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WITH AM FM REPORTS

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FILM TREND TO TV DOMINATES TRADE NEWS: Pointing up TV's ever-increasing affinity with motion picture industry was announcement this week that The March of Time is dropping its theatrical motion picture series, popular in movie houses since 1935, in favor of concentrating on producing TV and special theatrical films.

Only 3 more issues of March of Time are in works, plus certain documentaries -- also "Crusade in the Pacific" now being put together as sequel to "Crusade in Europe" for TV release. Said Time Inc. president Roy E. Larsen: "Our company has been increasingly active in recent years in developing and producing programs for TV and our facilities are admirably suited for the new medium."

Theatrical trade press is so replete with TV items these days that news of stage and movies is often overshadowed. Getting big play are subscription-TV projects, notably Skiatron and Paramount's Telemeter. These will doubtless be subject of FCC hearings, as yet unscheduled, along with Zenith's Phonevision. Meanwhile, they're riding high tide of free publicity, despite the fact FCC must yet rule on pay-as-you-look principle -- and approval is by no means assured.

Much ado, too, over NBC's plans to film highlights of TV programs for showings in theatres (Vol. 7:26), which may be extended to top AM programs like Tallulah Bankhead's. Then there's theatre-TV, notably recent fightcasts (Vol. 7:24-26), and of course United Paramount's projected merger with ABC (Vol. 7:21,26). Variety got so hot about wedding of TV with films that it headlined July 6 edition: "Films' New Prosperity -- Via TV" and observed, anent NBC-TV movie project:

"The prime objective is a triple-threat ballyhoo for the picture theatres, the talent and TV. It would blend and wed the 2 media for mutual boxoffice or other benefits, bringing to non-TV audiences a sample of video's talent values, and attract into video-saturated sectors the 'lost' audiences who may have gone overboard for TV favorites at the expense of the boxoffice."

Also worth noting was meeting of Isaac D. Levy, a co-founder of CBS, now in TV film business, with RCA president Frank Folsom (see back page).

HIGHER HOPES FOR FASTER FREEZE THAW: FCC got what it was looking for -- petition from NARTB-TV asking it to call off city-by-city oral allocations hearing, accept another round of written comments, come up with final allocation plan (Vol.7:25-26).

NARTB-TV contends 8-15 months delay is inherent in oral hearing, asks that 30-day deadline for new comments be set, with 30 additional days for oppositions -- and that's all. Petition filed July 6 asks FCC to issue "due notice that opportunity for oral presentation will not be provided, unless good cause is shown to the contrary by specific petition."

Whether NARTB-TV's petition alone is enough to spark off speedup procedure, it's hard to say. FCC may wait for "overwhelming" demand by more organizations, and for substantial number of individual petitions.

Convinced of its rule-making authority, FCC is going ahead with plans to adopt fixed allocation plan in rules, to be changed only by rule-making. It may be

assumed Commission has rejected contentions of illegality made during oral argument of FCC Bar Assn. and others last week (Vol. 7:26).

But Commission's course isn't clearcut yet. DuMont has insisted on oral hearing, may get it. And many parties object to facets of DuMont's nation-wide plan, may demand to join hearing. It could snowball, get out of hand.

Educators, too, are worried. If FCC sets 20-30 day deadline for filing additional comments, attorneys for Joint Committee on Educational TV may feel they will need more time to prepare cases.

Then, the 31 station shifts proposed by FCC present knotty question. WKY-TV, Oklahoma City, brought this to a head when it filed petition for "severance" and "formal hearing." It contends that FCC's intentions to shift it from Channel 4 to 7 must be thrashed out in conventional "due process" hearing, not buried among hundreds of unrelated issues involved in national rule-making proceeding.

Informal conference of attorneys, to establish "ground rules" for oral or written procedures -- whichever prevails -- is being considered by Commission, may be called sometime during week of July 16.

If July 23 oral hearing is dropped, in whole or part, some within FCC feel that consideration of final allocation may begin around end of September, then concluded in month or so. Most observers regard that target as pipe dream, would be delighted with final decision by Jan. 1.

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Meanwhile, FCC has at least 3 other matters to clear:

(1) 470-500 mc allocation. There's every indication that this 30-mc band, sought for common carrier use by Bell Labs, will shortly be assigned to TV.

(2) "Partial" unfreezing. FCC originally hoped to increase vhf powers, grant vhf stations in Territories and authorize uhf stations -- all in near future, before lifting of general vhf freeze. Decision on these is now likely to remain suspended until nature of speedup procedures, if adopted, become clear.

(3) California-Mexico border conflicts. These are in process of solution through removal of one vhf channel from San Diego, one from Mexicali. FCC may have to give San Diego TV aspirants opportunity to protest deletion.

SOCIAL AND ECONOMIC EFFECTS OF TV: How is TV changing the pattern of American life?

New York Times provides plenty of clues -- if not the answers -- in series of 7 articles June 24-30, written by able radio editor Jack Gould, based on reports from correspondents in more than 100 cities.

It's well-nigh impossible, even for the capacious Times, to give a really definitive picture of TV's impact. But this series has come closer to it than anything yet. Mere fact that the Times undertook project emphasizes recognition of the social and economic revolution being wrought by mere handful of TV stations (107 as against some 2250 radio stations) -- the video signals as yet within reach of very little more than half the nation's homes, only some 13,000,000 as yet with TV sets.

Yet this series is "must reading" for everyone connected with TV-radio, and we urge you by all means to get copy of pamphlet of reprints available for 10¢ from Dept. TV, New York Times. Some highlights, just to give you an idea:

CHILDREN -- Surprisingly enough, "the overwhelming majority of school officials from coast to coast believe [TV] is benefiting youngsters...and is not having significantly adverse effects." TV stimulates imagination, vocabulary and interest in current events, educators are saying. Even Hopalong comes in for praise -- and a Columbia U psychiatry professor calls cowboy films "an excellent outlet" for children's natural and normal hostility and aggression.

POLITICS -- President Truman and Thomas Dewey both acclaim TV to be a great force for public enlightenment but strongly oppose televising of "trials" such as the Kefauver hearings. TV is causing revolution in politics, where it's destined to replace the old-time political rally. Candidate who is telegenic, quick with the answers and at ease before the camera has head start at election time.

SPORTS -- TV makes biggest inroads on the second-raters. Top-notch events still attract capacity crowds, but poor teams, small-timers, high school athletic events are getting crushing blows at the gate.

