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ARTS AND INDUSTRY

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with **ELECTRONICS** REPORTS

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UHF GRANTEES SCROUNGING FOR TRANSMITTERS: Prospects for some speedy construction by new-station grantees, vhf & uhf, appear to be improving. While there has been little doubt that vhf CP-holders can perform some remarkable feats of construction, approaching the incredible record of Gene O'Fallon's KFEL-TV, Denver (Vol. 8:29), there has been some uneasiness about time element for uhf stations.

But we now detect a new note of optimism among the uhf grantees. Most of them have dismissed fears about going on air with 1-kw transmitters radiating 15-20 kw, are now bedevilling transmitter makers to part with their experimental and prototype units. There are a very few such to be had, and we expect Herbert Mayer's Empire Coil Co., with CP for Channel 26 in Portland, Ore., to be among the first to capture one. It wouldn't be surprising to see him on air within 60 days.

Very few can make such speed in uhf, but prospects for a nice handful by year's end look extremely good. GE says it can deliver first 12-kw unit to WHUM, Reading, Pa., by December, if station gets grant for channel. GE's second 12-kw transmitter is going to Springfield TV Bcstg. Co., uhf grantee in Springfield, Mass. GE will keep turning out 12-kw units from then on, expects to roll out 15-20 by mid-1953. RCA feels it can produce 12 or more 1-kw transmitters before end of 1952. These, plus 1-kw output of DuMont, Federal and GE, add up to fairly bright picture.

GE has announced availability of 15-kw klystron tubes (actually 12-kw when finally operating) to industry in general. However, it appears that few, if any, will be available before next year. Initial production will be by Varian Associates, San Carlos, Cal., developer of the tube. If demand warrants, GE itself will go into production. To its own transmitter customers, GE is planning to offer rental arrangement for klystrons because of their heavy initial cost.

FCC GRANTS 3 MORE CPs, PICKING UP SPEED: With grant of 3 CPs this week -- a vhf in El Paso, 2 uhf in Ft. Lauderdale -- FCC's processing pace quickened after 2 dullish weeks. Actually, Commission isn't doing too badly, considering fact it has actually disposed of about 125 of the 718 applications received since freeze ended, granting 26 and setting for hearing or dismissing about 100 more.

Commission also relieved a couple sore spots this week, when its engineers juggled allocation plan, came up with Channel 10 for Lafayette, La., Channel 6 for Temple, Tex. -- thereby avoiding court fights.

The week's CPs: El Paso, KR0D, Channel 4; Ft. Lauderdale, WFTL, Channel 23 and WBRD, Channel 17. FCC notified 17 other applicants they'd have to go to hearing because of competition -- in Mobile, Evansville, Henderson, Chattanooga, Spokane. In addition, WMFS, Chattanooga, and WKST, New Castle, Pa., were notified that their financial uncertainties had to be resolved before they'd be clear for grants. FCC got to 17th city in Group A processing list, 20th in Group B.

Worth noting in this week's action is that FCC has developed a "lead time" in considering applications. The "burst" of 18 CPs on July 11, when Commission

granted applications which had been filed or amended few days before meeting day, is thing of the past -- unless there's sudden reversal of policy. Currently, Commission isn't granting applications unless they've mellowed in its files for week or 2. Last week and this, there have been applications free for grants except that Commission felt they should get more careful scrutiny.

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FCC is now pondering problem of hearings. Answers on such questions as following are expected next week:

- (1) When can more examiners be added?
- (2) Which cities come first?
- (3) Where will hearings be held -- in Washington or cities involved?
- (4) Shall simultaneous hearings for all channels in each city be held, or should same examiner hear them sequentially?
- (5) How about problems of applicants' attorneys, who may find themselves understaffed to handle several simultaneous hearings, and request postponements?
- (6) How should staff be allocated between hearing and non-hearing cases?

Outlook for more examiners appears brighter. Some 4-5 of FCC's present 7 will be free for TV when hearings start -- probably early September. Addition of 7-8 more by September-October appears quite likely. Regardless of outcome of court case involving examiners and Civil Service Commission, FCC believes it will be able to start hiring examiners in a few weeks.

"Which cities come first?" is likely to provide good argument. Denverites will undoubtedly claim FCC should stick to its city-by-city priorities in hearings as well as in regular processing. Tampa-St. Petersburg applicants are certain to argue that they rate highest priority because area has neither stations nor CPs.

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Channel-shifting, subject to rule-making proceedings, which added vhf channels to Temple and Lafayette, was achieved as follows:

Channel 3 was substituted for No. 6 in San Angelo, No. 2 for No. 10 in Baton Rouge, No. 8 for No. 2 in New Orleans, No. 10 for No. 8 in Mobile.

Commission is naturally delighted that it could effect the parlay without violating its mileage separations. Action made some applicants wish they'd squawked louder, perhaps forcing Commission to hunt up more vhf channels. Most ticklish case, Channel 4 situation in Pittsburgh, remains undecided -- and there's no indication whether Commission has found trick of making everyone happy there.

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There were 2 educational applications in this week's filings -- from USC's Allan Hancock Foundation for Los Angeles, and State of New Jersey for New Brunswick -- bringing total educationals to 4 CPs, 10 applications.

Educational CP-holders still don't have money to build, but they're confident of prospects nevertheless. Ralph Steetle, executive director of Joint Committee on Educational TV, is convinced educational TV won't follow pattern of educational radio -- initial burst of enthusiasm, quick fadeout. He points out that in old days radio was regarded as something for colleges' electrical engineering and speech departments to tinker with. Today, he claims, drive comes from top-level -- university presidents.

Big factors in current educational drive are the philanthropic foundations, such as Ford and Kellogg. In the last 2 years, they've poured over \$1,500,000 into various phases of educational TV-radio. It will be many months, perhaps years, before anyone knows whether this pump-priming has worked.

There are high-placed skeptics at FCC who feel that every educational TV station that gets going is all to the good. However, they claim that channel reservation is really a blessing in disguise for commercial interests, if educators don't occupy channels -- because frequencies will then be available to commercial applicants who lose out in first round of processing now going on.

GOOD NETWORK PROSPECTS FOR NEW CITIES: AT&T remains optimistic about its ability to supply network service to new TV cities about as fast as new stations get on air. For cities on existing coaxial and microwave routes, such hookups present only minor problems. Denver, of course, had been ready long before KFEL-TV took to air. And it will be no great trick to splice in such cities as Portland and Austin, now on TV routes (see map with TV Factbook 15). Only possible delay, a slight one, is that demand may outrun supply of terminal equipment.

A tougher problem, but still not worrying AT&T too much, is job of tying in cities slightly off present routes -- such as Springfield, Flint, Youngstown, etc. Usually, a couple microwave hops or short coaxial run is enough, and AT&T spokesmen say they'll be able to take care of "reasonable number" of these.

Where time element becomes more speculative is for such cities as Spokane. AT&T has announced plans for running coaxial from Seattle to Yakima but has made no definite statement about extensions from there on. Approaching from other direction, phone company has fairly firm plans for microwave from Salt Lake City to Pocatello, Boise, Pasco -- branching at Pasco to Spokane, Yakima and Portland.

But completion of run from Salt Lake City isn't due until late 1953 or early 1954, and Spokane's 2 vhf grantees expect to be on air by end of 1952 (Vol. 8:30). AT&T engineers say that if Spokane stations want service by the end of this year, they'll probably get it via temporary microwave from Yakima.

AT&T's great southern coaxial is now equipped for TV except for Ft. Worth-Phoenix section. In this "blank" section are such cities as El Paso (which got vhf CP this week, see p. 1), Tucson, Abilene. Outlook here is good, since AT&T is now equipping section for TV, will have one circuit in each direction by spring.

Albuquerque's KOB-TV remains "stepsister" among operating stations, being only one in U.S. without network service. AT&T says prospects there are still unsettled, but that city will get service from El Paso or Denver. Probability is that microwave will start at Denver, picking up such cities as Colorado Springs, Pueblo and Santa Fe as it goes along -- ready to feed any station in those cities that may be constructed by that still undetermined time.

For Canada, AT&T is ready to feed CBLT, Toronto, whenever station wants service. Station is due to start tests Aug. 15, open formally Sept. 8, but AT&T understands station won't want U.S. network service immediately. Canadian Bell is said to be ready to open its Toronto-Ottawa-Montreal microwave to TV any time.

FCC ADDS COMPLEXITY TO PARAMOUNT CASE: A peculiar and confusing climax to Paramount hearing came this week, when FCC went part of the way towards approving ABC-UPT merger and at same time showed willingness to forget "ancient history" regarding Paramount Pictures Corp. anti-trust violations.

Though ABC and UPT may be pleased by FCC's demonstration of sympathy, they were disappointed by Commission's failure to carry through on its apparent promise to render quick decision on merger with minimum of legal fol-de-rol (Vol. 8:28).

Action came in form of decision Aug. 1 on the multitude of petitions filed. Here's what Commission said:

(1) "Old" anti-trust violations, i.e., more than 3 years old, should not be held against broadcast licensees -- unless violations involved radio communications.

(2) ABC's financial straits merit quick decision, but FCC needs benefit of examiner's experience with case, so he must render initial decision.

(3) All issues are so interwoven that none can be severed and decided now.

Tremendous confusion surrounds the first matter. Commission devoted long paragraph to discussion of anti-trust violations, concluded it would ignore musty cases cleared up by Supreme Court decisions -- except where radio communications were involved. Then, in "enacting clause" to button up the subject, it said: "It is ordered that...no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than 3 years before Aug. 7, 1951, the date upon which the renewal licenses were [set for hearing]."

There was no mention of "radio communications." Does this mean FCC really

intended to ignore charges that Paramount Pictures suppressed TV patents of Scophony Corp. -- which is probably crux of whole hearing? Nobody knows. Comrs. Walker, Hyde and Bartley formed majority in the decision. Comr. Jones dissented from section which eliminated consideration of old anti-trust cases. Comrs. Sterling and Hennock didn't participate.

Meeting of examiner Leo Resnick with FCC's and parties' counsel Aug. 5 will kick the question around. Resnick's ruling will determine whether hearing is over, ready for decision, or due to resume interminable wrangle over Scophony case.

If Resnick's ruling favors parties, he could plunge immediately into preparing decision, parties could start working on findings of fact, and a final FCC decision could come as early as 6 weeks from now.

Most observers think FCC really intended to "wash out" the whole case or that it went as far as it thought it could towards washing it out, with hope that examiner and FCC prosecutory staff would finish the job.

Midst the confusion, one thing is clear: Paramount Pictures and industry, generally, are finally rid of long-dead and irrelevant anti-trust violations as deterrents to their holding station licenses.

FCC's action was actually a technical victory for FCC hearing div. chief Fred Ford and his staff, because Commission denied all parties' requests that FCC sever their particular problems from the hearing and give them quick decisions.

But in the long run, FCC's staff seems to have won the battle, lost the war.

THEATRE TV—is it the panacea that some movie industry leaders proclaim it to be? *New York Times'* veteran film critic Bosley Crowther has some strong ideas on subject, which he expounded July 6 in appraising Eidophor color theatre-TV demonstrations (Vol. 8:26). He called Eidophor "surprisingly good." But then he went on to ask: "What can eventually be done with large-screen color TV that can't be done now with large-screen color film—outside of transporting an image more quickly from its origin to the screen?"

Pointing out obvious advantages of theatre-TV's use in relaying such topical programs as sports and big news events, he added: "But what can be the advantage of transporting to theatres by TV such images of regular entertainment as can now be transported on film (probably a great deal better) is more than this observer can see." Crowther's reasoning:

"Spyros Skouras, the energetic president of 20th Century-Fox and apparently the most enthusiastic proponent of Eidophor, has painted a glowing picture of the fresh entertainment that might be brought into theatres all over the country through large-screen color TV. He has visioned elaborate productions of such celebrated spectacles as Metropolitan operas, Broadway musicals, symphonic orchestra concerts, Radio City Music Hall stage shows and special programs created by such masters as Rodgers and Hammerstein and Irving Berlin.

"No doubt such lavish entertainment would have wide and stirring appeal and would do a great deal to bring customers back into theatres. No doubt, too, the realization that these programs were being brought in 'live,' direct from their actual performance, would give an initial sense of novelty. But, allowing that such entertainments might be consistently obtained and that all of the difficult problems of concurrent broadcast to theatres across the country might be overcome, it is questionable how long the novelty of the transportation method would prevail. And it is certainly questionable whether such entertainments might not better be carried into the theatres on film.

"After all, there have been motion pictures, in color, of operas, of symphonic orchestras, of concerts, of musical comedies. There is no present reason for assuming that similar pictures transmitted by TV will be finer in photographic texture or superior cinema-wise. As a matter of

fact, it is doubtful that they will even be as good, especially in the essential of expert cinema. Unless some entirely new technique of artistic presentation is devised, it appears that the producers of theatre-TV programs will have to follow the familiar syntax used in films.

"In short, it would seem to this observer that a great deal of hope is being placed in a piece of complex mechanism that adds no element of expression to the screen. The motion picture itself was a brand new medium. The addition of sound gave it much greater scope. The electronic camera-transmission system adds only the limited advantage of speed."

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Mr. Skouras' rebuttal, published by the *Times* July 13, asserted critic Crowther "missed the point about what Eidophor entertainment will be." He wrote:

"Its strong appeal [will be] in its immediacy—its quick adaptability for presenting live shows of unmistakably popular appeal. For example, Judy Garland's appearance at the Palace Theatre was a great success. With Eidophor, a show built around her appearance and telecast to hundreds of theatres would certainly have enormous appeal elsewhere than in New York for the very reason that it would be a live presentation and not a film . . .

"It is my opinion that in a short time the legitimate theatres will use this Eidophor system presenting plays to 200-250 theatres simultaneously at advance admissions, thus putting these theatres back on a prosperous footing. A year or so later these same plays will be presented at popular admissions in the motion picture theatres and these theatres will get a tremendous benefit . . . The elimination of the double feature bill will serve to do away with the so-called 'B' pictures, raising the standards of motion pictures to heights yet unrealized."

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Strong swing to film by TV (Vol. 8:24, 26) was given further impetus this week as CBS-TV's *Man Against Crime* joined parade, raising to 27 total of network shows on film, or nearly double the 14 of last year. NBC now will have 13 shows on film, CBS 12, ABC 2. In addition, DuMont will air number of films on local or regional basis. July 28 *Sponsor Magazine* estimates film will enjoy 2-1 advantage over live shows this fall.

NETWORKS LOST at least \$3,000,000 on convention coverage, but gained plaudits of press and public for job well done. While sponsors paid total of about \$8,000,000 for TV-radio coverage of political meetings, NBC is said to have gone in hole to extent of \$1,500,000, CBS \$1,000,000, ABC \$500,000. DuMont indicated it had also gone into red, but wouldn't release figures.

Unscheduled pre-emptions of regular commercial program time when convention sessions ran overtime accounted for good part of the loss. From networks, we get this breakdown of commercial TV programs cancelled during both conventions: NBC, Republican convention 30 programs comprising 12¾ hours, Democratic 31 programs, 12¾ hours; CBS, Republican 27 programs, 14¼ hours, Democratic 24 programs, 13½ hours; ABC, Republican 5 programs, 2¼ hours, Democratic 7 programs, 3¼ hours. DuMont figures weren't available.

Ratings of convention "shows" continue to come in. First to compare viewing of GOP and Democratic conventions is Pulse report for New York area, which observes audience for Republicans outnumbered Democrats by more than one-third. GOP convention averaged nighttime rating of 43, daytime rating of 16.5 vs. Democrats' 32 & 12.2. Pulse survey also indicated, contrary to Hooper and Trendex surveys (Vol. 8:29), that convention ratings were higher than ratings of top programs during peak winter months. It found, too, that more women than men watched Chicago telecasts during nighttime as well as afternoon. American Research Bureau reports that average set was tuned to GOP convention for total of 15.2 hours among families watching convention.

Next time they'll do it differently, networks agree. *Billboard* asked NBC's Bill McAndrew, ABC's Charles Underhill and CBS's Sig Mickelson what changes they'd make in covering 1956 conventions. They were unanimous in predicting no more gavel-to-gavel coverage. Mickelson and McAndrew wanted to drop the pool coverage, and all 3 felt better timing and shorter speeches were not only desirable but possible.

Network Accounts: Prudential Life Insurance Co. will sponsor 10-10:30 portion of *Your Show of Shows* alternate weeks, alternating with Lehn & Fink (Lysol), starting Sept. 6 on NBC-TV, Sat. 9-10:30 . . . Kellogg Co. (cereal) bought Tue. & Fri. 3-3:15 segments of *Art Linkletter's House Party* on CBS-TV, Mon.-thru-Fri., 2:45-3:15, thru Leo Burnett Co., Chicago, completing list of sponsors for that show—with Pillsbury Mills taking 2:45-3 period Mon.-thru-Thu., Green Giant Co. 2:45-3 Fri. and Lever Bros. 3-3:15 Mon.-Wed.-Thu. . . . Admiral Corp. sponsoring *Chicago Tribune* Los Angeles Rams-College All-Stars charity football game Aug. 15 on DuMont, Fri. 9:30 p.m., thru Russell Seed . . . General Foods, starting Sept. 22, will sponsor TV version of radio comedy *Life with Luigi* on CBS-TV, Mon. 9:30-10, with J. Carrol Naish as star . . . Ironrite Inc. (ironers) sponsors *Hollywood Screen Test*, returning Aug. 25 on ABC-TV, Mon. 7:30-8, thru Brooke, Smith, French & Dorrance, Detroit . . . P. Lorillard Co. (Embassy cigarettes) sponsors *The Web* when it returns Sept. 28 during new time on CBS-TV, Sun. 10-10:30, thru Geyer, Newell & Ganger . . . Hotpoint Co. (home appliances) & Lambert Co. (Listerine products) starting Oct. 3 will alternate sponsorship weekly of *Adventures of Ozzie & Harriet* on ABC-TV, Fri. 8-8:30, thru Maxon Inc. and Lambert & Feasley, respectively . . . Campbell Soup Co. starts *Double or Nothing* Oct. 6 on CBS-TV, Mon.-Wed.-Fri. 2-2:30, with Bert Parks . . . Anheuser-Busch (Budweiser beer) bought 7:15-7:30 period Fri. on NBC-TV for unannounced show starting in fall . . . Westinghouse sponsoring *Pick the Winner* on DuMont, Thu. 9-9:30, starting Aug. 14.

Personal Notes: TV-radio integration at NBC, well under way for past several weeks with top executive reassignments (Vol. 8:25, 29), continued this week with merger of station relations staffs under v.p. Harry Bannister. Sheldon B. Hickox Jr., ex-TV station relations director, will head merged department, reporting to Bannister; Thomas E. Knode, ex-TV station relations contact rep, named mgr., reporting to Hickox. Fred Shawn, ex-radio stations relations director, is transferred to unspecified executive post in combined network production dept. . . . Edward P. Shurick, CBS-TV sales account executive, appointed network sales development mgr. . . . Joseph J. Thorndike, former *Life Magazine* managing editor, and Oliver Jensen, ex-*Life* editorial board member, named editorial executives of *Omnibus*, Ford Foundation's TV documentary series on CBS-TV 4:30-6 Sundays beginning Nov. 9 . . . Hugh B. Terry, v.p. of Aladdin Radio & Television Inc. (KLZ), Denver, early TV applicant, promoted to president, succeeding Harry E. Huffman, new chairman; Gene Jenkins, ex-Avco electronic research engineer, appointed TV station engineering director . . . Bruce Dodge, ex-Kenyon & Eckhardt Inc. TV executive, heads Weiss & Geller Agency's TV-radio dept., N. Y. . . . George L. Griesbauer, ex-WNBW account executive, appointed sales mgr. of WMAL-TV, Washington, succeeding Wm. Decker, resigned . . . Roy W. Hall, ex-sales mgr. of WCCO, Minneapolis, named CBS-TV sales account executive.

Belgium plans to start TV service early next year, with stations at Brussels, Ghent, Liege, Malines and Arlon. After long period of indecision regarding technical standards, country settled on both the 625-line system adopted by most European countries and French 819-line system. A strong reason for 2 systems is fact country is politically divided into Dutch-speaking and French-speaking groups. Even after adopting systems in January, Ministry of Communications was in doubt about workability of dual setup, called in as consultant Donald G. Fink, ex-editor of *Electronics Magazine* now with Philco. He determined that systems can work side by side, that dual-system sets can be built, came back with this comment: "Your correspondent returned with warm sympathy for Belgium, a country which has learned so well to deal with the toughest of all political barriers, language. And with equally warm appreciation of the blessings we enjoy in these United States."

Film industry, still incensed by anti-trust action filed against 12 movie makers and distributors last week in Los Angeles on charge of conspiracy to keep 16mm films from TV and other non-theatrical outlets (Vol. 8:30), carried fight to White House with telegram by Council of Motion Picture Organizations to President warning nation's screens may be used to defend industry against govt. action. Meanwhile, *New York Times'* Jack Gould criticized suit as follows: "The Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screen anything that it wants without regard to the economic consequences."

Second TV station for Caracas, Venezuela will be designed, manufactured and installed by British Marconi for Television Venezolana S.A., a private firm. RCA is now installing Channel 5 transmitter for non-commercial operation by Venezuelan Govt., scheduled on air in November. Marconi contract provides for some \$280,000 worth of equipment, including 5-kw transmitter and mobile equipment. Private station reportedly will be Channel 3 or 4 and is also expected to aim at November debut. Both stations will use 625 lines, 50 fields, 50-cycle current.

Dominican Republic's first TV station, La Voz Dominicana, began telecasting Aug. 1.

TRADE SEES 'NORMAL' PATTERN EVOLVING: Optimism for the future...the evolution of a "normal" market -- these are today's bywords in the TV trade.

Last of summer trade shows, the Music Show in Hotel New Yorker, saw brisk sale of sets to dealers by both large and small manufacturers (see Topics & Trends). Fresh in everyone's mind was tremendous lift given set sales by the convention telecasts, the land-office TV business in Denver -- due to be repeated in Portland and other areas now without TV (Vol. 8:30) -- and the extra-seasonal boom in the 10 cities newly added to AT&T's cable-microwave circuits (Vol. 8:29).

Industry leaders continued bullish in size-up of current market and of the prospects for fall and winter. Crosley's William A. Bles, returning from a nationwide business tour, talked of "phenomenal" upswing in all appliances -- notably TV. "Crosley has just passed through the biggest June that we have ever experienced," he told New York press conference. "Last month, sales of Crosley TV sets exceeded the previous June record by 370%."

TV price trend will soon be up, Mr. Bles feels, as result of higher wages and materials and end of distress selling. "The low prices consumers enjoyed in the immediate past on account of excessive inventories cannot be maintained," he added.

Industry is out of its "self-made depression of a year ago," Sylvania v.p. Arthur L. Chapman told New York distributor convention. "There never was a slump in consumer buying of TV sets since the Korean war, except for normal seasonal slow-downs," he stated. "The industry was producing at the rate of 10,000,000 sets a year and then cut to less than 2,000,000. Customers continued buying at 5-6,000,000 set rate and only now has the inventory situation leveled off."

He predicted output of 5-5,500,000 sets in 1953 "to meet actual consumer needs," and about 7,000,000 a year by 1957. There will be some 47,700,000 sets-in-use by 1961, he said.

Radio pioneer Frank A. D. Andrea told his TV distributors: "The upturn in sales has been very encouraging and gives substance to the optimistic forecasts from industry leaders across the nation."

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With all major fall lines now introduced except Motorola (scheduled Aug. 8) and Admiral (Aug. 15), it's evident that list prices are substantially below those of last spring. Most lines start with 17-in. table model at \$170-\$200, and many manufacturers have adopted plan of a "standard" (lower price) and a "deluxe" line.

Will these prices stick? Most trade sources express certainty they won't go any lower. Firmness of prices was evident at Music Show where the usual repricing and undercutting by smaller manufacturers was noticeably absent. Couple of them, in fact, boosted prices after show's opening. And Muntz, whose principal pitch has always been on price basis, this week raised entire line \$20-\$30.

Clamor for decontrol of TV set prices increased this week as RTMA appealed to OPS to remove ceilings. The manufacturers' association argued that TVs now are selling at average of 15% below ceilings, and there are no price boosts in sight. Components are well below OPS lids, RTMA petition said, and there are no longer any production-retarding materials shortages. As for freeze-end, it will actually have "little effect" on TV market, price-wise, RTMA stated.

RTMA plea, added to pressure from NARDA and other organizations, drew no immediate response from OPS, which appears to be galloping off in 3 different directions. Some within that agency are determined to leave ceilings as they are; another faction wants to suspend lids temporarily; a third is for all-out decontrol.

As if to temper the current optimism -- and to emphasize that selling effort still will be needed in future months -- factory inventories of TVs went up by

52,685 last week, reversing trend of preceding 3 weeks. RTMA figures show inventory of 346,489 for week ended July 25 vs. 293,804 week before (Vol. 8:30).

With most factory vacation shutdowns over -- RCA and Sylvania were the only major plants closed -- production for week was 67,325 TVs (10,032 private label), up some 10,000 from preceding week's 57,769.

Radio output and inventories went up, too. Week's production was 136,673 (15,926 private label) vs. 127,170 week before. Inventories were 414,030, up from 359,553. Week's radios: 59,278 home, 28,549 portable, 25,106 clock, 23,740 auto.

CR TUBE BUSINESS GOOD; 21-in. DOMINANT: Picture tube makers, their order books heavy, reflect optimism of setmakers for fall and winter market. Standardized now on the 17-&-21-in. rectangular tubes, from all quarters in that segment of TV industry come reports that business is on strong upgrade.

RCA reports capacity production, with both kinescope plants in Lancaster, Pa. and Marion, O. on 3-shift-plus-overtime basis. Story is similar, in varying degrees, with other major manufacturers.

The 21-in. is odds-on favorite in tube-size sweepstakes, but the 17-in. still shows surprising vitality. All tubemakers say heaviest production is on the 21-in., but warn that 17-in. can't be counted out -- at least not yet. DuMont says its orders for 21-in. outnumber 17-in. by 4-1; GE says 21-in. is 65-75% of its output; at Sylvania the ratio is 52:48 in favor of 21-in.

Is 27-in. the next step? Is that size destined to become next "popular" big-volume item? Not for year or so, tube and glass blank makers agree. They see 27-in. confined to high-end luxury models, for while at least.

Those who make 27-in. report increasing interest by setmakers, but "not much real demand." GE, big maker of 27-in. tubes, says that size represents about 5% of its total picture tube output.

The 27-in. has revived talk of "implosion menace" -- as always when bigger sizes are being developed. Some in tube trade point out that large area of 27-in. tube face results in 3-4 tons pressure from outside (about 15 lbs. per sq. in.). And they worry lest one defective tube implode, giving industry black eye.

Others ridicule this talk -- point to groundless "implosion scares" when the 10, 12 & 16-in. tubes were introduced. And they also note that today's 27-in. glass tubes are spherical faced, providing greater structural strength than cylindrical faces used on 21-in. tubes.

Word of new "implosion-proof" tube bulb comes from Kimble Glass Co. (Owens-Illinois). Result of 3 years' development, it has metal band around envelope where it joins face-plate. Banding process, say Kimble experts, is inexpensive and practical, and they hope to make banded 21-in. bulbs available to industry for experimentation in about 6 weeks. Kimble says all its 27-in., due for late fall production, will be banded.

Merchandising Notes. Stromberg-Carlson boosts dealer discounts by up to 5%; new line consists of eight 21-in. models . . . New TV-radio winter lines will be introduced Jan. 5-16 at International Home Furnishings Market, Merchandise Mart, Chicago . . . Sylvania appoints R. Warnke Co. (L. R. Gardner, owner) distributor for Houston area . . . Hallicrafters appoints Southern Radio Supply Co., New Orleans, for New Orleans area . . . Muntz TV planning to enter air conditioning field with factory in New Orleans slated to produce 200,000 half-ton units a year . . . Meck Television Inc., retail subsidiary of Scott Radio Laboratories, begins operations in Southwest with opening of 2 stores in Dallas . . . Muntz TV opens 35th branch in Seattle, having expanded to Memphis, Dallas, Fort Worth, San Francisco in last 3 months . . . National Electronics Mfg. Co. to introduce four 27-in. Natalie Kalmus sets at \$600, two 27-in. combinations at \$800 in mid-August . . . RCA's first clock radio due in autumn . . . Bulova Watch Co. demonstrating new 5-tube clock radio, with own brand name, to sell at \$49.95 thru jewelry stores only.

Exclusive license to manufacture DuMont sets in Canada was granted this week to Canadian Aviation Electronics Ltd., 8280 St. Lawrence Blvd., Montreal, by newly-formed DuMont Television & Electronics Ltd. subsidiary (Vol. 8:30). Company headed by R. K. Patrick, ex-RCA of Canada engineer mgr., also operates plant in Winnipeg, sales & TV service depot in Toronto & Montreal, will franchise independent Canadian organizations as distributors.

Stromberg-Carlson temporarily quit Canadian TV production this week after leasing its space and facilities to Motorola Ltd. Reasons given were limited market, company spokesman estimating peak of only 78,000 sets this year--most in Toronto within U. S. signal range--as well as abbreviated initial 3-hour-a-day CBC programming.

Newspaper ad lineage for TV sets decreased 17% in June from June, 1951, according to monthly Neustadt report on retail advertising based on 9 major U. S. markets. Total TV lineage for month was 667,349 vs. 804,369 lines in June, 1951.

Topics & Trends of TV Trade: Increased sales and hurry-up orders for more sets—that's story from TV manufacturers who exhibited at Music Industry Trade Show this week at Hotel New Yorker. Dominated by smaller set makers, this last big show of season attracts many retailers looking for "secondary" TV line. Manufacturers showing their new wares hailed return of real buying—as distinguished from "sampling." Dumping of excess inventories was noticeably absent. New lines introduced at show by few larger manufacturers and many small ones indicate firming of prices—which, incidentally, are almost all inboard. In almost every case, low end is 17-in. table model at \$200. Only other popular tube size is 21-in., generally starting about \$250-\$290 for table model—plus smattering of 27-in. sets. Tele King, which introduced line starting with 17-in. table at \$170, promptly withdrew its list, announced it is hiking cost prices to dealers 5%-8%, will announce new list prices later. For new lines shown at Music Show, see below.

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Twelve new GE receivers plus 3 holders constitute new line shown at Music Show. GE line is divided into 3 groups—low-end "Standard" series, "Stratopower" series and "Ultra Vision" series. Latter 2 series use "Stratopower chassis," with new interference suppression circuit and sensitivity claimed to be 267% greater than any previous GE receiver. The 4 Ultra Vision sets combine black face aluminized picture tube with darkened safety glass said to double picture contrast and tone range. All new GE sets have uhf plug for external tuner, can be adapted internally with GE 3-station translator. New models, priced inboard (prices rounded out):

Standard series, all table models—17-in. striped mahogany finish \$200, mahogany veneer \$240; 21-in. striped mahogany finish \$290.

Stratopower series—17-in. console, print mahogany \$290, 20-in. console, print mahogany \$350, 21-in. table, print mahogany, \$350; 21-in. console, mahogany veneer \$390, 21-in. half-door console, mahogany veneer \$430.

Ultra Vision series, all 21-in. consoles—mahogany veneer \$420, blonde \$440, mahogany, half doors \$450, American Provincial, half doors \$450. Holdover models are 21-in. table, mahogany \$320, limed oak \$340, 21-in. console \$370.

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Olympic, which claims 40% of its TV sales are combinations, showed new 14-set line featuring 4 combinations and 2 "Tele Timer" models with clock which automatically turns set off and on. Prices of Olympic line (excluding Federal tax): Standard series—17-in. walnut table \$160, mahogany \$180; 17-in. combination, walnut \$300, mahogany \$320; 17-in. console clock TV, mahogany \$230, same in 20-in. \$270; 20-in. mahogany table \$230; 20-in. combination \$370. "Powerhouse" series—17-in. mahogany tables \$200 & \$230, blonde \$240; 17-in. mahogany console \$250; 21-in. mahogany table \$250; 21-in. mahogany console \$290, doors \$330, blonde \$350; mahogany combinations \$340 & \$400.

Majestic's new line (prices inboard): Tables—17-in. mahogany \$190 & \$220, blonde \$230; 21-in. mahogany \$260 & \$270, blonde \$270 & \$280. Consoles—17-in. mahogany \$240, blonde \$250; 20-in. mahogany \$270; 21-in. mahogany \$290 & \$300, blonde \$300 & \$310; doors, mahogany \$320, blonde \$340; full doors, mahogany \$330 & \$350, blonde \$350 & 370; sliding doors \$400; combination mahogany \$480; combination mahogany with twin speakers \$550, blonde \$580; combination with tape recorder, mahogany \$750, blonde \$785.

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Raytheon changes name of Belmont Radio subsidiary to Raytheon Television and Radio Corp. "to identify the company name more closely with the Raytheon trademark."

Sparton's new 14-set line features "Equasonne" audio system for high fidelity sound reproduction and "Ultra Range tuner," said to increase sensitivity. Priced inboard, table models are 17-in. mahogany at \$200 & \$260, 21-in. mahogany \$280 & \$330, 21-in. blonde \$290 & \$340. Consoles begin with 17-in. mahogany at \$320 and include 21-in. mahogany at \$340, \$380 & \$440. Corresponding models in blonde are \$360, \$390 & \$460. Top of line is 21-in. combination at \$590 in mahogany, \$600 blonde.

Arvin brought out 19 new sets, 9 of them 82-channel vhf-uhf with single-knob tuning (Vol. 8:19). Priced inboard, tables are 17-in. mahogany \$200 & \$240, 21-in. mahogany \$250. Consoles, all 21-in.: mahogany at \$300, \$360 (same, vhf-uhf \$400), \$400 (vhf-uhf \$450), \$450 (vhf-uhf \$500), \$550 (vhf-uhf); blonde sets at \$320, \$380 (vhf-uhf \$420), \$420 (vhf-uhf \$470), \$530 (vhf-uhf); maple or French Provincial vhf-uhf \$550.

Three new Magnavox models introduced at Music Show are highlighted by unusually compact 27-in. set mounted on base which serves as acoustical baffle, listing at \$594 in oak with wrought iron legs or in mahogany with wooden legs. As TV-AM-phono combination, with addition of matching cabinet which sits on top of TV cabinet, list is \$750. Other new sets are 21-in. table, mahogany \$290, oak \$300, and 21-in. open console, mahogany \$340, oak \$360.

