers: broadcast, recording and studio equipment, \$200,000,000

(probably high); mobile, airplane, police, taxi radio, \$100,000,000; govt. purchases \$350,000,000 (probably low in view of Korea). It all adds up to \$2.1 billion at manufacturers' level, \$3.1 at retail.

* * * *

Hallcrafters' line of 20 sets (Vol. 6:28), now priced, leads off with 16-in. rectangular table \$200, in better cabinet \$230, with more sensitive chassis \$250, with AM \$270. Consoles are: 16-in. round \$260, in better cabinet \$300, with AM \$330; 16-in. rect. \$280, in blonde \$295, with AM-phono more sensitive chassis \$400; 17-in. rect. \$300, in blonde \$320, with AM \$350, in blonde \$380, with AM-phono \$450, in blonde \$490; 19-in. round \$380. Three 20-in. rect. are in period furniture with AM-FM-phono, \$595.

Big pitch, besides printed circuit tuner, is long distance reception of all but 4 basic 16-in. rect. (2 tables, 2 consoles), all of which are due for delivery in September. They're reported to have 15 tubes, 3 rectifiers, while other sets have 17 & 3. Sets with AM have 20 & 4, those with AM-FM-phono have 24 & 4. Hallicrafters reported it signed \$25,000,000 orders for rest of year at convention.

* * * *

New Motorola line will be shown distributors next Tuesday, July 25, at Chicago's Palmer House, then shown to press Aug. 1 at New York's Waldorf-Astoria. Next day, president Paul Galvin will address N. Y. Society of Security Analysts . . . Besides GE (Vol. 6:28), Stromberg-Carlson also has 24-in. console; it's in cabinet the size of last year's 19-in., is due in fall. Dealers were much impressed with potential for home use when shown at Chicago Music Show last week . . . Emerson's 14-in. walnut bakelite table model 662 has been priced at \$179.95.

Stewart-Warner line introduced July 14 (Vol. 6:28) starts with 14-in. rect. table with leatherette front panel at \$190, includes eight 16-in. rect. models: wood table \$260, console \$290, blonde \$310, console with doors \$330, blonde \$350, 18th Century Sheraton \$360, with AM-FM-phono \$430, same in different cabinet \$500. Only 19-in. is 18th Century console with AM-FM \$525. There are 17 tubes, one rectifier in 14-in. set, 22 & 3 in 16-in., 27 & 3 in 16 & 19-in. combinations.

Hoffman showed 22 new sets to distributors in Los Angeles July 20, all with rectangular tubes. Line comprises 14 & 16-in. tables, in mahogany and blonde; 14, 16 & 19-in. consoles, and 16 & 19-in. console combinations, all in mahogany, blonde or maple. Prices are still to be set.

Sprague Electric Co., North Adams, Mass., major components maker, and Philips Industries Inc., Hartford, have joined on equal backing basis to form Ferroxcube Corp. of America, 50 E. 41st St., New York, with Robert C. Sprague, president; John P. Adams, sales v.p.; T. James Reed, mgr. of factory at Saugerties, N. Y. Company will manufacture Ferroxcube, new ferro-magnetic ferrite used as core material in high frequency coils and transformers. Production quantities will be available around Sept. 1. By reducing electrical losses in components, it's claimed, higher efficiency with smaller circuits, more compactness and lower costs are made possible in TV-radio sets, etc. Product was originally developed by Philips of Holland.

Manufacturer Frank A. D. Andrea was quoted in *New York Times* July 16 as stating: (1) That he had to pay \$50,000 for supply of resistors which cost only \$20,000 week before. (2) That "one of the largest resistor suppliers in the country increased prices from \$10 to \$18 a thousand . . . No reason was given for the action." (3) That resistors are now on 39-week delivery basis. (4) That Navy had sent out invitations to bid to all component suppliers on a considerable quantity of components and parts and that much of the materials were used in TV production.

Peculiarities of oscillator radiation are being brought to light. Philco Corp., in report on "Measurement of Local Oscillator Radiation," submitted this week to FCC, indicates trickiness of subject. If radiation from receiving antenna is cut down, interference pops up from chassis, even from power cord. Philco report is explanation of how tests are being conducted, does not attempt to establish figures, recommend methods of overcoming problem. FCC feeling, however, is that as more and more work is done on problem, solutions will be found.

Electronics mobilization committee has been formed by Chicago Electronic Parts & Equipment Manufacturers Assn. Chairman is James P. Quam, Quam Nichols Co., other members are: William J. Halligan, Hallicrafters; Jerome J. Kahn, Standard Transformer; John H. Cashman, Radio Craftsmen; S. N. Shure, Shure Bros.; Herbert C. Clough, Belden; H. L. Kunz, Sangamo Electric.

Pacific Electronic Exhibit is scheduled for Sept. 13-15 at Long Beach Municipal Auditorium, sponsored by West Coast Electronic Mfrs. Assn. Following will exhibit sets, tubes, components, etc.: Altec Lansing, Approved Electronic, DuMont, Eitel-McCullough, GE, Hoffman, Hytron, Mattison, North American Philips, National Co., National Union, RCA, Radio Craftsmen, Raytheon, Sylvania, Tech Master, Tung Sol, Sheldon, Westinghouse.

Signal Corps procurement contracts let during July 3-14 totaled \$14,895,830, with \$7,086,500 going to Utility Electronics Corp., Newark, N. J. for radio receivers. Among 21 contracts were those to: Collins Radio Co., Cedar Rapids, \$810,156, radio receivers; Espey Mfg. Co., New York, \$142,313, transmitters; Hallicrafters, Chicago, \$305,234, radio terminal sets; Western Electric Co., New York, \$408,676, teletypewriter sets.

Meck has scheduled 152,000 TVs for last 6 months this year, estimates factory volume of \$22,800,000. This is more than entire 1949 production, president John S. Meck said. Company's supply of components is "ample to meet the production schedule," Meck said.