RADIO -- Big radio programs have lost sizable hunk of after-dark audience. New Hooper tabulations for New York show Jack Benny had 4.8 rating in early spring 1951 vs. 26.5 in early spring 1948; Amos 'n' Andy 5.9 vs. 13.6; Arthur Godfrey (radio) 5.9 vs. 20.3; Lux Radio Theatre 8.4 vs. 25.3; My Friend Irma 6.6 vs. 18.8; Bob Hope 3.2 vs. 16; Bing Crosby 3.8 vs. 18; Fibber McGee 5 vs. 17.2; Big Town 2.2 vs. 12.7; Groucho Marx (radio) 5 vs. 12.

NIGHT LIFE -- Where TV once was boon, now it's bane to taprooms. It's competing with night clubs not only for customers but for chorus girls and other entertainers. People eat out less often than before TV, with restaurant business off 25% in Chicago. Lodges and labor unions are having hard time getting quorums for evening meetings.

READING -- Sale of books to adults has fallen off in most cities, but most public libraries report children reading more than before. Newspaper circulation continues to gain in TV cities. Several booksellers want publishers to advertise on TV, but publishers say network time is too costly.

CULTURE -- Educators are divided every-which-way on TV's merits, faults, possibilities. Series presents typical quotes from leading educators, representing virtually every conceivable viewpoint -- no clear-cut trend of thinking about merits or demerits of TV; rather, a desire to probe its potential further.

MOVIES -- Theatre attendance has dropped 20-40% since advent of TV, with 70 theatres closing in Eastern Pennsylvania, 135 in Southern California, 61 in Massachusetts, 64 in Chicago area, 55 in metropolitan New York. Good films still draw good audiences. Washington exhibitor's comment is typical: "You can't charge for mediocrity any more when everybody can get it at home for nothing."

Other "impact points" are covered in articles -- from TV's effect on life at sea (coastwise vessels now equipped with TV) to its impact on bus and streetcar riding (fewer passengers often blamed on TV stay-at-homes). Even eating habits may be feeling influence of TV --

Will TV produce nation of fat men? Asbury Park, N.J. physician is quoted as believing many of his patients are putting on weight because they spend night after night at home eating additional snacks and munching sweets and nuts (drinking beer, too, he might have added). Credence to this point of view, says article, is lent by druggist reports of sharp rise in sale of weight-reducing preparations.

ALL EYES FOCUS ON RCA COLOR PICTURES: Next week will be one of most critical yet in color struggle. RCA demonstrates its system to press and industry for first time since last December, first since CBS system finally achieved commercial status.

If RCA's pictures are as good as claimed, compatible system will be well on its way back to Commission hearing rooms. And if cost, stability and versatility of receiving and transmitting equipment unmistakably fulfill FCC's rigid criteria, the eventual approval of compatible system will be clearly foreshadowed.

Comments of press, subsequent reaction of public, should be watched with extreme care. They're likely to establish tenor of whole battle from now on.

Demonstrations start July 9, 10 a.m., 2 & 4:15 p.m., running daily all week in Radio City's Exhibition Hall for benefit of press and industry. Shows will feature Broadway-TV stars Nanette Fabray, Yma Sumac, Ray Malone, Bob Smith, George Burton, plus Conover models, with Ben Grauer announcing.

Engineers then rest few weeks, return for public showings, network feeds.

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This week, flat demand that FCC reverse itself came from Congressman Wolverton (R-N.J.), ranking minority member of Interstate & Foreign Commerce Committee. In June 28 Congressional Record, he states:

"It is unfortunate that the decision rendered by the FCC relating to color TV has had the effect of denying to owners of TV sets a system that could be uti-

lized to receive broadcasts in color or plain black-and-white interchangeably.

"The advancement that has been made in this art now makes it possible to have a system that can be interchangeable. The sensible thing for the FCC to do under the circumstances would be to review the decision previously made to the end that the best possible system be made available to the public."

* * * *

FCC Chairman Coy toured RCA's Lancaster tube plant July 2 in company of RCA president Frank Folsom. He saw how tri-color tube is made -- no color demonstration. He made no comment to press, but is said to have been particularly interested in rate of production. Rest of commissioners are due to be invited soon. RCA doesn't indicate whether it will ask Commission to see New York color demonstrations.

Rest of industry, through National TV System Committee (Vol. 7:17-26), is gearing for field tests of compatible system, albeit slowly because of vacations.

In Chicago, Hallicrafters expects shortly to "fire up" tri-color tube it received from RCA, is building 20 more chassis for tubes to come. Company has own color generating equipment. Zenith has been testing Rauland-built tube (Vol. 7:26). Admiral and Motorola are known to have color programs mapped out, but they aren't talking about them. Nor is Philco, also very active on color.

To get color signal on air in Chicago, there's good chance Zenith's experimental Channel 2 station (used until recently for Phonevision) may be employed.

Unequivocal stand against CBS system was taken by Olympic this week when it advised its dealers of decision not to make CBS sets, declaring:

"Before long a very superior color system, providing large screen, high-definition color images with excellent color fidelity and complete compatibility will emerge and will have the backing of the entire TV manufacturing industry, as well as broadcasters, sponsors and the public."

But mass production of compatible system can't come until year or more, company estimated. Meanwhile, CBS-Columbia Inc. (formerly Air King) will "gauge" color market, in a sense, with its offering rest of this year of some 25,000 color receivers due for initial deliveries to dealers in September (Vol. 7:26), and various other smaller manufacturers promise sets and slave units.

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CBS's biggest current promotion seems to be via dept. stores. It has loaned sets to Gimbel's, Abraham & Straus and Gertz, in New York area. Estimated 1500-2000 people saw demonstrations July 3. In Boston, Hub Distributors reports that over 1200 dealers attended 3-day showings of CBS-Columbia set.

Reason behind CBS's less-than-all-out campaign, according to July 7 Bill-board, is that "CBS believes that the only way to effectively promote color TV is to have people see it for themselves." Thus, CBS awaits fall crop of receivers.

CBS also hopes for lift from sports, is seeking NCAA permission to color-cast Eastern football games, arguing that paucity of sets means no impact on gate. Horse races are first events on sports schedule, with colorcasts of Monmouth Park (Oceanport, N.J.) races set for July 14, 21, 28 & Aug. 4 at 3:45-5:15 p.m.

To coincide with Music Merchants Show in Chicago July 16-19, CBS will feature Columbia Records artists Rosemary Clooney and Frankie Lane in closed-circuit colorcasts in WBBM auditorium, to be viewed on CBS-Columbia sets.