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Sylvania introduced 18 new TV sets to distributors at New York convention July 26, in addition to 14 carried over from previous line. Sixteen of the new receivers feature "Ultrapower tuner," with provision for built-in uhf conversion and one-knob tuning for all 82 channels. These may be purchased already converted for uhf at additional cost. Sylvania's external converter, in mahogany cabinet, is priced at \$42.50. Scheduled for October production is 27-in. console with remote control, to be priced around \$700. New Sylvania sets, priced inboard:

Table models—17-in. mahogany \$240 & \$270, blonde \$250 & \$280; 21-in. mahogany \$330, blonde \$340, with HaloLight \$390 in mahogany, \$400 in blonde.

Open-face consoles, all 21-in.—mahogany \$370, blonde \$380, mahogany with HaloLight \$450, blonde with HaloLight \$470. The 21-in. consoles with doors & HaloLight—mahogany \$480 & \$500, two blonde models at \$500. The \$500 consoles may be converted into corner units with addition of corner book cases, available in mahogany or maple at \$50 a pair. Topping line is 21-in. combination with HaloLight, mahogany \$630, blonde \$650. Holdover models range from 17-in. table at \$200 to 20-in. HaloLight console at \$420.

Packard-Bell showed new sets to 3000 West Coast retailers in Los Angeles July 30. Company is carrying over its 17-in. mahogany table model at \$250. New models include: 21-in. plastic table \$290, mahogany \$330, maple & blonde \$345; 21-in. console, doors, mahogany \$370, American Colonial & blonde \$400, French Provincial \$420; 24-in. console, doors, mahogany \$500, blonde, Colonial & Provincial \$520. TV-AM-phono combinations are: 21-in. mahogany \$500, blonde, Colonial & Provincial \$525, 24-in. with dual speakers, mahogany \$650, blonde, Colonial & Provincial \$675. All prices are inboard.

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First mechanically mass-produced radio, using plated circuits in place of wiring, is being made and sold by Motorola. Die-stamping process, given trade name of PLAcir, is used in one of Motorola's home radio models which has been sold for field testing in consumers' homes, according to v.p. Elmer H. Wavering. Process will be adapted to other Motorola radios, and eventually to TV sets, he said.

Trade Personals: David J. Hopkins, pres. of Emerson West Coast Corp. distributors, named Emerson sales & adv. director; he is son of late presidential adviser Harry Hopkins . . . Jack Herbst, DuMont Southern California regional mgr., named Hoffman Southern California sales mgr., succeeding Marshall Wells, now with Admiral in Los Angeles . . . William Rogers Herod elected GE v.p., will continue as president of International GE, now a division of parent company rather than wholly-owned affiliate . . . Frank Feilen named Crosley field service mgr., coming from company's Atlanta office . . . Wm. P. Frost, ex-Packard-Bell district sales mgr., named Westinghouse Southern California district mgr., also covering Boise, Salt Lake City & Phoenix . . . Mathew F. Barnes, Zenith Southwest regional sales mgr., transferred to San Francisco, to cover Sacramento, Fresno, San Francisco, Salt Lake City & Denver, succeeded by Robert G. Smith, ex-Landers, Frary & Clark district mgr. . . . Gene Gold appointed Crosley advertising & promotion mgr. . . . Harold T. Sawyer, ex-GE and Bailey Meter Co., appointed mgr. of industrial product sales, RCA Victor engineering products dept., handling industrial TV, electron microscopes, etc. . . . David T. Goodhart appointed asst. to GE TV receiver sales mgr. Paul H. Leslie . . . Tom Ryan, ex-Appliance Distributors Inc. Chicago supervisor, named Sylvania Chicago regional mgr., succeeding Dave Cathart, now setting up distributorship in Des Moines . . . Philip J. Wood, Stewart-Warner field sales mgr., names 3 regional sales mgrs.: Roland A. Connoy, ex-Western Auto TV sales mgr. in Kansas City, for Minnesota, Nebraska, Iowa, Illinois, Wisconsin & Dakotas, with headquarters at 2846 Princeton Ave., Minneapolis; Michael Craffey Jr., ex-Crosley Detroit, for Michigan, Ohio, Indiana & western Pennsylvania, with headquarters at 13332 S. Norfolk St., Detroit; J. T. Sharkey, ex-S. S. Fretz Co. sales mgr. in Philadelphia, for Delaware, Maryland, Virginia, southern New Jersey, Philadelphia, Harrisburg, York, Allentown, Scranton, Wilkes-Barre, with offices in Radnor, Pa. . . . Richard J. Bambery, Admiral asst. distribution mgr., named regional mgr. for Evansville, Ind., Jackson, Miss., Little Rock, Memphis, Nashville & New Orleans . . . Henry J. Dostal, ex-Tele-tone & Emerson, named Tele King contract sales mgr., to handle private label sales . . . Harry E. Callaway, Thearle Music Co., San Diego, named president, National Assn. of Music Merchants succeeding Ray S. Erlandson, San Antonio Music Co., who becomes chairman; Russell B. Wells, Denver, named v.p.; Ben F. Duvall, Chicago, secy.; Parker M. Harris, New Orleans, treas. . . . Lowell E. Pettit, formerly adv. mgr., GE electronics div., named mgr. of new investor relations services dept. . . . Richard E. Farnham, ex-Admiral Boston distribution division sales promotion mgr., appointed Westinghouse TV-radio div. public relations supervisor, a new position.

J. Lester Gasser, 43, Stromberg-Carlson controller & asst. treas., died of heart attack July 22 in Hammond, N. Y. while on a Lake Ontario vacation fishing trip.

“Extended Play” 45rpm record, same size as present 45’s but playing up to 8 minutes a side or 16 minutes a record, will be introduced by RCA Aug. 15. Columbia Records, rumored in trade to be preparing new 45 record with 2 popular selections on each side, commented: “If the public responds favorably [to RCA’s new record], then we will bring out a similar record.” Standard popular record selections usually run about 3 minutes per side.

TV receivers will be guinea pig for new National Advertisers’ Consumer Bureau, 342 Madison Ave., New York, formed by R. Edward Taylor. Aim is to get durable goods manufacturers to become “subscribers,” supplying data on their products to Bureau which in turn will answer consumers’ written queries for 10¢ fee.

Financial & Trade Notes: Among officers’ and directors’ stock transactions reported by SEC for May: Frank H. Sparks sold 100 Arvin, holds 7650; Jack Cohn sold 300 Columbia Pictures held through trust, holds 69,263 directly and through trusts; Abraham Schneider gave 600 Columbia Pictures as gift, holds 7462 plus 12,812 warrants for common; William C. Decker gave 14 Corning Glass as gift, holds 5266; Walter B. Smith sold 50 Corning Glass, holds none; William H. Osborne Jr. bought 100 Driver-Harris, holds 310; R. B. LaRue bought 100 General Precision Equipment, holds 600; Kenneth C. Prince bought 100 Halli-crafters through Prince & Schoenberg (March), holds 100; Wm. H. Harrison bought 100 IT&T, holds 2185; Edward D. Phinney bought 300 IT&T, holds 405 directly, 620 through joint tenancy; Richard A. O’Connor sold 2000 Magnavox, holds 58,412; W. Ray Johnston sold 8300 Monogram Pictures (March & April), holds 4517; Stanley J. McGiveran bought 100 Owens-Illinois, holds 100; Joseph H. Gillies sold 1000 Philco, holds 8407; Thomas A. Kennally gave 35 Philco as gift, holds 18,062; Noah Dietrich bought 1000 RKO Pictures (Nov. 1951), holds 1000; David J. Greene bought 4500 RKO Theatres through trust, holds 48,850 directly and through partnership, trust and members of family; A. Louis Oresman bought 4000 RKO Theatres, holds 22,100; E. Finley Carter sold 282 Sylvania, holds 700; Don G. Mitchell sold 100 Sylvania (April), gave 50 as gift, holds 3392; Walter R. Seibert bought 191 Sylvania (Feb. 1951 & Feb. 1952), holds 191; A. H. Blank sold 500 United Paramount Theatres held through trusts, holds 12,232 directly and through trusts; William T. Kilborn bought 200 United Paramount (Aug. 1951), holds 200; Simon B. Siegel bought 100 United Paramount, holds 100; Harry M. Warner sold 1900 Warner Bros. Pictures, holds 261,400 directly and through trusts; W. S. Woodfill bought 100 Zenith, holds 100.

United Paramount Theatres reports consolidated earnings for first 6 months of this year of \$3,669,000 (\$1.11 on 3,300,838 shares), including \$1,165,000 capital gains, after taxes of \$2,518,000. In same period last year, earnings were \$4,855,000 (\$1.49 on 3,260,227 shares), including \$1,186,000 capital gains. In second quarter of this year, UPT’s earnings were \$1,481,000 (45¢), including \$921,000 capital gains, vs. \$2,081,000 (64¢) including \$854,000 capital gains, in second quarter 1951.

Motorola stockholders voted to triple present authorized shares to 3,000,000, declared 100% stock dividend on 879,605 shares outstanding July 15. Company also plans to offer 175,921 additional shares of \$3 par common stock (Vol. 8:27, 30). Motorola reported first-half 1952 net sales of \$69,793,000, earnings \$3,129,704 (\$3.56 a share) vs. \$73,449,000 & \$3,756,863 (\$4.27) same period last year.

Scott Radio Laboratories, in first report since merger with Meck November 19, 1951, reports net profit of \$183,902 (18¢) on sales of \$3,614,837 between merger date and May 31, 1952. Because of merger no comparable figures for previous year are available.

Hoffman reports first-half 1952 net income of \$598,692 (\$1.05 a share) on sales of \$15,196,383 vs. net loss of \$347,345 on \$7,703,942 same 1951 period, with TV sales up 38% over first-half 1951 volume. Backlog of govt. orders is estimated at \$75,000,000.

General Electric shows net profit of \$57,119,000 (\$1.98 a share) on sales of \$1,171,202,000 for first 6 months of 1952 vs. \$70,326,000 (\$2.44) on peak \$1,184,735,000 same period last year.

Stromberg-Carlson reports net income of \$580,342 (\$1.56 a share) on sales of \$19,861,125 for first 6 months of 1952 vs. \$169,444 (31¢) on \$14,959,710 last year.

Telecasting Notes: Canada's CBFT, Montreal, is now operating experimentally from temporary tower atop Mt. Royal (because of steel shortage), carrying International League baseball games sponsored by Canadian RTMA, as well as test programs. CBC director general of engineering Gordon L. Olive reports good reception in such U. S. cities as Plattsburg, N. Y., and Burlington, Vt. Formal opening is set for Sept. 6. CBLT, Toronto, begins tests Aug. 15, is due for formal opening Sept. 8 . . . Old films' value to TV indicated by *Variety* report that Edward Small's Peerless Television, formed last November to market 26 movies, has contracts totaling \$800,000 or about \$30,000 a film—and that's only in 26 markets . . . Schedule of feature film fare on ABC's WJZ-TV, New York, has reached total of 35 pictures per week, 10 hours on Saturdays alone . . . Convention foresight paid off for Paramount's KTLA, Los Angeles, which carried pooled political telecasts sponsored by Richfield Oil; station had policy with Lloyd's of London indemnifying it against loss of sponsored programs after 6:30 p.m. Friday for each convention . . . Cuba's RHC Cadena Azul radio network reportedly sold to Ben Marden, formerly a bigtime New York nightclub operator; network holds CPs for TV in Havana, Matanzas, Santa Clara, Ciego de Avila, Camaguey, Santiago (see p. 36, *TV Factbook 15*) . . . College football TV schedule, to be announced soon by NBC, will include 11 Saturdays of nationwide telecasts plus one day devoted to regional and local games . . . Sneer at TV by Hollywood is 20th Century-Fox's *Dreamboat*, Clifton Webb film which satirizes TV's use of retreaded former movie idols . . . Flying saucer story: WPIX, New York, offering \$500 to first of its camera crews at Yankee Stadium and Polo Grounds to catch the discs with TV camera, and \$100 to first cameraman who records them on film . . . State Dept. preparing report on U. S. TV for its overseas information program . . . ASCAP won a point last week in its battle with TV stations over music fees, when N. Y. District Court Judge Henry W. Goddard ruled that stations must supply ASCAP, on confidential basis, detailed data on income and programming for 8 representative weeks for one past year . . . Sale of KOTV, Tulsa, to Jack D. Wrather Jr., his mother, Mrs. Mazie Wrather, and mgr. Helen M. Alvarez (Vol. 8:19) was approved by FCC this week; also approved was swap whereby CBS acquired 47% of WTCN-TV, Minneapolis, in exchange for 53% of its WCCO there (Vol. 8:10) . . . Mexican Ministry of Communications censoring TV films, restricting those deemed "unsuitable for children" to showings after 9:30 p.m. . . . TV films and kinescopes of live programs, as well as theatrical films, will be exhibited at International Cinema Art Exhibition in Venice Aug. 20-Sept. 6.

Most ambitious project of National Assn. of Educational Broadcasters in programming field, and generally regarded as precursor of similar efforts in TV, is newly announced 13-week radio dramatization, *The Jeffersonian Heritage*. Financed by \$300,000 Ford Foundation grant, recorded series will be aired this fall by NAEB tape network, and made available to commercial stations on sustaining basis as well as to foreign radio networks.

Subscription-TV proponent International Telemeter Corp. seizes upon disappointing returns of Crosby-Hope Olympic "telethon" (Vol. 8:26), which finally produced only some \$200,000 out of \$1,000,000 pledged, to claim that its pay-as-you-look system could have collected immediately from all viewers watching show.

Democratic presidential nominee Adlai Stevenson is selling his 2.5% interest in Sangamon Valley Television Corp., applicant for Channel 2 in Springfield, Ill. because, a spokesman said, he wants no connection with an application before Federal agency during campaign.

"Communication Sets Its Sights Ahead," by Harold S. Osborne, retiring AT&T chief engineer, in summer issue of *Bell Telephone Magazine*, includes this novel prediction: "Let us say that in the ultimate, whenever a baby is born anywhere in the world, he is given at birth a number which will be his telephone number for life. As soon as he can talk, he is given a watch-like device with 10 little buttons on one side and a screen on the other. Thus equipped, at any time when he wishes to talk with anyone in the world, he will pull out the device and punch on the keys the number of his friend. Then, turning the device over, he will see his face on the screen, in color and in 3 dimensions. If he does not see him and hear him, he will know that the friend is dead."

NBC-TV ranks 2nd, CBS-TV 4th, CBS-Radio 5th, NBC-Radio 6th, ABC-Radio 7th, ABC-TV 11th, MBS 12th among national media in total investments by advertisers for first 6 months of this year, according to *Life Magazine* newspaper advertisement which ranks *Life* as first. TV-radio rankings are based on Publishers Information Bureau gross figures for network time only. The top 12: *Life*, \$48,573,615; NBC-TV, \$41,067,493; *Saturday Evening Post*, \$39,055,384; CBS-TV, \$32,451,094; CBS-Radio, \$29,601,495; NBC-Radio, \$24,183,934; ABC-Radio, \$19,403,716; *Time*, \$16,888,193; *Better Homes & Gardens*, \$11,661,333; *This Week*, \$10,959,044; ABC-TV, \$10,714,033; MBS, \$10,262,680.

TV is available to 80% or more of population, rather than 60-65% commonly assumed, according to American Research Bureau director James Seiler. Acknowledging that set distribution may be quite sparse 100-150 miles from stations, he says that ARB gets so many hundreds of reports of consistent reception at those distances in its program-rating diaries that signals should be classified as "available." ARB is increasing its coverage to 13 cities, adding Cincinnati, Dayton and Columbus, starting with August report. Aiming for total of about 20 cities, ARB will probably add Dallas-Ft. Worth, St. Louis and Minneapolis this fall.

In precedent-setting decision which held radio network cannot be held responsible for slanderous remarks made by guest on ad lib show unless plaintiff can prove malice or negligence by networks, NBC was cleared of libel charge this week in Chicago by Federal Judge William J. Campbell, who dismissed \$2,000,000 suit filed by Al Wagner of Mobile, Ala., owner of *Cavalcade of Amusement* show. Wagner contended dancer Sally Rand remarked on interview over WMAQ, NBC Chicago outlet, that she had judgment against him for \$23,000 for debt. Judge ruled, however, that Miss Rand must stand trial.

Demanding larger share of network revenues from time sales, NBC-TV affiliates will meet Aug. 27 with president Joseph H. McConnell in New York to discuss new formula for network payments to stations. Some 38 of NBC-TV's 44 primary affiliates meeting in Cleveland July 26 heard recommendations for new standard affiliation contract by 7-man compensation committee headed by Walter Damm (WTMJ-TV, Milwaukee). Affiliates generally expressed enthusiasm over proposals, details of which were withheld pending negotiations with network.

Radio market researchers were taken to task this week for underestimating automobile market potential. BAB v.p. Kevin B. Sweeney, revealing results of Pulse spring survey of 250 locations to Illinois Broadcasters Assn. in Peoria, said 92.4% of all postwar autos—or total of 27,500,000 (70.4% of U.S. total autos)—are radio-equipped, with over third of auto sets in use all day. Other market facts: about 25% of all radios are in autos; 8 of 10 autos in large cities are radio-equipped, with northeast states' 75.1% ownership leading nation.

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TOP-PRIORITY CITIES GET OCT. 1 HEARINGS: FCC set first hearings this week for competing TV applicants -- those for Denver, Canton, Portland and Waterbury -- for Oct. 1 in Washington. At the same time it revealed some of the policies it will follow in regard to hearings in general.

Commission will stick to city-by-city priority list -- "for the time being" -- in scheduling order of hearings. Comr. Hennock dissented from decision on hearing procedures without stating her objections, and Comr. Bartley dissented in part.

"The use of the temporary processing procedure as a guide for hearings will depart from the policy which the Commission established of making grants first where the greatest need exists," he argued. "For example, Denver, having received three grants, stands to end up with possibly 6 grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and 8 other single-station cities larger than Denver."

All hearings are to be scheduled for Washington, though Commissioners say that under "unusual conditions" they'll consider application to hold them elsewhere.

Same examiner will conduct hearings for all channels in each city, rather than separate examiners hearing cases simultaneously. But all hearings involving a particular city will be scheduled to begin same day, to prevent applicants' amending their applications while hearing for different channel in same city is in progress. Applicants aren't permitted to amend within 20 days of hearing date.

FCC hopes to have 7 new examiners on staff by Oct. 1 hearing date -- plus the 4-5 of its present 7 expected to be free for TV cases.

2 CPs, 2 RULE-CHANGES TURNED OUT BY FCC: Commission ground out 2 CPs this week -- uhf in Mobile and vhf in Honolulu -- for total of 28 grants to date.

It also modified its rules on location of stations and studios outside the cities to which channels are assigned, and tentatively squeezed a brand new uhf channel into Fremont, Ohio.

CPs went to WKAB, Mobile, Channel 48, and KGMB, Honolulu, Channel 9. FCC set aside 9 other applications for hearings because of competition -- in Portland, Beaumont-Port Arthur, Shreveport. This week Commission progressed but one notch on priority list, got to 18th city in Group A, took no action of Group B applications.

* * * *

FCC notified Tom Potter, Texas oilman who founded and sold WFAA-TV, Dallas, that his application for Channel 43 in Chattanooga "involves financial and past operation questions which indicate the necessity of a hearing." Application by Mr. Potter for Channel 31 in Beaumont was also thrown into hearing hopper -- this one because of competition for same channel.

Fact that Potter sold WFAA-TV (then KBTB) to Dallas News in 1950 when the station was losing money (Vol. 6:4,11) is what worries Commission. They argue that when he applied for permission to sell that station he said his other interests

left him little time to give to its operation, and Commission wants to determine whether his new application is "speculative venture."

The "financial questions" mentioned by FCC are something of a mystery. At week's end, Potter's attorney hadn't received FCC notification and Commission didn't make its text public. Potter is known to be worth about \$4,000,000, is said to have lost some \$40,000 in sale of WFAA-TV to Dallas News for \$575,000.

New applications slowed down to comparative trickle this week. Only 20 were filed -- smallest amount for any week since June 1-7. Applications pending Commission action now total 710. [For details of this week's applications, together with CPs, applications scheduled for hearing, etc., see this week's Addenda 15-D.]

* * * *

Commission amended 2 of its Rules Governing TV Stations this week. In response to petition of South Jersey Broadcasting Co. (WKDN), Camden, owned by Major Ranulf Compton, ex-Conn. Congressman, it liberalized provision which permits station in a small community or suburb to utilize frequencies assigned to larger community less than 15 miles away.

This practice previously was permitted only where smaller community had no channel assigned to it. WKDN's petition noted that Camden is assigned Channel 80 for non-commercial educational use, but requested permission to apply for a channel assigned to Philadelphia nevertheless. New amendment which resulted permits applicant for smaller city to seek channel assigned to larger city within 15 miles so long as no commercial channel is assigned to smaller city.

Stations were promised "breathing space" in suburbs for their studios, in the other rule-change of the week. While refusing to repeal its rules relating to location of main studios as requested by WSIX, Nashville, Commission relaxed section so that studios may be located outside main community on showing of "good cause."

A uhf channel was "found" for Fremont, O., at request of WFRO which showed that Channel 59 could be assigned there without upsetting any other allocations. FCC inserted channel there this week, subject to rule-making proceedings.

* * * *

Legal challenge of some basic allocation procedures was flung at FCC this week by KROW, Oakland, Cal., in filing suit in California Federal Court charging that Commission acted illegally by refusing to give preference to applicants who went through hearings before freeze.

Though KROW states it doesn't ask "review of entire allocations report, particularly in view of the fact that TV grants throughout the country were frozen for a 4-year period" -- case's precedent could affect applicants from many sections of country other than San Francisco-Oakland area.

Petition points out that KROW went through competitive hearing in 1948 and charges Commission's final allocations report is "invalid, arbitrary, capricious and contrary to the Commission's own established rules in that it removes the petitioner's application for a new TV station from the hearing docket, thereby destroys the previously accrued procedural rights of petitioner, and opens up this application to comparative consideration with new applications not entitled to comparative consideration under the Commission's rules."

KROW also charges FCC reduced number of commercial vhf channels assigned to San Francisco-Oakland area from 6 to 4 "in absence of any engineering necessity."

Court is asked to compel FCC to give preferred status to applicants who went through hearing before freeze. "The Commission should continue the San Francisco-Oakland applicants in hearing status," says suit, and "no other parties filing applications subsequent to the hearing should be allowed comparative consideration."

* * * *

Add grantees' plans for getting on air: President L. Coleman Judd of WBRD, which last week was granted uhf Channel 17 in Ft. Lauderdale (Vol. 8:31), tells us he plans to begin construction as soon as possible, but earliest verbal commitment he could get for delivery of equipment was "sometime after January 1953."

NEW NPA RULES AID TV STATION BUILDERS: There's less red tape, less waiting in store for new TV grantees anxious to get started on studio and transmitter buildings, as result of liberalization of NPA construction regulations on use of copper and aluminum. But steel for towers will be hard to get for some time.

New amendment to CMP Regulation 6, out this week, permits builders of TV-radio stations, and other projects classified as "industrial," to write their own priority tickets for up to 5000 lbs. of copper products, 4000 lbs. of aluminum per quarter per project. Previous limits were 2000 lbs. each of copper and aluminum.

This substantial increase in copper availability may be enough to permit some grantees to get on air weeks -- even months -- earlier than they had anticipated, since they may now "self-authorize" their copper, instead of applying to NPA and waiting for approval. "Copper products," in NPA's definition, include wiring and cable installed in TV-radio station buildings. Self-authorization procedures apply to both new building and remodeling projects.

* * * *

Tower outlook continues dim because of steel strike, and it's evident many grantees will be forced to rely on makeshifts and temporary arrangements to get on air. Builders are still permitted to self-authorize 25 tons of steel per project per quarter -- but that's not enough to build a TV tower, let alone a studio building plus a transmitter building and a tower.

A 500-foot self-supporting tower requires about 115 tons of steel, a guyed structure some 60 tons. Over a 9-month period, a builder could, of course, self-authorize enough structural steel to put up a good guyed tower.

The only other possible way to get enough steel for big new tower is to apply to NPA for allotment. But in fourth quarter, steel will be extremely tight.

NPA's construction allotment criteria for fourth quarter, issued this week, place "new starts" on civilian building in rather low priority position -- but officials say it will be several weeks before they'll know just how much steel they can allocate for TV station construction applications.

One drawback in applying to NPA for steel: Applicant loses his self-authorization privileges for copper and aluminum, must also apply for rations of those metals. NPA says there have been no new applications so far from TV grantees for metals for fourth quarter, indicating heavy use of self-authorization procedures.

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Cheery note for grantees: NPA looks with favor on the idea of building temporary installations in order to get on air quickly. Officials say they won't discriminate against those telecasters when they apply again for materials to build new, permanent station projects. In fact, there's every indication that telecasters who build temporary quarters for their stations will have the inside track when it comes to getting materials for more elaborate buildings.

Their applications for new or enlarged buildings go in same file as their previous applications for temporary installations, and are considered as continuation of the same project. "Continued" projects get higher priority for materials allocations than do "new starts."

QUICK BUILDUP OF UHF AUDIENCE PROBABLE: Set and tuner makers are rarin' to go with uhf receivers, converters and adapting gadgets the minute the first uhf station goes on air -- and it's good bet that telecasters in uhf-only markets will build up their audiences just about as fast as their vhf counterparts.

Single-channel tuning strips are now being produced by Standard Coil for its turret tuners, and Zenith is ready to turn out strips Sept. 1. RCA is now producing 1-&-2-channel selectors and all-channel tuners. Philco is tooled up and ready to begin output of converters. Other tuner and receiver makers are in similar stages of readiness -- some already building all-channel sets -- waiting only for the word that there's a market.

No market exists now, for all practical purposes, not even in cities with uhf grants. Most manufacturers report very few queries from public, save in Portland

and Springfield, biggest markets with uhf grants only. In Denver, only new post-freeze TV market, consumer interest in uhf is scant, distributors report. Although Empire Coil Co.'s Channel 26 outlet will be on air there this year, Denverites are understandably reluctant to pay extra money for something they can't see.

Customers are more interested in the picture than in the mechanics of its transmission. Most prospective set buyers, manufacturers say, appear to be as unaware of uhf-&-vhf as they are of the piston displacement of their automobiles.

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In letter to all major TV manufacturers, Empire Coil president Herbert Mayer this week reminded them his uhf stations in Denver and Portland (Channel 27) will be on air before Christmas and asked "what provision your company is making for reception of uhf transmission...in these areas." His letter advised:

"This problem is of considerable importance to us in Denver, where sales of vhf sets are currently being made in large numbers. We feel that installation of a suitable uhf receiving device should be made when the set is originally installed, rather than later, as servicemen will be very busy installing new sets in December."

Denverites are being urged to insist on uhf adaptability when they buy TV sets. Better Business Bureau has issued booklet giving facts about uhf as well as "dumping" of questionable sets in a new TV market. Denver's Rocky Mountain News ran this headline: "Obsolete TV Sets on Way to Denver."

A few vhf-uhf receivers are coming into Denver and being sold, but they're the exception. Most of them are turret-tuner sets with Standard Coil uhf strips installed, costing only few dollars more than vhf-only sets. Standard Coil says it's shipping "quite a few" uhf strips to setmakers, now has strips for all uhf channels and is waiting for the deluge -- "all we need is stations."

Zenith says its long-standing uhf promotion campaign is paying off. Even in Portland, which has no station as yet, v.p. L. C. Truesdell says, "we're selling sets now with the guarantee that customers will have the uhf strips by the time the station goes on the air." Zenith's uhf strips will begin going to dealers Sept. 1. Admiral, too, reports readiness to supply strips as soon as stations are ready.

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But it won't be all clear sailing for uhf. Availability of receiving sets and adapters may well be the least of its problems. As Mr. Mayer indicated in his letter, there may be real bottleneck in servicemen when uhf station goes on air. And many technicians must yet learn the peculiarities of uhf installation.

Uhf antennas will be readily available, but nevertheless they'll pose another problem. Public isn't aware that in many cases -- if not most -- separate antenna element is required when uhf station comes on air in area already served by vhf. And in words of one major manufacturer: "One big problem that's not generally understood is that satisfactory signals may be hard to get in some locations. Uhf is new and untested in mass use. There has to be a 'break-in' period in uhf, just as there was in vhf, before we have all the answers."

Notes on foreign TV as reported through diplomatic dispatches to Commerce Dept.'s *Foreign Commerce Weekly*: William M. O'Neil, owner of WJW, Cleveland, and TV applicant for that city, reported planning to build TV stations in Caracas and Maracaibo, Venezuela . . . 5-kw TV transmitter being installed on Mt. Portofino, Italy, 15 miles from center of Genoa, to rebroadcast programs from other stations in northern Italy; scheduled on air in first half 1953 . . . Bangkok, Siam to get closed-circuit TV demonstrations by Pye Co., Cambridge, England . . . Phillips of Eindhoven has new TV factory in Krefeld, Germany, capable of turning out 800 sets a day.

TV antenna permit costing \$1 per installation is required in Denver under measure passed Aug. 4 by city council. TV distributors, up in arms, Aug. 7 filed proposal to exempt all antennas less than 18 ft. high. Council is due to consider this proposal Aug. 11.

Regular production of TV transmitters is now under way at Gates Radio Co., company officials say. Gates has 500-watt transmitter, priced at \$22,000 for Channels 2-6 and \$24,000 for 7-13, and 5-kw at \$48,500 for 2-6 and \$52,500 for 7-13. Company has shipped only 2 since last May. A 500-watt job went to KUTA (AM), Salt Lake City, in May.

Permission to rebroadcast programs of WJAC-TV, Johnstown, Aug. 13-17, was granted by FCC to Sylvania's experimental station KG2XDU (Channel 22), Emporium, Pa. Occasion for special temporary authority is uhf demonstration to summer seminar of Emporium section, IRE, "and for incidental tests and adjustments."

Handy reference for writers seeking to enter TV is *TV Writer's Guide* (224-pp.) by Margaret R. Weiss, published by Pellegrini & Cudahy (\$3.95).

Personal Notes: J. L. Van Volkenburg, CBS-TV president, and Adrian Murphy, CBS-Radio president, elected to CBS board. In addition to new members, CBS board now consists of Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conkling, J. A. W. Iglehart, Leon Levy, Edward R. Murrow, Samuel Paley, William S. Paley, Dorsey Richardson, Frank Stanton . . . W. Spencer Harrison, CBS-TV senior attorney, appointed v.p. in charge of legal and business affairs . . . Leonard H. Hole, NBC-TV production mgr., appointed network production director in continuing TV-radio unification; John B. Cron, ex-film syndication sales mgr., named TV film sales mgr., Stanton Osgood, former executive asst. to TV operations director, named film production mgr., both reporting to v.p. Robert W. Sarnoff . . . Bill Brooks, NBC public relations v.p., to resign Oct. 1 to form own public relations company with NBC itself as one of his clients . . . William H. Davidson, ex-Free & Peters and ABC, appointed NBC radio spot sales mgr. . . . Harold L. Morgan Jr. becomes ABC-TV services dept. v.p. in charge of production & finances, Charles M. Underhill program dept. national director as network splits TV operations into 2 branches; both report to TV network v.p. Alexander Stronach Jr. . . . Richard K. Doan, WCBS-TV program director, named v.p. of C. E. Hooper Inc. handling service to TV stations; also named v.p. were W. Bruce McEwen, account exec. in charge of TV-radio service to advertisers and agencies, and Nadine E. Miller, press and public relations director, heading subscriber relations on time buying . . . Dave Driscoll, ex-news and special events director, WOR, named to similar post at WOR-TV, replaced by Milton Burgh, MBS news head; Robert J. Sullivan appointed WOR promotion mgr., succeeding Joseph Creamer . . . John Patterson, asst. sales director WPIX, New York, promoted to sales director, succeeding John F. Noone, resigned . . . Richard B. Stärke, ex-Katz TV-radio account executive, joins DuMont in similar capacity . . . Paul F. Biklen, ex-Fuller & Smith & Ross, and Joseph Thompson, ex-associate producer of NBC's *Today*, join N. W. Ayer & Son, former as New York service representative, latter handling Hollywood TV production . . . Warren F. Warner, program dept. mgr., WKRC, Cincinnati, named program mgr. WTVN, Columbus . . . Frank J. Howard, WJAR-TV's local time sales representative, named head of new promotion dept. . . . Edward Barrett, ex-Voice of America chief and *Newsweek* editorial board member, now NBC consultant studying new approaches to news telecasting . . . Harold D. Cohen, OPS associate chief counsel and prewar FCC special counsel, resigns to join Washington law firm of Pierson & Ball.

TV-Democratic Party "deal" was charged by Truman Rembusch, Allied Theatre Owners of Indiana pres., in telegrams to Attorney General McGranery and Sen. Sparkman (D-Ala.) protesting anti-trust suit filed against 12 movie makers and distributors (Vol. 8:30, 31). Mr. Rembusch charged telecasters, seeking political favors, put candidates at Democratic convention in more favorable light than Republicans. Meanwhile, *New York Times* editorially joined fight against suit, declaring "in our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality . . . It is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage."

Paul A. Porter, ex-FCC chairman, underwent emergency appendectomy this week in Paris, where he is Mutual Security Agency's economic affairs director.

Fordham University's FM station WFUV suspends operations 5 weeks beginning Aug. 15 as economy measure.

Financial & Trade Notes: CBS's net income showed increase for 6 months ended June 28 over corresponding period last year, reaching \$2,851,415 (\$1.22 a share) on \$105,594,498 gross, compared with 1951's \$2,471,317 (\$1.44) on \$77,836,266. This year's figure was based on 2,337,896 shares outstanding, with acquisition of Hytron Radio & Electronic Corp. accounting for increase over 1,717,352 shares last year. Earnings before taxes of \$4,300,000 were \$7,151,415 in 1952 against \$6,346,317 for 26 weeks in 1951.

Admiral's sales and earnings declined for first 6 months of 1952 despite 17% increase in second-quarter sales over same 1951 period. Company reports first-half 1952 income of \$2,523,355 (\$1.31 a share) on sales of \$83,015,391 vs. \$4,093,421 (\$2.12) on \$103,587,355 same 1951 period. Substantial gain was made in second quarter, with earnings of \$1,007,849 (52¢ a share) on sales of \$39,045,035 vs. \$1,690,077 (88¢) on \$33,265,807, with readjustment of tax reserves reflected in higher earnings on lower sales volume. President Ross D. Siragusa attributed June TV sales boost to pre-convention promotions. He said TV inventories were nearly depleted, predicted industry-wide TV sales of 2,750,000 in 2nd half of 1952.