Tele-tone's new factory at Rahway, N. J., enables it to triple TV production capacity by end of this month. With New York factory, 2500 sets per day are scheduled.

Universal Laboratories Inc. has acquired 69% of stock of Super Electric Products Corp. (transformers, etc.), with plants in Newark and Jersey City.

Trade Personals: Sanford B. Cousins, v.p. & gen. mgr. of New England Telephone Co., Aug. 1 becomes gen. mgr. of Bell Laboratories . . . Frank Folsom, RCA president, vacationing at Bohemian Grove, Cal. . . . Clarence K. Bagg, ex-Sylvania TV sales mgr., now director of client marketing-merchandising service, Birmingham, Castelman & Pierce Inc., ad agency . . . Robert Howard, ex-Dale Distributing Co. executive v.p., named v.p. & gen. mgr., Admiral-New Jersey; Daniel L. Jacobs, TV sales mgr.; William A. Lake, appliance sales . . . Harry S. Gould resigns as merchandising mgr., John Meck Industries . . . James Oliver, ex-L. Ronney & Sons, Los Angeles furniture maker, new sales mgr. of Pacific Mercury Television & Radio . . . Mitchell Fein resigns as Starrett sales v.p. . . . Jack A. Kerr, from GE electronics dept., named New York district mgr., GE receiver division.

Philco is circulating, for showings by its distributors, new movie showing evolution of modern TV set from drafting board to finished product. Titled *The Story of Philco Quality in Mass Production*, sequences start with felling of logs in company's own South Carolina lumber tract, and proceed through making cabinets at Watson-town, Pa. plant; tuners at Croydon, Pa.; CR and receiving tubes at Lansdale, Pa.; finished receivers at Philadelphia and Sandusky, O. Stressed is Philco claim to produce more of its own materials than any other company. The 16mm sound film, 13½ minutes long, was written and directed by Edward Bland, sales promotion dept., produced by WPTZ movie unit.

Nation's biggest AM independent, New York's WNEW believes in making the proverbial hay—took half-page ad in July 16 *New York Times* to boast: "Radio Station WNEW Sells More Television Receivers Than Any Radio Station in New York." Ad copy states that RCA Victor last 4 years bought more time on WNEW than on all New York radio stations combined, that major portion of distributors Bruno-New York's current "Million Proof" promotion is on WNEW.

How to boost TV set sales in rural areas contiguous to TV cities, as recommended by Arvin: Van Dervoort Hardware Co., dealer of Lansing, Mich., has rigged up trailer with line of TV and radio receivers and antenna rigged to jack-knife boom which can be raised or lowered as needed. Thus, on-location demonstrations of TV reception, height of antenna necessary, are provided farm folk. It's selling sets, Arvin reports.

FCC's proposed rules on antenna heights, locations, markings, etc., issued May 24, brought flock of comments and criticisms by July 17 deadline. Among principal comments by broadcasting interests, represented by NAB, TBA, FCC Bar Assn., individual stations: (1) New rules could conceivably turn down applications for towers without full study and hearing. (2) Full, legal hearings and appeals on denials isn't spelled out clearly. (3) Limitations on heights and locations may prevent stations, particularly TV and FM, from providing coverage required by FCC.

Reconstructed White House will have conduit system in walls permitting TV installation in any room, but present contractors (and govt. supervisors) have no plans for TV installations as such. Conduit system isn't for TV alone, is being installed to carry telephone, intercom, etc. Renovation is due to be completed October 1951.

Transit radio, white hope of FM, has national sales of close to \$15,000 this month, Transit Radio Inc. estimated in second anniversary roundup. Transit radio contracts are in effect in 21 cities with 4500 vehicles to be equipped by Sept. 1. Expectation is that national sales in December will reach \$45,000 a month.

Financial & Trade Notes: Why are TV stocks so weak? asks United Business Service for July 17, which goes on to reply:

"One of the most important reasons is the sharp run-up in market price which this group experienced earlier in the year. Also, price cutting has been prevalent in the trade during the dull summer sales season. There are fears that the industry may suffer a diversion of its production from high profit civilian sets to electronic components for the Armed Forces, with a resulting cutback in profits. If an excess profits tax should be enacted, it might fall hard on TV companies, which lack either a large invested capital base or average past earnings of sizable amount. Eventually, these stocks will experience a healthy rebound, but for a while there are likely to be recurrent scares and weakness."

UBS recalls that average earnings of electrical equipment stocks 1942-45 were 80.9% below 1949 earnings. It notes that the radio group dropped 39% between Sept. 1939 and Pearl Harbor, then went up 278.3% between Pearl Harbor and V-J Day.

* * * *

Sidney B. Lurie, of Paine, Webber, Jackson & Curtis, in July 19 report concedes: "No question about it, the TV industry is vulnerable to an *all out* war effort—despite the vastly increased productive capacity at the manufacturing and component parts level." But, he notes no all out effort—yet—and quotes informed industry sources (Vol. 6:28) that military's electronic requirements may not exceed 20% of the industry's output—may even be less—and can be met without any serious cutback in civilian production. He continues:

"Thus, if—as is presently indicated—our new environment is part war and mostly peace, 1950 will be a banner year in television inasmuch as: (1) Seasonally, the best 4 sales months of the year lie ahead—and buyer fears of shortages should mean no difficulty in disposing of the inventory accumulated during the seasonally dull summer months; (2) With the accent of the new fall models on lower prices and bigger screens, a wider consumer market is being tapped—and the over-all public should be tempted by the excellent values; (3) From all indications, the fall months will see bigger and better programs—and improved entertainment will attract the non set owner; (4) New set markets will be opened through the addition of 5 cities in September and 7 more in October to existing network hookups. Thus, while 1950 earnings probably will not be as large as they might have been if the throttle had remained wide open—the figures still could make very pleasant reading.