FIRST broadcast station to receive NPA construction authorization (Vol. 7:19-20, 22) was WEKZ, owned by Green County Broadcasting Co., Monroe, Wis. Application got o.k. June 16. Authorization was for a "broadcast building" to cost \$10,200. WEKZ was granted CP by FCC March 21 for 500 watts daytime on 1260 kc. Apparently the case for NPA authorization was clear-cut matter of "community need" since there is now no station in Monroe (pop. 6182), 35 air miles south of Madison, 20 miles north of Freeport, Ill., 35 miles northwest of Rockford, Ill.

Operating under its emergency authority, NPA is known to have taken action on applications for construc-

tion and alterations by other radio and TV stations since approval of WEKZ, but names of applicants and disposition of their cases haven't yet been disclosed. As of June 16, NPA hadn't denied any applications from broadcasters. Applications cover only the cost of actual construction, not broadcast equipment, which NPA calls "personal property."

New or existing stations may install personal property without authorization if installation cost (as distinguished from cost of property itself) doesn't exceed \$2000 in any 12-month period. Construction Order M-4, as revised July 1, specifically mentions "theatre seats, TV transmitter" as examples of personal property.

Personal Notes: John F. Royal's retirement as NBC v.p. is definitely set for Aug. 1; now 65, he's going into consulting business, and *Variety* says his first clients will be NBC and Mexico's Emilio Azcarraga and that he's negotiating to sell his biography as veteran showman for filming as "The Royal Story" . . . Judge Justin Miller, NARTB chairman and gen. counsel, off this week with Forney Rankin, detached from U. S. Embassy staff in Mexico City, on 6-week Latin American tour for State Dept., studying international radio, notably work of Voice of America . . . Edward Lamb and Stephen Mack announce new law firm of Lamb & Mack, Security Bldg., Toledo. Mr. Lamb is owner of TV stations WICU, Erie, and WTVN, Columbus. Former partnership of Lamb, Goerlich & Mack was dissolved June 1 after appointment of Mr. Goerlich as associate counsel, UAW-CIO . . . William H. Hylan appointed CBS-TV asst. sales mgr. in charge of color TV sales . . . Norman Boggs, executive v.p., WMCA, New York, July 23 joins Don Lee as sales v.p., Ward Ingrim having been elevated to Don Lee executive v.p. and Wm. Pabst elected to board of Thomas S. Lee Enterprises . . . Reynold Kraft, ex-NBC-TV sales mgr., recently TV v.p. of Paul H. Raymer Co., named to head new Chicago sales office of Fort Industry Co. (Storer stations) . . . John William Quinn, ex-Rural FM Network, Ithaca, N. Y., named production mgr., WBTV, Charlotte . . . Donald Shaw promoted to regional mgr., ABC-TV stations dept. under Richard B. Rawls; new regional mgr. also is Carl Cannon, ex-NBC, Branham and WSMB, New Orleans . . . James A. Glenn, photographic engineer, appointed mgr. of new NBC-TV special effects dept. . . . Theodore P. Wallower appointed TV-radio timebuyer, Birmingham, Castelman & Pierce . . . Robert Sawyer joins Kenyon & Eckhardt as TV-radio supervisor . . . James N. Manilla, ex-BBDO, named film supervisor in TV-radio dept., Geyer, Newell & Ganger Inc., N. Y. . . . Raoul Pagel, ex-General Service Studio mgr., named production mgr. of Jerry Fairbanks-Official Films operations in Hollywood, first change made by new executive v.p. Sid Rogell.

NARTB-TV engineering committee, set up to advise TV board on any or all engineering matters: Raymond F. Guy, NBC, chairman; R. J. Rockwell, Crosley; R. D. Chipp, DuMont; J. G. Leitch, WCAU-TV, Philadelphia; J. E. Mathiot, WGAL-TV, Lancaster; C. G. Nopper, WMAR-TV, Baltimore; J. R. Poppele, WOR-TV, New York.

Jack Kent Cooke, Canada's first TV applicant, has purchased Toronto Maple Leaf baseball club, whose games are broadcast by his CKEY.

TV Factbook No. 13

Rate cards of the 4 TV networks, digests of rate cards with other detailed data about the 107 TV stations now in operation, directory of present or projected TV stations in Canada and Latin America, listing of the more than 400 applications pending for new TV stations—these are main features of *TV Factbook No. 13* due to be mailed to all full-service subscribers July 14. Many other features valuable to station operators, new-station applicants, advertising agencies, film syndicators, etc., will also be carried, including present and proposed vhf and uhf allocation tables broken down geographically and by frequencies. Included with each *Factbook* will be a 20x30-in. wall map showing TV areas with status of stations and network routes. Extra copies of *Factbook* will be available to subscribers at \$2.50; to non-subscribers, \$5.

FCC Chairman Coy took dim view of some proposed "purity" safeguards suggested by Senate Labor subcommittee studying ethical standards in govt. Testifying July 5, he said Congress conceivably could go too far, though he thought proposed Federal commission on ethics could be valuable in calling attention to practices in regulatory commissions. It may be, he said, some officials are "over-friendly" to groups they regulate, but he believes legislation to ban former FCC members for specific period from joining any private business subject to FCC regulation is "much too restrictive." He added: "Within limits . . . I would prefer a bit of abuse to a generally incompetent staff."

Vigorous opposition to educational channel reservations came to FCC this week, from a TV-savvy educational institution—Western Reserve U, Cleveland. University's Radio-TV Council resolved that "the interests of education can best be served by cooperating with existing commercial TV stations." School, under Barclay Leathem, director of dramatic arts dept., has produced nearly 200 shows over WEWS and WXEL. Says Leathem: "We felt that the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading itself thin . . . What we need is not a TV station, but a TV studio, which might be connected to the commercial transmission facilities."

Sen. Johnson's attitude on educational TV was reemphasized this week when he sent FCC copy of letter he received from Syracuse U graduate student Sidney Dashefsky, who is working on master's degree in education, specializing in TV. Student describes and endorses tieup between university and WSYR-TV, wherein school has own studio and studio equipment, and students provide free production help for station's local originations. Dashefsky contends such arrangement, with one additional factor—FCC requirement that stations set aside specific times for school use—is far superior to complete operation of stations by educational institutions.