Dividends: Tung-Sol Electric Inc., 25¢ Sept. 2 to holders Aug. 13; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Standard Coil Products Co., 25¢ Aug. 15 to holders Aug. 5 (not Sept. 15 for Sept. 5, as reported in Vol. 8:30); Cornell-Dubilier, 30¢ payable Sept. 25 to holders Sept. 10; General Precision, 25¢ Sept. 15 to holders Aug. 25; CBS, 40¢ Sept. 5 to holders Aug. 22; Paramount Pictures, 50¢ Sept. 26 to holders Sept. 12; Television Electronics Fund, 11¢ Aug. 29 to holders Aug. 15; Magnavox, 37½¢ Sept. 15 to holders Aug. 25.

Ken Rad Tube & Lamp Corp. directors have authorized additional liquidating dividend of \$2.50 a share to stockholders of record Aug. 11. Previous liquidating dividends by company total \$27.50 a share, plus one-fifth share of Westinghouse stock. Company began liquidation in 1945 following sale of its tube plant to GE and its lamp plant to Westinghouse.

Trade Personals: Edward R. Taylor, asst. to Motorola pres. Paul V. Galvin, elected v.p. in charge of sales and merchandising, newly created post . . . Edward Kantrowitz, Emerson advertising production mgr., promoted to ad mgr.; Albert Leon, statistical dept. head, named sales production mgr. . . . Rear Adm. Martin P. Hottel (ret.) named Westinghouse air-arm division mgr., specializing in aviation electronics . . . Joseph C. Martin, ex-Billboard editorial staffer, appointed industry promotion chief of Record Industry Association of America Inc., to plug home use of records as part of \$100,000 publicity campaign . . . Ralph B. Austrian, ex-RKO Television Corp. & former RCA asst. v.p., joins Pereira-Luckman, Beverly Hills architect-engineer, as senior associate . . . Oden F. Jester, ex-Maguire Industries and Stewart-Warner radio sales mgr., appointed Standard Coil distributor sales mgr. . . . Richard L. Sandefur, ex-Westinghouse Boston TV-radio division sales rep, named northwestern district mgr., Chicago, succeeding H. A. Brewer, resigned . . . David J. Hopkins, Emerson sales mgr., names 3 regional sales mgrs.: Murray Gennis, pres. Emerson Radio of Ohio Inc., midwest; Wm. H. Cormier, ex-Century Distributing Co. sales mgr., western; Roger G. Brown, southern . . . Moe Zimble, ex-Fada, named Capehart-Farnsworth factory branch sales rep for Queens, Nassau & Suffolk counties . . . Joseph Walters appointed RCA Atlanta broadcast field sales rep . . . Howard S. Moncton, asst. mgr. of Sylvania physics lab, promoted to TV & radio division administrative engineer, replaced by Irwin Goldman, senior engineer.

HOPES HIGH FOR TV PRICE LID REMOVAL: Suspension of controls on TV receiver prices looms as distinct possibility in near future, with OPS now taking belated cognizance of industry's depressed price structure.

High-level meeting of OPS officials was held this week to determine whether TV industry meets standards for suspension -- and advocates of suspension in OPS came out of parley feeling victory was in sight.

Credit RTMA decontrol petition (Vol. 8:31) with bringing the pot to a boil. Although suspension or decontrol of TV had been in back of OPS minds for some weeks (Vol. 8:29), it took RTMA with its 340 members to bring matter to head. This on top of similar request from NARDA week earlier was enough to start wheels turning.

If suspension is adopted -- we emphasize it's still in "if" stage -- the OPS will establish a "trigger" price level. When prices reach that point, controls will be restored automatically. In this respect, suspension differs from outright decontrol, for which there is now very little support at OPS.

One major obstacle to suspension remains. That's President Truman's threat to call Congress back in special session to enact stronger price control law -- as he was urged to do by price administrator Ellis Arnall this week. If he carries out his threat, the temptation to retain status quo until Congress acts might be strong enough to keep suspension from going on the books now.

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Meanwhile, TV trade continues to bubble with enthusiasm over fast pace of summer sales, and optimistic predictions for fall and winter still are order of day.

"Terrific" is adjective most commonly employed to describe today's business and tomorrow's prospects. It was used by a Zenith executive who told us this week that production and sales are at highest level in company's history. And Philco v.p. John Kuneau used same word, adding his company has less than week's inventory.

"Dealers are buying more liberally and there's a better feeling about the public's interest in buying," said Emerson's Ben Abrams; "it's a considerable improvement over the past 2-3 months." RCA calls business "very good, better than we expected." CBS-Columbia says orders from dealers and distributors are so heavy it has had to establish allocation system on all factory shipments.

Note of caution was injected by one of largest TV manufacturers, expressing minority view. While echoing that business is now remarkably good, he told us: "The industry may be too optimistic -- it's too early to tell whether there's been a post-convention letdown, and overconfidence now might be dangerous."

Echo of this warning was to be found in TV factory inventory figures as reported by RTMA for week ended Aug. 1 -- showing another 24,000-set increase on top of preceding week's climb of nearly 53,000 (Vol. 8:31). This brings inventories at factory level to 370,539 -- still not an unduly high figure for this time of year.

Week's TV production was 69,962 (9091 private label), up some 2600 from the 67,325 reported for week ended July 25.

Radio output and inventories dropped. Week's production was 118,573 (54,092 private label) vs. 136,673 week before. Inventories dipped to 366,361 from 414,030. Week's radios were 51,285 home, 22,878 portable, 23,831 clock, 20,579 auto.

British TV-radio-electronics production for 1951 set new record: TV sets, 711,000; radios, 2,087,000; receiving tubes, 39,661,876; picture tubes, 748,604; industrial tubes, 28,952. As of April 1, 1952, there were 1,480,144 licensed TV sets in Britain, plus an estimated 100,000-200,000 unlicensed sets, and 11,263,327 licensed radios. British TV-radio-electronics exports in 1951 totaled about \$62,000,000 (£22,000,000), some 25% higher than 1950.

Inadequate TV markups proved unanimous chief complaint of member dealers surveyed by NARDA, with 70% reporting they could sell at higher prices if allowed greater markup, 76% declaring low margins caused them to shift emphasis from TV to white goods.

Uhf takes spotlight at NEDA Atlantic City conference Sept. 22-25. with full day devoted to it, including panel discussions led by RCA tube renewal sales mgr. H. F. Bersche.

Topics & Trends of TV Trade: Motorola's 33-model line features 17-in. plastic table model at \$180; a \$20 reduction from price of corresponding model in old line. At top end is 27-in. mahogany console at \$695. Line introduced at distributors' meeting in Chicago's Conrad Hilton Hotel features cascode-type shielded tuner, "average increase of 1000 volts per set" for brighter picture and shielded light on channel selector for easy tuning in darkened room. Priced inboard, line includes: Tables—17-in. mahogany plastic \$180, ebony plastic \$190 & \$200, walnut \$220, mahogany \$230, limed oak \$240; 21-in. mahogany plastic \$230 & \$260, ebony \$250, mahogany \$280, limed oak \$290. Consoles—17-in. walnut \$260, mahogany \$270 & \$300, limed oak \$280 & \$310, birch \$320, mahogany combination \$450, limed oak \$470; 21-in. mahogany console \$290, limed oak or walnut \$300; 21-in. mahogany \$320, \$370 & \$400, limed oak \$330 & \$390, fruitwood \$430, combination mahogany \$575 & \$650, limed oak \$600, avodire \$675; 27-in. mahogany console \$695.

Hoffman inaugurated one-line-a-year policy with introduction of 26 new models at wholesalers' meeting in Pasadena. Line features 2 chassis: Mark V, for fringe areas, and QXP, containing cascode long range standard tuner. Line also features twin 12-in. and 5-in. speakers with push-pull sound switch that can eliminate one of the speakers. Company also presents for first time 3 "leader" models to sell at one price throughout nation: 17-in. table model mahogany at \$200, 21-in. table model mahogany \$280, 21-in. open face mahogany console \$320.

Other new models (prices inboard and rounded out): Tables—17-in. mahogany \$230, blonde \$240; 21-in. mahogany \$320, blonde \$290 & \$330. Consoles—21-in. open face blonde or maple \$330 & \$390, mahogany \$380; half-door mahogany \$380, blonde or cherrywood \$390; full-door mahogany \$450, blonde or cherrywood \$460; combination mahogany \$485 & \$775, blonde or cherrywood \$495 & \$795; 27-in. full-door mahogany \$775.

Canadian Admiral presented 21 new receivers in Montreal, along with prediction by president Vincent Barreca that over 1,500,000 sets will be sold in Canada by 1957. All models have built-in radios and antennas. New line, timed to permit dealer tie-ins with CBC telecasts of remaining Montreal Royals baseball games, includes 8 table models—four 17-in. & four 20-in.—ranging from \$370 to \$510. Consoles—six 17-in. & two 21-in.—range from \$470 to \$590. Remaining 5 are combinations, including 17-in. "3-foot home theatre" model at \$580. Top of line is 21-in. half-door limed oak combination at \$720.

Stromberg-Carlson's new line, introduced at western distributors' meeting in Chicago's Palmer House, comprises 8 sets (including 3 carryovers), all 21-in. tubes. Advertising mgr. Stanley H. Manson announced company would concentrate on local, rather than national advertising in fall and that 27-in. set is not planned at present. Following prices of 5 new models include excise tax but not warranty: table model, plectone cabinet \$295; curved door console mahogany \$460; full-door Chinese classic mahogany \$485, oak \$495, ivory-red or ebony \$545. Carryovers include mahogany table model at \$330, open console \$395, $\frac{3}{4}$ curved door console \$465.

Capehart-Farnsworth unveiled new 10-model line at distributors' meeting in Chicago's Conrad Hilton Hotel, and announced \$20-\$40 reductions on 4 carryovers. Models reduced (all prices rounded and inboard, including tax and warranty): 17-in. mahogany table model, \$230 from \$270; 21-in. mahogany console, \$280 & \$350 from \$300 & \$380, blonde \$370 from \$390. New models (all 21-in. consoles): half-door mahogany \$400, blonde \$430; full-door mahogany \$430 & \$475, blonde \$450 & \$475, redwood burl \$475; AM-phono mahogany combination \$600, twin 12-in. speakers \$795; 27-in. mahogany full doors, price undetermined.

Electronics Reports: Goal of \$396,000,000 in govt.-aided expansion for electronics industry was set this week by Defense Production Administration. Target covers govt. tax amortization aid for added defense electronic production facilities approved from Jan. 1, 1950-Dec. 31, 1951. As of July 31, DPA and NSRB had issued certificates of necessity covering some \$289,000,000, or about 73% of goal. In terming \$396,000,000 target an "interim" goal, DPA intimated it may well raise its sights on electronics expansion at later date. Principal items involved in govt.'s electronics expansion program are end equipment, power and receiving tubes, transformers, coils, capacitors, resistors, crystal and relays. The expansion figures do not include govt.-owned facilities.

The \$289,000,000 expansion approved to date is divided among 593 separate projects. Of these, 224 involved expansion of end equipment production facilities valued at \$151,000,000; tubes, 129 projects, \$94,000,000; components, 199 projects \$26,000,000; miscellaneous electronics items, 41 projects, \$18,000,000.

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It will probably be well into 1953 before steel will be as plentiful as it was before strike began in June, says NPA chief Henry Fowler. But there are differences of opinion within that agency as to whether or how much the shortage would plague consumer durable goods manufacturers. If steel shortage does cut into TV production, it is expected that transformer laminations may be biggest bottleneck. Fourth-quarter steel allotments to TV-radio and other consumer goods makers are pegged at 90% of third-quarter allotments, or 50% of manufacturers' rate of use during first half 1950. Other manufacturers of electronic products and parts will be limited during fourth quarter to 70% of their third-quarter share. Third-quarter orders may be placed through Nov. 30 and fourth-quarter orders through Feb. 28. NPA also reduced manufacturers' maximum permissible inventories of steel from 45 to 30-day supply. GE is laying off 3650 workers at its Pittsfield, Mass. transformer plant because of strike-induced steel shortage.

Certificates of necessity for rapid tax write-off of expanded electronics plants issued by DPA July 11-24: Westinghouse, Victory, Pa., \$212,089 (65% amortization); RCA, Los Angeles, \$110,700 & Camden, N. J., \$32,904 (both 65%); Sonotone Corp., Elmsford, N. Y., \$45,887 (65%); Tung-Sol, Bloomfield, N. J., \$45,000 (65%); Applied Science Corp. of Princeton, Princeton Junction, N. J., \$40,000 (45%); J. P. Seeburg Corp., Chicago, \$38,101 (50%); Co-Operative Industries Inc., Chester, N. J., \$33,901 (70%); Lennox Mfg. Co., Cook County, Ill., \$16,027 (70%); Sylvania, Woburn, Mass., \$811,566 (50% amortization); Weston Electrical Instrument, Newark, \$229,750 (65%); RCA, Camden, \$159,971 (2 certificates, both 65%); Instrument Corp. of America, Blacksburg, Va., \$133,138 (50%); Sprague Electric Co., Burlington, Vt. (magnet wire), \$70,222 (40%); Western Electric, Burlington, N. C., \$50,594 (65%).

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Merchandising Notes: TV trade-in guide, giving estimated values of used sets, due to be published by National Appliance Trade-In Guide Co., Madison, Wis. as companion volume to appliance trade-in guide . . . Dept. store sales in New York were off 4.5% in July, chiefly due to hot weather, reports *Herald Tribune* survey, with only 2 stores reporting TV-radio sales increases; declines in other stores ranged from 7 to 80% despite political conventions.

Combination uhf converter and vhf booster has been announced by Sutton Electronic Co., 426 W. Short St., Lexington, Ky., for fall production. Unit has own power supply, crystal mixer and 2 tubes, will list at \$59.50.

Telecasting Notes: Climax of CBS-Radio rate-cut hassle may come Aug. 12 at Chicago's Conrad Hilton Hotel where all 203 CBS-Radio affiliates have been invited to meeting to discuss 4-week negotiations between network and 10-man affiliates committee headed by George Storer, president of Storer Broadcasting Co. Although terms of proposed slash are closely guarded secret, there have been reports that affiliates committee has agreed to new discount structure equivalent to 20-30% nighttime rate cut, with some increase in daytime rates. Committee will present this proposal to all affiliates at Chicago meeting, where its fate is uncertain . . . Two important literary deals providing top-flight new material for TV announced this week: Isidore Lindenbaum, Filmcraft Productions president, acquired TV-radio rights to entire library of Mark Twain, including 36 major works, 250 articles, 2300 published letters and several thousand unpublished items, for high-budget *Mark Twain TV Theatre*. Dan Enright of Barry & Enright Productions signed pact for exclusive TV-radio rights to all literary works of H. G. Wells for new TV series to include both live and filmed programs . . . First course in TV at Marquette U, Milwaukee, will be taught this fall by WTMJ-TV asst. program mgr. Colby Lewis; studio in school of speech has been equipped with 2 TV cameras for full-credit course covering programming, administration, and coordination of writing, staging, directing and acting . . . TV replaces newsreel at Miami Beach's Carib theatre which picks up regular WTVJ 6-6:10 Mon.-Fri. news show on its theatre-TV equipment; both theatre and station are owned by Wometco Theatres, which plans to show other local WTVJ shows on its big-screen equipment . . . TV film service for Congressmen will supplement radio recording equipment in House TV-radio room before next Congressional session; rates will run about \$36 for first minute, \$10 for each additional minute . . . First Hopalong Cassidy films to be made exclusively for TV went before cameras Aug. 4 with William Boyd in familiar role; series of 26 half-hour films will be released by NBC in October . . . Strike of 1200 members of Screen Writers Guild has been called for Aug. 11 against Alliance of TV Film Producers . . . TV film clinics sponsored by Hughes Sound Film Corp. & KLZ give Denver industry personnel bi-weekly fill-in from experts on such TV problems as lighting, camera operation, scene composition, film editing, writing, narration and music clearance . . . Regular TV service in Canada starts Sept. 6 on Montreal's CBFT, Sept. 8 on Toronto's CBLT . . . Largest network in sports telecasting history set up by DuMont for Admiral-sponsored All Star football game Aug. 15 in Chicago, with 53 stations lined up in 52 cities . . . House probe of TV-radio programming will resume shortly after Labor Day, probably in New York City . . . Fred Allen, ill with virus attack, ordered by doctors to cancel NBC-TV quiz show sponsored by Old Gold cigarettes scheduled to open in October . . . TV code has more subscribers than NARTB-TV has members; 93rd code subscriber signed up this week, NARTB has 90 TV station members . . . WJZ-TV, New York, marks fourth anniversary Aug. 10.

Football TV schedule of 12 National Collegiate Athletic Assn. games this fall will be worked out at Chicago conference next week between NBC and college representatives. Schedule must meet NCAA requirement of wide geographical distribution, but requirement may be modified if cost and availability of cables and other TV equipment are too high in specific cases. Although tentative negotiations have been under way for several weeks, final schedule can't be arranged until all college representatives are able to meet with NBC. At least one has been attending Olympic games in Helsinki. NBC will soon announce sponsor or sponsors, who reportedly will pay more than \$2,500,000 for entire package.

JUMP OF 93.3% in 1951 TV advertising over 1950 topped all media in estimate of *Printers' Ink Magazine*, compiled by McCann-Erickson Inc. Of nation's record \$6,496,500,000 advertising volume, TV reached \$388,400,400, or 6% of total, including \$296,700,000 for national advertising, \$91,700,000 for local. Figures are based on talent and production costs as well as time charges. Radio benefited by \$712,300,000, increase of 6.7% over 1950 and representing 10.9% of national volume. Of radio total, \$406,400,000 was national, \$305,900,000 local.

Figures for June 1952 show TV national advertising expenditures of \$21,293,000 (time charges only), down 9% from May, but up 48% from June 1951. Radio, only medium to drop below June 1951 figure, showed 15% decrease, but registered 2% increase over May 1952.

All-time U. S. high advertising volume was gain of almost \$800,000,000, nearly 14%, over 1950. Of total, \$3,736,300,000 was spent nationally and \$2,760,200,000 locally. Following is breakdown of dollars spent in all media, other than TV-radio, percentage of total, and increase over 1950: Newspapers, \$2,257,700,000, 34.7% of total, 8.8% increase; magazines, \$573,700,000, 8.9% & 11.4%; farm papers, \$25,700,000, .4% & 21.2%; direct mail, \$923,700,000, 14.2% & 15%; business papers, \$292,100,000, 4.5% & 16.3%; outdoor, \$149,200,000, 2.4% & 4.7%; miscellaneous, \$1,173,700,000, 18% & 13.6%.

Paramount hearing stalled temporarily again this week, after end appeared to be nearly in sight. Examiner Leo Resnick met with FCC's and parties' counsel Aug. 5 to rule on Commission's Aug. 1 decision that "old" anti-trust charges be dropped and ABC-UPT merger be tabbed for quick action by examiner (Vol. 8:31). But parley concluded FCC's decision left 2 questions unanswered and Resnick requested Commission to clarify whether more evidence should be taken on (1) charges that Paramount suppressed TV patents of Scopphony Corp. and (2) recent anti-trust activities, i.e., within past 3 years. If Commission's answer—expected next week—is "yes," hearing could drag on for several more months with continued cross-examination by Paramount on Scopphony issue, and almost completely new case by Broadcast Bureau on recent anti-trust activities. Meanwhile, Resnick ordered resumption of hearing Aug. 12 to clean up "loose ends," such as correction of certain exhibits, offering of more depositions, etc.

Entire educational TV picture will come under scrutiny of fact-finding subcommittee named at Aug. 6 New York meeting of RTMA committee. Meeting was called by Emerson's Benjamin Abrams "to explore possibilities of how RTMA may aid and assist development of educational TV." He said subcommittee was appointed "to develop a concrete program of how the industry can help." Research agency probably will be hired to conduct survey. Subcommittee members: Max F. Balcom, Sylvania; Robert C. Tait, Stromberg-Carlson; Larry F. Hardy, Philco; Keeten Arnett, DuMont.

"Most powerful TV station in world" is how WSAZ-TV, Huntington, W. Va. describes itself since Aug. 4 power increase and switch from Channel 5 to 3. It enjoys this distinction only temporarily, of course, since it is first of 30 existing stations to shift channels as required by FCC (for complete list of required channel shifts, see p. 81, *TV Factbook No. 15*). Station's ERP jumped from 16.7-kw to 84-kw with installation of RCA's first 25-kw amplifier.

Dept. of sheer coincidence: Publisher Martin Codel and associate editor Albert Weinstein of *Television Digest* both hospitalized with same ailment—kidney stones—the former in Beebe Hospital, Lewes, Del., latter in George Washington University Hospital, Washington.

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

Television Digest

with **ELECTRONICS REPORTS**

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SPURT IN TV PROCESSING BRINGS 8 CPs: With granting of 8 CPs this week, FCC again hit its stride -- making total of 36 stations authorized since processing began July 1. Box score now stands at 30 commercial CPs, 6 educational. Two of this week's were educational grants. Of total, 10 are vhf, 26 uhf.

The week's authorizations: El Paso, KTSM, No. 9; Ashland, Ky., Polan Industries, No. 59; Bridgeport, Harry L. Liftig, No. 49; Scranton, Appalachian Co., No. 73, and WGBI, No. 22; Baton Rouge, WAFB, No. 28. Educational grants went to University of the State of New York -- No. 25 in New York City, No. 46 in Binghamton.

Seven more applications were disposed of -- competitive requests in Portland, Sacramento and Scranton -- and were notified that they have to go to hearings (see TV Addenda 15-E herewith for details, plus this week's 14 new applicants).

There's still no telling how fast FCC will continue to move in processing. It all depends on way applications run. You'll note that while FCC inched down its priority lists a few more cities this week, it also harked back to Bridgeport, at top of Group B, and Portland, second city in Group A.

But processing staff has been beefed up considerably, should get through substantial number of applications every week, though some new staff recruits need more seasoning before they'll be much help. List of TV Division personnel, most of whom are now working on applications, is carried on p. 5.

* * * *

Touchiest spot in FCC's whole allocation plan -- Pittsburgh -- looks as if it will finally be eased. Curiously, the solution proposed has been widely known for many months:

FCC had failed to put Channel 4 in Pittsburgh or suburban Braddock, as the parties had requested, because co-channel spacing would have been fraction of a mile under 170-mile minimum established in rules. Both WWSW, Pittsburgh, and WLOA, Braddock, have appealed to courts to get channel into area.

It has long been known that Channel 4 could be placed in an area (nicknamed the "Golden Triangle," after Pittsburgh's famed business district) slightly over 15 miles from downtown Pittsburgh -- from which excellent signal could be radiated into city (Vol. 8:17). But, for unknown reason, nobody had asked FCC to do it.

Ice was broken this week, however, by Pittsburgh's Mayor David Lawrence, who petitioned Commission to place the channel in Irwin, Pa., 17 miles away. He produced affidavit by Everard M. Williams, head of Carnegie Tech's electrical engineering dept., who showed that Irwin is 170 miles from Buffalo's WBEN-TV, 171 from Washington's WNBW, 177 from Columbus' WLWC.

If channel is finally allocated to Irwin, applicant from any town within 15 miles could apply for it under FCC rules -- including Braddock, McKeesport and Duquesne. It's assumed number of Pittsburgh applicants would go for channel, and there's rumor that group in Irwin itself (pop. 4228) may apply.

Assignment would give Pittsburgh area 4 vhf channels -- one of them already occupied by WDTV, another reserved for educators. Allocation would probably wipe out WWSW and WLOA court appeals (Vol. 8:19).

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Comr. Webster dissented from educational grants, saying action renders channels idle while state-supported institution awaits funds to build. He feels channels would be used more quickly if given only to financially prepared schools. In making first educational grants (Vol. 8:30), Comrs. Hyde and Jones both dissented, using arguments similar to Webster's. If Webster had been present then, FCC would have been deadlocked, 3-3. This week, however, Hyde didn't dissent and Jones was absent. Also absent was Comr. Sterling, who probably would have dissented.

Of 6 educational grants to date, State of New York has received 5 -- others being in Albany, Buffalo, Rochester (Vol. 8:30). It has applications pending for Ithaca, Syracuse, Utica, plans to file in Malone and Poughkeepsie. Kansas State College, Manhattan, Kan., holds other educational CP.

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FCC announced appointment of 2 new examiners this week, is expected to add 5-6 more in next couple months. New examiners are Wm. G. Butts, who comes from Common Carrier Bureau, and Herbert Sharfman, from Office of Opinions & Review. Another probable addition is Benito Gaguine, legal assistant to Comr. Rosel Hyde.

Examiners have been assigned to hearings starting Oct. 1 in Washington for 4 cities: Denver, James D. Cunningham; Portland, Elizabeth C. Smith; Canton, Fanney N. Litvin; Waterbury, Herbert Sharfman.

Some applicants preparing for hearings are beginning to kick about the issues to be considered, as FCC has drawn them up. Main fear is that they won't be given adequate opportunity to show superiority of technical facilities -- ability to serve more people, provide stronger signal. Number of petitions to "enlarge the issues" have been filed by applicants who are naturally eager to demonstrate capacity to serve greater areas than opponents.

TV CITIES UP SOON ON PRIORITY LIST: FCC may act very soon on applications from the cities which already have TV stations -- if it continues at rate it's going.

Commission now has reached city No. 26 in Group B (cities within 40 mi. of TV stations), No. 20 in Group A (cities 40 or more miles from stations). Analysis of FCC's City-by-City Priority List for Processing of TV Applications (pp. 98-103, TV Factbook No.15) shows that while "A" list is almost solid with applications down to 175th city, "B" list already is beginning to thin out.

FCC has only 12 more cities to go in Group B before it reaches Schenectady, first city which already has TV station. Even sooner, it will get to some relatively large cities on "B" list. There now are but 5 more "B" cities for which applications have been filed before Akron and Worcester come up on priority list.

And it's very likely that FCC will soon reach such big cities as New York and Los Angeles -- before it's even halfway through 1013-city "A" list.

There's no intention of changing processing procedure to give super-priority to cities with no TV service -- at least, not at present. But same effect could be achieved without any change in rules. At present Commission has about same number of staff processing Group A & B applications. By shifting more of these to Group A, it could move more swiftly through applications from non-TV cities, slow down its processing of cities which have TV service.

Commission hasn't indicated whether it will do this, but there are plenty of arguments for continuing at present pace. Simultaneous processing lines were set up in the Allocations Report for purpose of encouraging early start of uhf stations especially in areas now served by vhf -- as well as hastening end of "TV monopolies" in present TV cities. These purposes would be served by acting on applications from TV cities as soon as possible.

Argument on other side is Commission's stated goal of making TV service "available to the greatest number of people in the shortest period of time" -- which might be better attained by concentrating on Group A.

NEXT STATION DUE & OTHERS UPCOMING: Looks like the next new station on the air will be Denver's second, KVOD-TV, which this week announced Sept. 29 as definite starting date as well as appointment of Joe Herold as its general manager.

Joe Herold resigns as RCA consultant on station planning to go to Denver. He's an engineer, builder and original manager of Omaha's WOW-TV and builder of two stations in Havana and one in Brazil. Reprints of his studies on "Early Planning of TV Stations" (July 12) and on "TV Station Operating Costs" (April 19), which we published as Special Reports, are still among our most demanded items.

No CP grantee has yet taken actual delivery of a transmitter, so far as we've been able to learn after contacting the major transmitter manufacturers and all grantees or their engineering or legal counsel. Some have placed firm orders, others are shopping around for deals with the highly competitive transmitter makers.

That augurs more delays in getting new stations on the air, though it's fair to assume that some of the 36 CPs (including 6 educational) can make it on the air by promised time of Christmas or Jan. 1. In several cases, notably northern climes, quick construction is doubtful due to hazards of weather.

Though quite a few applicants have bought and warehoused equipment, some several years ago, none of these appears to be included among CPs granted so far.

* * * *

Since FCC's first post-freeze grants of July 11, we've reported on all who responded to our routine inquiries about equipment and starting times. This week, we've had a few more replies:

New El Paso grantee KISM-TV (Karl O. Wyler) on Channel 9 tells us he has ordered RCA equipment, chosen site for transmitter, has new studio structure already in use that was built with TV in mind, thinks he can make it shortly after Jan. 1.

Other El Paso grantee KROD-TV (Dorrance D. Roderick-El Paso Times) on Channel 4 says RCA equipment ordered, construction begun, starting date March 1, 1953.

Mobile (Ala.) grantee WKAB-TV on Channel 48 reports GE equipment ordered, construction starting at once, hopes to get on air "sometime before Christmas."

York (Pa.) grantee WSBA-TV on Channel 43 has set Nov. 1 as on-air date, according to ABC-TV, with which it will affiliate -- first uhf grantee known to have signed network affiliation contract as yet. Station previously said Dec. 1.

* * * *

Most of this week's grants were uhf (see p. 1), so their hopes of getting on the air quickly aren't too high. Polan Industries, awarded No. 59 in Ashland, Ky., is certain to move fast as possible; it makes TV tube bulbs, knows field extremely well, is applicant also for Roanoke, Youngstown, Wheeling & Parkersburg.

Scranton's 2 uhf grantees are contemplating using same tower with whoever gets town's third uhf; both have ordered GE equipment, and Appalachian group already has a camera chain. Baton Rouge grantee WAFB has GE 12-kw job on order, but is said to be switching to RCA 1-kw in zeal to get going quickly. And Bridgeport grantee Harry Liftig proposes to use same tower as WICC-TV (Phil Merryman) who has abandoned efforts to get RCA's Bridgeport plant and is said to have ordered Federal equipment.

* * * *

First educational station on air may be Kansas State College's KSAC-TV, Manhattan, granted Channel 8 July 24. It has asked FCC for STA to begin operating with 1.6-kw within 3-6 months, advising Commission it has 500-watt transmitter and 3-bay antenna with 160-ft. tower available -- all of own make.

Just about every other uhf grantee has tried to acquire RCA-NBC's famed uhf "guinea pig" station at Bridgeport, Conn., for the equipment, and it's possible it will eventually be sold. However, RCA technical v.p. Dr. C. B. Jolliffe announces that the station, on regular schedule since Dec. 30, 1949, will continue to operate under present experimental license.

It's devoting part time to color tests, but it has served mainly for uhf propagation observations and as test location for manufacturers checking performance of their uhf receivers and converters.

PRINTED CIRCUITS TO BRING BETTER TV SETS: Little-publicized "industrial revolution" in TV-radio industry has reached something of a landmark -- with quantity production and marketing of first completely mechanically-produced radio.

Laboratories of industry and Govt. for many years have developed and experimented with "printed-circuit techniques" to introduce optimum reliability, standardization and economy into electronics production. Printed circuit's value was proven in World War II, and since then has been used extensively in subassemblies for military and industrial electronic devices and to lesser extent in circuitry of home TV and radio receivers.

But TV-radio manufacture today is still largely a "hand labor" operation. The intricate process of wiring and soldering is still done by hand, albeit on assembly-line basis. That's why it's news when Motorola reveals it has turned out nearly 20,000 mechanically mass-produced radios in recent months -- with all circuits die-stamped and plated instead of wired (Vol. 8:31).

Motorola chose its low-end 5-tube table radios (\$17 & \$18) as guinea pigs for mechanization. Experimentally, it marketed them first in big cities, then in areas of high humidity where radio wiring is put to severest test. Then Motorola surveyed distributors and dealers for reports from customers.

There were no complaints, say company's delighted executives -- and that, they point out, is unusual for any run of new radios. Motorola calls circuit the "Pla-Cir," will soon embark on campaign to promote it. It's now adapting process to bigger radios, and predicts its plated-circuit TV set will be out in 2-3 years.

* * * *

Most other manufacturers don't want to be pinned down on how soon the public will be able to buy mechanically-wired TV sets. Off-the-cuff opinions vary, but they're generally in range of 3-6 years.

No one in industry will deny that hand wiring and soldering are out of place in a business which produces 14-27,000,000 finished units a year. All agree that the future lies in printed-circuit techniques (a term which is loosely used to include die-stamping, plating, solder-dipping and other processes which replace hand wiring with mechanized operation).

But industry scientists and engineers differ among themselves on the proper approach. Many feel there are weighty problems to be licked before techniques can be established and the necessary expensive machinery built. Nevertheless, most big TV-radio makers have assembled sample printed-circuit home radios in their labs.

Sylvania has turned out experimental sets in which many of the components -- as well as the wiring -- were machine-stamped. But its engineers see no quantity production for at least a year. GE has made trial runs of similar sets; while it has used printed-circuit subassemblies in its home radios for the past year or so, there's no indication when it intends to mass-produce printed-circuit radios.

* * * *

While full mechanization of TV-radio industry inevitably will result in lower priced receivers, cost isn't most important factor in the coming changeover. Principal advantages of printed circuitry:

(1) Better performance and reliability -- elimination of "human element" in production, insuring good connections, lack of errors and trouble-free operation. This is particularly important in product as complicated as a TV set.

(2) Complete standardization -- all receivers of any particular model having exactly the same performance characteristics.

(3) Miniaturization -- hand-in-hand with development of transistor, printed circuits will make possible compact chassis, paving way for wrist-watch radios, etc.

(4) Speed and economy of assembly -- but savings will come only when production of any particular model is enough to amortize cost of expensive machinery.

Though printed-circuit sets will need fewer repairs than their hand-wired predecessors, servicing may pose problem. One solution is plug-in subcircuits, with repairman replacing entire stage of circuitry when any part of it goes bad.