"Our concern—and it existed before Korea—is not 1950 but 1951 . . . We remain bullish on the nearby trend . . ."

* * * *

Admiral's first-half sales volume rose to \$103,295,848 from \$53,110,405 in same 1949 period, according to July 18 report. Net earnings for first 6 months of 1950 were \$8,485,184, or \$4.24 per share on 2,000,000 shares now outstanding. This compares with \$3,155,689 earnings (\$1.58 per share) for same 1949 period. Sales for second quarter were \$57,004,439, earnings \$4,326,735 (\$2.16) vs. \$29,597,308 sales, \$1,619,472 earnings (81¢) for second quarter 1949.

Imperial Television Mfg. Co.'s William H. Cies reports it has completed new financing (75,000 shares sold to public at \$4) and is now producing cabinets and plywood for cabinets for other set and cabinet manufacturers, plus line of complete TV sets sold under brand name "Imperial." Wood & Cies Distributing Co., now located

at 2034 E. 48th St., Los Angeles, is wholly owned subsidiary, distributing both Imperial and Tele-tone lines in 11 western states. Mr. Cies states he understands his firm is one of 3 largest TV manufacturers in West (presumably after Hoffman and Packard-Bell) as well as one of largest distributors.

Avco which turned in strong 6-month report despite relatively poor showing of its Crosley division in TV (Vol. 6:28), has filed plan with SEC to register additional shares of \$3 par common stock to be exchanged for common stock of Bendix Home Appliances Inc. Basis of exchange will be supplied by amendment. Avco already owns 16% of Bendix (not connected with Bendix Aviation, maker of radios and TVs), and there are 891,290 additional shares of Bendix owned by others. Options are outstanding on 13,300 shares at \$8.50.

Variety professes to know (July 19) that "Paramount is continuing to explore the possibility of ridding itself of its extensive stock interest in DuMont Television by trading the shares to its own stockholders . . . [and] are said to have under consideration a plan for purchase of the American Broadcasting Co. or other radio and TV facilities." Purpose would be "to adjust for changes anticipated in the industry as a result of tele."

—■—

FCC really is pushing for earliest possible color decision, with good chance consensus may be reached in 2-3 weeks. Even then, month must be given staff to write decision, have it reviewed by Commission, rewritten, etc.—plus additional time for dissents, separate concurring opinions, etc. Commission met daily on color this week, except for Friday session on routine business. Meanwhile, battle of "you're another" raged between CBS and RCA, with former asking Chairman Coy to ignore RCA's reply brief (Vol. 6:28) on grounds it wasn't legally correct, and latter sarcastically claiming CBS was sore because it wasn't mentioned sufficiently. Hazeltine recommendation that FCC come out with broad decision favoring dot-sequential system (RCA), permit industry to work out details, was turned down by FCC on grounds record was closed, no new evidence could be introduced. On Capitol Hill, Sen. Johnson's committee disclosed Condon Committee Report (Vol. 6:28) is being printed as Senate Document No. 197, available from Supt. of Documents at 20¢.

DuMont has improved film recording, mainly increasing sound quality through new process of printing magnetic sound optically on film. DuMont said also it has improved its New York WABD film projection facilities by modifying video amplifier to improve gray scale, developing light filters to sharpen film image, modifying iconoscope camera to minimize flare. This is latest in series of kine improvements by TV networks (Vol. 6:21, 24).

Nice legal point is before FCC on complaint of WWJ-TV Detroit—that WJIM-TV, Lansing, is picking up its NBC program signals and rebroadcasting them without its permission. *Detroit News* station wants FCC to tell Lansing station to stop. WJIM-TV replied it had permission from NBC to pick up programs; in fact was relaying too with ABC and CBS permission as well as that of their Detroit affiliates WXYZ-TV and WJBK-TV. Legal point seems to be definition of "originating station," which has power to refuse rebroadcast rights. WJIM-TV claims NBC is originator; WWJ-TV claims it is.

Two books due off presses soon are *Radio, Television and Society*, by Charles A. Siepmann, one of authors of FCC's famous Blue Book, to be published by Oxford University Press Aug. 17, and *The Great Audience*, by Gilbert Seldes, onetime CBS-TV, due Oct. 16 from Viking Press.

HALF-YEAR OUTPUT OVER 3,000,000 SETS: In June, set makers weren't holding back production in anticipation of summer slump, but were determined not to get caught short when sales boomed in fall. That much is evident in RTMA's 388,962 total for the 5-week month, up from May's 376,227 but somewhat below March-April highs (TV Directory No. 11). June's successive weekly production: 58,509; 79,404; 86,270; 85,160; 79,619 -- weekly average of about 78,000 being somewhat lower than May (Vol. 6:25) due to some plant vacations.

Hike June figure by 25% to cover non RTMA production and you get more realistic count of 486,000 for month, bringing 6-month total to 3,016,000 (RTMA estimates 3,100,000) and making grand total of postwar TVs 7,016,000. It's obvious that 1950, barring war encroachments, is on way to becoming at least 6,000,000-set year.

Dominance of big tubes is more apparent than ever: 69,067 table models and 66,631 console-consolettes in 12 to 15-in. category; 91,631 table models and 148,874 console-consolettes in 16 to 18-in.; 12,112 sets 19-in. or over; mere 546 under 12-in., 101 projections.

June breakdown by models: tables, 161,303; TV-only consoles or consolettes, 202,290; combinations (with AM and/or FM), 14,812; combinations (with phono), 10,557. Of total, 23,475 could tune FM.

Radio production was also very nice, totaling 1,054,456, compared with May's 900,056. June output included 247,675 battery sets, 270,348 auto.