Sold on uhf, one experienced broadcaster and TV station founder-manager, who attended June 29 showings for FCC in Bridgeport (Vol. 7:26), had this to say: "I can foresee uhf as the program service the majority will eventually receive . . . I am convinced that uhf will work and that its advantages may offset disadvantages (which are mostly the distance you can get good pictures)." He observed reception in 20-mile-distant New Haven, on Zenith, RCA, Crosley and GE converters, termed pictures "acceptable" despite 15-kw radiated power (compared with FCC's proposed 200-kw maximum).

Investigation of TV-radio programs which contain "immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption," is called for by H. Res. 278, introduced June 28 by Rep. E. C. Gathings (D-Ark.). Bill directs House Interstate & Foreign Commerce Committee to conduct probe and recommend legislation "to eliminate offensive and undesirable" programs. NARTB-TV committee to draw up program standards (Vol. 7:25) will be named next week.

FCC was upheld by U. S. Court of Appeals this week in refusing to extend CP of city-owned WJAX-TV, Jacksonville, granted Channel 2 in August 1948 for completion by April 1949 but revoked for failure to pursue construction diligently. Court ruled Commission did not act arbitrarily in denying extension requested last July.

League of American Song Writers has been organized to protect composers of popular music and lyrics, reports attorney Robert Daru, 292 Madison Ave., N. Y.; it differs from ASCAP in that publishers are ineligible for membership.

Station Accounts: New or expanded brewery sponsorships reported during last week: Esslinger Inc., Philadelphia, feature movies, on WPTZ, Philadelphia, thru J. Cunningham Cox, Philadelphia; Terre Haute Brewing Co., Terre Haute, Ind., news and sports, on WFBM-TV, Indianapolis, and WJIM-TV, Lansing; Stegmaier Brewing Co., Wilkes-Barre, Pa., thru McManus, John & Adams, Detroit; G. Kreuger Brewing Co., New York, expanding in South, thru Charles Dallas Reach Co., N. Y.; George Wiedemann Brewing Co., Cincinnati, *Boston Blackie* series, thru Strauchen & McKim, Cincinnati; Brewing Corp. of America (Carlings beer & ale), purchases TV-radio rights to Cleveland Browns pro football games, to be placed on WXEL . . . Rudisco Inc., DuMont Albany distributor, sponsoring Fri. night *Teen Age Barn*, now in third year on WRGB, Schenectady, claims it enjoys highest rating of any local or network TV show; performers are high school and dramatic groups, glee clubs, church choirs . . . Owens-Illinois Glass Co., thru J. Walter Thompson Co., to use TV spots to promote throwaway beer bottles . . . Rockwood & Co. (mint-flavored chocolate wafers) and Quaker Oats Co. (Aunt Jemima cake mix) planning joint campaign in fall to promote use of both products in making cakes . . . American Medical Assn., in campaign against socialized medicine, reported planning to use TV as well as radio, thru Russel M. Seeds Agency, Chicago . . . Local Chevrolet dealers to sponsor 9 grid games of Loyola U, Los Angeles, on KNBH this fall, thru Campbell-Ewald; none of games is Saturday afternoon . . . Among other advertisers reported using or preparing to use TV: Dictograph Products Inc. (Acousticon hearing aids), thru McCreery, Quick & McElroy Inc., N. Y.; Aeolian-American Corp. (Knabe pianos, Aeolian pianola keyboard), thru George N. Kahn Co., N. Y.; Bachman Bakeries Inc. (pretzels), thru Aitkin-Kymett Co., Philadelphia (WPTZ); Olympic Knitwear Inc. (Tish-U-Knit sweaters), thru Sterling Adv. (WABD); Lexor Corp. (Sip-and-See straws), thru Franklin Bruck Adv. Corp. (WABD); Saratoga Racing Assn., thru George R. Nelson Inc. (WABD).

TV network and spot billings have tripled since 1949, but their total increase was only \$36,000,000 while newspapers gained \$54,000,000 and magazines \$24,000,000 in same time. These figures by Harold S. Barnes, director, ANPA Bureau of Advertising, were cited June 27 at Newspaper Advertising Executive Assn. convention in Denver, with admonition that if they fight hard for their medium they have nothing to fear from TV. Mr. Barnes recalled radio's sensational gains in early '30s, said that in present expanding economy there's room for increased budgets in all media.

TV's inroads into newspaper classified advertising have been most serious in used car and real estate classifications. So panel on "competing media" told Montreal convention of Association of Newspaper Classified Advertising Managers last week. *Cincinnati Post* classified ad manager Larry Keller suggested TV is profiting because it is "glamor advertising," despite fact that it produces less sales and is more costly than classified advertising.

TV can be "terrific" circulation builder, Charles Staab, *Cincinnati Enquirer*, told International Circulation Managers Assn. at June 19-21 convention in Washington. He cited 6024 requests for 2 weeks free trial subscription offer made over WLWT during 3 week period, said 35% have remained as regular subscribers. Other speakers claimed TV has not cut into circulation.

More July 1 sets-in-use reported since NBC Research's "census" of June 1 (Vol. 7:25): Fort Worth-Dallas 124,148, up 3148; Utica 45,200, up 1700; Greensboro 70,808, up 1208; Memphis 87,600, up 1100; Washington 270,450, up 5450.

Bids by 4 ad agencies on behalf of potential sponsors for college football games under National Collegiate Athletic Assn.'s "controlled TV experiment" (Vol. 7:23-24) were submitted to NCAA's full TV committee in Chicago July 6. Names of agencies, sponsors and amounts bid weren't disclosed, but TV chairman Tom Hamilton indicated only one agency would be granted contract for network football TV, but other agencies may bid later for rights outside network area (beyond cable). Under NCAA plan, each market district would have 3 of 10 Saturdays when no home game would be televised, and each district would be limited to one TV game on remaining 7; each college is limited to one home game and one away on TV. Francis Murray, U of Pennsylvania athletic director, appeared at meeting at own request to explain Penn's decision to televise home games, defying NCAA plan. Notre Dame has openly opposed plan, and Justice Dept. is still investigating whether plan violates anti-trust laws.