Telecasting Notes: In constructing a typical American village in NBC-TV's Brooklyn studio as permanent set, v.p. Pat Weaver contemplates selling low-cost daytime TV serials—in hour-long block of four 15-min. shows to be titled *Hometown*, dramatizing life in small town, planned sometime between 10 a.m. and noon 5 days week this fall; by using single set and same characters for all 4 serials, advertisers' normal single-show cost of \$45,000 a week can be cut some 80% . . . Who-gives-a-damn-dept.: NBC-TV grants Progressive Party's nominees (can you name 'em?) 1:30-2 p.m., Sept. 2, for acceptance speeches—after declining to carry nominating convention July 4-6; it's hailed as "major victory [in our] fight to break through the radio-TV blackout against the party by the major networks" by national secretary C. B. (Beanie) Baldwin, who also masterminded Henry Wallace's campaign of 1948 . . . More than 13,000,000 homes looked in on GOP convention at some time on July 10, peak viewing day, says A. C. Nielsen Co.; Gen. MacArthur's keynote address reached 8,285,000 TV homes, Gen. Eisenhower's acceptance speech 7,668,000 . . . Denver's new KFEL-TV, granted CP for Channel 2 July 11 and on air with regular schedules 10 days later (Vol. 8:29), has published Rate Card No. 1 fixing Class A base hour rate at \$250, spots \$60, begins telecasting day at noon weekdays, 5 p.m. Sat., 4 p.m. Sun., operates mainly network (CBS, DuMont, NBC) until sign-offs at 10 p.m., has appointed Blair-TV Inc. as national rep; . . . NARTB and AAAA shortly to release proposed new standard order-form for spot TV . . . AAAA hands out same kudos to KFEL-TV, Denver, that it gave WHIO-TV,

Dayton (Vol. 8:30), for adopting 2% cash discount; Ted Bates & Co.'s Edgar Small, chairman of committee on cash discount, expressed determination that "case for the 2% cash discount is put before all TV broadcasters and station representatives" so that "TV gets off on a sound financial footing" . . . Kliegl Bros., 321 W. 50th St., N. Y., out with new manual of TV studio lighting and associated equipment, including tested sample studio plans, available on request from company or from broadcast equipment sales depts. of DuMont, GE, General Precision Labs or RCA . . . Television Snapshots Inc., 50 Park Ave., New York, new film production firm formed by Babette Doniger, ex-Kathi Norris Inc. and WPIX, and John McGowan, veteran producer . . . Clifton Utley, ace NBC Chicago TV-radio commentator, off Aug. 9 on 3-week flying trip around world, including visit to Korean battlefields . . . Cab drivers star in new *Free Ride* program on WNBW, Washington, with 3 cabbies interviewed each week on topics of day . . . New WHYN-TV, Holyoke-Springfield, Mass., Channel No. 55, authorized in July (Vol. 8:28), has named Branham Co. as national rep . . . Petry rep firm's TV div. out with new market study titled *New Style and Power for Men's Wear Promotion* . . . KTTV, Los Angeles, raises Class A hour rate Sept. 1 from \$1000 to \$1200 . . . DuMont-owned stations, at N. Y. management meeting this week, agreed to offer all 3 stations as package to sponsors . . . New \$1,750,000 five-story building will be built by WTOP Inc., Washington, to house all TV-radio personnel and facilities, except Wheaton (Md.) radio transmitter, at present 40th & Brandywine NW studio site for next summer occupancy.

Personal Notes: Edward T. Ingle, TV-radio director of Republican National Committee, continues in that post under new chairman Arthur E. Summerfield and new immediate chief Robert E. Humphreys who succeeded Wm. H. Mylander as publicity director . . . Eugene F. Katz, head of Katz Agency, station reps, back this week from 6-week trip to Europe and South Africa . . . William Doty Edouarde, former NBC-TV western div. spot sales mgr., appointed sales mgr., KNBH, Los Angeles, succeeded by Walter B. Davison . . . Theodore C. Streibert, ex-MBS chairman, now executive of General Teleradio (General Tire & Rubber Co.), elected to board of trustees of Adelphi College, Garden City, N. Y. . . . Jacob A. Evans becomes NBC adv.-promotion director; Hugh M. Beville, research & planning director; Robert W. McFadyen, director of development, in merger of TV-radio adv., promotion, research and planning depts. under Ruddick C. Lawrence, as director of promotion, planning & development . . . Chet Campbell promoted to press mgr. NBC central div., succeeding Jack Ryan, resigned . . . Joseph Carlton Beal promoted to production mgr., WDSU-TV, New Orleans . . . Thomas M. McDonnell named TV-radio program development director, Foote, Cone & Belding, succeeded as production director by George Wolf . . . Bernice Coe promoted to sales v.p., Sterling Television Co. . . . Hampton W. Howard, ex-Hartley Productions, placed in charge of new motion picture production div., Transamerica Broadcasting & Television Corp. . . . Thomas J. McMahon, ex-N. W. Ayer, joins DuMont Network as director of sports . . . Henry F. Hull Jr. named director of TV-radio program production, Calkins & Holden, Carlock, McClinton & Smith.

FCC's expanded TV Division, processing applications under chief Cyril M. Braum, now comprises: Applications Branch—Joseph N. Nelson, *chief*; Arthur S. Feld, H. Gifford Irion, William Jensen, David I. Kraushaar, Albert P. Opdyke, Earl R. Stanley, *attorneys*; George K. Ashenden, Paul B. Duncan, Daniel Jacobson, Harold G. Kelley, Louis Light, John P. McCullin, Jerome Padberg, McIvor L. Parker, Frank Toth, *engineers*; Joseph J. Berezny, Nelson C. Carlisle, Douglas S. George, Joseph Giammateo, John Griffin, William H. Hunter, George W. Johnson, Glenn F. Murphy, Paul O. Reehling, Richard F. Stuart, *accountants*. Technical Branch—Hart S. Cowperthwait, *chief*; Julian T. Dixon, *engineer*. Due to be added to Applications Branch by Sept. 1 are engineers Earl G. Coston and Clayton W. Hanson.

Two conflicting viewpoints on Eidophor color TV projection (Vol. 8:26, 31) are presented in August issues of *Tele-Tech Magazine* and *Radio & Television News*. Former praises system on five counts: (1) "Splendid" overall quality "approached that of best motion picture projection," (2) brightness equal to movies, (3) definition, (4) color fidelity, (5) "quite adequate" contrast ratio of 1:200. Latter ripped into system as "far inferior to that seen at the RCA [color theatre-TV] demonstration" (Vol. 7:42), concluded system "would in no way compare favorably with our accepted standards for Technicolor movies and as far as the TV medium is concerned, we are more convinced than ever before that the public, if given the opportunity, would certainly choose the system which the FCC did not see fit to wait for."

Degree in TV-radio will be offered by New York's Columbia U for first time with 1952-53 academic year. TV-radio majors will be eligible for B.S. degree based on 14 courses offered in cooperation with NBC, most of them taught by NBC executives. Coming school session will begin ninth consecutive year of NBC-Columbia broadcasting courses under supervision of University's Eric Bar-nouw.

Strike of 6000 members of Screen Writers Guild and Authors League of America began Aug. 11 in Hollywood against Alliance of TV Film Producers. Alliance's 13 member companies promised no interruption to programming, claimed they have year's backlog of scripts and 6-8 weeks of completed films on hand.

Station Accounts: Early into TV, as it was into radio, Bulova Watch Co. is buying spots on new stations as soon as they begin operating; agency is Biow Co. . . . Weatherman telecasts proving to be good sellers on TV, with Philip Morris sponsoring *Rain or Shine* on WCBS-TV, Mon.-Wed.-Fri., 7:25-7:30 p.m., thru Biow Co., and Armour & Co. buying nightly 10-min. show on WNBQ, Chicago, Mon.-Tue.-Thu., thru Foote, Cone & Belding . . . Red Line Commercial Co., U. S. sales agent for England's famed Bovril Beef Extract, buying time on N. Y. stations for fall-winter campaign exclusively on TV, thru Hilton & Riggio . . . Flako Products Co. (pie crust & cookie mix) seventh sponsor to buy 12 daytime ann. per week on WCBS-TV; others are Best Foods, Maxwell House Coffee, Rival Dog Food, Lever Bros., Hudson Pulp & Paper Co. and Loew's Theatres . . . Brewing Corp. of America (Carling's beer & ale) and Atlantic Refining Co. will again sponsor all Cleveland Browns pro football games; BCA last week signed with WABD, New York, for 2 to 5 news & weather spots nightly between 8 & 11 p.m., thru Benton & Bowles, in deal involving about \$200,000 outlay . . . Miller Brewing Co. (Hi-Life Beer) thus far set to sponsor new *March of Time* series starting in Oct. on 45 stations, thru Mathisson & Assoc., Milwaukee . . . Hoffman Radio Co.'s 4 bay area distributors co-sponsoring *San Francisco at Night*, roving TV camera visiting night clubs, hotels, other romantic city spots every Fri. 9:30-10 p.m.; show also features "set of the week" giveaway . . . Illinois Bell Telephone Co. buys onetime Little League baseball championship Aug. 16 on WNBQ, thru N. W. Ayer . . . Pacific Sportfishing Assn. sponsors *Les McMurray's Fishing Facts* on KTTV, Los Angeles, Thu. 10:20-10:30 p.m., thru Uhl Service Adv. . . . Among other advertisers reported using or preparing to use TV: Brooklyn Paint & Varnish Mfg. Co. (Dreem interior paints), thru Anderson & Cairns, N. Y.; Vick Chemical Co. (Cetamin cough syrup), thru BBD&O, N. Y.; National Water Softener Co., thru Ad Vision Associates, Los Angeles; CIO (national labor union), thru Henry J. Kaufman & Associates, Washington; A. C. Gilbert Co. (American Flyer electric trains), thru Charles W. Hoyt, N. Y.; International Salt Co. (Red Cross & Sterling salt), thru Scheideler, Beck & Werner, N. Y.; National Carbon Div., Union Carbide & Carbon Corp. (Prestone anti-freeze), thru Wm. Esty, N. Y.; Landers, Frary & Clark (Jet 99 vacuum cleaner), thru Goold & Tierney, N. Y.; Simmonds Upholstery Co., thru Lloyd S. Howard Associates, N. Y.

Unions, too, seek TV's selling power, according to Aug. 11 *Wall Street Journal*. CIO publicity director Henry C. Fleisher says TV is perfect for "selling" labor's views to public because: (1) It's "more neutral medium" than daily newspaper or radio. (2) "People don't go to meetings any more—union meetings or any other kind." Single-shots were used 2-3 years ago, but this year labor is putting its programs on continuous basis, chief among them CIO's 13-part series *Issues of the Day* which originated on Washington's WMAL-TV and spread to Pittsburgh, Dayton, Indianapolis, Cincinnati, Minneapolis, Columbus & Chicago via films sponsored by its locals. Some others: *With Fear*, AFL Machinists Union, on KTTV, Los Angeles; *770 on TV*, AFL Retail Clerks Union, KTTV, Los Angeles; *Meet the UAW-CIO*, CIO United Auto Workers, WWJ-TV, Detroit.

Britain's fifth TV station went into operation this week at Wenvoc, near Cardiff, making country's fifth—others being at Alexandra Palace, London; Sutton Coldfield, Birmingham; Holme Moss, Yorkshire; Kirk o' Shotts, Scotland. Thus nearly 80% of nation's population is within TV range, which British say is even better than U. S.'s percentage, albeit country's total TV sets-in-use is not much more than 1,000,000.

SECOND WAVE of network radio rate cuts was well under way this week as majority of CBS-Radio affiliates approved new discount plan which in effect slashes night rates 25%, boosts daytime 5%. Proposal overwhelmingly endorsed by 120 affiliates in Chicago Aug. 12 was "compromise formula" recommended 6-0 (4 abstentions) by 10-man affiliates committee headed by George Storer—as alternative to even bigger cuts proposed by CBS. New rates become effective Aug. 25 if formally approved by 85% of the 209 CBS-Radio affiliates by Aug. 20.

That NBC-Radio will now be forced to institute similar cut, is foregone conclusion. NBC spokesmen wouldn't comment on CBS affiliates' action except to say study of rate situation is now going on and "NBC will always remain competitive with other networks." It's also certain that ABC & MBS must follow suit.

Meanwhile, nighttime radio ratings hit all-time low for June 29-July 5 period, as reported in latest Nielsen survey. Highest-rated nighttime show (*Groucho Marx*) got 5.5 rating, compared with 9.1 for nighttime leader (*Lux Theatre*) same period year ago. Paradoxically, 2 Southwestern NBC-Radio affiliates—WOAI, San Antonio & KPRC, Houston—have received network rate increases of 10%, restoring their rates to where they were before NBC's 10% cut last summer (Vol. 7:17).

Network radio as sales tool is as effective as ever and delivers customers at lowest cost of any major advertising medium. That's conclusion reached in new research study which NBC calls "first exploration of the qualitative aspects of radio listening in 12 years." Study was conducted by W. R. Simmons & Associates under direction of Dr. Thomas E. Coffin, patterned along lines of NBC's Hofstra College studies. Using Davenport (TV market) and Fort Wayne (no TV) as guinea pig cities—together they have 45% TV saturation—surveyors compared radio's selling ability with and without TV. Study showed gain in sales among radio listeners over non-listeners ranging from 11%-111%. "Typical" programs showed gains of 20, 24, 30, 61 & 64%. Survey also found that people spend more time with radio than with 3 competing media, even in area of 45% TV saturation. Results: radio averaged 124 minutes daily, TV 83 minutes, newspapers 38, magazines 16. Total of 1,234,000 questions were asked in interviews in more than 11,000 households. Results of survey are available from NBC in booklet titled *Measuring Radio's Sales Effectiveness*.

Ford Foundation is underwriting, to amount of \$2,000,000, a new 90-min. show titled *Omnibus*, starting Nov. 9 on CBS-TV, Sun. 4:30-6 p.m. for 26 weeks, to be offered to 5 advertisers for multiple sponsorship. Product of Foundation's TV-Radio Workshop, it's designed "to enlighten as well as entertain," is supposed to point way to "mature, adult TV entertainment." It ignores usual "time packages" of 15 minutes, proposes to include in each show 5 separate features—relating to arts, industry, comedy, science, drama—no matter how long each runs and none interrupted by commercials.

Contending TV portrayal of him on Lucky Strike's *Big Story* last Jan. 18 on NBC-TV caused "grievous mental and physical suffering," Charles Bernstein last week sued NBC-TV and *Washington Daily News* reporter Martha Strayer for \$100,000 in District of Columbia court. Bernstein was once convicted of murder but subsequently pardoned, contends telecast invaded his privacy because it was carried against his wishes 7 years after pardon. His counsel are Segal, Smith & Hennessey, Washington radio attorneys.

NARTB 1953 convention will be held in Los Angeles Biltmore Hotel, April 28-May 1 inclusive.

ADMIRAL POPS SURPRISE; TRADE WELL UP: Fast-moving Admiral took its good time about bringing out new "1953 line" -- and, latest to do so, it pulled big surprise at convention of 400 distributors-dealers in Chicago's Drake Hotel Aug. 15. It brought out as leader item a 21-in. plastic table model at \$199.95, including tax & warranty.

Anomaly of booming market, in which talk has been of higher prices, set is about 40% lower in price than its own low-end 21-in. table of last January. Cabinet is said to be "only slightly larger than comparable 17-in. sets" -- actually measuring 21¼-in. wide, 21-in. high, 20 3/16-in. deep. Mask is molded into cabinet, tube is 21-in. glass, spherical-faced, which Admiral says no other manufacturer will have available for at least 6 months.

Short line was stressed this time, reduced to 11 basic models, by onetime arch proponent of big line -- purpose being, as v.p. Wallace Johnson told meeting, to make it easier for dealers to sample and display. Also stressed was policy of "full discounts" on all but 5 models.

One-line-a-year henceforth was promised, too -- clearcut victory for NARDA efforts to that end, now certain to be followed by other leaders.

Convinced that trend is to 21-in. as basic size, Admiral retained only two 17-in. in line -- though also offered two 27-in. (For details of line and prices, see Topics & Trends column, p. 9.)

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Admiral president Ross Siragusa observed that the TV trade is now in healthy state, with inventories at lowest in 18 months. The market is "no longer plagued by surpluses and distress merchandise," he said. Inventory of all Admiral distributors, he reported, is only one-sixth of year ago, or "equal to less than one unit per dealer." (Admiral claims 30,000 dealers.)

Siragusa foresaw many new "virgin markets" as result of lifting of freeze, forecast 30,000,000 TV set sales in next 5 years and an average of 7,000,000 sets per year thereafter. Replacement market, he maintains, will always be good. He noted that, though radio has long been called "saturated," the industry will sell 10,000,000 sets this year for total of \$250,000,000.

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As if to emphasize booming nature of TV, particularly when new market opens up, Wall Street Journal sent reporter to Denver this week. He reported Aug. 15 that "mile-high city has gone stark, raving TV crazy." In 3 weeks, number of TV dealers jumped from 150 to 300, may go to 500 in another month, he reported. "There's even a mortuary retailing sets," manager Dan Bell of Denver's Better Business Bureau is quoted. And reporter Ray Vicker observes: "Denver is almost as glutted with grinning TV vice presidents...as Chicago was with political bosses last month."

But all isn't beer and skittles, for a lot of "junk" is being unloaded on area's eager customers -- and Better Business Bureau is stepping in. Important lesson of Denver, where 50,000 sets will be sold before year's end, was well stated by DuMont's new sales chief Dan Halpin:

"Denver is setting the pattern for new TV cities across nation. The tremendous enthusiasm for TV shown here will be repeated in retail sales everywhere."

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Another healthy index is this week's RTMA report on TV production and inventory. In week ending Aug. 8, production jumped to 94,271 sets (7332 private label) from 69,962 week before -- evidencing quickened pace as factories reopened after summer vacations. Same week factory inventories plopped to 304,672 from 370,539.

Radios moved well, too. Week's output was 124,243 (51,460 private), up from 118,573. Factory inventories were 369,674, little changed from preceding week. The week's radios were: 48,694 home, 29,362 portable, 25,096 clock, 21,091 auto.

NEW DIRECTORY OF SET & TUBE MAKERS: Exactly 90 manufacturers of TV receiving sets, including assemblers and kit makers, are listed with full data (addresses, telephone numbers, executives) in the Directory of TV Receiving Set Manufacturers published in our TV Factbook No. 15, issued recently. That compares with 94 in preceding edition, published just 6 months earlier. In addition, our directory lists 20 companies said to make or assemble sets but from whom detailed data wasn't obtainable.

There are quite a few subtractions from previous listings, not many added, in the main directory. It embraces all major producers, representing 98% or more of total production. List still includes such firms as Freed, Tele-tone, Starrett; they are in receiverships, but are still reported turning out private-label orders.

The additional list of 20 companies embraces addresses and such other information as could be obtained. They're relatively obscure firms, for most part, which failed to respond to questionnaires. Examples: Mars, Mitchell, Multiple, Pathe, Shaw, Cascade, Kay, Telindustries.

There are also 20 Canadian TV-radio manufacturers, according to our survey -- and they're listed in similar detail. Canadian list compares with 19 as of 6 months ago. And our Directory of Tube Manufacturers lists 37 companies, same as 6 months ago; of the CR tube makers, 11 also manufacture receiving tubes.

Note: TV Factbook No. 15 also tabulates TV set production by months & types, 1947-52; factory sales & inventories by months, 1950-52; distributor sales & inventories by months, 1950-52 -- all RTMA figures -- and sets-in-use with total families and other market data to June 1, 1952. Copies may be ordered by subscribers at \$2.50.

Trade Personals: Vice Admiral Carl F. Holden, director of naval communications 1942-43, elected president of Federal Telecommunications Laboratories Inc., Nutley, N. J., research unit of IT&T; Harold H. Buttner retires from post to become IT&T v.p. in charge of coordinating all IT&T research & development . . . Kenneth F. Carlon appointed mgr. of manufacturing, Westinghouse electronics div.; Oscar L. Short, supt. of quality control; Kenneth E. Reams, supt. of production; Carlyle W. Miller, mgr. of application engineering; Forrest S. Mabry, engineering mgr. . . Ernest L. Hall, who quit Pilot Radio in May to join Emerson as asst. to president, has resigned latter post . . . Stanley S. Cramer, president, Radio Condenser Co., elected chairman; Russell E. Cramer, exec. v.p., becomes president; Wm. W. Paul, exec. v.p.; Russell E. Cramer Jr., v.p. & chairman of exec. committee; Fred A. Graber, treas.; John R. Wert, secy. . . Anthony J. Astrologes, asst. secy., becomes asst. treas. & asst. controller of Indiana Steel Products Co., in changes just announced; John Bouwmeester, mgr. of mfg. div., named v.p.; Anthony R. Kirsch, treas.; Charles Maynard, engineering v.p. . . Hans Berger, ex-production mgr., named v.p. for operations & production, Kaye-Halbert . . . Dr. Henry F. Ivey, ex-Westinghouse, named Skiatron research & development director . . . Harry B. Price Jr., president of Price's Inc., Norfolk, and NARDA v.p., elected president of Norfolk Retail Merchants Assn., which his father headed in 1926 . . . George Karl, ex-KSD & KSD-TV, St. Louis, named research & market analysis mgr., Stewart-Warner TV-radio div. . . Raymond T. Leary moves from Chicago office to become sales mgr., Cornell-Dubilier jobbers div. . . Jerome E. Hoag Jr., ex-Westinghouse N. Y. TV-radio div. rep, appointed St. Louis district sales mgr. . . Dale Samuelson, ex-publicity supervisor, Motorola communications & electronics div., named Hammarlund sales promotion mgr. . . Frank A. Johnson, ex-Starrett, appointed Majestic district sales mgr. for N. Y. state . . . Edward M. Cappucci promoted to gen. mgr., RMS, continuing in charge of purchasing; Joe Laura named western branch mgr. at 1400 W. Washington Blvd., Los Angeles . . . Joseph H. Lukan named consumer products mgr., northern div., Westinghouse Electric Supply Co. headquartering in Milwaukee and replacing Harry Burkit, resigned; Richard

Walker replaces Lukan in Chicago . . . R. Don Harris, Westinghouse TV-radio div. St. Louis district sales mgr., to Dallas as southwest district sales mgr., succeeding Wm. M. Anderson, resigned.

Distributor Notes: Hallicrafters appoints Horn & Cox Inc. (formerly Herbert H. Horn Inc.), Los Angeles (Ray B. Cox, pres.) for Los Angeles area, replacing Thomas Distributing Co., which continues as Hallicrafters' San Diego outlet . . . Sylvania appoints Graybar, Buffalo, for western New York . . . CBS-Columbia appoints S. S. Fretz Jr. Co., Philadelphia, for Philadelphia area, succeeding Radio Electric Service Co. . . . Raytheon names Joske's of Texas (Evan R. Moon, merchandising mgr.) for San Antonio . . . Hoffman appoints Graybar, 336 N 3rd W, Salt Lake City (C. B. Cooper, mgr.) for Utah; West Texas Radio Supply Co., 1026 W 6th Ave., Amarillo, for Texas; Hoffman Sales Corp., 1104 Union Ave., Kansas City (Lester McRoberts, mgr.) for Kansas, Missouri, Oklahoma, Nebraska, Iowa & Minnesota; Wholesale Appliance Co., 201 Rock St., Little Rock (Conrad Ahrens, owner) for Little Rock area . . . Bendix Radio names Graybar for Philadelphia & Washington . . . DuMont's Los Angeles distributor, Quality Television Corp., elects Jack N. Smith pres., Jerome B. Higgins v.p., Frederic A. Lyman, ex-DuMont asst. national sales mgr., secy.-treas. and sales mgr.; they now have financial control of company, which is no longer connected with Bob Hope Enterprises . . . Admiral's Los Angeles distributor, Golden State Appliance Distributing Corp., names Marshall C. Wells gen. sales mgr.; he's ex-Hoffman and ex-Sues, Young & Brown sales mgr. . . Zenith appoints Harry Knodel Distributing Co. (Harry Knodel, pres.) for Cincinnati area, succeeding Griffith Distributing Corp. . . Arvin appoints Austin & Son, Denver (Wm. E. Austin, pres.) . . . Tele King appoints Allyn Distributing Co., 1527 Broadway, Denver (Albert Rose, gen. mgr.) . . . DuMont Philadelphia distributor, Olson & Co., names Rowland Guilford, ex-N. Y. branch mgr., as sales mgr. . . Emerson West Coast Corp., San Francisco, elects Seymour J. Cooper president to succeed David J. Hopkins, now director of sales-adv. in N. Y. . . CBS-Columbia appoints Marcus Bros. Inc., 2101 15th St., Denver (Simpson Marcus, pres.)

Topics & Trends of TV Trade: New boom in TV is marked by stirrings among the smaller manufacturers, who were considerably in evidence at recent National Assn. of Music Merchants show in New York (Vol. 8:31). For example, Pathe Electronics Corp., affiliated with Pathe Television Corp. (Sidney Joffe, pres.), has announced it will market the 200 sets-a-day or more produced by Jewel Radio Corp., in addition to its own Pathe brand and the final production run of Freed-Eisemann 20-in. consoles made by bankrupt Freed Radio Corp. (Vol. 7:10). Jewel will continue to sell its own radios. At NAMM, Pathe showed 14 sets of own, all 20-in., pricing 2 tables at \$250 & \$280, consoles \$300 & \$350, full-door consoles \$400 & \$430. Jewel had two 21-in. sets at \$200 & \$250. The Freed-Eisemann sets were priced at \$350, \$449, \$625 & \$645. In addition to our reports on new GE, Olympic, Majestic, Sparton, Arvin, Magnavox and Sylvania models seen at NAMM show (see p. 8, Vol. 8:31), these were some of the other brands shown:

Shaw Television Corp. showed 6 new sets, all carrying 40% dealer discount. Equipped with twin speakers and with accent on unusual cabinetry, line includes 21-in. mahogany consoles at \$440, \$460, \$640 & \$660. Counterparts of these sets in blonde, cordovan, ebony or amber are \$460, \$480, \$660 & \$680. Marble-top 21-in. lists at \$760 in mahogany, \$780 in cordovan or ebony. Also in line is 27-in. mahogany, \$830; cordovan leather trim, \$860.

Sheraton Television Corp. div. of Video Products Corp. showed line including: Tables—17-in. simulated leather \$230, mahogany \$240; 21-in. mahogany \$270, blonde \$280. Consoles—21-in. mahogany \$300, blonde \$320; full doors, mahogany \$340, blonde \$360; 27-in., doors \$560. Prices are inboard.

Philharmonic Radio & Television Inc., New Brunswick, N. J. displayed "Décorator" series consisting of five 21-in. full-door consoles in mahogany, French provincial, knotty pine, fruitwood and limed oak at \$370, AM combination at \$400, AM-FM combination \$450, all prices inboard.

Brunswick unveiled 3 new full-door consoles (prices inboard): 21-in. knotty pine, early American spice cabinet \$400; 21-in. carved mahogany inlay \$400; 24-in. carved mahogany \$500.

Harold Shevers Inc. introduced 4-model line, all 21-in. (prices inboard): Table model with remote control \$300; console with doors & remote control \$330; full-door console, remote control \$400; combination, two speakers \$400.

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June picture tube sales by RTMA members totaled 285,975 worth \$5,871,483, an increase over May's 247,724 valued at \$5,323,826 and over June 1951's 221,759 valued at \$4,664,744. Rectangular 16-in. and larger represented 99% of June total. Sales for first 6 months total 1,845,309 worth \$41,259,503 compared with 2,552,757 worth \$66,546,932 same 1951 period. Receiving tube sales in June totaled 24,365,462 valued at \$18,279,016 vs. 23,636,484 at \$17,037,274 in May, compared with June 1951 sales of 27,667,099. Of June 1952 total, 15,770,335 went for new sets, 5,187,557 replacement, 2,477,569 Govt., 930,001 export. Sales for first 6 months totaled 160,183,526 vs. 215,902,325 same 1951 period.

June excise tax collections on TVs, radios, phonos were \$8,164,025, down from May's \$10,704,725 and June 1951's \$9,754,385. On refrigerators, air conditioners, etc., Govt. collected \$5,465,246 in June, compared with \$5,820,645 in May and \$8,129,807 in June 1951.

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William C. Cole, Capehart-Farnsworth Detroit sales mgr. and former Admiral Milwaukee district mgr., died in Detroit July 29 after brief illness.

NEW ADMIRAL line, introduced Aug. 15 at one-day Chicago convention, consists primarily of 21-in. models but includes 17-in. ebony plastic table at \$180, walnut plastic \$190; also new twin-speaker 27-in. half-door mahogany console at \$675, blonde \$695.

The 21-in. sets with spherical-faced tubes are ebony plastic table at \$200, mahogany plastic \$220, mahogany wood \$260 (including 4 detachable legs); open-face walnut console \$280, mahogany \$290, blonde \$300; half-door mahogany console \$320.

With cylindrical tubes, open-face walnut is \$310, mahogany \$340, blonde \$350; half-door mahogany \$380, blonde \$400. Combinations with radio and newly-designed variable speed record-changer are mahogany upright \$360; walnut laydown \$430, mahogany \$450, blonde \$470; laydown with cylindrical tube, \$500.

Added are so-called California Custom sets "for ranch style living" at \$350 in maple with spherical tube and full doors, \$420 in maple with cylindrical tube, \$430 in silver fox with cylindrical tube.

Part of Admiral line includes new chassis called super-cascade, designed for better fringe area reception. It has 4-in. high base, 22 tubes, is said to have 20 times sensitivity of former 30-tube chassis. Models also have DX-range finder at rear, with dial calibrated in miles "to customize chassis for better reception of nearby, medium-distant and distant signals." All sets are equipped with turret tuners for uhf adaptation, all have built-in antennas. All consoles and combinations are on casters.

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Trade Miscellany: Dumping of old-model TV sets has been rife in booming new Denver market, so local Better Business Bureau agreed this week to serve as clearing house for information to consumers while distributors registered serial numbers; BBB estimates some 10% of TV shipments into Denver are "bootleg" and if situation continues distress merchandise will account for about 30% in another 30 days . . . Bankrupt U. S. Television Mfg. Corp. (Vol. 8:26) this week listed liabilities of \$244,359, assets of \$10,889. Biggest creditor is Uncle Sam, with \$143,920 owing for taxes; next biggest RCA, \$38,886 . . . DuMont's Dan. D. Halpin, new gen. sales mgr., definitely commits company to one-line-a-year at Detroit dealer meeting this week . . . Sentinel out this week with 18 models ranging from 17-in. walnut table at \$200 to 27-in. full-door Korina console at \$645, prices all inboard . . . Muntz reported planning to have 35 of its branches do own TV assemblies, instead of shipping full set from Chicago plant, adapting each set to local areas; Chicago capacity thus might be boosted from present 10-12,000 sets per month to 20,000.

"Music is a big business" will theme nationwide series of sales meetings of RCA Victor record distributors, dealers and sales personnel Aug. 18-28, during which plans for new 45rpm "extended play" record (8-min.) will be divulged, with prices, albums, etc.; also new low-priced 45rpm and long-playing classical music line under "Bluebird" label and new kiddies' record line. Big fall-winter sales program will be supported by heavy advertising.

Sylvania has set up 2 new international trading corporations: Sylvania Interamerican Corp., a Delaware corporation dealing with sales in western hemisphere, with offices in New York City and Panama City; Sylvania International Corp., for exports to other parts of world, incorporated at Chur, Graubunden, Switzerland. Both will buy from parent company, and from such other companies as they may represent, and will sell within respective areas.

Complete data on the 107 members of West Coast Electronic Manufacturers Assn., with executives and product list, is contained in new membership roster released this week on eve of Western Electronic Show & Convention in Long Beach municipal auditorium Aug. 27-29.

Financial & Trade Notes: Philco chalked up largest second-quarter sales in its history this year—\$80,917,000 as compared with \$57,499,000 in 1951—but sales for first half 1952 declined to \$165,156,000 from \$171,023,000 same period last year. While earnings before taxes for second quarter increased to \$4,604,000 from \$492,000 last year, net income after taxes was \$1,948,000 (52¢ a share) vs. \$2,220,000 (61¢) in 1951 period—because of fact that company paid \$2,656,000 taxes in second quarter 1952 but received \$1,728,000 tax credit in second quarter 1951 since its earnings for period didn't equal excess profits tax base.

Net earnings for first half 1952 totaled \$4,289,000 (\$1.16 a share) after \$6,060,000 taxes vs. \$5,741,000 (\$1.58) after \$8,647,000 taxes same 1951 period. President Wm. Balderston said "business is continuing at very gratifying levels [with] inventories of all Philco products at a minimum."

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American Phenolic Corp. reports profit of \$688,889 (\$1.72 a share) on net sales of \$19,220,730 in first half 1952 compared with \$350,799 (88¢) on \$11,109,262 year ago. For 3 months ended June 30, profit was \$379,650 (95¢) on \$9,668,486 sales vs. \$199,325 (50¢) profit same period last year.

Canadian Admiral reports net profit of \$198,884 (32¢ a share on 287,716 shares) on net sales of \$1,726,116 during first 1952 quarter; comparisons unavailable.

Cornell-Dubilier's earnings for 9 months ended June 30 were \$1,105,743 (\$2.25 a share) on sales of \$27,396,372 vs. \$1,415,738 (\$2.91) on \$26,202,998 same period last year.

General Precision Equipment Corp. reports net income of \$325,452 (48¢ a share) on sales of \$11,436,566 for 3 months ended June 30 vs. \$183,035 (30¢) on \$7,654,493 same 1951 period.

Packard-Bell Co. reports net income of \$863,426 on sales of \$17,008,627 for 6 months ended June 30 vs. \$989,902 on \$16,893,445 same period of 1951.

International Resistance Co. reports first half 1952 profit of \$193,825 after taxes of \$268,000 on sales of \$5,200,364 vs. \$492,215 after \$900,000 taxes on \$7,208,838 same 1951 period.

Pacific Mercury Television Mfg. Co. stockholders ratified sale of 200,000 common shares to Sears, Roebuck & Co. (Vol. 8:25-26). Pacific reports sales for 1952 6-month period increased greatly to \$4,260,000, compared with \$1,240,000 same 1951 period.

Tung-Sol, for 6 months ended June 28, reports net income of \$889,843 (\$1.76 a share) on sales of \$15,445,814 vs. \$1,305,113 (\$2.71) on \$17,681,953 corresponding 1951 period.

Stewart-Warner reports net profit was \$1,809,578 (\$1.41 a share) on sales of \$62,201,601 for first half 1952, compared with profit of \$2,209,253 (\$1.71) on \$51,410,156 for first half 1951.

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Dividends: Hazeltine, 100% stock dividend payable Sept. 5 to holders Sept. 3; Philco, 40¢ payable Sept. 12 to holders Aug. 29; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; International Resistance Co., 5¢ Sept. 2 to holders Aug. 22 (reduced from 10¢); I-T-E Circuit Breaker, 56¼¢ Sept. 2 to holders Aug. 21; Aerovox, 15¢ Sept. 15 to holders Sept. 2.

Collins Radio has received \$5,000,000 V-loan credit for defense production through group of midwest banks, increasing its V-loan debt to \$15,000,000. Company has \$165,000,000 backlog of defense contracts.

Raytheon common will be listed on N. Y. Stock Exchange on or about Sept. 15 under application approved by exchange's board of governors this week.