TRYING TO GAUGE COMPONENTS SHORTAGES: Here's components situation in a nutshell, as gleaned from leading makers of key components:

(1) Pre-Korea, set-producing capacity was almost certain to outstrip production of some components, by a moderate degree.

(2) Hoarding is now knocking that delicate balance out of kilter.

(3) Any govt. stockpiling program of strategic raw materials or components, which might start almost overnight (doesn't need to wait for tooling up, training workers, etc.), would slow down civilian use of components the minute it starts.

(4) Demands for electronic war equipment, even if relatively small at first and slow to start (as seems likely), will obviously cut set production in proportion to their extent.

Hoarding is factor really raising hob right now. Stockpiling could be next big factor. Status of 3 important components, based on thinking of top producers:

(1) Receiving tubes: "Right now," says one of biggest, "there are enough for our needs, but not as many as wanted." In other words, tube and set production are running about neck-and-neck. If any serious shortage is present or imminent, it's due to frantic buying.

RTMA reports 170,375,921 receiving tubes sold during first 6 months, compared with 81,663,213 same 1949 period (see note, p. 5). That record number will be augmented rapidly as new plant capacity comes in. Sylvania will start producing this fall in new Shawnee, Okla. plant; GE is expanding Owensboro, Ky. and Tell City, Ind. plants; RCA is setting up more lines in Indianapolis, adding 126,000 sq. ft. at Harrison, N.J.

Tube status is sized up in few words by this telegram from major producer:

"Present situation receiving tube production very tight. See no price rises because of excess demand except some inequities which exist on a few types. Military orders effect can only be guessed at as presently known requirements are being absorbed. We believe industry will attempt to offset overdemand with more output by creating new facilities and opening wide present facilities."

(2) Resistors: The really critical component, according to one of largest suppliers. He states flatly that shortage of resistors, alone, will limit set production to 3,000,000 during balance of year -- even though set makers are geared to build 400,000-600,000 more.

Anticipated govt. orders for 1950 don't trouble him much. He says military equipment generally doesn't use any huge number; a couple types could use considerable numbers, but it's hard to see how very many of them can be produced this year. TV is "bottomless pit." Each set averages 115 resistors, radio only 23.

Rate of production is now about 75,000,000 monthly; stepped up production should bring total to some 1.3 billion by year's end. Wartime peak 12-month output was 576,000,000. Anxieties over shortages are so great that even jobbers and servicemen, let alone set manufacturers, are loading up. One resistor maker reports even his October production sold out. He's resorted to importing from England, Canada, Denmark. Biggest producers are International Resistance, Stackpole, Allen-Bradley, Chicago Telephone Supply.

(3) Capacitors: No shortage of production capacity to handle both civilian and military demands, as far as latter is ascertainable. That's opinion of one heavy producer. First things that will create shortages in capacitors, he believes, could be raw material and manpower scarcity, rather than plant capacity. Capacitors use aluminum, tin, zinc, etc.

Types of electronic equipment needed by military have important bearing on ability to meet demand for capacitors, he says. It's his impression that types may use smaller proportion of capacitors than equipment did in last war. All in all, he sees no immediate crisis in his line, but reemphasizes that raw material and manpower shortages can develop quickly, foul up any calculation.

PICTURE TUBE PRICES, SIZES, PLANS: TV picture tube situation took some interesting turns this week, as major makers indicated they had sufficient capacity to handle probable military orders (mainly oscilloscopes and radar) without appreciably curtailing civilian supplies. Govt. demands on CR tubemakers, of whom there are now 34 (TV Directory No. 11), are still as indeterminate as they are for rest of industry -- so it's idle to talk conversion yet. For TV, it appears that over-all supply just about balances demand at moment. Meanwhile, these new items can be reported:

(1) General Electric is cutting price of 19-in. metal-coned tubes as of Sept. 1, retroactive to Aug. 1. Formal announcement is due next week, but fact leaked out through several of its customers. Manufacturer price will be \$37.25 (down from \$45), distributor \$41 (from \$49.50), suggested dealer \$51 (from \$62), suggested list \$68 (from \$82.50).

Other major makers of that size, notably DuMont and Sylvania, were taken by surprise, said they haven't any present intention of following suit since demand is still ahead of supply. One even said he was thinking of raising prices! Biggest tubemaker RCA doesn't make own 19-in., gets them on contract from Eimac, and those produced by Rauland are supposed to be used entirely by Zenith.

GE also reveals it's now sampling its 24-in. metal-coned round tubes (Vol. 6:29), but what's done about them depends on customer reaction -- thus far "very favorable." GE still plans pilot run of receivers with this size in September, quantity production in latter October.

(2) Corning Glass revealed developmental design for 26-in. rectangular, with picture area about same as 24-in. round, and is showing it to customers with thought that it may be next step after 20-in. (Vol. 6:29). The 20-in. blanks go into production next month. The 26-in. has 70% deflection, is about 27-in. long, or nearly 1½-in. longer than 24. Corning says it has no idea of bringing out this size this year, has orders for all the 20-in. it can turn out (may run about 20% of total units), and is doing some testing with 24 & 30-in. sizes also. Corning's new blank plant in Albion, Mich. goes into production in mid-Sept., making 17-in. and larger.

(3) Those rectangular metal envelopes for 24-in. tubes we reported last week being made by Spincraft Inc. (Vol. 6:29), turn out to be test models -- being pre-

pared for sampling only. Checking to find who placed reported order for 200,000 of these, we got denials from every major tubemaker, notably DuMont, GE, RCA, Sylvania.

Someone in ad dept. of Spincraft, it develops, gave out data prematurely and erroneously, probably in an excess of zeal. The 200,000 units actually refer to one order for 17-in. rectangular metal envelopes for an unnamed customer (good guess is RCA). Actually, the Spincraft "24-in." is misnomer; diagonal is just about that of a newspaper page (28-in.), which could be laid almost exactly over faceplate.