Latest survey by Woodbury College, Los Angeles, based on 10,000 interviews in Los Angeles, San Francisco, San Bernardino, Portland, Denver and Fresno, found: (1) Subscription TV seems to be more welcome than theatre TV—with 50% to 63% (depending on city) willing to pay \$1 for top movies and major events on former, while about one-third thought they'd pay \$1 for theatre-TV showings. (2) In non-TV areas, desire to have TV was evinced by 57% to 62%, with 47% to 66% willing to buy sets; 55% of Portland respondents and 62% of those in Denver said they've seen TV. (3) In Los Angeles, 16.1% own Admiral sets, 13.8% Packard-Bell, 13.2% Hoffman; in San Francisco area, it's 16.5% Hoffman, 14% RCA, 13.2% Admiral. (4) Wrestling, Milton Berle and Groucho Marx are favorite shows. (5) TV's moral standards are considered somewhat higher than those of movies; about half of respondents feel TV should have equivalent of movie morals czar. (6) About two-thirds would like to see station devoted solely to educational programs. (7) About one-third find TV beneficial to children, and approximately 10% find it harmful, with mysteries considered worst offender.

Average daytime TV viewer in New York spends 10 hours Mon.-Fri. watching programs between 9 a.m.-5 p.m., according to third study on subject by Advertest Research, New Brunswick, N. J. Based on May 4-15 interviews with 765 women, study also shows: (1) Length of ownership has no effect on daytime viewing; those who have owned set more than year watch longer than those who own sets less than year. (2) Almost 95% of daytime viewers watch mostly noon-5 p.m. (3) Daytime viewer watches average of 4 hours, 23 min. at night, compared to non-daytime viewers, 3 hours, 24 min. at night. (4) Daytime TV "homes" numbered 880,750 in May, compared to 631,000 in June 1950, 147,500 in March 1950. (5) Of non-daytime viewers, 50% listen to radio during day.

Interest in community antennas (Vol. 7:2, 7, 11, 21-24) has brought Bell Telephone companies 70 inquiries concerning pole rentals, according to AT&T spokesman. He says Bell system once considered providing complete service itself, but shelved plans because of materials shortages. Competition among equipment manufacturers has grown so great that WESB, Bradford, Pa., seeking to establish service, reports it has been approached by Jerrold, RCA and Technical Appliance Corp. (Sherburne, N. Y.). Latest multiple antenna equipment offered, designed for hotels, etc., with 64 receivers or less, is RCA's SX-7C (7 channels) and SX-4D (4 channels).

WTTV's 660-ft. tower on outskirts of Bloomington, Ind., authorized recently for relay use (from Cincinnati), is intended for station itself, eventually, move to be effected whenever FCC permits. Station also plans to increase height of relay tower at Columbus, Ind.

OUTPUT WAY DOWN BUT FACTORY STOCKS UP: Trends aren't easy to discern these summer dog-days, period of TV-radio plant shutdowns for annual summer vacations. Nor is it possible as yet to calculate, with positiveness, effects of Korean truce.

TV-radio industry is still preoccupied, at moment, with getting rid of its bloated inventory, still hoping against hope for upturn and "normal" fourth quarter.

Main encouraging sign was improvement in June retail sales -- so good for one brand manufacturer that he tells us his wholesale-retail inventories as of June 30 were down 30% in units and 36% in dollar value from low point of May 1; also that he now has virtually no factory inventory.

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But over-all picture for TV-radio trade still isn't good. RTMA this week reported production plunging to 27,109 sets for week ending June 29, just preceding start of most vacations. This was lowest week of year so far, lowest since first vacation week in July 1950.

Factory inventories climbed to new high of 723,909 units as June ended, peak of steady increase during each of the 5 June weeks: 593,633 as of June 1; 621,299, June 8; 669,950, June 15; 713,032, June 22; 723,309, June 29.

Thus 5-week June saw 304,392 TVs produced, as against 522,000 same month last year -- but last year at this time buyers took every set as fast as produced.

Radio production fell to 229,713 units (157,789 private label) week ending June 29, of which 155,549 were auto radios, 47,630 home receivers, 26,534 portables. Radio inventory June 29 was 419,002 vs. 417,153 June 22 (Vol. 7:26). June's total radio output was 1,429,493 vs. 1,539,000 in June 1950.

For first 6 months of 1951, TV production totaled 3,312,357, somewhat ahead of the 3,136,300 recorded for first half 1950. Radios were 8,374,741 vs. 7,333,600. Of 1951 TV production, 2,196,669 were produced in first quarter, 1,115,688 second, compared with 1,605,200 in first quarter last year, 1,531,000 in second quarter.

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Federal Reserve Board continues firm against any relaxation of Regulation W, but Congressional pressures may result in easier terms for TVs along with autos and other goods. House bill due for vote next week specifies down payment of 15% and 18 months to pay, which Senate-approved bill does not.

Treasury is still asking for stiffer excise taxes, citing TV as example how present 10% excise amounts to only 6% at retail level as against 17% on admissions, toilet goods, luggage, etc. House bill makes no changes in present 10% excise.

AFTER KOREAN CEASE-FIRE, WHAT? Aftermath of Korean peace could bring, in opinion of several major manufacturers engaged in both military and civilian electronics:

Period of deflation, marked by (1) stretching out of govt. contracts, and (2) continued poor civilian business.

If materials restrictions are relaxed, if materials get cheaper, then there may be cheaper TV-radio receivers. But that would be meaningless if unemployment results and buying power disappears.

Electronics industry leaders, no less than those of other arms industries, see plenty of trouble ahead for everybody if Russians are pulling tricks to get us to disarm or slow down rearmament. They go along with Defense Mobilizer Wilson, whose second quarterly report to President July 4 warned against any letdown.

Mr. Wilson reasserted that output of consumer durables "will be reduced" in third quarter, but he stated that because of high first-quarter production "supplies available to consumers during remainder of this year will still be high." He did not

mention TV or stick out his neck, as he did in last report, when he estimated that TV output this year would be 7,000,000. He said:

"Military production is still for the most part in the 'tooling up' stage -- the period during which orders are placed, blueprints drawn, subcontracts worked out, and production lines organized...

"The military production program is highly selective in character. It is heavily concentrated in those items in which obsolescence has taken the largest toll on our World War II surplus stocks -- and is therefore particularly heavy in aircraft, combat vehicles and electronic equipment. The program also emphasizes new weapons, such as guided missiles, and items for which long periods of time are required to organize production and to subcontract for component parts."

* * * *

Despite Wilson's warnings, it's generally expected that any cease fire will affect military procurement and production. Tempo may slacken a little, arms appropriations may be whittled down, since we will no longer be fighting a war on top of our rearmament effort. This could mean lesser degree of tightening of materials availability during fourth quarter -- but any actual loosening still appears to be out of the question. Some NPA officials feel best that civilian industry can hope for in fourth quarter is same amount of materials as in third quarter -- but this is pure conjecture. Less metals are likely in fourth quarter, as military programs reach the production stage.