Among officers' and directors' stock transactions reported by SEC for June 10-July 11: Bruce A. Coffin received 17,583 CBS "A," 17,583 "B" in exchange for Hytron stock (Aug. 1951), sold 1000 "A" (Jan. 1952), gave 83 "B" as gift (Dec. 1951), holds 16,583 "A," 17,500 "B"; Lloyd H. Coffin received 16,908 CBS "A," 16,908 "B" in exchange for Hytron stock (Aug. 1951), gave 50 "A," 50 "B" as gift (Dec. 1951), sold 500 "A," 500 "B" (Jan. 1952), holds 16,358 "A," 16,358 "B"; Jack Cohn sold 300 Columbia Pictures for trusts, holds 68,963 personally and through trusts; Abraham Schneider gave 200 Columbia Pictures as gift, holds 7262 and 12,812 warrants for common; William W. Sinclair sold 9520 Corning Glass, holds 30,000; Eugene C. Sullivan gave 50 Corning Glass as gift, holds 35,370 personally and through trust; Henry A. Mulcahy bought 28 General Instrument (Sept. 1951), holds 128; Walter E. Green bought 25 General Precision Equipment, holds 165; W. Ray Johnston sold 2200 Monogram Pictures, holds 2317; Kenneth C. Meinken bought 500 National Union, holds 37,600; David J. Greene bought 7000 RKO for trust, holds 45,850 personally and through partnership, trust and family; Reuben L. Freeman bought 100 Sentinel, holds 100; Walter R. Seibert sold 100 Sylvania, holds 91; A. H. Blank sold 8 United Paramount Theatres, bought 8 for trusts, holds 5187 personally and through trusts; Decca Records bought 134,375 Universal Pictures, holds 406,175 and 37,500 warrants for common; General Cinema Finance Corp. sold 134,375 Universal Pictures, holds none; John J. O'Connor sold 100 Universal pfd., holds 100 common.

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Webster-Chicago will report loss for quarter ended June 30 on estimated sales of \$4,000,000, compared with net income of \$175,137 (39¢ a share) on \$4,502,280 in same 1951 period, according to Aug. 5 *Wall Street Journal*. Downtrend follows \$15,267 net loss in this year's first quarter. President R. F. Blash is quoted as blaming high development and engineering costs, adding that profits on \$17,000,000 backlog in defense contracts have been small due to lack of space and need for considerable tooling-up. But he expects currently accelerating defense production to yield satisfactory profit next year.

Though pay-as-you-look TV is still far from being authorized by FCC, Skiatron is planning new financing for its Subscriber-Vision, including some \$275,000 for N. Y. tests this fall; proposes to increase common stock from 1,000,000 to 1,500,000 shares, of which 150,000 would be optioned to Hanovia Chemical & Mfg. Co. (ultra-violet equipment) in line with recent research agreement (Vol. 8:27). Board would also be increased from 7 to 9 at special stockholders meeting called Aug. 21.

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Loew's Inc., which embraces MGM, reports increased gross sales and operating revenues, but less earnings, for 12- & 40-week periods ended June 5. In 40-week period, net profit was \$4,478,133 (87¢ a share) compared with \$5,567,619 (\$1.08) for same period last year. Gross sales and operating revenues rose to \$135,646,000 from \$132,883,000. For 12 weeks, profit was \$740,817 (14¢) on gross revenues of \$39,953,000 vs. \$1,341,754 (26¢) on \$38,933,000 same period last year.

RKO Theatres reports net income of \$174,803 for 6 months ended June 28, reduced sharply from \$551,639 same 1951 period. Last year's income included \$378,887 profit on sale of capital assets, compared with \$16,519 on similar transactions this year. Net income for quarter was \$36,936, compared with \$109,698 in 1951.

Paramount Pictures reports earnings of \$2,785,000 (\$1.19 a share) for 6 months ended June 30, compared with \$2,832,000 (\$1.23) same 1951 period. This year's earnings for quarter ended June 28 were \$1,450,000 (61¢) vs. net income of \$1,421,000 (62¢) in same 1951 quarter.

Electronics Reports: "Automatic" materials allotment system has been set up by NPA to relieve most manufacturers of necessity of filing applications for CMP materials beginning in first quarter 1953. This move, together with vastly increased self-authorization quotas announced in June (Vol. 8:25), is expected to cut NPA's "caseload" by nearly four-fifths.

Under new procedure (Direction 18 to CMP Reg. 1), manufacturers will be permitted to compute their own allotments if they need more than the amounts permitted under self-authorization but were allotted in third quarter less than 500 tons of carbon steel, 90 tons alloy steel, 10,000 lbs. nickel-bearing stainless, 40,000 lbs. copper, 60,000 lbs. aluminum. Complicated formula for computing allotments is detailed in Direction 18, available from NPA.

On basis of new self-authorization procedures alone, NPA Electronics Div. estimates it will receive only about 200 initial first-quarter materials applications from manufacturers, compared with 800 initial applications it received for third-quarter materials rations. It expects that only 12-15 TV-radio manufacturers will now have to apply for metals allotments. New automatic authorization procedure should cut these figures further.

Responsible for latest rule changes is big Congressional slash in NPA budget, under which agency will lose some 800 of its 4100 employes. At least 20 members of Electronics Div. staff are slated to be victims of economy ax. Exodus has already begun. Four staffers are known to have left voluntarily for other jobs in last 2 weeks; many others are "looking." Firings will be without regard to merit, but on basis of "retention points," giving most weight to seniority and Civil Service status. Division now has 68 on staff, is expected to be pared to 50 or less.

How serious an effect recent steel strike will have on production is still being debated in mobilization agencies—but it's certain full impact of stoppage hasn't been felt yet by most of industry. An NPA spokesman this week clarified recent statement on placing of third and fourth quarter orders for steel (Vol. 8:32). NPA made it clear that orders will be placed in normal manner for these quarters, but mills will be permitted to deliver third quarter orders for steel through Nov. 30, fourth quarter orders through Feb. 28—so that they may "catch up" without canceling any orders.

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Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA July 26-Aug. 6: Bogue Electric Co., Paterson, N. J., \$312,561 (65% amortization); Davis Industries Inc., Detroit, \$286,915 (60%); Electro Connector Mfg. Corp., Philadelphia, \$184,999 (55%); Western Electric, Winston-Salem, N. C., \$143,339 (65%); Pneumafil Corp., Charlotte, N. C., \$87,486 (60%); American Phenolic, Chicago, \$79,984 (65%); International Projector Corp., Bloomfield, N. J., \$77,842 (50%); Arma Corp., Brooklyn, \$46,121 (65%); Bendix, Towson, Md., \$28,189 (65%) & North Hollywood, Cal., \$17,738 (60%); Polarad Electronics, Brooklyn, \$9303 (70%); H. G. Machine & Tool Co., Long Island, \$5796 (65%).

Among larger military contracts (over \$1,000,000) announced by Air Force: RCA, \$18,009,188, radar equipment (3 contracts); GE, \$16,935,162, radar equipment (3 contracts); Delco Div., General Motors, \$7,634,173, radios; Air Associates, Teterboro, N. J., \$6,242,207, radios; Sylvania, \$3,501,383, radio receivers & transmitters; Collins, \$2,568,328, aircraft electronic items (2 contracts); Webster-Chicago, \$2,469,760, radar beacons; Magnavox, \$2,260,999, radio compass components; Kingston Products Co., Kokomo, Ind., \$1,878,644, radios; Weston Electrical Instrument, \$1,542,858, multimeters; Bruno-New York Industries, \$1,434,212, meter sets.

Video magnetic recording system, developed by Bing Crosby Enterprises (Vol. 7:46), will be demonstrated by chief engineer Jack Mullen Aug. 28 at Western Electronic Show & Convention of IRE and West Coast Electronic Manufacturers Assn. in Long Beach (Cal.) Municipal Auditorium. Other sessions of Aug. 27-29 meeting include panel discussions on color TV and effects of freeze-end, papers on compatible color TV by Hazeltine's A. V. Loughren & D. E. Foster and Sylvania's Dr. R. M. Bowie, on potential uses of glass components in TV receivers by Corning's H. S. Craumer, on combination uhf-vhf tuner by Polytechnic Research & Development's H. A. Finke & S. Deutch, as well as sessions on transistors and airborne electronics. More than 300 products will be displayed.

Admiral won trademark infringement case in Rochester U. S. District Court against Penco Inc., subsidiary of Price Vacuum Stores Inc., Philadelphia, now plans action against others using "Admiral" trade name. Judge Harold P. Burke granted permanent injunction against Penco, awarded Admiral \$2000 attorneys' fees in addition to court costs and found the Philadelphia concern guilty of infringing Admiral trademark and of unfair competition in distribution and sale of so-called "Admiral" vacuum cleaners and sewing machines. Federal Trade Commission last week issued complaint against Getz Bros. & Co., San Francisco, charging its use of "Admiral" brand name on sewing machines partly made in Japan is deceptive trade practice. Also named in complaint was Del Mar Sewing Machine Co., charged with selling machines under "Majestic" tradename.

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Most materials shortages are over, sound recorder industry feels. Industry advisory committee members, consulting with NPA in Washington Aug. 6 said nickel alloys and certain military components are only items still giving them real trouble. Biggest problem now is shortage of skilled electronics technicians, and NPA told industry it is studying steps to accelerate immigration of alien skilled personnel from abroad.

Entering electronics field is Marchant Calculators Inc. which acquired control of Physical Research Laboratories Inc., Pasadena, Cal. computer manufacturer. Physical Research, renamed Marchant Research Inc. and moved to Oakland, will be headed by board chairman Edgar B. Jessup, now president of Marchant Calculators, and president George Greene, founder of Physical Research.

Radioplane Co., manufacturer of radio-controlled target planes for training military personnel, has been purchased by Northrop Aircraft Co., Van Nuys, Cal., and will continue operations as a division. Employing 650, Radioplane has \$18,800,000 of military contracts, earned net profit of \$282,997 for 9 months ended April 30.

In drive for simplification of Naval electronics equipment, Bureau of Ships has written all electronics manufacturers with which it has contracts, soliciting proposals "which will result in the production of less complex and more easily maintained equipment."

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Rear Admiral Earl E. Stone, 1946-49 director of naval communications, has been named asst. chief of staff in charge of communications for Gen. Ridgway's European Command, with Maj. Gen. Francis H. Lanahan continuing as chief signal officer for SHAPE and Maj. Gen. Francis L. Ankenbrandt as asst. chief of staff in charge of air force communications.

"So You're Going to Work Abroad for RCA" titles neatly illustrated little instruction brochure published by RCA International Div. for employes sent overseas; it's just as good reading for anyone else.

PARAMOUNT HEARING inched another step towards windup this week, as FCC issued "clarification" of its last opinion in matter (Vol. 8:31). Though FCC could have been more explicit in this week's opinion, it's still abundantly clear Commission is anxious to bring things to a close so that action may be taken on ABC-UPT merger.

This week's opinion was in answer to examiner Leo Resnick's 2 questions: (1) Should he forget the Scophony case wherein Paramount is charged with suppression of TV patents? (2) Should he permit FCC's prosecutory staff to build new case against Paramount based on latter's activities of last 3 years?

FCC's answer was a clear "yes" to the first. In Aug. 1 opinion, Commission had said it would ignore all anti-trust violations more than 3 years old, except those involving "radio communications." This week, it said:

"We intended by this ruling to include as directly involving radio communications only those activities which involved the conduct of radio communications *services* or directly restrained the conduct of such services. Thus, a conspiracy to restrain radio broadcasting, or any other radio service, by restraining the flow of advertising or programs to broadcast stations would be an activity directly involving radio communications; on the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have some indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications."

On second question, it tossed ball back to Resnick, telling him it didn't want to interfere with his discretion. But it did repeat that it wants speed and that "a further extensive investigation and the prolonged continuances which that investigation would entail, would scarcely be consistent with the objective of a speedy determination of the proceeding."

Hearing resumes Aug. 20, with good probability that Resnick will rule that further investigation is unnecessary.

Complicating Resnick's job is petition for reconsideration filed this week by DuMont, which feels that it is being left out in the cold. It asks that FCC consider only last 3 years when it comes to determining whether Paramount controls DuMont, claiming such treatment only fair in light of fact that Commission is willing to apply 3-year rule to Paramount's anti-trust violations.



Natural affinity of TV-radio with movies is recognized in unusual quid pro quo deal between NBC's WNBT & WNBC with Motion Picture Industry Committee of Greater N. Y., representing 30 chains and 500 theatres. They'll swap facilities for mutual promotion under plan which originator Ted Cott, NBC v.p. thinks might well be adopted in other communities. Stations will launch "support movies" drive Sept. 8, carrying daily listings of current movies on locally originated programs. Week later, WNBC (radio) will start weekly *Hollywood USA* variety show, featuring interviews with stars of current movies as well as local listings. WNBT (TV) will carry daily 5-min. strip between 6:15 & 6:30, patterned after popular fan magazine treatments of pictures and stars. Radio's third phase, starting Sept. 29, will be series of documentaries on men behind the movies, scripts probably to be supplied by MPA. In exchange, the theatres will flash weekly trailers and exhibit pictures in their lobbies of WNBT & WNBC stars and programs, and they'll plug TV and radio in their direct mailings and posters. Another proposed angle of the promotion involves enlisting some 1800 stores and supermarkets, whose representatives would be invited to special previews, would vote for "super movie of the month" which would in turn be plugged on TV-radio, in theatres and by in-store promotions.

TV interests continue to manifest desire to spread their telecasting holdings in this week's applications filed with FCC, totaling 14. Applicants include Harry Bitner (WFBM-TV & WOOD-TV), already applicant for Flint, Mich., seeking Channel 7 in Evansville, Ind.; Seattle's KING-TV applying for No. 8 in Portland; Harold Gross, owner of WJIM-TV, Lansing, 50% applicant, with big Dow Chemical Co.'s Alvin B. Dow holding 40%, for No. 51 in Saginaw, Mich.; owners of WKTV, Utica (Kallet Theatres), applying for No. 7 in Buffalo; H. Leslie Hoffman, head of Hoffman Radio Corp., one of large group of stockholders seeking No. 11 in San Jose, Cal. Applications now on file total 716, of which 282 are uhf. [For details about this week's applications, see *TV Addenda 15-E* herewith; for complete list of all applications and actions to date, see *TV Factbook No. 15* and all Addenda to date.]

WCCO-TV will be new call letters of WTCN-TV, Minneapolis, FCC having granted authority to change as of Aug. 17. Change results from approval of deal whereby CBS acquires 47% of newly formed Midwest Radio-Television Inc. in exchange for 53% interest acquired by that corporation in 50-kw WCCO (Vol. 8:10). Other major principal in Midwest is Ridder Newspapers, publishers of *St. Paul Dispatch* and *Pioneer Press* and various other newspapers and operator of several radio stations (see *TV Factbook No. 15*). Ridder Newspapers this week purchased *Long Beach (Cal.) Press-Telegram* and *Independent*, close on heels of purchase of *San Jose (Cal.) Mercury and News*. Midwest chairman Wm. J. McNally and president Robert B. Ridder will vote CBS stock as trustees, as does *Washington Post* publisher Philip Graham CBS's 45% interest in WTOP-TV.

NBC-TV's college football schedule and sponsor of 12 National Collegiate Athletic Assn. games this fall will be announced at New York press conference Aug. 20. Network has offered package for more than \$2,500,000 (Vol. 8:32), and there's possibility several regional sponsors will share cost. This week saw flurry of other TV sports activity. CBS-TV announced it will carry armed forces football every Saturday, Sept. 20-Dec. 6. Govt. anti-trust suit against National Football League, charging illegal TV blackouts of home games (Vol. 7:41, 44, 47-48, 52; and 8:2, 6, 9, 21), was set for November by U. S. District Judge Allan K. Grim, Philadelphia. New York Yankees baseball team tested TV's effect on home attendance with one-night ban Aug. 11—first time since 1948—with prior approval of WPIX and sponsor; results haven't been officially divulged yet.

"TV neck"—induced by long periods of neck strain watching a low screen—is latest of man's ailments. Dr. William Kaufman, Bridgeport, Conn. physician, reported in *Journal of American Medical Association* he had observed symptom of pain in nape of neck in several patients recently, urged higher screens or lower chairs.

New York brewers, reporting record sales of beer for home consumption during July, attributed boom not only to hot weather but to political conventions that kept folks home watching TV; trend in beer consumption, they say, is now definitely away from tavern and toward home, national trend running 70-30 in favor of packaged beer.

Dept. of Invention: Moscow reports it will be ready with experimental color TV by this time next year; also will soon bring out 19-in. screens for first time.



The Paul A. Porter mentioned in Vol. 8:32 as undergoing emergency appendectomy in Paris last week is *not* the former FCC chairman, now partner in law firm of Arnold, Fortas & Porter. He's Paul R. Porter, Mutual Security Agency executive in Europe. We regret the error.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

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4 MORE GRANTS, HEARINGS SHAPING UP: FCC chipped away at its TV application backlog this week, granting 4 CPs (1 of them educational) and notifying 12 others that they will have to go to hearings.

But it still can't seem to get ahead of the game, what with 18 applications this week piling up pending total to 730. Boxscore of CPs granted now adds up to 40 -- 33 commercial, 7 educational -- in 17 states & 2 territories. All but 11 are uhf.

Week's commercial grants were all in uhf, FCC finding it increasingly difficult to locate uncontested vhf applications. Grantees were:

Chattanooga, Chattanooga T-V Inc. (WMFS), No. 49, and Tom Potter, No. 43; Austin, Tom Potter, No. 24. Educational grant on Channel 8 went to U of Houston and Houston Independent School District, each of which has millions in oil royalties immediately available for station construction and operation.

FCC had been leery of oilman Potter when his applications came up previously, questioning his finances and the circumstances surrounding sale of his KBTB, Dallas, now WFAA-TV (Vol. 8:32). He received grants this week after making clear showing he is worth several million and telling Commission reason he sold KBTB (at \$40,000 loss, he said) was pressure of other business, now discontinued. He said he has "not thought of looking upon the stations as a business speculation." Chattanooga T-V Inc. also had financial questions which were answered satisfactorily.

[For this week's grants, applications, etc., see Adenda 15-F herewith.]

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All this week's activity was in Group A cities, FCC advancing merely 4 more cities to Peoria, 24th on list -- but we're advised it was mere coincidence that no action was taken on Group B cities.

Our analysis of priorities last week (Vol. 8:33), showing that Commission may soon be processing applications in TV cities if it continues at present rate, appears to have surprised quite a few applicants. It remains a fact that there are very few cities with applications to be considered in Group B before the Commission comes to cities which now have stations.

Some Group A applicants are miffed at possibility applicants in TV cities may get action before they will. But Commission is being subjected to so much pulling and hauling in opposite directions, regarding priorities, that it's unlikely commissioners would agree on any change at this time.

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Hearings are getting more and more attention from applicants, particularly since Oct. 1 will signal start of testimony for Denver, Portland, Canton, Waterbury (Vol. 8:32). Examiner Fanny Litvin held pre-hearing conference with her 2 Canton contestants on Aug. 15, and most observers got impression TV hearings won't differ much from previous TV, FM and AM hearings. She ruled against request that parties

be permitted to introduce "population count" to show coverage. Number of applicants have petitioned FCC to permit such evidence, await decision (Vol. 8:33).

Portland pre-hearing conference has been scheduled for Aug. 26 by examiner Elizabeth Smith. Herbert Sharfman plans one for Waterbury, hasn't decided on date. James Cunningham hasn't determined whether he'll have conference on Denver.

FCC hasn't yet set dates for additional hearings but it's expected to do so in week or two -- scheduling 2-3 more cities for hearings to start second or third week in October, going down priority lists same as it did in initial processing.

Order in which hearings will be held on each channel within a city will be determined by docket numbers -- lowest number coming first.

All hearings are still scheduled for Washington, but this week brought first request for "field" hearing. Tampa Bay Area Telecasting Co. asked that its hearing be held in Tampa, saying it would cost \$5-6,000 to send witnesses to Washington.

Most examiners have decks cleared for TV hearings, having little or no backlog of other types of cases to decide before they can render TV decisions. Commission had been gearing for TV hearings for some time, deliberately avoiding overloading examiners with hearings in AM, common carrier, etc. Examiner Leo Resnick will be tied up with Paramount hearing for couple months (see p. 5), and one or 2 others are committed to other cases, but majority of the 9 present examiners and 5-6 more to be appointed should be clear from October on. TV will take most of their time, but Commission has to sandwich in certain number of cases for other services.

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In efforts to eliminate opposition, avoid hearings, several applicants are trying to find weak spots in competitors now. For example: WEOL, Elyria, O., has asked FCC to give it conditional grant on Channel 31 and throw competitor Lorain Journal into hearing on its anti-trust violations; Smith Radio, Port Arthur, Tex., charged that Port Arthur College has no legal right to apply for commercial TV; and Polan Industries, Youngstown, asserted WFMJ-TV can't hang on to CP for Channel 73 while asking to be given No. 21 instead.

UHF's AIMING TO BE FIRST IN NEW AREAS: So great is urge of some uhf grantees to get on air ahead of vhf in new TV areas, or at least to start simultaneously with vhf so as not to be handicapped in building up audience, that it won't be surprising if a few make it reasonably soon. We may have several before end of year, despite fact they can't get full-power equipment for a while (Vol. 8:29-31).

Unless there's sleeper somewhere, our best information is that, after debut of Denver's vhf KVOB-TV set for Sept. 29 (Vol. 8:33), next new market to be opened up will be by Portland's uhf KPTV, city's only grantee thus far. That would make it 111th U.S. station to get on the air -- and, of course, the first commercial uhf.

Empire Coil Co.'s Herbert Mayer tells us he feels sure he can get his Portland outlet on air by Thanksgiving, his Denver uhf possibly same time. He has site in Denver already, has permission to use city land in Portland's Council Crest Park which is 1050 ft. above city. He estimates 200-ft. tower could be up in 3 weeks.

Ed Craney's vhf KXLY-TV, Spokane (with stockholders Bing Crosby, et al) is subject of recurring rumors he may get on air very soon, thanks to acquiring old GE transmitter of KSL-TV, Salt Lake City. But he's admitting nothing.

The 2 uhf grantees in York, Pa. are aiming for November or December starts, but big problem of uhf CP holders is equipment (primarily transmitters). They are really anxious to build, to get uhf transmissions and receivers going early, but the unavailability of equipment has most of them stymied.

We've had a few more responses to our inquiries regarding plans of grantees. This week's 2 uhf in Chattanooga, one in Austin (see p. 1 and TV Addenda 15-F) have no specific on-air estimates as yet, we're advised by counsel, but will get going as soon as possible.

Baton Rouge's WAFB-TV hopes for early February start, writes manager Tom Gibbens, though is wrestling with alternative of waiting for high-power transmitter promised by summer of 1953; it has already named Adam Young Inc. as rep.

New Bedford's uhf WNBH-TV reports frankly it doesn't know yet, publisher Basil Brewer stating he hasn't been able to get firm delivery dates.

Holyoke's uhf WHYN-TV, says manager Charles DeRose, has ordered 12-kw GE transmitter, has tower & building ready atop Mt. Tom, should make it by next March.

Polan Industries' J.A. Wells expresses hope its GE equipment ordered for uhf in Ashland, Ky. can be delivered in time for debut "sometime in December."

And Honolulu's KFMB-TV (Channel 9) is reported shooting for February 1953.

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Note: San Diego will be getting competitive service soon from across border in Tijuana, Mexico. George I. Rivera, building XEAC-TV there on Channel 6, says his Federal equipment will be in operation "very early in November."

And from Mexico City comes report engineer Guillermo Gonzales Camarena, who has experimented with CBS color transmissions on Channel 5, will have XHGC-TV in that city on regular commercial schedule after Sept. 18. He built equipment himself, is said to have backing of radio-theatre tycoon Emilio Azcarraga (XEW-TV).

STATIONS' FIRST PROFIT YEAR ANALYZED: Telecasting's 1951 income was further dissected this week by FCC's economists, who issued final report filling out and adjusting their preliminary report of last spring (Vol. 8:10). Their study (FCC Public Notice 79420) adds interesting factors that can be thrown into the ceaseless speculation about TV's burgeoning future.

Most obvious question still: When many new stations are operating, cutting advertising pie into more pieces and dissipating "monopolies" and artificialities created by 4-year freeze, can this same sort of prosperity be maintained?

Final AM-FM statistics for 1951 won't be available until next month, but preliminary figures issued in April (Vol. 8:16) provide adequate comparisons. Most striking fact apparent in FCC's summaries to date is this:

Number of TV stations was less than 5% that of radio in 1951 (108 vs. 2265 reporting to FCC), yet TV took in more than half the revenues radio did (\$235,700,000 vs. \$455,400,000). And even more remarkable, TV's net earnings before Federal income taxes were more than two-thirds that of radio (\$41,600,000 vs. \$61,800,000).

FCC won't have official 1952 TV figures until next year, but we've stuck our necks out -- after studying monthly PIB figures and consulting best-informed industry sources -- and guesstimated TV's revenues will run \$400,000,000 or more this year (Vol. 8:30). Gross earnings thus might well hit \$70,000,000 or more.

Since radio's rise has flattened out in recent years (e.g., 1951 was mere 2.5% better than 1950), gap is closing very fast. TV's net performance -- income before taxes -- should easily surpass radio's this year.

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FCC's final 1951 TV figures (adjusted from preliminary estimates):

(1) Total TV revenues were \$235,700,000 -- of which \$175,300,000 (after deduction of commissions) came from time sales, \$33,000,000 from talent sales and commissions, \$27,400,000 from sale of program material or services. Revenues were \$105,900,000 in 1950, \$34,300,000 in 1949.

(2) Income was \$41,600,000 before taxes -- compared with losses of \$9,200,000 in 1950, \$25,300,000 in 1949.

(3) Total time sales of \$208,600,000 (before deductions of commissions) break down to \$97,600,000 by networks (vs. \$114,000,000 for radio networks in 1951), \$59,700,000 by stations to national and regional sponsors, \$51,300,000 by stations to local advertisers.

(4) Total TV operating expenses of \$194,100,000 were more than half those of radio's \$376,300,000 in 1950 (1951 data not available). TV talent cost \$34,000,000 in 1951, almost equal radio's \$37,400,000 in 1950. TV's overall programming expenses were \$109,100,000, compared with radio's \$140,800,000 in 1950.

(5) Average TV station's revenues were \$1,312,000, expenses \$974,000, income before taxes \$338,000. Excluding the network-owned stations, average revenues per

station were \$1,153,790, expenses \$824,574, income \$329,216. Among 29 stations in markets 1,000,000 or larger, average revenues were \$2,003,130, while 2 in cities under 100,000 averaged \$272,804.

Revenues of the 93 stations not owned by networks break down to about 23% from networks, 39% national & regional spot, 37% local. For AM affiliates in 1950, percentages were 20%, 32%, 48%, respectively.

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(6) Investment in tangible broadcast property of average station, excluding network-owned, was \$592,262 -- ranging from \$923,716 for 29 stations in markets 1,000,000 or larger to \$277,245 for 2 stations in markets under 100,000.

(7) Profitable operation was achieved by 92 of the 106 supplying data (two didn't provide complete information). In 1950, 53 reported losses. Of the 14 losers, 8 were in New York and Los Angeles -- even though they averaged revenues of \$2,007,000. Of other losers, one was in 1-station market, 3 in 2-station markets, 2 in 3-station markets.

(8) City-by-city breakdown of revenues for the 12 cities with 3 or more stations showed San Francisco achieved greatest increase over 1950 -- 163.4% -- for total of \$3,616,000. Washington had smallest increment -- 68.1% -- or \$3,756,000.

New York's 7 stations had greatest total revenues, \$22,978,000; Los Angeles' seven, \$13,487,000; Chicago's four, \$12,946,000; Philadelphia's three, \$8,791,000; Detroit's three, \$6,765,000; Cleveland's three, \$4,816,000; Baltimore's three, \$3,945,000; Cincinnati's three, \$3,809,000; Columbus' three, \$2,387,000; Atlanta's three, \$1,653,000.

(9) Cost of selling was much smaller fraction of total expenses in TV than in AM -- 7.6% vs. 14.2% for average station, 5.7% vs. 13.7% for networks (AM percentages from 1950). Major expenses for the average TV station were: programming 43.7%, technical 20.8%, general-administrative 27.9%. Average radio station in 1950 spent 35% for general-administrative, 33.7% programming, 17.2% technical.

FABULOUS EARNINGS RECORD OF WBKB: Chicago's 6-year-old WBKB will show profit before taxes of more than \$2,000,000 this year on gross of something more than \$4,000,000 -- probably the biggest earner in the business of telecasting other than the network keys in New York. Its fabulous fiscal story came to light this week, when it was learned that profit for first 6 months exceeded \$1,100,000. Best sales months of year are in second half, hence expectation of \$2,000,000-plus before tax bite.

It isn't a story of sudden riches, though. Station did earn \$1,800,000 in 1951 and \$650,000 in 1950 -- but between its commercial inaugural on Sept. 6, 1946 (one of TV's first stations) and latter 1949, it ran licensee Balaban & Katz some \$4,300,000 in red, as revealed in FCC's Paramount "anti-trust" hearings.

This is the station CBS has optioned for \$6,000,000 cash from parent United Paramount Theatres, conditioned on FCC approval of UPT's merger with ABC (Vol. 7:21 et seq). If approved, UPT-ABC retain ABC's WENR-TV (Channel 7), which presumably will have same management as WBKB.

Profit-&-loss figures for telecasting, except as revealed in aggregate in FCC's annual audits (see above), are usually the most carefully guarded secrets of the individual stations -- for obvious reasons. WBKB's earnings figures to 1951 were made matter of record in Washington hearings (Vol. 8:10), and its sales reputation has been matter of wonderment in TV circles for several years.

Milwaukee's WTMJ-TV, earlier this year (Vol. 8:1), also startled industry by releasing to Fortune Magazine that its gross profit for 1951 was \$1,105,000 on gross revenues of \$2,230,000. But taxes of \$735,000 brought net profit down to \$370,000.

Secrets of WBKB success? Good management (John H. Mitchell, ex-theatreman). Compact operation with minimum frills (though it produces 118-125 live shows weekly on schedule usually running 9 a.m. to 1:30 a.m. daily). Accent on local programming and participations (7 salesmen, all on commission basis). Immovable public service segments (university periods, farm periods, etc.).

Note: CBS-TV, its network affiliation, recently raised WBKB network rate so station is hiking Class A base rate from \$1300 to \$1550 per hour as of Sept. 1.

PARAMOUNT CASE ENDS, PARTIES OPTIMISTIC: Paramount hearing is over, at long last -- and final decision should come by December. Seven months of testimony (and time-consuming efforts to expedite the hearing) ended Aug. 20 when examiner Leo Resnick denied FCC Broadcast Bureau's last-ditch request for 2 more months in which to prepare anti-trust case against Paramount Pictures, based on its activities of last 3 years only. Resnick's reasons: (1) Commission wants "speedy determination." (2) Issues remain unchanged, thus require no further hearing.

Chances FCC will approve ABC-UPT merger, always quite good, are brighter than ever. CBS's acquisition of WBKB, Chicago, would follow without question.

FCC has so pruned case down, eliminating consideration of ancient anti-trust activities, that there's scarcely anything left in the record to be held against Paramount. Thus, Paramount will undoubtedly be permitted to keep KTLA, Los Angeles.

Outcome of Paramount-DuMont control issue is somewhat less predictable. Both companies presented good cases in effort to show that Paramount doesn't and can't control DuMont through its 25% holdings in DuMont. But parties are somewhat handicapped by previous FCC rulings that Paramount could, technically, exercise control. Yet there is certainly less of the "let's get 'em" attitude around FCC than there used to be, and Commission may be persuaded by current arguments.

Proposed findings on control issue must be filed within 20 days, Resnick ruled. Findings on all other issues must be in within 30 days -- the 2 periods running concurrently. It's expected Resnick will announce his initial decision by mid-October. Then time for filing exceptions and oral argument will be provided, taking perhaps another month. FCC's final decision should certainly come within one more month -- December. And it looks now like it will be 6-1 or 5-2 decision with Comr. Jones and possibly Hennock dissenting.

MOST AMBITIOUS community antenna project to date is about to be launched in Williamsport, Pa.—backed by J. H. Whitney & Co., New York investment organization (Vol. 8:24). Milton J. Shapp, president of Jerrold Electronics Corp., major manufacturer of community antenna equipment, reports as follows:

"A company has been formed known as the Williamsport-Jerrold Television Cable Corp., with the funds provided by the J. H. Whitney & Co., Fox, Wells & Co. and some local capital. Sufficient capital has been put into this project so that one-half of Williamsport will be wired by the end of October and the balance of the town by early spring.

"Williamsport is the first of many cities in which Whitney intends to invest money for community antenna systems. It will be their policy in all such installations to put up sufficient capital to wire up the town as quickly as possible, in order to provide the quickest and best TV reception for all residents in the town."

Installation in Williamsport (1950 pop. 45,047) will pick up 3 signals—WNEF-TV, Binghamton, Channel 12; WPTZ, Channel 3, and WFIL-TV, Channel 6, Philadelphia. Shapp reports that 5 months of tests at receiving site on mountain near Williamsport produced excellent results. City is 130 miles from Philadelphia, 82 miles from Binghamton.

"An aggressive sales campaign is planned," says Shapp, "to secure the cooperation of all local dealers promoting TV."

The "Jock" Whitney group has been interested in community systems for some time, and, from its time schedule for installations, obviously intends to determine economic potential in a hurry and amortize investment as quickly as it can—against the possibility that new TV stations may reduce demand for such systems. WRAK, Williamsport, has applied for uhf Channel 36.

Fox, Wells & Co., private investment firm of Albert B. Wells family, owns large share of Olympic Radio. Wells family founded American Optical Co., which it sold last

year, and has other electronics interests (Vol. 8:11).

Community system operators and planners are still anxiously waiting for FCC to announce date of its hearing to probe nature and future of systems (Vol. 8:29). Commission wants to determine whether it can or should regulate the service.

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Timebuying for presidential campaign is still in "iffy" stage—except for public statement by retiring Democratic chairman Frank McKinney that he had reserved 25 hours of TV time for Stevenson and statement by GOP publicity director Robert E. Humphreys that he has optioned unstated amount of option time. At latter headquarters, where newspaperman Humphreys has taken over TV-radio network timebuying personally, impression is one of great confusion; Kudner agency president James Ellis and time-buyer Virginia Butler are expected to bring some order out of the chaos, however. Democratic TV-radio director Kenneth Fry, whose ad agency is Joseph Katz Co., Baltimore, says Democrats will decide on piecemeal basis whether to use TV and/or radio for Stevenson speeches. His Detroit speech Labor Day, 1-1:30 p.m., will be carried over CBS-TV. There will be no "talkathons" by the candidates, it was made clear, nor are suggestions that they engage in TV-radio debates likely to be accepted—invitation for first one having been extended to both Eisenhower and Stevenson by NBC president Joseph H. McConnell.