Note: RCA is now itself spinning envelopes for some of own 16-in. rounds.

SELLING ELECTRONICS TO THE MILITARY: Still worth repeating: You've got to go look for military contracts. Services aren't going to come to you.

Best place to start is Dept. of Defense's Central Procurement Information Office in Pentagon Bldg. There, you'll get pamphlets on how to deal with Army, Navy, Air Force. You will also be directed to proper officials for your products.

It isn't necessary to come to Washington, you can write. Each service also has procurement information office, where you can get more detailed information.

Electronics equipment is bought separately by Army, Navy, Air Force. Your first objective is to get on registered bidders' lists, so you will be sent invitations to bid on your item. (As military buying is stepped up, more contracts will be negotiated directly, but law now requires bids for all items over \$1000.)

If you're a small manufacturer, not geared for prime contract (end product), get on lists anyway so you can learn who gets big contracts. Then you can deal directly with prime contractor for subcontracts.

Each month, Dept. of Commerce publishes Synopsis of Proposed Government Purchases. Monthly, also, is its Consolidated Synopsis of Contract Award Information. They can be gotten from any of Commerce's 42 field offices or from your local trade association or chamber of commerce. Some 2000 organizations now get lists.

Main Army electronics procurement is by Signal Corps, by far largest of all users. Its main procurement office is Philadelphia Signal Depot, 2800 S. 20th St., Philadelphia. That office also handles research and development procurement for Signal Corps labs at Ft. Monmouth, N.J. Handling Signal Corps procurement in Philadelphia is Col. Benjamin Stern. Heading it in Washington is Brig. Gen. A. M. Shearer, with Col. E. V. Elder and Lt. Col. R. C. Angster as assistants.

Army's Corps of Engineers and the Ordnance Dept. also buy specialized electronics equipment. Corps of Engineers procurement office is 226 W. Jackson Blvd., Chicago (Col. Wendell P. Tower). Ordnance Dept. has 14 district offices -- in Birmingham, Boston, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Rochester, St. Louis, San Francisco, Springfield, Mass. All districts handle all contracts, so you don't have to go to any special one. Don't go to arsenals; they don't buy.

Navy's electronics buying is done primarily by Bureau of Ships, but Bureau of Aeronautics is also heavy buyer of communications-radar, etc. To lesser extent, Bureau of Ordnance also buys electronics equipment. All are in Washington. Capt. W. H. Beltz is electronics chief, Bureau of Ships; Capt. A. S. Born and Lt. Comdr. Mark S. Jones, Aeronautics; Capt. R. L. Adams and Capt. H. P. Weatherwax, Ordnance. Navy also buys replacements, spares at Electronic Supply Office, Great Lakes, Ill.

Air Force electronics procurement office is Air Materiel Command, Wright-Patterson Air Base, Dayton, O. Write attention Services Section, Procurement Division. Air Force also has procurement field offices in 7 major cities and you can get all information from any one of them: Boston, Chicago, Dayton, Detroit, Fort Worth, Los Angeles, New York. Make sure you get Air Force communications equipment catalog on Class 16 items; it lists electronics equipment Air Force uses. Brig. Gen. H. A. Shepherd is chief of Air procurement, with Col. T. J. Kennedy chief and Lt. Col. R. A. Green deputy chief, procurement division. Brig. Gen. P. W. Smith heads Dayton Materiel Command, Lt. Col. F. W. Jarek is chief of electronics procurement.

Warning: In writing, don't address individual officers. They're liable to

reassignment. Address all mail to Procurement Officer. In your initial letter, tell what you make or can make, so that you can be put on right lists.

If you want to know what's in store for industry at large in event of all-out emergency, get copy of "Planning for Emergency Production" from Munitions Board, Pentagon Bldg., Washington 25, D.C.

* * * *

Fullest instructions we've seen on "selling to the armed services" is 8-p. Emergency Report issued by Research Institute of America (Leo Cherne, Leon Henderson) which spells out what to do and where to go in connection with all kinds of contracts. By arrangement, complimentary single copies are available to Television Digest subscribers who request them from Member Relations Division, Research Institute of America, 292 Madison Ave., New York 17, N.Y. Significant is one point stressed: While onus on "5 per centers" continues, there's no reason why firms shouldn't have own Washington representatives. And, as RIA points out:

"A trip to Washington may turn out to be the biggest time-saver. This doesn't mean 'dealing in influence'. It is perfectly legitimate practice to call your product to the attention of the men who buy and use the goods."

Topics & Trends of TV Trade: TV receivers, at least the brand names, are "easier to sell today than last fall or spring." The quotes are from letter from a major distributor, who in turn quotes one of his dealers. This distributor adds: "We're taxed beyond physical capacity to handle the merchandise and orders."

There you have current TV trade picture at local level—except, one big manufacturer cautions, for a few "spotty" situations. This isn't a normal summer, it seems, either in production (see p. 1) or demand. Reasons for boom production and buying aren't hard to find in front-page headlines; yet most of industry would far rather "enjoy" normal summer hiatus than see "scare buying" based on fear of scarcities and higher prices.

First TV manufacturer to announce price increases was Emerson. A few days later, DuMont also announced price rises up to 10% on all current models, effective Sept. 1, national sales mgr. Walter L. Stickel stating they're forced by critical shortages and higher prices of certain parts as well as increased govt. buying. "There is reason to believe," he added, "that in the near future this trend will continue. Though nothing is being left undone to overcome these handicaps, nevertheless production costs have been adversely affected."

Most other top producers, queried by us and trade press, said they have no present plans to hike prices—but there were quite a few medium-sized and small ones who clearly indicated they were preparing to do so. When Emerson's price rise was announced, Admiral's Ross Siragusa came out with strongly worded statement opposing what he called "unwarranted" prices increased on TVs. Said he:

"Cost increases of component parts do not, in our opinion, warrant a price increase at this time and we will maintain our present structure as long as possible. In times such as these, price raises without sound justification are an evil thing, for the TV industry in particular and for all of industry in general. We intend to make every effort to keep our own price structure at a fair level with our costs, no matter what happens."