ELECTRONICS--FASTEST GROWING INDUSTRY: Riding TV boom, electronics has leaped in 3 years to major industry rank -- and "at the rate it is going...will some day crowd the dynamically expanding chemical industry as the premier industry in the second half of the century."

Thus Fortune Magazine for July evaluates "The Electronics Era" in exciting and well-documented article.

Today, electronics sustains estimated \$2.5 billion industry, says author Lawrence P. Lessing, whereas in 1940 it barely went beyond \$500,000,000 [of which about \$175,000,000 represented factory value of radio receiver output -- TV being then virtually non-existent].

With defense orders, factory output should be worth \$5 billion next year, Fortune reckons, and "in any all-out war that would be run up to \$10 or \$15 billion a year, greater than the whole aviation industry and 3-4 times the electronic peak in World War II." Other highlights from Fortune article:

New electronic industries have sprung up like weeds -- as exemplified by aviation's heavy preoccupation with electronics (Vol. 7:4). One-third to half the cost of military aircraft is in electronic equipment, and aircraft firms now have "electronic orders running into the hundreds of millions...Bendix alone has backlog of \$475,000,000."

But TV industry's woes are just beginning. Trade slump will be followed by lag between material shortages and defense production. Defense business this spring ranged "from less than 5% for RCA to about 25% for GE's electronics dept." And these dim prospects lie ahead for TV-radio manufacturers --

TV production will be cut "at least in half" by fall, when defense program will show its first real impact. Cut won't be forced by direct defense business, though, but "by the increasing pinch in nickel, cobalt, tungsten and steel for other defense needs and stockpiling."

Defense orders will bypass most of TV industry. "Even when defense production of electronics hits its stride -- about March 1952 -- it will not employ much more than 15% of the industry's capacity. Many makers of radio and TV receivers only, therefore, do not have enough defense orders to take up the forced cut in civilian production.

"Heavy military business has gone outside the industry proper to such specialists as Western Electric, Federal Telephone & Radio, Sperry and the aircraft companies. And the big orders in the industry have gone to such basic companies as

GE, Westinghouse, Raytheon, RCA and Sylvania, having engineering and research staffs big enough to handle heavy engineering requirements of military electronics."

"A tiny bombshell," says the writer, threatens technical revolution in electronics' most basic department, the tube industry. Shaking industry's foundations is the little transistor, which can be housed in cartridge the size of a pencil eraser and can do most of the things a vacuum tube does -- but with no vacuum, no glass tube, no heat required, and practically indefinite life.

"More revolutions of profound impact on industrial society" are in progress through electronics than through any other technology. Impact may be strongest in these 4 new growth areas: (a) mobile 2-way radio, (b) microwave relay, (c) industrial instruments and controls, (d) computers or "electronic brains."

Topics & Trends of TV Trade: Their passing has gone almost unnoticed—but fact is that, one by one, quite a few small TV manufacturers have quietly been giving up the ghost. Many think more will have to do so, considering hard times now facing an industry that was riding high and handsome this time last year.

In compiling directory of Television Receiver Manufacturers for our semi-annual *TV Factbook No. 13*, to be published July 15, we come up with only 91 companies claiming to be making TV sets, plus 13 TV-radio manufacturers in Canada. This compares with 98 in *Factbook No. 12* of Jan. 15, 1951, well over 100 in early 1950.

No brand-name manufacturer has disappeared from rolls, but over last 6 months such names as Altec-Lansing, Natalie Kalmus, Mercury, Reeves Soundcraft, Rembrandt, Tru-Vue, U. S. Television, Vidcraft have disappeared as set makers, among others. None ever did cut much ice in receiver production, and Vidcraft was among the several which since start of year have gone through bankruptcy proceedings (Vol. 7:26).

Lists of 37 picture and 11 receiving tube manufacturers remain virtually unchanged, except for addition of Westinghouse, still making ready.

One copy of the semi-annual *Factbook*, whose lists of telecasting stations in operation or applied for are kept up-to-date with weekly *Addenda*, will be sent to each subscriber to the full TV services of *Television Digest* at no additional charge. Extra copies are available to all subscribers at \$2.50 per copy. Volume carries no advertising.

* * * *

RCA entry into white goods field, also other appliances, subject of published reports this week, brought statement from president Frank Folsom that "RCA is always studying new fields and new products" but that "we couldn't do anything about new lines now, even if we wanted to, in view of materials restrictions." Merchandise-wise Mr. Folsom, onetime Montgomery Ward executive, was said in reports to be looking for new items to counterbalance seasonal trends in TV-radio-recording lines.

Plant Expansions: GE announces plans for 150,000-sq. ft. electronic tube plant at Anniston, Ala., costing \$6,000,000, employing 2000, to be ready early next year; tube divisions mgr. J. M. Lang said it will permit further concentration on specialized tube types . . . GE's subsidiary Precision Laboratories Inc., Irvington, N. J., July 5 announced new 20,000 sq. ft. plant about 12 miles west of Newark, 5 miles from present factory, to make metal parts for TV, radio, other tubes; it will double Irvington factory's capacity, said E. L. Hulse, mgr., components div.

Picture tube sales continue to reflect low set production rate. RTMA reports May sales totaled 229,250, compared with 278,955 in April, 608,396 in March. Value of tubes was \$5,120,553, 80% were 16 & 17-in. rectangular, and 1914 were 24 & 30-in. Year's total to end of May was 2,330,998, worth \$61,882,188.

Trade Miscellany: Sylvania's "mystery" picture tube device for greater viewing comfort (Vol. 7:25) may have rival in new GE picture tube promising greater contrast; secret is "transparent" phosphors heightening blacks on face of tube . . . Scott Radio third to announce 24-in. receiver (others are GE, Stromberg)—out with console called "Wellington" with proposed list of \$645, including tax and warranty . . . DuMont's Ernest A. Marx, gen. mgr., receiver sales div., recently returned from TV survey abroad, is author of roundup in July 3 *Retailing Daily*, providing invaluable data to firms interested in export markets. It details transmission standards, type of electric current, currency situation in 16 different countries . . . Standard Transformer Co., 3580 N. Elston Ave., Chicago, has new TV catalog listing about 1500 models and chassis made under 79 brand names . . . Pittsburgh Steamship Co.'s 7 ore boats plying Great Lakes equipped with TV sets, tests having proved reception in many areas excellent . . . RTMA has asked Govt. to protest trade-marking of word "electronic" in Chile, being proposed by Compania Electro Industrial Ltda., Santiago, claiming it's a dictionary word derived from generic word electron.