FCC comings and goings: Comr. Walker has no current plans for vacation; his most recent speech was at educational TV workshop sponsored by Iowa State College (WOI-TV, Ames, Ia.). Comr. Hyde now on vacation, will speak at Aug. 27-29 Western Electronic Show in Long Beach, Cal., before returning about Sept. 8. Comr. Sterling back from vacation. Comr. Webster back from European telecommunications conferences, undecided about taking vacation. Comr. Jones has no vacation scheduled. Comr. Bartley won't take vacation, expects to address Oct. 10 meeting of Alabama Broadcasters Assn. in Tuscaloosa. Comr. Hennock expects to visit West Coast shortly.

WHAT MAKES a TV commercial effective? Answer: Demonstrate it, animate it, tell it briefly. That's substance of report on survey just concluded by researchers George Gallup and Claude Robinson, financed by 8 top TV spenders—GE, Westinghouse, Lorillard, Colgate-Palmolive-Peet, Lipton, Alcoa, Bristol-Myers, Borden.

Detailed survey results will be presented to these sponsors at series of special "clinics" starting in Sept., but in meantime *Tide Magazine* examines their findings in exclusive Aug. 15 cover story and reports following conclusions by Gallup & Robinson:

(1) Best possible commercial: One which employs demonstration of product superiority, animation and is read by star as part of show itself. Westinghouse's Betty Furness, in demonstrating TV receivers, is cited as classic example of effectiveness of first characteristic; Ajax pixies scrubbing sinks with product is lauded in second; Red Skelton's skits for Tide products in third. While demonstration type of commercial was found to be 33% more effective in sales power than all other types, only 19% of national TV advertisers use it.

(2) Worst commercial: One which uses "straight sell" technique with over-emphasis on minor differences between competitors, delivered by unknown announcer. Unnamed soaps & toiletries, cigarettes and major appliances are cited as examples of products being employed in offensive commercials. Cigarette advertisers are berated particularly for repetitious use of "mildness."

Station Accounts: These were top users of national spot during second quarter 1952 when that category rose to 1384 advertisers from 1277 first quarter, according to latest *Rorabaugh Report on TV Advertising*: Kools, 64 markets; Bulova, 64; Lehn & Fink (Etiquet), 60; Lever Bros. (Chlorodent Toothpaste), 59; Westclox, 57; Lever Bros. (Shadow Wave Home Permanent), 55; Colgate Shaving Cream, 50; Trico Windshield Wiper, 49; Procter & Gamble (Cheer), 48; Greyhound Bus, 46; Nescafe, 46; Clorets, 45; Cat's Paw Rubber Co., 45. *Rorabaugh Report* also lists all spot TV account users placing in 10 or more markets, plus all network accounts and all accounts reported by 107 stations . . . Pacific Coast Borax Co. (20 Mule Team Borax) is reviving radio feature of 8 years ago, *Death Valley Days*, as film at Flying A Pictures, Hollywood; plans to place it in all TV markets, thru McCann-Erickson, N. Y. . . Columbia Walescraft Ltd. (Craftsmen Billfolds) buying TV station identification spots for election night, one-time, thru Lewin, Williams & Saylor, N. Y. . . Warner Bros. used 4 TV stations in N. Y. this week to promote opening of *The Miracle of Our Lady of Fatima*; RKO's success with TV promotion of *King Kong* and *Sudden Fear* leads it to plan TV campaigns also for *The Big Sky* and *The Lusty Men* . . . International Shoe Co. buys Fox Movie-tone's *Children's Newsreel* for 10 markets, thru Wyatt & Scherbel, N. Y. . . Bulova Watch is not only buying time on new TV stations and from CP holders, as reported in this column last week (Vol. 8:33); it's actually seeking time options on not-yet-granted applicant stations . . . Lone Star Brewing Co. buys 9 p.m. station-break spot 6 nights weekly on KTBC-TV, Austin, Tex. (as yet unbuilt), thru Thomas F. Conroy Inc., San Antonio . . . Among other advertisers reported using or preparing to use TV: J-A Corp. (Lemon Quick), thru Buchanan & Co., Chicago; U. S. Industrial Chemicals Inc. (Super-Pyro anti-freeze), thru Geyer, Newell & Ganger, N. Y.; Eastern Wine Corp. (Chateau Martin wine), thru Ben B. Bliss & Co., N. Y.; Dannon Milk Products Inc. (Yogurt), thru Zlowe Co., N. Y.; Flex-Let Corp. (Flex-Let watch bands), thru Ben Sackheim Inc., N. Y.; Seeman Bros. (Nylast detergent), thru Wm. H. Weintraub, N. Y.; Wilson & Co. Inc. (Bake-Rite shortening), thru Ewell & Thurber Associates, Chicago.

Survey found best-liked commercials use the most entertainment but they are frequently less efficient than those which use entertainment as subordinate to program. Also, researchers found consumers don't like graphs, charts or any documentation which requires "mental gymnastics."

Ideas which seem to register with viewers today may change tomorrow as products themselves change, Gallup and Robinson will point out. For example, this year Frigidaire has new roll-out shelf which is strong advertising feature but may be obsolete as selling point next year when competition adopts it. As a basic point in TV advertising, too, researchers remind that each idea in a commercial competes with both surrounding programming and other ideas in the same commercial, risking danger viewer will reach saturation point before sales message gets across.

Researchers took area-type random samples of TV audience via interviews in 9 markets with 3 or more channels. They contend they asked questions of a completely fresh set of respondents every 3 days. They asked 6 basic questions: (1) What programs did you watch last night? Describe some details. (2) Who were the sponsors? (3) What products were advertised? (4) What do they usually say in their commercials? (5) What did they say last night in their commercials? (6) Describe all you remember about what you saw and heard on the commercials.

Network Accounts: Return of NBC-TV's *Your Show of Shows* Sept. 6, Sat. 9-10:30, has this lineup of sponsors: 9-9:30, Camel; 9:30-10, S. O. S. cleanser, Griffin Shoe Polish & Benrus; 10-10:30, Prudential Insurance Co. & Lehn & Fink (Lysol), alt. weeks. W. A. Sheaffer Pen Co., thru Russel M. Seeds Co., will sponsor 10-10:30 segment Oct. 4, Nov. 1 & Dec. 13 . . . Bayuk Cigars Inc. (Phillies) start *Ringside Interviews* with Ted Husing Sept. 8 on DuMont, Mon. 10:45-11, thru Ellington & Co. . . Procter & Gamble starts *The Doctor* Aug. 24 on NBC-TV, Sun. 10-10:30, thru Pedlar & Ryan, N. Y. . . Reynolds Metals Co. (aluminum products) starts Eddie Mayehoff Oct. 5 on NBC-TV, Sun. 7:30-8, thru Russel M. Seeds, N. Y. . . RCA begins alt. week sponsorship Aug. 24 of *Kukla, Fran & Ollie* on NBC-TV, Sun. 4-4:30 . . . GE will sponsor *I Married Joan*, situation comedy with Joan Davis, starting Oct. 15 on NBC-TV, Wed. 8-8:30 . . . Carnation Co. and B. F. Goodrich Co. start alt. week sponsorship Oct. 16 of filmed *George Burns & Gracie Allen Show* on CBS-TV, Thu. 8-8:30; Erwin Wasey & Co. is agency for Carnation, BBDO for Goodrich . . . American Chicle Co. (Clorets) joins Schick Inc. (electric razors) & Thomas Leeming & Co. (Silk 'n' Satin hand lotion) as sponsor of *Jackie Gleason Show*, starting Sept. 20 on CBS-TV, Sat. 8-9, thru Dancer-Fitzgerald-Sample; show is now completely sold . . . Emerson Drug Co. (Bromo-Seltzer) reported as alt. sponsor with Gruen Watch Co. of *Walter Winchell* on ABC-TV, Sun. 6:45-7, & ABC-Radio 9-9:15 starting Oct. 5 . . . Kellogg Co. (cereal) will sponsor 5-5:30 segment of *Super Circus* on ABC-TV, Sun. 5-6 starting Sept. 28; Mars Candy Co. resumes sponsorship of 5:30-6 portion Sept. 14. Leo Burnett is agency for both . . . Hazel Bishop Inc. (lipstick) Oct. 1 starts sponsorship of *This Is Your Life* on NBC-TV, Wed. 10-10:30, thru Raymond Spector . . . Gillette's *Cavalcade of Sports* (boxing) returns Sept. 5 to NBC-TV, Fri. 10 p.m. to conclusion, thru Maxon Inc. . . Pabst resumes IBC boxing shows on CBS-TV Sept. 10, Wed. 10 p.m. to conclusion, is reported spending average of \$30,000 per fight, thru Warwick & Legler . . . Ford Motor Co. reported replacing *Mr. Peepers* Oct. 2 with filmed *Ford Theatre* on NBC-TV, Thu. 9:30-10.

Telecasting Notes: Next to adjust network radio rates downward—whether by flat cuts, discounts or otherwise—is expected to be NBC within next few weeks. That “integrated” network also faces added headache of Aug. 27 meeting demanded by its TV affiliates to discuss upward adjustments . . . CBS’s new radio discount structure (Vol. 8:33), which it says 95% of affiliates have now approved, amounts to lower costs to advertisers up to 30%, reductions of payments to affiliates of about 15%. CBS executives think it means end of under-the-counter deals, radio sales v.p. John J. Karol hailing it in St. Louis Ad Club speech this week as stabilizing radio values, rebalancing costs between day & night period, ending “deals.” ABC & MBS are sure to reduce, too, but probably will await NBC formula . . . MBS alone among radio networks is continuing to run ahead in dollar volume (Vol. 8:30), estimates its 1952 income will run 13% more than 1951 . . . Upsurge in fall radio business is reported by NBC sales v.p. John K. Herbert, who says sponsored network option time is up 16% over 1951; last fall, 7¼ hours of morning time were sold, and this year it’s more than 13 hours, with afternoon and evening time running about same . . . Canadian movie attendance (1867 theatres, 89 drive-ins, 41 under construction) has been up regularly since 1945, may gross record \$100,000,000 this year, but new TV stations in Toronto & Montreal may cause falling off in 1953, according to film chief Nathan D. Golden, U. S. Dept. of Commerce . . . For station and agency film buyers, as well as commercial men selling film to sponsors, the film direc-

tories, ratings, placements and ads carried regularly in *Billboard Magazine* are “musts”; we commend them to management which may have overlooked good bet in this top-notch trade-reporting . . . Hollywood reports, not always reliable, have Bing Crosby staying off TV until fall of 1953, feeling his radio-movie chores are enough; this week, CBS-TV announced Jack Benny’s monthly TV show for Lucky Strike starts Oct. 5, Sun. 7:30-8 p.m. . . . Screen Gems, TV subsidiary of Columbia Pictures, announces that Will Rogers Jr., whose *Story of Will Rogers* is current full-length feature, has been signed to do 30-min. TV film titled *Life, Liberty and Orin Dooley* . . . Douglas Fairbanks Jr. producing 39 TV films in London, using top British stars, under \$900,000 contract with NBC-TV . . . “Heydey for Industrial Pix” is seen by *Variety*, reporting big companies find they “can get plenty of for-free playing time for their films on tele” . . . U of Wisconsin setting up closed-circuit TV under \$105,750 appropriation to train staff for eventual operation of own telecasting station . . . War hero Col. Robert S. Allen, ex-partner of Drew Pearson, featured in series of films titled *Capitol Ideas* syndicated by producer Al Kane, 1411 Walnut St., Philadelphia . . . New program byproduct of TV: Stars shoot own home movies, as did Dinah Shore on vacation, put them on own show, as she will when it resumes on NBC-TV Aug. 26, Tue. 7:30-7:45 . . . WKRC-TV, Cincinnati, new rate card effective Sept. 1 raises base Class A hour rate from \$700 to \$850, one-min. from \$130 to \$140 . . . WCCO-TV, Minneapolis, raises Class A hour rate Sept. 1 from \$850 to \$900, 10-sec. from \$80 to \$90; no change in Class B & C rates.

Personal Notes: Wm. S. Paley, CBS chairman, vacationing in Europe . . . Maj. Lenox R. Lohr, onetime NBC president, now president of Chicago’s Museum of Science & Industry, awarded honorary degree in civil engineering from Rensselaer Polytechnic Institute . . . John H. Perry, 72-year-old Florida chain newspaper-radio owner, in serious condition this week in American Hospital, Paris, with fractured left hip and complications; he and Mrs. Perry were in France on way to Spain for wedding of their son Farwell . . . Paul Mowrey, ex-ABC-TV network sales, replaces Hal Hough as program mgr., WJZ-TV, New York . . . Ves Box promoted to program director, KRLD-TV, Dallas, succeeding Roy George, resigned; Fritz Kuler now asst. program director, Nick Mueller head of film dept. . . . Norman Gittleson, ex-sales & program mgr., WJAR-TV, Providence, onetime promotion mgr., WFMV-TV, Greensboro, promoted to mgr. of TV operations of Outlet Co., licensee of WJAR-TV . . . Allan Kalmus, mgr. of NBC-TV publicity, joining Lever Bros. as director of press relations . . . Robert DeSousa, ex-KNBH, Hollywood, named regional sales mgr., Major Television Productions . . . Don Rosenquest, ex-DuMont, named supt. of traffic, CBS-TV network programs, Hollywood . . . James C. Pollack, ex-ABC Chicago, now program director, KECA-TV, Los Angeles . . . Hugh A. Smith, education director, KPIX, San Francisco, named gen. mgr., KXA, Seattle, TV applicant. controlled by same interests (Wesley Dumm) . . . Worthington Miner, NBC-TV producer-director, named to advisory committee of American Academy of Dramatic Arts . . . Richard Day, Hollywood art director, signed by NBC-TV art dept. to work on color TV experiments; his last picture was Sam Goldwyn’s *Hans Christian Andersen* . . . Daniel Potter, ex-NBC and Compton Adv., recently a media director of Benton & Bowles, promoted to v.p.

tor of public affairs—both reporting to Charles C. (Bud) Barry, v.p. in charge of TV-radio programming. Also reporting to Barry is Abe Schechter, general program executive, with the program organizations headed by Max Liebman, Worthington Miner and Robert Montgomery continuing unchanged.

Reporting to McAvity are Merritt (Pete) Barnum, mgr. of new program development; and Fred Coe, Douglas Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir, Barry Wood—all executive producers. Also Carl Stanton, TV network program mgr., to whom TV producers report, along with LeRoy Passman, asst. TV network program mgr., and Ludwig Simmel, mgr. of co-op programs (on TV matters).

Also reporting to McAvity: John Cleary, radio network program mgr.; Hal Kemp, mgr. of talent office; Ben Parks, network TV program mgr., Chicago; Homer Heck, network radio program mgr., Chicago. Under Cleary are all radio staff directors and Arch Robb, mgr. of music services; Van Woodward, supervisor of script dept.; Ross Ronaldson, supervisor of literary rights & script readers; Robert Wogan, supervisor of network program operations; Ludwig Simmel (on radio). Under Kemp are Mitchell Benson, mgr. of radio contracts, and John Rayel, talent & program coordinator.

Under Davidson Taylor come Wm. R. McAndrew, mgr. of news & special events; Tom Gallery, mgr. of sports; Edward Stanley, mgr. of public service programs; Charles H. Colledge, mgr. of public affairs operations; Leslie Vaughan, business mgr. of public affairs; Richard Pinkham, executive producer of *Today*. Other major assignments in public affairs dept. are Henry Cassidy, TV-radio news commentator, with assignments on *Today*; Francis C. McCall, producer of *Camel News Caravan*; Joseph Meyers, chief of central news desk; Adolph Schneider, NCAA football.

Note: CBS’s split TV-radio operations, each under separate president, will continue, say advices from that network. There are no plans there to adopt integration policy followed by NBC.

UNIFIED TV-RADIO operations at NBC, under current integration-for-economy shakeup (Vol. 8:25), has Tom McAvity, ex-talent & program procurement mgr., now holding title of national program director, and Davidson Taylor, ex-general production executive, named direc-

END OF TV-RADIO CEILINGS AT HAND: Battle for suspension of OPS price ceilings on TVs, radios & phonographs is about over. An order to suspend ceilings at all levels from manufacturer to retailer is on desk of outgoing administrator Ellis Arnall.

Only his signature is required. He wasn't available for comment, but spokesman assured us there's little doubt order will be signed, probably during Aug. 25 week, if Arnall carries through his announced intention of leaving office Sept. 1.

It's distinct victory for the industry, RTMA counsel Ray Donaldson having petitioned for just such action last July 29 and gen. mgr. James D. Secrest having held frequent conferences with OPS in absence of president Glen McDaniel (due back from vacation in Orient Sept. 3).

Order was drafted this week by consumer durable goods div. officials, most of whom have bags packed and are moving out daily. While none will divulge details, one told us: "The industry won't have any cause to regret this order. It contains a 'trigger' price level at which controls will automatically be restored, but level is high enough to satisfy even the most die-hard manufacturers and retailers."

Short of outright decontrol, OPS actually had no alternative. Congressional fund cuts, sharp personnel reductions and industry demands for end of all controls in an industry beset with depressed prices all combined to make the OPS realize it could not enforce ceilings even if it maintained them.

TV sets are still selling at average of 15% below ceilings, so OPS finally realized it could more profitably channel its manpower and funds into other fields in a week which saw Govt. announce living costs had reached new all-time peak.

TVs MOVING WELL, OUTPUT AT PEAK WEEK: Production of TV sets shot up to 119,049 week ended Aug. 15 (10,757 of them private label) -- highest since April 1951. It marked return to "normal" 100,000-per-week level, not achieved since first 1952 quarter.

Plants are all back at full schedules, following vacation shutdowns, and it could even be that unseasonal summer boomlet, accelerating in fall-winter, will see production reach as high as the 200,000-plus units per week of some 1950 weeks.

Some set makers are saying they're allocating output to distributors again, and the retail picture generally is reported bright. There's note of caution among some, however, who say summer market was abnormally good -- but wait till after Labor Day to evaluate "true market." By Sept. 15 we can really tell, they say.

Factory inventories, which plunged some 65,000 units week before, went up about 5000 week ended Aug. 15 -- to 309,584, regarded quite safe.

Radio output also went up -- to 153,035 (21,493 private) from 124,243 week preceding. Radio inventories were 344,359, down about 25,000. Aug. 15 week's radios were 69,066 home sets, 26,888 portables, 30,245 clock, 26,836 auto.

With 2,318,236 TVs produced in first 6 months, nearly 500,000 in the 7 weeks thus far reported in second quarter, it seems very safe guess that TV output will go over 5,000,000 this year. NPA officials predict 1,000,000 sets third quarter and 1,500,000 fourth -- their official working figures.

Everybody knows retail TV trade has been good, generally, in last few months -- but there's no statistical backing as yet, except for RTMA's weekly factory output figures. Dun & Bradstreet's monthly retail sales-&-inventory reports ended with May 31 figures (Vol. 8:27); since then, RTMA statistical dept. chief Wm. F.E. Long has been gathering them for the intervening period, and on Sept. 25 is scheduled to put out first of RTMA's own retail reports.

New service will show dealer sales and inventories for end of July and end of August, broken down by table, console & combination models, these further broken down by screen sizes. Sales estimate will cover June-July-August combined. Thenceforth, the figures will be issued on regular monthly basis.

Topics & Trends of TV Trade: Nearly \$2,000,000,000 will be spent on TV set purchases this year at average outlay of \$300 per set, same median as 1951. Federal Reserve Board estimates this in its *1952 Survey of Consumer Finances*, at same time admitting network extensions and new stations will alter upward its forecasts. About 25% of consumers who expressed intention to buy new TV set already own one, strengthening predictions of bullish replacement market this year. Breaking down prospective purchasers by income groups, FRB predicts 33% of purchasers will have incomes of at least \$5000; 23% between \$4-5000; 20%, \$3-4000; 13%, \$2-3000; 6%, \$1-2000; 5%, below \$1000.

FRB estimates TV sets were owned in early 1952 by 30% of all spending units—families or individuals living alone—with 59% of owners earning at least \$7500. As for place of residence, 51% live in metropolitan areas; 26% in cities of 50,000 or more population; 23% in cities of 2500-50,000; 21% in towns under 2500; 8% in rural markets. Survey also disclosed 48% bought sets on installment plan in 1951; 44% in 1950, 47% in 1949. Highest frequency of set ownership, 40%, was among married persons with children; skilled or semi-skilled workers led occupational categories.

Of the 1951 purchasers, 43% earned at least \$5000; 17%, \$4-5000; 21%, \$3-4000.

FRB report estimates 6,300,000 "spending units" bought TV sets (new and used) during 1951, which will come as surprising news to industry whose production that "recession year" was 5,384,798 sets, shipments to dealers 5,179,973, distributor inventories 439,340 at end of year (*TV Factbook No. 15*, p. 131). FRB also figures 6,100,000 in 1950, TV's big year when 7,463,800 sets were made, 7,355,100 sold by factories, 7,078,600 shipped to dealers, 363,500 in distributors' inventories at end of year.

In other words, fewer sets were sold in 1950 than in 1951, if we accept FRB figures—which look like they need some more realistic bases.

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Trade Miscellany: Record Industry Assn. of America noting that only 4% of TV sets are made with record players, has asked RTMA to revive old phonograph industry committee and to seek to persuade manufacturers to include either record-playing equipment or phono-jacks in all sets . . . Mexico's Bureau of Statistics reports 29,300,000 pesos (about \$3,387,000) worth of imports of TV receivers and transmitters between Jan. 1950 and May 1952; in 1951, 8906 TVs without cabinets, 2704 with cabinets were imported, valued at about \$1,920,000 . . . Industria Electronica S.A., Madrid (Gabriel Soria, managing director), making radios and 45rpm records, and American Radio Television (Hellas), Athens (Charilaos Petropoulos, director), assembling radios, added to RCA Victor's overseas manufacturing operations . . . Muntz TV Inc., with 54 outlets now, reports 30,288 TV installations for quarter ended July 31 vs. 21,149 same period last year; in July alone, 10,998 deliveries; for fiscal year to next March 31, anticipated 175,000 vs. 118,000 for preceding year . . . Philco's govt. & industrial div. under v.p. Joseph H. Gillies has set up headquarters at new address: 4700 Wissahicken Ave., Philadelphia, telephone Tennessee 9-4000 . . . Raytheon moves this week into new office building at 3076 W. 117th St., Waltham, Mass. . . . Hallicrafters plans Los Angeles TV-radio assembly plant.

GE sets up special fair trade section within its small appliance div. to enforce fair trade laws on all its products, becoming first large manufacturer to take action since passage of McGuire bill (Vol. 8:6, 19, 20, 27); W. J. Pfeif heads section, which has already informed some 900 dealers of its action.

Hallicrafters has introduced 7 table models and 6 consoles as supplement to 1952 line, ranging from 17-in. to 27-in. at \$200-\$625. One 21-in. modern mahogany table model at \$340 is equipped for vhf-uhf, with all others adaptable by internal or external converters. Also introduced with line was \$50 "telecart," base in form of tea table in mahogany or limed oak, mounted on outside casters for mobility. Line consists of 17-in. table models in modern ebony plastic \$200, modern mahogany plastic \$210; 21-in. modern mahogany table \$250, \$280 & \$340, modern blonde \$260 & \$290, modern mahogany open face consoles \$330 & \$350, modern blonde \$350, ¾-door 18th Century mahogany \$380; 27-in. modern mahogany open console \$595, modern blonde \$625.

Standard Coil has priced its uhf tuning strips at \$13.95 list. Suggested dealer price is \$9.75. The \$13.95 price is for a "set"—an oscillator strip and an antenna strip—to receive one uhf channel on Standard turret tuners. Standard is now producing strips for all uhf channels, and has already shipped 7-8000 to dealers, principally in areas where uhf grants have been made. A few thousand more strips are on order, a spokesman said, and company is geared for heavy production when uhf stations go on air.

Canadian RTMA reports June TV set sales by factories were 5670 with list value of \$2,442,781. That brought sales for first 6 months of 1952 to 30,686 worth \$14,304,857. Toronto-Hamilton area led month's sales with 42.3%, Montreal 24.8%, Niagara Peninsula 14.9%, Windsor 13.8%, remaining 4.2% going to other areas. Inventory as of June 30 totaled 19,759. All sales of Canadian-manufactured TVs to that date amount to 109,124 valued at \$51,818,882.

Cuba, too, saw TV sales pickup in second quarter, after first-quarter slump (Vol. 8:23). Commerce Dept. reports second-quarter imports into that country of 7652 TV sets valued at \$1,282,523 compared to 4774 at \$833,590 first quarter. Imports of radios from U. S. second quarter were 22,471 at \$443,172 vs. 24,492 at \$431,866 first quarter.

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Merchandising Notes: Profiting handsomely by opening of new TV markets are local newspapers, enjoying undreamed of lineage gains; Denver's newspapers are replete with TV receiver ads, special sections etc., and this week Salt Lake City's *Deseret News* carried special 12-p. section heralding city's new higher-powered transmitters . . . RCA set tongues wagging this week with full-page ads in metropolitan newspapers captioned "The Campaign Comes to 18,000,000 Whistle Stops"—whistle stops referring to that many TV receivers; institutional ad idea, tying TV with presidential campaign, attributed to Carl Byoir, public relations counsel . . . Sears Roebuck fall catalog cuts 20-in. Silvertone table \$10 to \$200; offers 17-in. wood table at \$190, console \$225; 20-in. wood table \$230, console \$245, combination \$245; 21-in. full-door console \$300 . . . Meck has withdrawn \$99.95 TV set (20-in.) offered since March, now has 20-in. table at \$129.95, plus tax & warranty, as lowest-priced set.

Distributor Notes: Emerson names Michael Kory, president of its Emerson-New Jersey Inc., to be mgr. of all subsidiary distribution companies, of which 4 are wholly-owned, other 12 not covered by factory regional sales reps; Murray Golden becomes mgr. of Emerson-New Jersey, Jack Gaertner continues as sales mgr. . . . Capehart appoints George J. Schultz Inc., Norfolk (George J. Schultz, pres.); Allen TV & Appliances Inc., 1703 N. Harrison St., Fort Wayne (Sid Hutner, pres.) . . . Stewart-Warner names Parker Co., Denver (Wm. C. Campbell, mgr.), succeeding Austin & Son, now Arvin . . . Raytheon names Glenn Earl Inc., Salt Lake City, ex-Hoffman . . . Emerson of Michigan appoints Robert F. Perkins sales v.p.; he's ex-Philco Distributors Inc., Detroit.

SHIPMENTS OF TV sets to dealers in first half of 1952 totaled 2,118,510 units compared to 2,470,954 in corresponding 1951 period, reports RTMA. Production first 6 months was 2,329,759. All states and District of Columbia shared in shipments. New York led with 258,304; California was a close second, with 218,915.

Shipments by states and counties for 26 weeks ended June 27 are tabulated in separate RTMA report. Noteworthy are scattered numbers going to areas regarded as far outside TV service ranges—e.g., 5 to Chouteau County, Mont.; 7 to Booneville County, Ida. By states, first-half shipments went to:

| State | Total | State | Total |
|----------------------|---------|----------------|------------------|
| Alabama | 26,278 | Nebraska | 18,150 |
| Arizona | 7,331 | Nevada | 6 |
| Arkansas | 6,122 | New Hampshire | 8,405 |
| California | 218,915 | New Jersey | 82,626 |
| Colorado | 1,158 | New Mexico | 2,954 |
| Connecticut | 49,547 | New York | 258,304 |
| Delaware | 7,906 | North Carolina | 44,048 |
| District of Columbia | 19,701 | North Dakota | 51 |
| Florida | 35,447 | Ohio | 168,745 |
| Georgia | 44,894 | Oklahoma | 32,591 |
| Idaho | 47 | Oregon | 191 |
| Illinois | 119,943 | Pennsylvania | 186,759 |
| Indiana | 83,565 | Rhode Island | 14,443 |
| Iowa | 37,714 | South Carolina | 10,082 |
| Kansas | 13,481 | South Dakota | 281 |
| Kentucky | 29,266 | Tennessee | 29,692 |
| Louisiana | 22,020 | Texas | 92,487 |
| Maine | 3,194 | Utah | 11,344 |
| Maryland | 35,318 | Vermont | 2,120 |
| Massachusetts | 91,473 | Virginia | 38,458 |
| Michigan | 88,816 | Washington | 28,939 |
| Minnesota | 28,853 | West Virginia | 22,944 |
| Mississippi | 5,908 | Wisconsin | 32,884 |
| Missouri | 55,013 | Wyoming | 75 |
| Montana | 21 | | |
| | | Total | 2,118,510 |

RTMA parts division chairman Matt Little, Quam-Nichols, announces these section chairmen: Richard W. Mitchell, Industrial Development Engineering Assoc., amateur radio; Larry H. Kline, Ward Products, antenna; W. Myron Owen, Aerovox, ceramic capacitor; Eugene M. Keys, Edwin I. Guthman & Co., coil; Louis Kopinsky, John E. Fast & Co., fixed capacitor; D. S. W. Kelly, Allen-Bradley, fixed resistor; Roland M. Bixler, J-B-T, instrument & test equipment; S. N. Shure, Shure Bros., phonograph records & cartridges; H. E. Moon, General Industries, record changer & phono-motor assemblies; Lester W. Tarr, Cinch Mfg., socket; Russell S. Fenton, Permoflux, speaker; Charles L. Matthews, Wm. H. Welsh Co., speaker parts; W. R. MacLeod, King Labs, special products; C. L. Snyder, General Ceramics, steatite; W. S. Parson, Centralab, switch; L. S. Racine, Chicago Transformer, transformer; S. L. Gabel, Superior Tube, tube parts; Russell E. Cramer Jr., Radio Condenser Co., TV-radio tuner; Victor Mucher, Clarostat, variable resistor; Roy S. Laird, Ohmite, wire wound resistor & rheostat; Jay H. Johnson, John & Hoffman, metal stampings & specialties.

Trade Personals: Benjamin Abrams, president of Emerson, sailed with Mrs. Abrams Aug. 22 on the *United States* for visits with Emerson distributors in France, Italy and Israel . . . David Sarnoff, RCA chairman, due back from Europe Sept. 1 . . . Wm. E. Boss, staff asst. to RCA consumer products v.p. Joseph B. Elliott, named mgr. of new TV market development section, assuming duties formerly held by Dan Halpin, now DuMont national sales mgr. . . Francis F. Florsheim, Columbia Wire & Supply Co., named chairman of Assn. of Electronic Parts & Equipment Mfgs., Chicago, succeeding John H. Cashman, Radio Craftsmen Inc.; Karl W. Jensen, Jensen Industries, vice chairman . . . Gerald L. Hartman, ex-Belmont sales mgr., now mgr. of marketing, Bendix home appliances . . . Henry C. Sarau Jr. appointed supervisor of industrial engineering, Ernest Hardy supervisor of tool design and manufacture, Westinghouse's new electronics div. . . Ralph A. Walch named mgr. of new Sylvania tax service dept. . . John F. Conger resigns as mgr. of Capehart-Farnsworth's southwest sales region, Dallas . . . Herbert Kabat, Olympic asst. gen. sales mgr., promoted to gen. sales mgr.

Dept. of Justice's sweeping anti-trust probe into RTMA and 18 or more TV-radio-electronics manufacturers for alleged conspiracies relating to color, FM and patents gets first challenge in New York Federal district court Sept. 2 at hearing on RCA's motion to quash or modify grand jury summons on grounds it was unduly burdensome and merely repeated ground covered in 1924-28 Federal Trade Commission proceedings and in 1932 Delaware consent decree covering patent and licensing agreements (Vol. 8:25). Reports that Govt. had asked for postponement are denied by Malcolm A. Hoffman, anti-trust division's top trial attorney in New York, who said: "The Attorney General has requested that the case be presented and pursued and that is what we are doing." He also stated all companies have complied with subpoenas (Vol. 8:11-12, 14-16), though it's known some are still balking at "dragnet" nature of data requested, going back several decades. Industry opinion generally is that case was inspired initially by (1) certain FCC officials' efforts at reprisal for industry's opposition to FCC decision favoring CBS color; (2) desire to seek "goat" for failure of FM to click with public; (3) antagonism in some quarters to RCA patent pool. Besides RTMA and RCA, companies known to have been subpoenaed: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, GE, Hazeltine, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Pilot, Raytheon, Sylvania, Westinghouse, Zenith.

Contrary to fears of movie people, TV isn't likely to be beneficiary of Justice Dept.'s much-publicized 16mm anti-trust suit against 12 producers and distributors (Vol. 8:30, 31, 32). While asking injunction to force each of defendants to sell its products individually to TV after alleged conspiracy is dissolved, govt. lawyers privately admit they don't have too many legal precedents on their side because they don't charge existence of a monopoly. Although there have been a few cases where companies have been required, on dissolution of conspiracies, to make their products freely available to competitors, they have been too infrequent to give the Govt. much confidence or TV leaders much hope. It's also interesting to note that amid the anvil chorus of boos from the movie industry, press and magazines, not a single TV spokesman has risen to praise the suit—further indication the govt. action adds up to no hits, all errors.

Our story on printed circuits in last week's issue brought an immediate response from a British reader who points out that Sargrove Co. in England began turning out small table radios about 4 years ago with a fully automatic machine utilizing printed-circuit techniques similar to those employed by Motorola in its Pla-Cir sets (Vol. 8:33). Also this week, Hallicrafters president Wm. J. Halligan was quoted in Aug. 21 *Retailing Daily* that his firm will come out Oct. 15 with clock radio (at \$35) using printed circuits, but it wasn't made clear whether entire circuitry of sets will be printed.

* * * *

Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, maintenance engineer, photo file supervisor, building maintenance man, asst. film librarian, file clerk, announcer, scenic artists—and, of course, performers. RCA president Frank Folsom so testified before labor-management subcommittee of Senate Labor Committee recently, saying non-discrimination on account of race, color, creed or national origin is a basic policy of entire RCA. Thus for this year, for example, RCA's personnel dept., managed by Dr. Joseph W. Bird, hired 9 Negro engineers—3 from Howard U, others from Pennsylvania, Ohio State, Columbia, Brooklyn Polytech, Tennessee Agricultural & Industrial College, Youngstown College.

Electronics Reports: What is electronics? In search of good definition, Television-Electronics Fund Inc., investment company, asked Dr. Wm. L. Everitt, dean of U of Illinois engineering college and past president of IRE. He replied—and reply has been published in brochure titled *Electronics Re-Defined*: “Because electronics is so intimately interwoven with other sciences and techniques, and because its by-products are so widely useful, it is probable that its boundaries can be defined only temporarily. Like other words in our language, we shall probably have to re-define electronics from time to time as its expansion continues.” With this preface, Dr. Everitt ventured this definition of the modern science of electronics:

“Electronics is the science and technology which deals primarily with the supplementing of man’s senses and his brain power by devices which collect and process information, transmit it to the point needed, and there either control machines, or present the processed information to human beings for their use.”