Meanwhile, factories continued to pour out TVs at maximum pace, geared to capacity after just about all had completed July vacation shutdowns. "We'll keep going until we're stopped," was characteristic remark.

Emerson's new prices were raised as of July 25, upped 3-16% at factory level. President Ben Abrams had forecast higher prices pre-Korea, when new line was announced (Vol. 6:26), but change came sooner than the 90 days he had implied. He said further increases may come later, if supplies become critical and prices of components go up. "Increased requirements on the part of the Government for electronic equipment," he said, "are expected to tax the company's production capacity to the limit." New Emerson prices are:

673, 12½-in. mahogany table \$169.95 (up \$20); 660, same in better cabinet, \$179.95 (up \$10); 664, same in console, \$199.95 (up \$20); 665, console with AM-phono doors, \$299.95 (up \$50); 662, 14-in. plastic table, \$189.95 (up \$10); 661, 16-in. round, mahogany table, \$239.95 (up \$40); 668, same in console, \$259.95 (up \$20); 667, same with half doors, \$299.95 (up \$30); 666, console with AM-FM-phono doors, \$399.95 (up \$60); 663, 16-in. rectangular mahogany table, \$229.95 (up \$30); 669, 19-in. round mahogany console, doors, \$399.95 (up \$60). Blonde models continue \$10 higher.

* * * *

Motorola's new line of 29 TVs came out this week, emphasizing cabinet styling (for which it has received Fashion Academy Award); featuring, also "good neighbor" shielding to minimize oscillator radiation, improved power transformers, widened band for better picture quality, 3-unit chassis (tuner, power supply, IF strip). Motorola is first to offer 17-in. rectangular in plastic cabinet (\$200); in fact, 19 sets in line are 17-in., and everything is rectangular except for five 19-in. consoles. Here's line:

Three 14-in. models: 14T3, walnut plastic table, \$169.95; 14K1, mahogany wood console, \$239.95; 14K1B, same in blonde, \$249.95. Latter 2 are retained from interim line (*TV Directory No. 11*).

Nineteen 17-in. models: 17T3, walnut plastic table, \$199.95; 17T1, mahogany wood table, \$239.95; 17T1B, same in blonde, \$249.95; 17T2, mahogany table, different cabinet, \$239.95; 17T2B, same in blonde, \$249.95; 17K4, mahogany console, \$249.95; 17K1, mahogany console, different cabinet, \$269.95; 17K1B, same in blonde, \$279.95; 17K2, mahogany console, half doors, \$289.95; 17K2B, same in blonde, \$299.95; 17K3, mahogany console, full doors, \$329.95; 17K3B, same in blonde, \$349.95; 17F5, mahogany console with AM-FM-phono, \$399.95; 17F5B, same in blonde, \$419.95; 17F1, mahogany console, AM-FM-phono, different

cabinet, \$419.95; 17F1B, same in blonde, \$429.95; 17F2, walnut console, Provincial, AM-FM-phono, \$449.95; 17F3B, blonde console, modern, AM-FM-phono, \$469.95; 17F4, mahogany console, period, AM-FM-phono, \$469.95. Latter 3 models are "off-the-floor" consoles. Models 17T1, 17T1B, 17T2, 17T2B, 17K1 & 17K1B are retained from interim line (*TV Directory No. 11*).

Five 19-in. consoles: 19K2, mahogany, \$339.95; 19K2B, same in blonde, \$359.95; 19K3, mahogany, half doors, period, \$379.95; 19K4, mahogany, full doors, traditional, \$399.95; 19K4B, same in blonde, \$419.95.

Two 20-in. consoles with AM-FM-phono: 20F1, mahogany, traditional, \$575; 20F1B, same in blonde, \$600.

Motorola also showed 11 new radio sets, ranging from \$14.95 for table AM to \$229.95 for AM-FM radio-phono.

* * * *

Hoffman features "Silver Circle Tuner," printed circuit developed in own laboratories, used in all but table models. Sets also contain uhf jack. Hoffman sets were priced this week, after being shown to distributors July 20 (Vol. 6:29). Here's line of 22 sets, all using rectangulars:

Five 14-in. models: 631, mahogany table, \$199.95; 630, same in blonde, \$219.95; 871, 872, 870, mahogany, maple or blonde console, \$279.95.

Eleven 16-in. models: 635, mahogany table, \$259.95; 634, same in blonde, \$269.95; 877, same in mahogany console, \$339.95; 878, 876, same in maple or blonde, \$349.95; 867, same in mahogany console, better cabinet, \$379.95; 868, 866, same in maple or blonde, \$389.95; 951, same in mahogany console combination, \$479.95; 952, 950, same in maple or blonde, \$489.95.

Six 19-in. models: 891, mahogany console, \$439.95; 892, 890, same in maple or blonde, \$449.95; 961, same in mahogany console combination, \$550; 962, 960, same in maple or blonde, \$575.

All TV-only sets have 18 tubes, 2 rectifiers; 16-in. combinations, 21 & 2; 19-in. combinations, 23 & 3.

* * * *

Packard-Bell showed new line of 8 TV models to distributors last weekend in Los Angeles, featuring all consoles on casters and with full doors. All sets have slanted safety plate to minimize outside reflections. Leading is 12½-in. mahogany table \$200, with remainder of line comprising: 16-in. rect. mahogany table \$220, in blonde \$230, in walnut or mahogany console \$260, in blonde \$275, in walnut or mahogany period console \$300, in blonde or maple \$315, in walnut or mahogany console with AM-FM-phono \$400, in blonde or maple \$420, in walnut or mahogany console with AM-FM-phono with more sensitive chassis \$450, in blonde or maple \$470; 19-in. round walnut or mahogany console \$380, in blonde or maple \$395, in walnut or mahogany console with AM-FM-phono \$500, in blonde or maple \$525.