Merchandising Notes: TV servicing eventually will be like automobile servicing, customers paying for specific jobs—and the business can be profitable under good management, sound accounting system. That was gist of June 26 NARDA convention speech by Crosley sales v.p. W. A. Blees, himself a veteran of automobile business . . . One-day "cash and carry" TV set servicing is unique setup instituted by dealer Mort Farr, Upper Darby, Pa., who is also NARDA president. Idea is to have customers deliver set on way to work in morning, pick it up on way home—saving both time and cost of transportation . . . TV dealers advertising sets not actually available for sale are liable to prosecution, says New York Better Business Bureau, quoting Markets Commissioner Masciarelli and citing recent fine of \$300 against Dynamic chain for such offense. Industry was urged to adopt own fair practice rules . . . Capehart-Farnsworth's export sales mgr. A. J. Gilardi reports order for 11,000 TV sets from Compania Standard Electrica, S.A., of Argentina, also affiliated with IT&T; Capehart now appointing distributors in various Latin American countries.

Improved TV-radio sales by New York dept. stores in June were noted in monthly *Herald Tribune* survey, reporting 7 out of 11 registered increases over June 1950, with 82% best gain; it was month of New York's price war, with over-all sales gaining 14%.

New transistor, device replacing vacuum tubes for some purposes, was announced by Bell Labs this week. Called "junction" transistor, it's claimed to be capable of taking 1 microwatt, amplifying it to 1 watt.

Gates Radio, Quincy, Ill., entering TV transmitter field, will supply vhf & uhf equipment, including cameras, antennas, etc., of other companies.

Among the 100 top national advertisers in the 4 major media during 1950, according to Bureau of Advertising, American Newspaper Publishers Assn., RCA ranked 26th, spent \$6,509,622 (newspapers \$3,168,624, general & farm magazines \$1,522,691, network radio \$906,155, network TV \$912,152.) Philco ranked 28th, spent \$5,951,494 (newspapers \$2,373,382, magazines \$948,418, network radio \$1,618,266, network TV \$1,011,428). Admiral ranked 38th, spent \$4,542,170 (newspapers \$2,724,631, magazines \$1,023,659, network radio \$34,347, network TV \$759,533). Motorola ranked 48th, spent \$3,399,657 (newspapers \$2,046,758, magazines \$1,066,549, no network radio, network TV \$286,350). Zenith ranked 92nd, spent \$1,927,219 (newspapers \$792,991, magazines \$1,134,288, no radio or TV). Note: Foregoing does not include dealer cooperative advertising, trade papers, national radio and TV spots. GE (ranking 10th) is listed with \$694,933 expenditures for network TV, \$39,650 for network radio; Westinghouse (32nd), \$673,920 & \$152,895; Avco (45th), \$270,795 & no radio—but the ad expenditures of these big advertisers cover big lists of appliances generally, not just TV-radio apparatus.

Canada's credit restrictions, like those in U. S., are blamed for slowdown in demand for TVs, with May production 75% down from April, 82% from March. Radios dropped, too, down 42% from April, 50% from March. Canada requires one-third down payment, 12 months to complete installments. According to Canadian RTMA, 1116 TVs were sold by factories for \$555,257 during May, with inventory of 8335 units as month ended. Table models under \$400 list totaled 305, over \$400 totaled 418. Consoles under \$500 totaled 34, over \$500 totaled 332. TV-phonos numbered 27. Windsor area (Detroit) took 37% of May sales, Toronto-Hamilton 35%. First 5 months of 1951 cumulative unit sales were 19,577, valued at \$10,752,979. Cumulative TV sales to May 31 were 57,400 valued at \$27,029,562, with 43% in Windsor area, 35% in Toronto-Hamilton, 17% in Niagara Peninsula, 5% in other areas.

There's no FM receiver shortage, say manufacturers—but FM broadcasters insist there is—leading joint RTMA-NARTB FM committee meeting in Washington June 26 to agree that broadcasters will advise manufacturers when their areas run short. Manufacturers' survey showed 145,059 AM-FM sets in distributor inventories, 42,872 at factories as of May 25. During May, radios with FM turned out by factories totaled 75,337, 12% of all home sets. Demand for FM is greatest in South-Southwest. At recent Chicago furniture mart, radios were reported selling fairly well, at least by contrast with TVs, with AM-FM table models and portable radios in best demand. But console sales were down.

Color impact on trade, according to *Retailing Daily* roundup, has brought these reactions, among others: (1) Sales resistance because of color, still not very prevalent, is generally countered by salesmen who tell customer adapter and converter may be added when desired—at total price no greater (perhaps less) than that of complete color set which won't be here for some time. (2) Sales of small-screen trade-ins may improve because of presumed easier convertability to color.

Export market continues sizable factor in radio economy, amounting during April to \$12,150,159 vs. \$5,840,072 in April 1950, reports Commerce Dept.; included were 7545 radios at \$1,291,226, 6566 auto sets at \$208,991, transmitter & receiver parts and accessories valued at \$1,456,424. No TV exports were listed.

Color TV imitations keep cropping up, most persistent being rash of transparent colored films offered as equipment "bringing color to TV." In Huntington, W. Va., some 1000 people crowded Frankel's Appliances Store to see devices shown by Marvel-Lens Industries, Philadelphia.

Financial & Trade Notes: Though TV business is slow and Belmont plant in Chicago has been operating at low level, Raytheon's fiscal year ended May 31 saw sales and earnings higher than for any year save during World War II. Company, moreover, has more than \$100,000,000 worth of govt. orders on books, reports president Charles F. Adams Jr. Full-year sales figures haven't yet been released, but during 9 months ended Feb. 28 sales were \$64,000,000 compared with \$39,000,000 in same 9 months a year earlier and \$59,533,000 for full year ending May 31, 1950. Despite higher taxes, net profit for year is estimated in excess of \$2,000,000, compared with \$935,413 (49¢ a common share) the preceding year.