Webster’s New International Dictionary (1946), incidentally, supplies this more confining definition: “That branch of physics which treats of the emission, behavior, and effects of electrons, especially in vacuum tubes, photoelectric cells, and the like.”

* * * *

Aid to steel-hungry manufacturers came this week from NPA. In issuing Direction 19 to CMP Reg. 1, it authorized most manufacturers to use up to 500 tons of conversion steel without charging it against their CMP allotments. Conversion steel, while more expensive than regular carbon steel, can be used in TV-radio chassis, brackets and components. Also dropped from CMP regulation was used steel, and curbs on foreign steel were eased considerably. NPA met with loudspeaker industry advisory committee Aug. 21, and was told that several speaker makers will soon be in “serious trouble” as result of steel shortage.

Shortage of specialized components and high-reliability tubes continues to be biggest bottleneck in military communications equipment production. Radio communication equipment industry advisory committee members Aug. 20 told NPA that principal hard-to-get components were quartz crystals, metalized capacitors, relays, hermetically sealed meters, transformers. One manufacturer said he can use only 5-10% of the JAN specification tubes he buys, because military requirements for equipment performance are so exacting. Shortage of qualified engineers and technicians still persists, but production workers were reported more plentiful.

* * * *

Supplementary third-quarter allotments of materials for construction of electronics plants costing an estimated \$21,700,000 were announced this week by NPA. Made before start of steel strike, allotments for new projects went to: RCA, tube plant at Lancaster costing \$3,486,100; Collins Radio, Cedar Rapids, Ia., research & development facilities, \$2,122,308; Bell Aircraft Corp., Niagara Falls, N. Y., electronic research & development, \$500,000. Allotments for continuation of projects already started: Hughes Aircraft, electronic equipment plant at Tucson, \$11,300,000; GE, tube plant at Anniston, Ala., \$2,000,000; Roosevelt Field Inc., Mineola, L. I., electronic equipment plant, \$2,000,000; Raytheon, Newton, Mass., tubes, \$277,539.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA Aug. 6-13: Motorola, Phoenix, Ariz., \$36,155 (55% amortization); Suffolk Products Co., Northport, N. Y., \$12,727 (70%); Michigan Brass Co., Grand Haven, Mich., \$8675 (70%); Raymond Rosen Engineering Products Inc., \$5905 (70%); Rhode Island Electronics Inc., Lonsdale, R. I., \$2787 (70%); Gaertner Radio Co., Los Angeles, \$1477 (70%).

Signal Corps orders for transistors have been steadily increasing. Recently announced contracts for transistors and related items totaled \$5,000,000 and were awarded to 4 companies: Sylvania, \$1,599,200; RCA, \$1,234,033; Raytheon, \$1,180,053; GE, \$944,614. Among other large (over \$1,000,000) unclassified military contracts announced by Govt.: *Signal Corps*—Motorola, \$25,857,572, radios (2 contracts); Packard-Bell, \$2,682,668, maintenance parts; GE, \$2,650,291, radio relay equipment; Federal Telephone & Radio, \$1,646,959, multiplexer design model; Radiomarine Corp. (RCA), \$1,277,191, radar; Chatham Electronics, \$1,475,372, thyatron tube production facilities; Crosley, \$1,107,007, radios. *Air Force*—Bendix Radio, \$20,804,500, components (2 contracts); Trad TV Corp., \$1,315,447, radios; Espey Mfg. Co., \$1,204,065, radios.

New TV-radar combination developed by Civil Aeronautics Administration is said to be far more sensitive and easier to read than ordinary radar. Report by CAA’s A. W. Randall and J. S. Marshall gives these details: New device uses RCA-developed “memory tube” in combination with TV-type circuits and picture tubes. Memory tube (not a CR tube) makes high-persistence phosphors unnecessary, permits use of regular TV picture tube for radarscope. Principal advantage of new system is that TV tubes can be easily read in normal light, whereas standard radarscope tubes must be viewed in darkness.

American Institute of Electrical Engineers, at its convocation of the Centennial of Engineering in Chicago’s Congress Hotel Sept. 3-13, includes among Sept. 12 speakers Haraden Pratt, advisor to the President on telecommunications, discussing “First 50 Years of International Communications,” and NBC engineering v.p. O. B. Hanson, on “Historic Highlights in Developing the Radio Broadcasting and Television Arts.”

TV Antenna System Inc., community antenna project serving New Philadelphia and other Ohio communities, has been allotted materials by NPA to begin \$30,000 expansion program in third quarter.



Transit FM, already cleared by Supreme Court (Vol. 8:22), won another victory this week when FCC dismissed protest of Transit Riders Assn. Inc. against renewal of license of transit FM operator WWDC-FM, Washington. Commission’s reason for dismissal was that protesting group is not a “party in interest” according to Communications Act. FCC added, however: “We wish to emphasize [that] our processes take specific cognizance of the right of the general public to complain to us—and that those complaints, where meritorious, are given careful consideration.” Comr. Webster dissented, saying he thought Assn. is a “party in interest” and that Commission should hold hearings on transit FM to determine its exact nature and merits. Comr. Hennock issued concurring opinion, saying that an “individual licensing proceeding” isn’t proper occasion to conduct study of transit FM but that such study should be made. She agreed with Comr. Webster that Assn. is a “party in interest.” FCC majority comprised Comrs. Walker, Jones, Bartley, Sterling. Comr. Hyde didn’t participate.

“Blind” TV set—an FM radio which will pick up TV sound as well as regular FM programs—has been developed by Pyramid TV Service Co., 289 E. 139th St., N. Y. (Herbert Abrams, president), for New York Guild for the Jewish Blind. Set will sell for \$50-\$65, has Braille channel numbers on tuning disc. Guild officials explained that most blind people would like to listen to TV programs to know what their sighted friends are talking about. TV is also important to the blind, they said, because its programs stimulate the visual imagination more than radio.

Count of TV Sets-in-Use by Cities

As of August 1, 1952

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

DENVER appears on monthly sets-in-use report for first time in NBC Research's Aug. 1 count, which credits it with 5000 receivers as of that date (first station, KFEL-TV, began scheduled operations July 21). Actually, by July 26 week-end, our reports from distributors were that 8000 sets had been sold, 3000 delivered; by end of year, forecast is 50,000 (Vol. 8:30).

Increase in ownership was 371,000 sets during July to bring total to 18,354,300. June gain was 355,900 (Vol. 8:30). Areas showing biggest gains were New York, up 30,000; Chicago, 25,000; Detroit, 22,000; Pittsburgh, 20,000; San Francisco, 19,000; Los Angeles, 15,000; New Haven, 12,000; Boston, Atlanta, Houston, Philadelphia, 10,000 each. Following is Aug. 1 count (consult individual stations for their estimates of number of families within respective service areas):

| Area | No. Stations | No. Sets | Area | No. Stations | No. Sets |
|--|--------------|-----------|--|--------------|-------------------|
| <i>Interconnected Cities</i> | | | <i>Interconnected Cities—(Cont'd)</i> | | |
| Ames (Des Moines)..... | 1 | 90,500 | Minneapolis- St. Paul..... | 2 | 322,000 |
| Atlanta..... | 3 | 190,000 | Nashville..... | 1 | 75,700 |
| Baltimore..... | 3 | 403,000 | New Haven..... | 1 | 310,000 |
| Binghamton..... | 1 | 85,000 | New Orleans..... | 1 | 109,000 |
| Birmingham..... | 2 | 118,000 | New York..... | 7 | 3,070,000 |
| Bloomington (see Indianapolis)..... | 1(a) | | Norfolk..... | 1 | 120,000 |
| Boston..... | 2 | 921,000 | Oklahoma City..... | 1 | 92,300 |
| Buffalo..... | 1(b) | 279,000 | Omaha..... | 2 | 135,000 |
| Charlotte..... | 1 | 155,000 | Philadelphia..... | 3 | 1,072,000 |
| Chicago..... | 4 | 1,210,000 | Phoenix..... | 1 | 39,700 |
| Cincinnati..... | 3 | 333,000 | Pittsburgh..... | 1 | 485,000 |
| Cleveland..... | 3 | 638,000 | Providence..... | 1 | 224,000 |
| Columbus..... | 3 | 220,000 | Richmond..... | 1 | 137,000 |
| {Dallas..... | 2 | 182,000 | Rochester..... | 1 | 155,000 |
| {Fort Worth..... | 1 | | Salt Lake City..... | 2 | 76,000 |
| Davenport- Rock Island..... | 2 | 130,000 | San Antonio..... | 2 | 88,400 |
| Dayton..... | 2 | 195,000 | San Diego..... | 1 | 120,000 |
| Denver..... | 1 | 5,000 | San Francisco..... | 3 | 433,000 |
| Detroit..... | 3(c) | 726,000 | Schenectady..... | 1 | 219,000 |
| Erie..... | 1 | 87,000 | Seattle..... | 1 | 164,000 |
| Grand Rapids..... | 1(d) | 175,000 | St. Louis..... | 1 | 413,000 |
| & Kalamazoo..... | | | Syracuse..... | 2 | 170,000 |
| Greensboro..... | 1 | 94,000 | Toledo..... | 1 | 197,000 |
| Houston..... | 1 | 170,000 | Tulsa..... | 1 | 77,500 |
| Huntington..... | 1 | 88,600 | Utica..... | 1 | 74,000 |
| Indianapolis..... | 1(a) | 285,000 | Washington..... | 4 | 383,000 |
| & Bloomington..... | | | Wilmington..... | 1 | 113,000 |
| Jacksonville..... | 1 | 64,000 | Total Inter- | 108 | 18,325,700 |
| Johnstown..... | 1 | 165,000 | <i>Non-Interconnected Cities</i> | | |
| Kalamazoo..... | 1(d) | | Albuquerque..... | 1 | 17,600 |
| (see Grand Rapids) | | | Brownsville (Matamoros, Mexico)..... | 1(e) | 11,000 |
| Kansas City..... | 1 | 218,000 | Total Non-Inter- | 2 | 28,600 |
| Lancaster..... | 1 | 159,000 | Total Interconnected | | |
| Lansing..... | 1 | 102,000 | and Non-Inter- | | |
| Los Angeles..... | 7 | 1,230,000 | connected..... 110 18,354,300 | | |
| Louisville..... | 2 | 145,000 | | | |
| Memphis..... | 1 | 141,000 | | | |
| Miami..... | 1 | 101,000 | | | |
| Milwaukee..... | 1 | 346,000 | | | |

- (a) Bloomington separately 176,000. Indianapolis separately 250,000.
- (b) Does not include estimated 63,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 38,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 138,000. Kalamazoo separately 147,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 109,124 up to June 30, 1952, according to Canadian RTMA (see p. 9). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last June 30: Windsor 37,740, Toronto-Hamilton 43,923, Niagara Peninsula 18,776, Montreal 2725, other areas 5960.

Do's and don'ts of political broadcasting are presented in question-&-answer form in NARTB's *Political Broadcast Catechism*, distributed to all members.

Owner Harold F. Gross of Lansing's WJIM & WJIM-TV has sold his 1-kw AM station in Kalamazoo, WGFG, for price "in excess of \$100,000."

Eighteen more applications for new TV stations (11 of them for uhf) were filed this week, bringing total pending to 730, of which 290 are for uhf. Among vhf applications this week were one for Jacksonville, Channel No. 12, by group including theatremen Mitchell Wolfson (WTVJ) and Sidney Meyer, who stated they will also apply for Charlotte; Cheyenne, Wyo., No. 5, by Tracy McCracken publishing-radio interests; Brownsville, Tex., No. 5, by KBOR principals (this town is opposite Matamoros, Mexico, where XELD-TV has operated since last September). Among uhf applications are 2 for Little Rock, Ark., No. 17 sought by publisher Donald Reynolds and associates, No. 23 by Great Plains TV Properties, new Chicago corporation, which also applied for No. 36 in Sioux City, has applications pending for Springfield, Ill. & Duluth, Minn. For Pensacola, Fla., No. 15 is sought by Charles W. Lamar & T. E. Gibbens, of Baton Rouge; for Trenton, N. J., No. 41 by WTTM; for Manchester, N. H., No. 48 by WKBR group, including Collins Radio's Wm. J. Barkley and Scott Killgore. This week, Oregon publisher Sheldon Sackett (*Coos Bay Times*), who also owns KROW, Oakland, Cal., made known that his new MED Inc. will shortly file for Medford, Ore., and WW Inc. for Walla Walla, Wash., both for Channel 5. [For details about all this week's applications, see *TV Addenda 15-F* herewith; for complete list of all applications and post-freeze FCC actions to date, see *TV Factbook No. 15* and Addenda to date.]

General Motors will sponsor the 11 National Collegiate Athletic Assn. football games to be released on NBC-TV this fall (Vol. 8:23, 26, 32-33). Parent company, using TV for first time, will pay full card rate for 2 hours each Saturday afternoon for total of more than \$2,500,000. All GM automotive and appliance subsidiaries will be urged to buy TV-radio tie-ins locally. One of biggest TV sponsorship deals yet, it was personally handled by NBC president Joseph McConnell, sales v.p. John D. Herbert, sports director Tom Gallery, Detroit sales mgr. Walter Gross with GM principals and Kudner agency. NBC announced partial schedule, opening Sept. 20 with Texas Christian vs. Kansas at Lawrence; Sept. 27, Princeton at Columbia; Oct. 4, Michigan at Stanford; Oct. 11, Texas A&M at Michigan State; Nov. 29, Army vs. Navy at Philadelphia. Other 6 games will be announced in week or so. Full network will carry all contests nationally, with no "blackouts" or other regional restrictions.

World's most powerful TV station—where is it? British Marconi's U. S. representative B. G. H. Rowley disputes claim by WSAZ-TV, Huntington (84-kw ERP), to that distinction (Vol. 8:32). Says Mr. Rowley: "The 50-plus kw of [BBC's] Holme Moss are genuine kilowatts out of the transmitter and its ERP is several hundred." WSAZ-TV (Channel 3) this week reduced its ERP in north-&-south direction to 17-kw to avoid interference with WLWC, Columbus, which has not yet moved from Channel 3 to 4. As result, Huntington station claims it's now radiating 100-kw east-&-west.

Northbound Miami-to-Atlanta TV channel will be opened by Jan. 1, 1953 in time to carry Orange Bowl football game on New Year's Day, AT&T announces. New equipment will be added to Jacksonville-Miami cable to equip it for northbound traffic, and existing northbound channel will be used to carry signal to Atlanta where it will be fed to network.

American Broadcasting Co. had net loss of \$67,000 for 6 months ended June 30, after giving effect to \$74,000 tax credit; this compares with net income of \$472,000 for same 1951 period.

Storer Broadcasting Corp.'s first public report since stock was listed shows operating revenues of \$5,441,950 and net profit of \$744,361 (64¢ a share) for first 6 months of this year.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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PORTLAND WILL BE UHF 'TEST TUBE' CITY: It's clear now that Portland, Ore., granted CP for uhf while city's vhf go to competitive hearings, will be the proving ground for commercial uhf -- eyed intently by every other grantee or prospective grantee.

That Portland will have first uhf station on the air, possibly by Election Day Nov. 4, definitely by Thanksgiving Day, was fairly well assured this week when RCA-NBC sold to Channel 27 grantee Empire Coil Co. their famed Bridgeport (Conn.) "guinea pig" transmitter and began at once to dismantle it for immediate shipment to Portland -- tower and all.

Empire Coil's president Herbert Mayer, who built and operates the highly successful vhf WXEL, Cleveland, and holds CP also for uhf Channel 26 in Denver, broke the news of his definite plans and purposes this week coincident with ground-breaking ceremonies for his building on Portland's city-owned Council Crest.

Most of city is within 5-6 miles of antenna, which is 1300-ft. above town. Since city is very flat, 20-kw radiated from 210-ft. tower is expected to provide good reception. All 4 networks will feed programs to station (to be called KPTV). It may get as much as year's head start on any vhf station there, thus placing the burden on set makers to see to it that uhf receivers and converters are available.

The Bridgeport station and its equipment are well known to trade, operating as experimental KC2XAK since Dec. 29, 1949 -- used not only by RCA-NBC for propagation tests but by nearly all manufacturers for testing uhf receivers. It requires some modification for the Portland channel, including new antenna.

RCA-NBC are giving up Bridgeport after what technical v.p. Dr. C.B. Jolliffe says was "an expenditure of more than \$3,000,000 [on this] vital factor in making uhf technically and commercially practicable for home use throughout the nation."

With resources of RCA and other big equipment makers behind uhf, with FCC eager to get it going, those channels are gaining favor. But most applicants prefer vhf, seek uhf only when it's only thing available. They want to wait-&-see how uhf works out for other fellow. Portland operation looks like one they're waiting for.

Empire is going ahead with Denver uhf also, putting 250-ft. tower on Lookout Mt., higher by 200-ft. than KFEL-TV's vhf site there. Mayer's KDEN has been assured delivery of 1-kw transmitter by November, and he wants to get it on air same time as Portland -- or, at latest, by Christmas.

* * * *

Looks like race between educational grantees Kansas State and U of Houston, as to which will be first on air. Both got Channel 8. Kansas' engineering dept. has an old 500-watt transmitter for which it has already asked FCC for STA to start in 3-6 months (Vol. 8:33). Oil-rich Houston U, specifying GE equipment, doesn't have to wait for legislative appropriations for financing (as do most other educational

grantees). It already has FM tower and building, also complete TV film chain, so that transmitter installation should be fairly simple and speedy.

Also with FM transmitter & tower all ready, atop Mt. Wilson, is this week's grantee U of Southern California (uhf Channel 28), similarly well-heeled by Allan Hancock Foundation. It has long planned own TV, already offers 21 TV-radio courses.

Note: Denver's KFEL-TV, first post-freeze station on air, this week got FCC authority to use 2-kw transmitter, 3-bay antenna, thus hiking power to 6.4-kw ERP. RCA has promised to have it in operation no later than Sept. 8.

3 CPs MAKE TOTAL 43, AS 737 AWAIT ACTION: FCC cleared 23 more applications this week, but it squeezed mere 3 uhf CPs (including one educational) out of them. Of the 780 applications filed since end of freeze, Commission has processed 177, approximately 20%, handing out 43 CPs, lining up 134 applications for hearing. With 12 applications filed this week, 737 are still pending.

All this week's actions were in Group A priority list, Commission getting as far as Little Rock, 27th in line. The new CPs:

Peoria, WEEK, No. 43; South Bend, WSBT, No. 34. U of Southern California, Los Angeles, got educational Channel 28 without a hitch, being adequately financed.

All other applications acted upon were competitive, were notified hearings are required. They are in South Bend, Baton Rouge, Montgomery, Little Rock, Corpus Christi, Evansville. [For details, see TV Addenda 15-G herewith.]

Grant to WEEK has note of irony, since station was granted CP for Channel 12 Aug. 18, 1948, had it taken away June 8, 1949 for failure to construct.

* * * *

Applicants keep getting itchier as dates for hearings approach. Big pre-hearing conference on Portland channels, conducted by examiner Elizabeth Smith Aug. 26, kept FCC counsel Arthur Scheiner hopping as applicants' counsel probed reasoning behind FCC's refusal to permit applicants to show population they would serve.

FCC counsel was in really tough spot, having no choice but to defend an obviously weak position. Time and again, he virtually requested parties to ask FCC, not him, for "clarification." Applicants are now doing just that. To illustrate how tough FCC considers problem, its Broadcast Bureau asked for and received couple more weeks to mull question.

Examiner Smith decided to conduct Portland hearing as follows: (1) Oct. 1 all applicants exchange engineering exhibits. (2) Contestants for each channel will then be heard, in inverse order of docket numbers, which puts Channel 21 applicants first, then No. 12, No. 8, No. 6. (3) In hearing on each channel, engineering testimony comes first, then rest of case.

Entire hearing will be held in Washington, unless FCC grants a petition to move non-engineering testimony to Portland. Request of Tampa applicant to move its hearing to Tampa (Vol. 8:34) has been opposed by FCC's Broadcast Bureau, awaits decision by full Commission. FCC will be hard to persuade on this matter, because of its limited funds and because out-of-town hearings have habit of dragging on.

Miss Smith attempted to learn how long hearings would take, couldn't get solid estimates from counsel, who pointed to many imponderables. In any event, she vowed to render decisions as soon as possible, assured applicants her decisions on all channels would come close together. There's no telling what Commission will do about time element when it comes to final decision. It may decide to issue all decisions in each city simultaneously.

Jockeying for position continues as hearings near. This week, Wichita's Mid-Continent TV Inc. petitioned to amend from Channel 3 to No. 10, to leave hearing involving 5 applicants and join one with 2. Then Honolulu's KGU hopped on KPOA, competitor for Channel 4, charging latter didn't file in good faith, actually sought to delay TV in Hawaii. KGU said it announced May 11 it would file for No. 4, then applied on June 4. On July 2, KPOA also asked for No. 4, although Nos. 9 & 13 were still open. KGU counsel Reed Rollo said he asked KPOA counsel if they were aware that 2 channels were still open, never heard anything further.

FCC certainly didn't waste time grabbing proposal of Pittsburgh's Mayor Lawrence to put Channel 4 in that "Golden Triangle" near his city (Vol.8:33). It initiated rule-making to allocate the channel to Irwin, Pa., 17 miles from Pittsburgh. Since allocation would get FCC off uncomfortable hook involving court appeals, it said it was deferring action on request of WLOA to put the channel in Braddock -- saying allocation to Irwin would make channel available to Braddock. At same time, FCC denied request of Pittsburgh's WCAE to move Channel 9 from Wheeling-Steubenville and add Channel 4 to Pittsburgh proper.

In another allocation parlay, New Orleans' WNOE told FCC another vhf channel, No. 8, could be added to New Orleans while Commission is juggling channels to add No. 10 to Lafayette, La. This could be done, WNOE said, simply by taking Commission's proposed reallocation (see Addenda 15-D) and substituting No. 3 for No. 2 in Baton Rouge, retaining No. 2 in New Orleans.

PROSPECTS FOR HIGH-POWERED UHF EQUIPMENT: Why the snag in high-powered uhf stations?
How about those rosy predictions of this spring?

Since 32 of the 43 CPs granted so far are uhf -- and this proportion may well continue for many months -- delay in availability of high-powered uhf transmitters is a serious obstacle to speedy expansion of TV in new markets and old.

Delivery of modest number of lower-powered units this year may relieve the pressure somewhat, providing good service for some cities -- perhaps quite a few, though no one can guarantee that. But most of the uhf grantees would like to hit the air with a full-powered bang.

Reason behind delay in high-powered units is quite simple: Over-optimistic predictions based on initial laboratory successes, aggravated by equipment manufacturers' competitive eagerness to be first and to capture the prospective market.

No ineradicable bugs have developed in manufacturers' projected transmitters, as far as we can ascertain. The proponents of the klystron tube, the first "white hope" for real power, stand firm in their faith. Yet manufacturers obviously miscalculated development and production time.

GE says it has one 12-kw klystron-powered transmitter available, will have another by December, plans full-scale production starting next year. DuMont says it's quite pleased with its 5-kw Eimac klystron, is considering selling its single laboratory model transmitter "to shut up those who have doubts about the klystron." RCA is being somewhat coy about its high-powered uhf schedule.

Boasting 50% of all TV orders, RCA once said it would have 10-kw transmitters by end of year, then said it couldn't do it. First it said it would use its own tube, not a klystron; then it said it would use whatever high-powered tube came first, klystron or otherwise. Now it expects to have 10-kw units by year's end, employing tube other than klystron. Yet RCA doesn't rule klystron out of future plans.

These varying estimates may be understandable, predicated as they are upon laboratory progress (and competitive claims) -- yet chagrin of uhf grantees is equally understandable.

"Miracles" are rare in this type of development, and sudden announcement of immediate availability of high-powered transmitters is unlikely. But -- with lush uhf equipment market going begging and with tens of millions of dollars in receiver sales stymied by lack of uhf transmitters -- you can be sure every transmitter maker is straining every facility to crack the bottleneck.

TV & AVIATION—NO DISPUTE OVER AIRSPACE: There's no inherent menace to aviation in new TV allocation plan, despite the greater antenna heights it permits.

That's gist of complete and harmonious agreement reached by representatives of TV and aviation industry organizations with FCC, CAA, CAB and the Armed Services after 4 months of study and consultation (Vol. 8:17, 19-20, 22, 30).

TV representatives got what they wanted -- scrapping of a proposed set of criteria which would have placed severe limitations on availability of sites for towers over 500 ft. As we reported 3 months ago (Vol.8:22), industry-govt. working

committee agreed that there's no need for hard-&-fast rules to govern placement of towers, and practice of approving sites on case-by-case basis should be continued.

Working committee has completed draft of report which includes its recommendations based on study of potential number of high TV towers. Report won't be released officially until Sept. 2, deadline for comments by members of committee.

Report will then be submitted to FCC Comr. Webster and CAA deputy administrator F.B. Lee for "appropriate action." This will involve calling meeting of a larger industry-govt. group, formed last April (Vol. 8:17), to approve agreement. Approval is virtually certain.

Working committee agreed "present airspace subcommittee procedures are eminently satisfactory and no changes should be made," but it did propose changes in two other rules: (1) Amendment of CAA Safety Manual to govern minimum clearances of objects near direct air routes; (2) Specifications for marking and lighting of future antenna towers (not to apply to towers already built).

"The conflict between aviation and the radio & TV industry in competing for the use of the airspace is not expected to present a broad national problem, but may present some acute local problems in or near the large metropolitan areas," report states. It praises "excellent" cooperation between the two industries which "has served to emphasize the realization that both the TV and aviation industries can and must live together and that neither desires to exclude the other from reasonable enjoyment of the airspace."

* * * *

Aviation industry's original demand for new criteria to govern high towers was sparked by flamboyant newspaper accounts of FCC's Final Allocation Report last April -- implying that 2000 new TV stations, each with 2000-ft. tower, would spring up virtually overnight. But in subsequent committee meetings TV representatives -- NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers -- together with FCC, allayed aviation's fears of "an Empire State Bldg. in every cornfield." For example, as report points out:

It would cost \$1-1,500,000 to build a 2000-ft. antenna, and require about 100 acres of land. Only a station in very large market could afford such a project. FCC allocations have been made to 1240 towns and market areas; of these, only 171 have population of more than 50,000; 593 have 10-50,000; 530 less than 10,000.

No more than 5% of TV towers will exceed 1000 ft., an NARTB study shows. Survey by unnamed engineering firm found "the most probable maximum number of TV stations in U.S. within the next 10 years will be 1100."

Maximum antenna height proposed in any of the 700 TV applications on file with FCC Aug. 1 was 1585 ft. above ground. Another study of first 603 applications filed since April 14 shows that only 395 of these or 65.5% can be granted because of multiple applications for single channel. Of the 603 applications:

Nearly 80% request towers less than 600 ft. high. Some 10% propose to build towers of 600-1000 ft.; 3.6% ask 1000-1500 ft.; less than .2 of 1% want towers 1500 ft. or higher. There are no applications for 2000 ft. or more. Numerically, there are 23 applications for towers over 1000 ft. Only one asks more than 1200 ft. -- 1585 ft. in Oklahoma City.

PLUGGING UHF and supporting FCC's allocation plan, Comr. Rosel Hyde in Aug. 29 address at Western Electronic Show & Convention in Long Beach, Cal. said he was pleased to note that about 40% of all applications are for uhf; that applicants are seeking uhf in such vhf-served cities as Washington, Philadelphia and Cleveland; that large percentage of CPs granted so far are uhf; that "certain applicants are clamoring for an opportunity to put such stations on the air before the end of this year."

Regarding uhf receivers, Hyde said: "I do not wish to seem bureaucratic, but I feel strongly that every purchaser of a new TV set is entitled to a set providing complete TV service. And, a receiver which is not designed for

uhf reception, does not offer complete television service."

Comr. Hyde defended allocation plan along same lines as his engineering colleague Comr. Sterling (Vol. 8:24). He gave 5 reasons behind adoption of fixed allocation plan:

(1) Most efficient use of spectrum. (2) Opportunity for smaller communities to enter TV later. (3) Educational reservation. (4) Border problems can be settled once and for all. (5) "Administrative necessity." Without an allocation plan, Hyde said, there would have been hearings "so complicated that they would have effectively kept the freeze, insofar as the more populous areas of the U. S. are concerned, in perhaps a different, but in an equally cold deep freeze locker for years ahead."

SIMULCASTS will be favored wherever TV is used by Republican National Committee in current presidential campaign, with "flexible budget" for TV-radio combined revealed by publicity director Robert Humphreys at "between \$1,800,000 and \$2,000,000." Democratic headquarters, on other hand, plans to use TV and/or radio, as strategy dictates, according to radio chief Ken Fry—and budget is expected to be as large as GOP's, if not larger.

GOP budget includes air time, films, talent displacements, etc., some of funds coming from affiliated organizations such as Young Republicans and local groups. Ad agencies are Kudner and BBDO; latter handled GOP's placements in 1948, was asked by Kudner this week to lend a hand and will have Bruce Barton on the job. Kudner estimates half-hour simulcast will cost \$50-65,000, more if time is preempted. Eisenhower & Nixon are booked for 15-20 simulcasts thus far. There will also be tie-ins with Senatorial and Congressional campaigns by means of film and tape cut-ins or split-screen technique.

"Plenty of TV-radio spots," were also promised by GOP publicity chief, who obviously is emphasizing TV-radio. He has undertaken to handle network-agency dealings himself—despite lack of experience in that field—while TV-radio director Edward T. Ingle concentrates on speakers bureau. BBDO is expected to place most if not all national TV-radio time.

Telecasting Notes: Arthur Godfrey this season will total 5 hours per week on CBS-TV, 3½ hours daytime. His *Talent Scouts* resumes Sept. 1, Mon. 8:30-9 p.m., sponsored by Lipton; *Arthur Godfrey & His Friends*, Sept. 3, Wed. 8-9 p.m., sponsored alternately by Toni & Pillsbury Mills 8-8:30, by Chesterfield 8:30-9; *Arthur Godfrey Time*, Mon. & Wed. 10:15-11 a.m., Tue. & Thu. 10-11, sponsored by Frigidaire, Owens-Corning Fiber Glass, French Sardine Co., Lever Bros., Pillsbury . . . Daily serial drama will be carried as 15-min. segment of *Kate Smith Hour* on NBC-TV when it resumes Sept. 8, Mon.-thru-Fri., 4-5 p.m.; it will deal with family life in small town, and titled *The House in the Garden* . . . Ted Granik's *Youth Wants to Know* (NBC-TV, Wed. 8-8:30 p.m.) wins American Legion's first annual TV award; Legion's "Mike" awards, based on poll of members, went in TV class to CBS's *I Love Lucy*, *Strike It Rich* & *Arthur Godfrey Talent Scouts*, in radio to *Talent Scouts* & *Dr. Christian* and to NBC's *Cavalcade of America* . . . Metropolitan Opera's usual one-shot telecast not slated this season on ABC-TV, though Sat. 2 p.m. Texaco broadcasts will again be heard on ABC from Nov. 29, thru Kudner . . . Bishop Sheen, returning to DuMont Nov. 11, may be sponsored this time, proceeds to go into his multi-denominational "Mission Humanity" fund, according to *Variety* . . . First nuptial mass on TV was celebrated in Boston Roman Catholic Archdiocese via WBZ-TV by Archbishop Cushing Aug. 24 . . . BBC planning four 30-minute TV films showing preparations for Coronation, for sale in U. S. markets as well as Canada; project is said to be forerunner of new BBC "overseas film TV program" . . . Degree in TV-radio being offered by U of Texas; its TV workshop, under E. R. Norris, is installing complete closed-circuit facilities, and students will also work in Austin's 2 new TV stations . . . CBS's Television City, Hollywood, now 85% complete, with some operations due to start this fall . . . TV station compensation structure will be upset by ABC-United Paramount merger, says *Sponsor Magazine*; "with \$30,000,000 dropped into ABC till, ABC is expected to make strong bid for more affiliates," offering better affiliation deals than other networks . . . More Sept. 1 rate increases to add to those reported last week (Vol. 8:34): KTTV, Los Angeles, raises Class A hour rate from \$1000 to \$1200, one-min. from \$210 to \$240; WSPD-TV, Toledo, hour from \$600 to \$700, one-min. from

First simulcast for Eisenhower will be on NBC Sept. 4 from Philadelphia, 9:30-10 p.m. EDT, officially opening campaign (cost: \$30,500 for TV time, \$16,000 for radio). Next comes radio-only from Kasson, Minn. Sept. 6 on selected ABC & NBC stations, 12-12:30 p.m. CST, rebroadcast via transcriptions Sept. 8 on Keystone network over 525-550 stations in farm areas; then, radio only Sept. 9 on total of 514 ABC & NBC stations from Indianapolis, 9:30-10 p.m. CDT.

Democrats have Gov. Stevenson on CBS-TV, no radio, Labor Day from Detroit, 1-1:30 p.m. EDT; President Truman same day on CBS, radio only, from Milwaukee, 10:30-11 p.m. EDT; Gov. Stevenson Sept. 5 in simulcast on ABC from Denver, 9-9:30 p.m. EDT. Also on Stevenson agenda is Sept. 6 NBC radio broadcast from Kasson, Minn., on delayed basis, 9 p.m., and simulcast on CBS Sept. 9 from San Francisco, 10:30-11 p.m.

That's as much schedule as they'll disclose at this time, though it's also known the Democrats have tied up CBS-NBC networks for simulcasts election eve, Nov. 3, from 10:30-11 p.m. EST. GOP bought 10-10:30, but may now switch to 11-11:30.

Note: In 1948 campaign, when there were few TV stations, Republican National Committee spent \$650,000 on radio, \$10,000 on TV; Democrats spent \$750,000 on radio, \$15,000 on TV.

\$120 to \$140 . . . Lutheran Church (Missouri Synod) releases first of its 26 half-hour films, produced at Family Films Inc. in Hollywood at cost of \$500,000, to TV stations in 19 cities week of Sept. 7; titled *This Is the Life*, series covers life of "a typical Christian family" . . . United Nations general assembly sessions will be telecast on NBC-TV 11-noon daily starting Tuesday, Oct. 14; CBS-TV will also cover but hasn't announced schedule . . . CBS-TV Pacific Network for sponsorships "tailored to a western audience" announced by gen. mgr. Wilbur Evans . . . ABC's owned-&-operated stations may drop own spot sales rep, with Petry taking over WJZ & WJZ-TV, KECA & KECA-TV, KGO & KGO-TV; Blair handling WENR & WENR-TV, WXYZ & WXYZ-TV.