Bruno-New York, RCA distributor, is reported to have sold entire fall allocation of TV receivers . . . New RCA line (Vol. 6:28) drew 102,000 visitors to Exhibition Hall in Radio City week of July 16, is still crowding them in . . . RCA Victor Distributing Corp. as of Aug. 1 acquires properties of Bickford Brothers Co., hitherto its distributor in Buffalo-Rochester areas, will operate it as company-owned branch (as in Chicago, Detroit, Kansas City) with present employes retained and Earle Hart as gen. mgr.

Caphart-Farnsworth new line will be shown when distributor convention is held in Fort Wayne, Aug. 17-18. New York distributors Rogovin & Jacobs will hold dealer showings in Park Sheraton Hotel, Aug. 23-24.

Raytheon has appointed Graybar, Philadelphia, as TV receiver distributor for that area; also for Washington, Baltimore, Wilmington, Reading, Lancaster, Harrisburg, Allentown . . . Raytheon's new New York area distributor is E. B. Latham & Co., whose Ernest B. Latham has been appointed TV sales mgr.

DuMont breaks first of series of Norman Rockwell 4-color "family ad" series in Aug. 7 *Life Magazine*. Ads are based on oil paintings by noted artist, follow "Greatest Joys Are Shared" theme, will be carried in color also in next week's *Saturday Evening Post*, in black and white in other magazines.

Stromberg-Carlson guaranteeing all parts and tubes (including CR) for one year on whole TV line; warranty costs \$5 for 16 & 17-in. models, \$7.50 for 19-in. Stromberg also has guaranteed distributors current prices on all receivers through next Dec. 10.

Sightmaster has new 19-in. console in hand decorated Chinese cabinet, \$595 (with Sightmirror \$635).

Federal Housing Authority has ruled TV sets can't be included as integral part of cost of house when valuation is submitted for mortgage purposes. In New York, Retail TV & Appliance Dealers committee hoped decision will throw cold water on bulk sales to builders, like that of Admiral to Levittown (Vol. 6:11, 18).

RCA Victor raised prices of 45rpm records this week from 65¢ to 75¢ (4¢ tax extra) . . . Zenith's E. F. McDonald is reported to have told stockholders July 25 there would be new record with speed between 10 & 33¼rpm, but didn't name maker. Trade was inclined to discount this. Zenith new Cobramatic player has variable speed regulator, covering 10-85rpm (Vol. 6:27).

TV impact on toy business indicated at Toy Guidance Council's preview of latest toys in New York this week. Included were Hopalong Cassidy chairs, Roy Rogers chuck wagons, Howdy Doody puppet, ukeleles, toy TV cabinet with screen that changes pictures.



Trade Personals: James D. Secrest becomes secretary-gen. mgr. of RTMA Aug. 1, succeeding Bond Geddes, who retires as executive v.p. after 23 years of service; Secrest is an ex-Washington newspaperman, has been with RTMA last 5 years . . . Ralph R. Batcher, New York consultant, succeeds L. C. F. Horle as chief engineer of RTMA Engineering Dept.; latter, onetime IRE president, is retiring after 15 years service with RTMA . . . Jack Haizen, ex-v.p. Dynamic Electronics, New York, named executive v.p., Olympic of Chicago Inc.

June receiving tube sales totaled 32,480,668, up from 29,706,500 in May and 13,923,885 in June of last year, RTMA reports. First six months totaled 170,375,921, more than double 81,663,213 sold in same 1949 period, and auguring almost certain production in excess of 350,000,000 this year since factories are expanding and producing on accelerated basis. RTMA breakdown for June shows 25,-985,896 tubes sold for new sets, 5,351,709 for replacements, 1,041,907 for export, 101,156 to govt. agencies.

FCC told industry it isn't satisfied with FM oscillator radiation limitation (50 uv/m at 100 ft.) termed "desirable goal" by RTMA committee after latter investigated interference to air navigation around Crawfordsville, Ind. (Vol. 6:27). Commission says such limitation is desirable as temporary relief for situation there, but finds it inadequate for long-term, nation-wide standard; CAA agrees. Both FCC and CAA complain that industry came up with recommended limitation but has still done nothing about putting it into effect in Crawfordsville.

Financial & Trade Notes: Zenith, which ended fiscal year last April 30 with \$99,210,746 sales and \$5,268,001 (\$10.70 per share) net profit (Vol. 6:26), will have better July 31 first quarter than last year "by a reasonably large margin" despite 2-week vacation shutdown. So executive v.p. & treasurer Hugh Robertson reported to stockholders July 25. April 30 quarter sales were \$34,014,000 (Vol. 6:25).

President E. F. McDonald added that Zenith TV-radio receivers are now being allocated to distributors because demand exceeds supply, and that "the international situation may cause us to change over some of our production to govt. orders."

Added plant facilities for TV-radio have been made available through dropping of \$20,000,000 auto radio business, which McDonald said yielded only small profit, plus new plant with 180,000 sq. ft. "Barring the international situation," he stated, "the outlook for the future has never been brighter."

Comdr. McDonald said company is being swamped with orders for its Lazy Bones remote control for TV (Vol. 6:27), reported Phonevision station on Field Bldg. will be completed Sept. 1, tests to begin Oct. 1.

* * * *

Sylvania mid-year report attributes major part of its gains to soaring demand for TV and components, with picture and receiving tubes hitting new high records as orders continue to exceed demand. June was largest month of year for new business.