Integration of TV-radio executives, staffs and functions has about been completed at NBC (Vol. 8:25)—and next major policy step will be new network radio rate structure, expected shortly after Labor Day. How NBC cuts will compare with new CBS discount structure (Vol. 8:33), isn't indicated yet, nor have ABC and MBS revealed their new cards. CBS explains daytime increases, night decreases by way of discounts, in brochure sent to advertisers and agencies last week. New rates went into effect Aug. 25, approved by most affiliates, but reports were current, unverified, that 50-kw WJR, Detroit, and WGAR, Cleveland, were contemplating withdrawal from network rather than accept; and that these other stations have not accepted: KRNT, Des Moines, and WNAX, Yankton, S. D. (Cowles); WNOX, Knoxville; KCBQ, San Diego.

NARTB challenged educational CPs granted institutions which haven't made adequate financial showing (Vol. 8:30, 33) by petitioning FCC this week to reconsider its Channel 8 grant to Kansas State College, Manhattan, Kan. NARTB president Harold Fellows stated: "In no way is our petition in opposition to the grant to Kansas State College, but instead is expressing opposition to the manner and method of the handling of the grant by the FCC." NARTB contends FCC has violated Communications Act and its own rules which require applicant to prove financial ability to construct and operate station.

Roy W. McLaughlin, 57, ABC spot sales mgr. in Chicago, ex-mgr. of WENR-TV, died Aug. 24 after long illness.

WARNING to keep its house clean was hurled at TV this week by a Senate Internal Security subcommittee which charged Radio Writers Guild, whose 12-15,000 members produce an estimated 90% of radio network scripts, was dominated by a minority group of about 100 "pro-Communists."

Sensational charges, played up heavily in newspapers this week, followed release of closed-hearing testimony that RWG control was seized in 1943 by small group of Communists and pro-Communists at direction of Alexander Trachtenberg, Red propaganda chief. RWG promptly denied charges, issued statement saying it has "never aligned itself with or supported any Communist or pro-Communist organization," added its officers have signed non-Communist oaths as required by the Taft-Hartley law.

Committee Chairman McCarran (D-Nev.) said he was convinced TV industry is "very susceptible" to same kind of infiltration. Said McCarran: "Those who are responsible for its development must also accept responsibility for its character and the type of programs it channels into the homes of America. We found, strategically placed to take advantage of TV's progress, persons who refused to say, under oath, whether or not they belonged to the Commu-

nist party but who were described by other persons, under oath, as Communists or very active pro-Communists."

As an example of pro-Communist employment, RWG member Ruth Adams Knight testified Joseph Liss, whom she identified as "well known as a left wing sympathizer," has been employed more than anyone else as a writer on CBS-TV's *Studio One*. She also testified Peter Lyon, who refused to tell the committee whether or not he was a Communist, wrote a radio show for NBC's *Cavalcade of America* in which he attempted to compare favorably Communist partisans in Yugoslavia with American colonists in the Revolutionary War period.

McCarran said the committee would next turn to an investigation of other labor organizations in the entertainment industry, including Actors Equity, American Guild of Variety Artists, Radio & Television Writers Guild, Television Writers Guild and newly-formed Television Authority. Probe of possible Communist influence in the "theatrical press" will be followed by study of FCC and Voice of America, McCarran declared, without referring to any specific charges against the govt. agencies, although RWG members also write for VOA and United Nations Radio.

Personal Notes: Paul A. Walker, FCC chairman, to attend official inauguration Sept. 6 of CBFT, Montreal, Canada's first TV station; CBLT, Toronto, also operated by CBC, inaugurates Sept. 8 . . . John S. Young, onetime NBC announcer who quit radio to join diplomatic corps, with assignments to Philippines and Haiti, returning as ABC commentator, with first assignment a weekday 7 p.m. strip on WJZ . . . Lawrence H. Rogers promoted to v.p. & gen. mgr., Leroy E. Kilpatrick to v.p. & technical director, WSAZ-TV, Huntington . . . Mann Holiner, ex-Lennen & Mitchell TV-radio v.p.; Paul Manning, ex-Scripps-Howard correspondent, and Bruce M. Allen, ex-ABC-TV, named TV-radio directors at Kudner Agency's special N. Y. office at 270 Park Ave. for handling Eisenhower promotion . . . Robert Sarnoff, NBC v.p., nominated for president of Radio-TV Executives Society, newly formed by merger of American Television Society and Radio Executives Club of N. Y. . . . Dave Baylor, ex-program mgr., WGAR, recently gen. mgr. of WJMO, Cleveland, joins WEWS Sept. 1 as a general executive under gen. mgr. James C. Hanrahan . . . Peter J. Smith, ex-program director, WDTV, Pittsburgh, joins Fuller & Smith & Ross as asst. production supervisor in charge of daytime TV-radio . . . Donald Bishop promoted to TV mgr., NBC press dept., succeeding Allan Kalmus, resigned to be press chief of Lever Bros.; Auriel Macfie succeeds Bishop as magazine editor . . . Norman S. Ginsburg, DuMont Network stations promotion mgr., named adv. & program promotion mgr. for both network and its key WABD . . . Fred W. O'Brien Jr., ex-KVOD, Denver, appointed mdsg. & publicity mgr., WWJ & WWJ-TV, Detroit . . . Gale Blocki, Chicago v.p., John Blair & Co., joins BAB Sept. 15 as mgr. of Chicago office . . . Kenneth B. Murray now WOR-TV rep for New England, with headquarters in Statler Bldg., Boston . . . Perry Ward promoted to special events director, KOTV, Tulsa . . . Joseph Goodfellow named eastern sales mgr., NBC radio spot sales . . . Bob Carter joins Caples Co., Los Angeles, as TV-radio director . . . Robert J. Reardon and Frank B. Rice join TV station reps Harrington, Righter & Parsons . . . Martin Hummel Jr., ex-NBC, named promotion mgr. of *Collier's* . . . Peter M. Robeck, ex-KTTV, named national sales mgr., Consolidated Television Sales . . . Dr. Benjamin Werne, NYU professor of industrial relations, appointed to new ABC post of director of labor relations . . . George Z. Zachary joins Lennen & Mitchell in charge of TV-radio under Nicholas E. Keesely; Francis C. Barton named business mgr. of TV-radio dept.

Station Accounts: Canadian Admiral Corp. is first Dominion receiver manufacturer to sign for regular sponsorships on Montreal's new CBFT, buying all home football games of Montreal Alouettes; when station opens Sept. 6, it's estimated there will be at least 3000 sets-in-use, and 25-30,000 are expected by end of year . . . Admiral's Cuban distributor, Television y Aire Acondicionado SA, reports phenomenal results from sponsorship of live local version of DuMont show *Down You Go*, carried Mon. 9-9:30 p.m. on CMQ-TV, Havana, and its 4 satellite outlets under title of *Admiral Paga* (Admiral Pays); Cuba estimates 60,000 TV sets in use . . . Standard Oil of Indiana to sponsor 11 home games of Chicago Bears and Cardinals, with Chicago blacked out under National Professional Football League rules, on hookups of midwest stations outside 75-mi. limit, being arranged thru McCann-Erickson . . . Humble Oil to sponsor 12 Southwest Conference college games, via films day after, on 5 Texas stations . . . White Owl Cigars, thru Young & Rubicam, and Certified Automotive Inc. (Rolan tire chains), thru Gerald Shields, sponsoring 45-min. Maywood harness racing telecasts weekly on WBBQ, Chicago . . . Marshall Field's *Adventures of Uncle Mistletoe*, annual Christmas shows for children, being filmed for 26-episode syndication by Kling Studios, Chicago; will be carried on WGN-TV Tue. & Thu. 5:15-5:30 p.m. CST from Sept. 23, also for Frederick & Nelson on KING-TV . . . Canada Dry buys *Terry & the Pirates* film series from Official Films Inc. for placement in selected markets . . . Miles Laboratories (Alka-Seltzer), which hasn't renewed *One Man's Family* on NBC-TV, reported planning \$1,000,000 budget for spot TV . . . Among other advertisers reported using or preparing to use TV: Gibson Refrigerator Co., thru Henri, Hurst & McDonald, Chicago; Arden Farms Inc. (dairy products), thru Allied Adv., Los Angeles; Chicago & Southern Air Lines (merging with Delta Air Lines), thru Burke Dowling Adams Inc., Memphis; Converted Rice Inc. (Uncle Ben's rice), thru Leo Burnett, Chicago; Holeproof Hosiery Co. (men's & women's hose), thru Weiss & Geller, Chicago; Wander Co. (Ovaltine), thru Grant Adv., Chicago; Beacon Co. (Beacon wax), thru Allied Adv. Agency, Boston; Ullman Co. Inc. (Princess plate mats), thru Grey Adv., N. Y. (WCBS-TV); New York Telephone Co. (Classified Directory), thru BBD&O, N. Y. (WCBS-TV); Supreme Wines Inc. (Kosher wine), thru Emil Mogul Co., N. Y.; Aluminum Window Corp. (Alwintite storm windows & doors), thru Newton Adv., N.Y.; DuPont Corp. (Zerone & Zerex anti-freezes), BBDO.

TV OUTPUT ZOOMS, INVENTORIES SHRINK: Manufacturers' confidence in current TV market got statistical backing this week, with RTMA report showing output for week ending Aug. 22 had jumped to 138,705 units (15,337 private label) from 119,049 week before. It was highest production total since first week in April 1951.

Factory inventories plunged to 267,828 as of Aug. 22 from 309,584, lowest since last April. "Sets really are moving," was happy refrain from the makers.

Total output for quarter's 8 weeks thus far reported: 617,239. For the 34 weeks of year to date: 2,939,144.

Radio production went up to 165,912 (61,396 private label) as of Aug. 22 from 153,035 week earlier; factory inventories were 335,160, down from 344,359. Week's radios were 68,373 home, 32,170 portable, 35,218 clock, 30,151 auto.

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Economists are seeing bright things ahead for all consumer durables, Federal Reserve Board reporting retail installment paper for appliances jumped 32% in June from May level. A.W. Zelomek, economist of International Statistical Bureau Inc., believes sales outlook for TVs, along with other appliances and autos, is favorable for rest of year and for early 1953, citing these factors:

"Disposable income will average moderately higher. The 1953 models of practically all appliances will represent more new designs than at any time in years... Prices will still be reasonable, even though some moderate advances may be expected in view of the higher steel cost and rising labor costs. Radio and TV will be aided by one of the most interesting and intensive national political campaigns in years. Easy time payments will be emphasized, since Regulation W will not be in existence."

LAG IN STEEL MAY FORCE SHORTAGES: Again the spectre of shortages -- just when TV demand is well up, production back to early 1951 levels, inventories dwindling, and the trade outlook most encouraging.

This time NPA officials say burst of speed in fourth-quarter TV production (advance estimate: 1,500,000 units) now cannot be expected to materialize because of reduced allotments due to recent steel strike.

While third quarter will doubtless see output of predicted 1,000,000 (8-week score: 617,239), they retract predictions of big spurt in fourth quarter -- that is, unless TV demand is so great that output is upped at the expense of radios.

Manufacturers and assemblers may be pinched directly for steel in the fourth quarter -- but it's the parts suppliers who will give most trouble. Sharpest danger signal comes from transformer makers, dependent on electrical silicon steel.

GE has already laid off 3650 workers at Pittsfield (Mass.) transformer plant (Vol. 8:32). Others say they can't fill orders on schedules. Their pipelines are dry, and they see September as a "very rough month."

Though silicon steel should start flowing again in October, enabling them to fill most orders, they say customers won't get as much as they ask.

Some speaker manufacturers have already reported they expect very soon to run out of steel for brackets and baskets (Vol. 8:34). Others minimize steel shortage talk, say they expect to be able to hold to relatively normal schedules.

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Component makers in fourth quarter will get 70% of steel they used in traditionally slow third quarter. First quarter 1953, they're slated to get 10% less.

Components may be biggest bottleneck, but set makers are beginning to worry about own steel allotments for chassis, brackets, etc. Those on base-period basis will receive in fourth quarter only 45% of amount they used in average quarter of

first-half 1950 base. In first quarter 1953, this is slated to drop to 30%.

Those no longer using base period will get for fourth quarter 70% of their third quarter use; in first quarter, this will drop to 60%.

NPA is trying to "catch up" by end of next February, by means of drastically reduced allotments, on some 20,000,000 tons of lost steel production. TV & radio are not big users of steel, but are on allotment nevertheless.

Most industry folk are inured to recurrent shortage scares, take view that Washington always cries havoc yet somehow industry always manages to come through.

Topics & Trends of TV Trade: OPS suspended price ceilings on TVs, radios, phonographs and component parts, among other products already below ceilings, effective immediately—just as we forecast last week (Vol. 8:34). In amendment to revised GOR-5, OPS set "trigger" level for automatic reconrol if and when prices reach 97% of Jan. 1951 level at manufacturers' prices. It will establish a composite wholesale price index for receivers based on price and sales data supplied by following companies, which voluntarily agreed to furnish such data: Admiral, Arvin, Crosley, Emerson, GE, Packard-Bell, RCA, Zenith. Based on Jan. 1951 manufacturers' level, OPS estimated index now stands at 93.2, contends receivers are now selling at 10.2% below ceilings at retail.

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Philco's new TV-80 chassis is going into 4 new models offered distributors since 52-model line was introduced at June convention (Vol. 8:25). They're 17-in. maple console at \$290, mahogany console \$290, blonde \$320; 20-in. mahogany table \$230. Also to "adjust the mix," Philco this week posted higher prices on 21-in. console, up from \$380 to \$390, and on three 17-in. combinations—one up from \$400 to \$430, another from \$460 to \$470, blonde up from \$490 to \$500. At same time, it raised prices \$10 on 4 refrigerators, leading to flurry in trade press about possible general price increases in TV and appliances which no other manufacturer would agree was in near prospect. *Retailing Daily* quoted one manufacturer as saying: "There is no reason to go down because we are doing very well. There is also no reason for going up because business isn't *that* good."

Note: Scott Radio (John Meck) disclosed this week it will raise prices on some of its TV models by 10-15% in few days, Mr. Meck stating this was forced by 10% increase in prime manufacturing costs since last Jan. 1. Meck's \$99.95 TV (20-in.) was recently withdrawn in favor of low-end \$129.95, plus tax & warranty.

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Stewart-Warner's new 16-model line features 27-in. mahogany console at \$500, which it claims is lowest-priced 27-in. set on market. Sets contain removable screen for easy cleaning, tilted screen to minimize reflection and improved tuner, amplifier and circuitry. Line includes (prices rounded): 17-in. mahogany table \$200, open-face console \$230, full-door \$250, combination \$500; 20-in. combination TV-radio, \$450; 21-in. mahogany table \$280, \$320 & \$350, blonde \$330, mahogany "consolette" \$300, open-face console \$330 & \$350, blonde \$360, half-door console \$390, blonde \$400; 27-in. open-face mahogany console \$500.

Western Auto out with new line of its private-label Truetone TVs, ranging from 17-in. simulated leather table model at \$190 to 21-in. green & plaid leatherette table at \$240, blonde console at \$300, combination \$450; also offers clock radios at \$26 to \$35, auto radios at \$43 to \$60.

Standard electron and radio tube sizes are being sought at International Electrotechnical Commission meetings in Sheveningen, Holland, starting Sept. 3, which Sylvania's Virgil M. Graham is attending as representative of Joint Electron Tube Engineering Council (RTMA & NEMA).

Trade Miscellany: Most of the 21 TV-radio manufacturers listed in our *TV Factbook No. 15* (p. 120) are exhibitors at current Canadian National Exhibition in Toronto, where they're making big pitch to sell Dominion-made TV sets in anticipation of opening of Canada's first stations—in Montreal Sept. 6, Toronto Sept. 8 . . . At London's National Radio Exhibition, opening this week, TV displays indicated trend away from 12-in. to 14 & 17-in. rectangular tubes, with Phillips still offering projections; there are more than 100 exhibitors of latest in British TV, radio and communications . . . To Canada for first showings of DuMont sets made by first licensee there, Canadian Aviation & Electronics Ltd., in Montreal's Queen's Hotel Sept. 4, go Dr. T. T. Goldsmith, DuMont research chief; Ernest A. Marx, international mgr.; Robert Cavanaugh, chief engineer . . . Channel Master announces "world's first broad band yagi," the "Futuramic" antenna, in 10-element models which will receive as many as 7 vhf channels; channel 7-13 antenna is priced at \$20.83, four different low-band units each picking up 3 or 4 channels at \$40.97 . . . Sightmaster Corp. planning subsidiary (with Chemalloy Associates, Santee, Cal.) to make and sell new aluminum process welding rod, sales to be headed by Frederick Wakefield Minor, ex-General Motors . . . Westinghouse has extended for 30 days, to Oct. 1, its dealer price protection policy initiated last June 9 when new line was released (Vol. 8:24), price cuts coming about 6 weeks later (Vol. 8:30) . . . Raytheon's office move, incorrectly reported last week (Vol. 8:34), should have referred to Cleveland office, going into new building at 3076 W. 117th St.

Distributor Notes: Admiral names Spicola Appliance Co. Inc., Tampa (A. G. Spicola, pres.), replacing State Distributing Co. . . CBS-Columbia appoints Bison Electrical Co., 1137 Main St., Buffalo . . . DuMont Buffalo distributor, Kemp Distributors Inc., appoints Jack J. D'Amico sales mgr., replacing Wm. A. Fields, now forming Syracuse distributorship . . . DuMont names Lewis E. Winn district sales mgr. of its Specialties Distributing Co., Detroit; he's ex-RCA Distributing Corp. of Detroit . . . Hallicrafters appoints Joyce Appliances Inc., 146 McLean Pl., Indianapolis (Tom Joyce, pres.) . . . Hoffman Radio subsidiary Hoffman Sales Corp., Los Angeles distributor, appoints John F. Herbst, ex-western sales mgr. for DuMont, as sales mgr. . . Kaye-Halbert appoints Century Distributing Co., 1160 Stout St., Denver . . . Sylvania appoints Kimball Distributing Co., Salt Lake City . . . Trav-Ler names Joseph B. Rembaum gen. mgr. of its Trav-Ler Sales Corp., Boston; he's ex-Eastern Co., Cambridge.

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Standard Coil Products Inc. has purchased 4 acres in Chicago's Melrose Park district, plans 70,000-sq. ft. addition to present 40,000 sq. ft. building. Big tuner and component manufacturer reports 3 Chicago plants currently employ 2500, with additional 5000 in subsidiaries and branches in Bangor, Mich.; Los Angeles; Kansas City, Kan.; Elmhurst, N. Y.

New microwave equipment in 940-960 mc band (type CW-5B), supplying 5 voice channels and one service channel for short hauls (up to 300 miles), now offered by RCA.

Trade Personal: James Carmine, Philco executive v.p., and Mrs. Carmine sail Sept. 4 on the S.S. *United States* for 6 weeks in Europe . . . Earl R. Smith, chief of home furnishings branch, OPS consumer durable goods div., onetime RCA executive in Camden and Japan, resigns Sept. 1 to join Philadelphia office of Small Defense Plants Administration as production specialist . . . Louis H. Niemann, Hytron div., CBS-Columbia, and Harry W. Robb, GE, awarded Certificates of Service by Commerce Secy. Sawyer for uncompensated service to defense production program at "great personal sacrifice"; both were consultants to NPA . . . Rear Adm. Stanley F. Patten (ret.), DuMont v.p., elected to board of directors . . . Robert C. Hamilton, asst. to adv. mgr., Sylvania TV-radio div., Buffalo, appointed mgr. of radio sales . . . George Karl, ex-KSD & KSD-TV, St. Louis, named Stewart-Warner research and market analysis mgr. . . . Harry E. Callaway, NAMM president, appoints to executive committee Ray S. Erlandson, San Antonio, board chairman; Russell B. Wells, Denver, v.p.; Ben F. Duvall, Chicago, secy.; Parker M. Harris, New Orleans, treas. . . . S. F. Zelinsky named industrial relations director, Raytheon, Chicago. . . . Elias Cohen, ex-Philco and Tele-tone, named chief development engineer, Video Products Corp., maker of Sheraton and private-label TVs; Patrick J. Scinto, ex-Philco, is chief TV engineer, and Bernard Gordon, ex-Starrett and Tele-tone, chief mechanical engineer . . . Sidney Steinberg, ex-Hearn's TV-radio-appliance buyer, named merchandising mgr., Friendly Frost chain in N. Y.

GE's Dr. W. R. G. Baker again heads RTMA's TV committee, to which RTMA chairman A. D. Plamondon Jr. this week also appointed Benjamin Abrams, Emerson; Robert S. Alexander, Wells-Gardner; Max F. Balcom, Sylvania; H. C. Bonfig, Zenith; John W. Craig, Crosley; Allen B. DuMont; J. B. Elliott, RCA; E. K. Foster, Bendix Radio; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters; Larry F. Hardy, Philco; W. A. McDonald, Hazeltine. Re-appointed head of FM policy committee was Crosley's John W. Craig, with these members: H. C. Bonfig, J. B. Elliott, Larry Hardy; H. L. Hoffman, Hoffman Radio; E. H. Vogel, GE; Dr. Baker and Mr. Plamondon, ex officio.

Controversy over uhf strips vs. external converters vs. built-in tuners etc., is getting hotter—with attention now focused on Denver "proving ground" where vhf station is on air and uhf telecasts are scheduled to begin around Thanksgiving. Full-page Raytheon ad in *Denver Post*, captioned "Before You Buy Any TV Set Be Sure and Read These Facts," pitches for sets with built-in tuners, mentions own brand only in passing. Ad calls turret tuner strips and most external converters "compromise solutions," claims optimum reception can be furnished only by sets with continuous uhf tuners which are "completely independent of the vhf tuner and avoid the use of the tubes and circuits in the vhf portion of the receiver." Ad is institutional in character, urges consumers to buy brand-name merchandise from reputable dealers, contains coupon for Raytheon booklet on uhf.

Telecommunications Planning Committee to determine best use of nation's communications in event of war was announced this week by Haraden Pratt, President Truman's telecommunications adviser. Committee (names withheld) comprises representatives of FCC, CAA, State, Defense & Commerce Depts., Central Intelligence Agency.

Copper and aluminum were taken off "critical list" by DPA this week. In eighth bi-monthly issue of its *List of Basic Materials & Alternates*, both metals are listed in section captioned "supplies in approximate balance with demand." On other hand, steel plates have been moved to "most critical" list, sheet & strip to "short supply" list.

Financial & Trade Notes: Hazeltine, which has just split stock 2-for-1, reports net profit of \$1,116,074 for 6 months ended June 30, equal to \$3.19 a share on 350,000 shares outstanding, after Federal income taxes of \$2,534,885 and reserve of \$82,300 for patent infringement and replacement of govt.-furnished equipment. No comparison with same 1951 period is available, but for whole of 1951 Hazeltine reported net profit of \$1,610,789 (\$4.17 a share) on gross income of \$6,957,344 (Vol. 8:12).

International Resistance Co., which recently cut quarterly dividend from 10¢ to 5¢, felt sharp decline in both sales and earnings first half of this year because of "overproduction of TV sets in 1951 coupled with heavy forward buying of resistors," according to president Earnest Searling, as quoted in Aug. 29 *Wall Street Journal*. But final 6 months, traditionally best for sales, plus cost reduction program and introduction of new boron-carbon resistor and selenium rectifier, are expected to improve balance sheet. From Jan. 1 to June 22, 1952 sales fell to \$5,200,304 from \$7,208,838 year before, net income to \$193,285 (15¢ a share) from \$492,215 (49¢).

Dividends: Admiral, 25¢ payable Sept. 30 to stockholders of record Sept. 19; Hazeltine, 25¢ Sept. 15 to holders Sept. 2; Sprague Electric, 50¢ Sept. 15 to holders Aug. 29; Avco, 15¢ Sept. 20 to holders Aug. 29; Bendix Aviation, 75¢ Sept. 30 to holders Sept. 10; Warner Bros., 25¢ Oct. 4 to holders Sept. 5; Sylvania, 50¢ Oct. 1 to holders Sept. 15; Stromberg-Carlson, 25¢ Oct. 1 to holders Sept. 10.

LaPointe-Plascomold Corp. (TV antennas) has completed offering of 92,194 shares of common stock, reports president J. E. Respass. Present shareholders took 39,076, investment houses 50,000.

Fair weather stories about color TV in this week's newspapers, developed by some ambitious reporter or editor, created something of a furore in the trade. Stories got prominent display via press associations and in metropolitan press, though they turned out to have nothing new in them. They merely recapitulated history of color controversy, related fact that NTSC is continuing successful tests of compatible color and will go to FCC for approval of system when experiments are completed. NTSC chairman Dr. W. R. G. Baker was quoted saying he thinks tests may be finished early next year. Even some of the trade press got excited about story, repeated it.

Skiatron president Arthur Levey, planning new stock issue to finance its system of pay-as-you-look TV (Vol. 8:33), faces suit in N. Y. Supreme Court on charges by John A. Stephen, Otto Augstein and Hans Kraft that he stripped old Scopony Corp. of America of patents and inventions for his own benefit. They claim that as stockholders they advanced large sums to finance Scopony.

Hearing on RCA motion to quash or modify Federal grand jury summons in anti-trust probe of RTMA and 18 or more TV-radio-electronics firms for alleged conspiracies relating to color, FM and patents (Vol. 8:34) has been postponed from Sept. 2 to next day because of crowded New York Federal court docket following Labor Day.

Williamsport (Pa.) community antenna situation has devolved into dog-eat-dog competition with entrance of Whitney-backed organization into field (Vol. 8:34). Two existing companies in town and the new one prefer to fight it out, sometimes using same poles to string lines, rather than join forces.

Community antenna system appeared more promising than uhf TV station to Susquehanna Valley TV Corp., Lock Haven, Pa. Company told FCC it was withdrawing application for Channel 32 to concentrate on expansion of its community system.

Network TV-Radio Billings

July 1952 and January-July 1952

(For June report, see *Television Digest*, Vol. 8:30)

NETWORK TV & radio billings hit lowest ebb in July—if you leave out of account the “package” sponsorships of political conventions, according to monthly Publishers Information Bureau report. Regular TV time billings totaled only \$10,351,177 in July as against \$13,239,131 in June, previous low for year, and \$11,731,395 in July 1951. Network TV continued ahead of network radio, however, which at \$9,538,394 also hit seasonal low, dropping from \$12,937,757 in June and \$11,731,395 in July 1951.

For first 7 months of 1952, TV billings ran \$98,996,586 vs. \$92,995,351 for same 1951 months. Biggest July drop in TV was by NBC, though all networks declined; in radio, by CBS, with all also declining. Complete PIB monthly report follows (convention time sales excluded):

NETWORK TELEVISION

| | July 1952 | July 1951 | Jan.-July 1952 | Jan.-July 1951 |
|--------------|---------------------|---------------------|---------------------|---------------------|
| NBC | \$ 4,591,130 | \$ 3,477,952 | \$45,577,906 | \$30,217,484 |
| CBS | 4,163,245 | 3,434,659 | 36,614,339 | 20,503,987 |
| ABC | 943,387 | 1,351,168 | 11,661,155 | 9,730,021 |
| DuMont | 653,415 | 645,359 | 5,143,186 | 3,705,925 |
| Total | \$10,351,177 | \$ 8,909,138 | \$98,996,586 | \$64,157,417 |

NETWORK RADIO

| | July 1952 | July 1951 | Jan.-July 1952 | Jan.-July 1951 |
|--------------|---------------------|---------------------|---------------------|----------------------|
| CBS | \$ 3,238,256 | \$ 4,387,193 | \$32,844,883 | \$43,547,300 |
| NBC | 2,878,196 | 3,728,687 | 27,062,130 | 33,728,723 |
| ABC | 2,082,666 | 2,267,674 | 21,486,382 | 19,652,830 |
| MBS | 1,339,276 | 1,347,841 | 11,601,956 | 10,207,749 |
| Total | \$ 9,538,394 | \$11,731,395 | \$92,995,351 | \$107,136,602 |

NETWORK TELEVISION—January-July 1952

| 1952 | ABC | CBS | DuMont | NBC | Total |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Jan. | \$ 2,020,461 | \$ 5,074,643 | \$ 717,148 | \$ 7,259,307 | \$15,071,559 |
| Feb. | 2,148,467 | 5,103,043 | 748,544 | 6,813,549 | 14,813,603 |
| March | 2,065,052 | 5,643,123 | 760,593 | 7,320,358 | 15,789,126 |
| April | 1,699,760 | 5,641,831 | 738,926 | 6,946,751 | 15,027,268 |
| May | 1,504,043 | 5,602,634 | 775,063 | 6,822,982 | 14,704,722 |
| June | 1,279,985* | 5,385,820 | 749,497* | 5,823,829* | 13,239,131* |
| July | 943,387 | 4,163,245 | 653,415 | 4,591,130 | 10,351,177 |
| Total | \$11,661,155 | \$36,614,339 | \$ 5,143,186 | \$45,577,906 | \$98,996,586 |

NETWORK RADIO—January-July 1952

| 1952 | ABC | CBS | MBS | NBC | Total |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Jan. | \$ 3,301,479 | \$ 5,161,397 | \$ 1,699,282 | \$ 4,357,353 | \$14,519,511 |
| Feb. | 3,177,970 | 4,788,507 | 1,600,399 | 3,994,018 | 13,560,894 |
| March | 3,355,715 | 5,154,077 | 1,826,527 | 4,184,074 | 14,520,393 |
| April | 3,244,146 | 4,943,400 | 1,681,924 | 4,078,593 | 13,948,063 |
| May | 3,323,092 | 4,963,794* | 1,821,571 | 3,861,882 | 13,970,339* |
| June | 3,001,314 | 4,595,452* | 1,632,977 | 3,708,014 | 12,937,757* |
| July | 2,082,666 | 3,238,256 | 1,339,276 | 2,878,196 | 9,538,394 |
| Total | \$21,486,382 | \$32,844,883 | \$11,601,956 | \$27,062,130 | \$92,995,351 |

* Revised as of Aug. 26, 1952.

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

NBC-Washington moving out of downtown Trans-Lux Bldg. as of Sept. 1, on termination of 15-year lease, and centralizing all offices and studios in Wardman Park Hotel, where it has transmitter, studios and theatre. It has asked zoning authorities for permission to increase tower height there by 200 ft. Plans for own building in capital either at transmitter site or elsewhere, are under consideration. *Washington Star's* WMAL-TV last week completed move of its remaining offices and studios from Trans-Lux Bldg. to new Connecticut Ave. studio building, formerly an ice skating rink.

Present New York-Washington microwave-coaxial facilities will soon be supplemented by new 11-station 230-mile microwave chain nearing completion. AT&T announced that TV service on new chain will begin in early fall. New relay is known as “direct” route, in contrast with present microwave which has dogleg from New York to Clark's Knob, Pa., then down to Washington.

Twelve more applications were filed this week for new TV stations, bringing total now pending to 737. This week's applicants: In Fresno, Cal., Channel No. 47, by J. E. O'Neill, farmer and president of American Automobile Assn.; Pensacola, Fla., No. 3, WCOA & *Pensacola News and Journal* (Perry); Twin Falls, Ida., No. 11, KLIX (Frank Carman, Grant Wrathall, et al.); Mason City, Ia., No. 3, owners of KSMN; Jackson, Mich., No. 48, Sparks-Withington Co.; Saginaw, Mich., No. 57, WKNX; Asbury Park, N. J., No. 58, Walter Reade theatre interests; Niagara Falls, N. Y., No. 7, WPIT (Pittsburgh) and Cataract Theatre group; Olean, N. Y., No. 54, WHDL (*Olean Times-Herald*); Bethlehem, Pa., No. 51, WEST (Steinman Bros.); Knoxville, Tenn., No. 26, J. H. Doughton & Harold H. Thoms; Lynchburg, Va., No. 16, WWOD. Reported from Tampa was fact that Edgar T. Bell, ex-WKY, Oklahoma City, now heading group seeking station there, was in that city this week surveying Tampa-St. Petersburg situation with view to applying there in possible collaboration with local interests. [For details about all this week's applications and FCC actions, see *TV Addenda 15-G* herewith; for complete list of all applications and all post-freeze FCC actions to date, see *TV Factbook No. 15* and Addenda to date.]

Biggest radio station sale deal in 6 years—transfer of NBC's 50-kw KOA, Denver—was approved by FCC this week. New licensee will be Metropolitan Television Co., paying \$2,250,000 for the station (Vol. 8:26) and an applicant for TV Channel 4 in Denver. New owners include actor Bob Hope and associates, putting up \$1,250,000 for five-eighths ownership; and Denver group, including Mayor Quigg Newton and RCA distributors Hendrie & Bolthoff Co., subscribing \$875,000 for three-eighths (for full list see p. 14, Vol. 8:26). NBC is said to have sold station because price was good, policy is now to integrate TV-AM operations, and, already having allowable limit of 5 TV stations, it saw little chance of getting TV adjunct in Denver.

TV-radio programing probe by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20, 23, 26) is tentatively scheduled to reconvene in Washington Sept. 16-17 to hear NARTB TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy. Then subcommittee is expected to move to New York Sept. 23-24 to hear network officials and representative of U. S. Brewers Foundation. Hearings are scheduled to wind up in Washington Sept. 25-26 with testimony by FCC Chairman Paul Walker.

It wasn't Teleprompter—it was another device—that caused the snafu which so annoyed Gen. Eisenhower during his American Legion address this week. When gadget balked, the GOP candidate was “thrown” and later expressed extreme annoyance. Since Teleprompter is so well known, having been used at recent conventions, newsmen assumed it was the one being used and so stated. Corrections failed to catch up with fact, giving Teleprompter Service Corp. president Irving B. Kahn some bad moments.

Second Havana outlet to be operated by Circuito CMQ interests (Mestre), in collaboration with owners of CMBF, will be ready for operation about Oct. 1 and will operate on Channel 7 with call letters CMBF-TV. Its 5-kw DuMont transmitter will be housed in same quarters as CMQ-TV, which also feeds network of 4 satellite stations in Cuba (see p. 36, *TV Factbook No. 15*).

Cotton and Sugar Bowl games—as well as Orange Bowl (Vol. 8:34)—will be fed to networks Jan. 1, 1953 under schedule announced by AT&T this week. Applications to equip present coaxial-microwave facilities to Dallas and New Orleans for occasional northbound TV service have been filed with FCC.