Sylvania reports sales of \$61,086,101 for 6 months ended June 30, up 23% over \$49,665,548 for same 1949 period. Second quarter sales were \$31,738,190, up 40% from \$22,556,653 for same 1949 period. Net income for 6-month period was \$2,259,453 (\$1.41 per share) vs. \$1,555,067 (93¢) on common outstanding June 30, 1949. Net income for second quarter 1950 was \$1,033,609 (64¢) vs. \$378,252 (19¢) in second quarter 1949; this is after deducting dividends of \$1 a share on \$4 cumulative preferred.

* * * *

DuMont reports sales advanced 45%, profit 57% in first 24 weeks ended June 18, 1950 compared with corresponding 1949 period. Sales were \$26,786,000 vs. \$18,487,000; profit after taxes and all charges (including network losses) were \$2,797,000, or \$1.16 per share on 2,358,466 A & B common shares, compared with \$1,780,000 (83¢) on 2,057,465 common shares outstanding as of June 19, 1949. Since March 26, DuMont has sold 250,000 Class A common shares, and 6245 shares of preferred on June 18 were converted into 6869 shares of Class A common. As of that date, there were 2,358,466 A & B common shares outstanding and 137,661 shares of preferred which are presently convertible into 1.1 Class A for each share of preferred. DuMont directors have authorized application to New York Curb Exchange for listing of Class A common.

* * * *

Hytron consolidated statement for 6 months ended June 30 (including subsidiary Air King) shows \$14,602,327 sales and \$1,158,121 net profit. This compares with \$6,011,979 and \$247,977 for same 1949 period.

Allied Electric Products Inc., of which Sheldon Electric Co. is tube-making subsidiary, reports sales for 6 months ended June 30 were \$2,724,473, compared with \$839,266 for same period 1949. For 12 months ended June 30, sales were \$4,295,613 vs. \$1,669,690 in previous 12 months.

Corning Glass Works reports \$44,884,110 sales, \$6,585,318 net profit (\$2.44 per share) for first half of 1950 (calendar period Jan. 1 to June 18), which compares with \$33,394,302 sales, \$2,502,592 (89¢) profit for comparable 1949 period.

Despite total wartime taxes running to maximum of 80%, as well as limitation orders and restrictions, virtually all the TV companies which are established leaders today were helped tremendously by World War II, reports Television Shares Management Co.'s Edgar N. Greenbaum Jr. Firm is distributor for Television Fund Inc. investment trust. Mr. Greenbaum continues:

"It may not necessarily follow that history will repeat itself, but with the electronics industry being a major part of the backbone of our defense and offense, it is difficult to arrive at any conclusion other than one that a war-like economy will make the large companies even larger and in some cases make 'big ones out of little ones.'

"The following 4 companies, though chosen at random, are representative of what happened during the war years, and in most cases the growth in both sales and total assets is truly amazing, not only between 1941 and 1949, but up to 1946, at which time hostilities had ceased only one year."

Admiral			Philco		
	Sales	Total Assets		Sales	Total Assets
1941	\$ 9,399,024	\$ 1,557,478	1941	\$ 77,073,676	\$28,580,723
1946	36,139,851	12,818,986	1946	121,596,621	64,915,035
1949	112,004,251	30,237,149	1949	214,884,306	83,819,970

Motorola			Zenith		
	Sales	Total Assets		Sales	Total Assets
1941	\$17,631,500	\$ 6,216,509	1941	\$23,876,688	\$10,784,316
1946	23,201,107	14,004,117	1946	39,566,963	19,680,517
1949	81,803,358	30,231,989	1949	99,210,746	32,723,871

RTMA doesn't intend to set up mobilization committee during "partial mobilization" period, is pinning its members' responsibilities on 29-member Electronic Industry Advisory Committee, established jointly in 1948 by Munitions Board and National Security Resources Board. Informal meeting of some IAC members took place last week (Vol. 6:29), with full committee meeting planned within next 2-3 weeks. Under consideration is enlargement of committee to include some major manufacturers (notably Admiral, DuMont) not now represented. Present IAC comprises: F. R. Lack, Western Electric, chairman; Benjamin Abrams, Emerson; A. A. Berard, Ward Leonard; Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; E. W. Butler, Federal; Robert W. Carter, Carter Motor Co.; Monte Cohen, F. W. Sickles; A. Crossley, Electro Products Laboratories; R. O. Driver, Wilbur B. Driver Co.; H. A. Ehle, International Resistance; Ray C. Ellis, Raytheon; Walter Evans, Westinghouse; Frank M. Folsom, RCA; Paul V. Galvin, Motorola; G. M. Gardner, Wells-Gardner; W. J. Halligan, Hallicrafters; Robert F. Herr, Philco; W. P. Hilliard, Bendix (resigned); H. L. Hoffman, Hoffman Radio; J. J. Kahn, Standard Transformer; John Kruesi, American Lava; W. A. MacDonald, Hazeltine; H. L. Oleson, Weston; A. D. Plamondon Jr., Indiana Steel; R. C. Sprague, Sprague Electric (RTMA president); Arthur E. Thiessen, General Radio; C. A. Warden Jr., Superior Tube; G. E. Wright, Bliley.

Far from being silenced, as they were during World War II, radio amateurs will have important role in emergency defense projects now in "planning and concept" stages. Hence this quote in July 29 *Wall Street Journal* is particularly interesting; it's by Wm. J. Halligan, president, Hallicrafters, big producer of amateur equipment: "We've had an amazing pickup in orders on 'ham' radio sets (transmitters and receivers) since 2 weeks following the outbreak of the Korean war. With our plans for doubling 'ham' set production this year over 1949 and increasing our TV output, we intend to boost our employment from 1700 to 2200 in September. So far, we haven't encountered any difficulty getting help."

American Phenolic Corp. reports profit for 6 months ended June 30 was \$457,811 (\$1.14 per share) vs. \$325,530 (81¢) for same 1949 period.