Miscellany: ABC directors Wm. Zeckendorf, New York realtor, and Earl E. Anderson, a v.p., sold 2000 and 1900 shares, respectively, in May—all the former's holdings, and leaving Mr. Anderson with 6600 shares . . . P. R. Mallory & Co. sales believed to have exceeded \$24,500,000 for 6 months ended June 30, reports *Wall Street Journal* . . . Avco (Crosley) has borrowed \$10,000,000 to finance present and anticipated defense production, 3% loans to Sept. 1, 1970 negotiated with Prudential and Metropolitan insurance companies through Emanuel, Deetjen & Co. and Lehman Brothers . . . Net income of WJR, The Goodwill Station Inc. (Detroit) for quarter ended March 31 rose to \$165,382 (32¢ a share) from \$152,696 (30¢) for same period last year.

Glowing report on CBS by Thomson & McKinnon, New York stockbrokers, calls it "quarterback in a growth industry," says it's "calling the signals" and points to its "cornering of the Sunday night radio time with a galaxy of performers," then the introduction of LPs, color victory before Supreme Court, initiation of reduced radio time rates, acquisition of Hytron.

Production of 2,200,000 to 2,500,000 TVs during second half of 1951, making nearly 6,000,000 for year, is foreseen by Packard-Bell executive v.p. Robert S. Bell. In talk to Los Angeles Security Analysts Society June 27, he said he thought one or two good sales months could clear out "present 1,500,000 total inventory," revealed Packard-Bell has \$8,500,000 in govt. contracts.

AFL Electrical Workers Union, Local 1031, has sent letter to President Truman blaming layoff of some 13,000 TV-radio factory employes in Chicago area on FCC freeze, Regulation W, lack of defense contracts.

Trade Personals: Robert Paxton, GE v.p. in charge of manufacturing policy, named executive v.p. to succeed Hardage L. Andrews, retiring after 41 years service . . . William V. O'Brien, ex-commercial v.p. & asst. mgr. of marketing policy, promoted to commercial v.p. & mgr. of marketing, GE apparatus marketing div., succeeding Chester H. Lang, now public relations v.p. . . . W. Benton Harrison Jr. named treasurer of Sylvania, succeeding Max F. Balcom, who now devotes full time to post of chairman . . . Fred Abrams, recently working on govt. contracts, promoted to head new Emerson Radio parts sales-service div., assisted by William Kay, parts dept. mgr., and Harold Bernstein, service dept. mgr. . . . Sydney J. Mass named sales mgr., Edmund D. Lucas Jr. adv.-public relations mgr., Jerrold . . . Tyler Nourse, ex-*Broadcasting Magazine*, joins information staff of RTMA, Washington . . . Charles Andress has resigned as sales mgr., Admiral-New York . . .

William C. Grunow, 58, founder with B. J. Grigsby of old Majestic Radio and in late '20s one of radio industry's first millionaires, died July 6 of heart attack in Hotel Stevens, Chicago. He made and lost several fortunes, lately has operated prosperous poultry farm at Lake Geneva, Wis.

Mobilization Notes: Sizzling report of Senate Armed Services "watchdog" subcommittee makes it clear that tungsten is one of most critically short materials, pins blame directly on Army and Munitions Board (not present board headed by John D. Small).

Explosive 55-page report, issued July 4, says nation's supply of the strategic metal used in armor-piercing shells, jet engines—and indispensable in electronic tubes—"is little short of desperate . . . The harsh, inescapable fact is that we can foresee nothing short of a miracle that will produce enough tungsten for the combined essential needs of ourselves and our allies."

Stockpiles have gone "down to the danger point" because Munitions Board failed to buy up and store adequately from July 1946 to July 1950, report says, and as a result "the United States and the free world stand on the verge of tungsten starvation." There won't be enough to go around, report predicts, even if production is increased, more efficient methods found and non-essential uses slashed ruthlessly.

Senate group estimated U. S. civilian requirements at 14-15,000,000 lbs. a year. Domestic output for 1951 was forecast at 5,450,000 lbs., imports at 7,000,000 lbs.—leaving potential deficit of 2,000,000 lbs. for civilian needs alone, not considering military or stockpile requirements at all. Far Eastern warfare cut off Chinese and Korean supplies of tungsten. Korean mines are now being reopened, but it may take years to get them back to full operation.

Report climaxes period of increasing concern by govt. control officials over tungsten situation. Tungsten pinch hasn't been felt yet by electronic tube industry because of long lead time involved in drawing the metal into filaments, but production planners who are hep to electronics industry are forecasting it will be by far most serious shortage to hit civilian TV-radio. NPA officials are predicting tube makers will really begin to feel tungsten shortage some time in fourth quarter. August allocation of tungsten to tube industry, made this week, was about the same as July's—but more of it will be used to make military tubes, less for civilian tubes. At the moment tube makers are more worried about nickel shortage than about tungsten.

"Watchdog" committee urged: (a) Prompt decision by Defense Dept. on feasibility of new process for making tungsten carbide. (b) Immediate Munitions Board authorization of tungsten metal powder and tungsten carbide stockpiling. (c) Govt. be made sole importer and reseller of foreign tungsten. (d) Program to stimulate foreign production. (e) Determination of whether custom mills and a retreatment plant are needed.

* * * *

Appeal for more copper by NPA Electronics Div., to be used for essential civilian electronic products under CMP (Vol. 7:26), was granted by DPA July 5. CMP programs in electronics industry originally had been allotted 24,360,000 lbs. of copper, but appeal provided 750,000 more. In addition, DPA shifted copper allocations from some electronics programs to others where allotments were seriously short—resulting in about 3,000,000 lbs. extra for areas of electronics industry which were short-changed by original allotments. At week's end, supplemental allotments were going out to manufacturers whose dole of copper originally had been cut to the bone. Electronic programs also were allotted 56,500 tons of steel, 13,200,000 lbs. of aluminum.

New CMP "Class B" product list, issued this week by NPA, covers more territory than old list, but still leaves much to be desired. It's supposed to be listing of all Class B (civilian type) products and components, with appropriate code numbers and NPA industry divisions, for use by manufacturers filling out CMP forms for fourth quar-

ter. Added to list, assigned to Electronics Div., are radio and TV transmitting and receiving antennas, aural and video link and relay equipment, radiosondes, antenna rotators, TV boosters, TV focus devices, deflection yokes, commercial recording turntables, radio frequency converters (including uhf converters). Color converters and adapters aren't listed, but are expected in next revised list. Intercommunication equipment has been transferred from Communication Div. to Electronics Div. Telephone and telegraph radio relay equipment is listed twice—under Electronics and under Communications Div., where it appeared in last list. NPA officials say latter listing is erroneous.

No certificates for tax aid were granted for expansion of electronic production facilities week ended June 29, but DPA did issue authorizations for rapid amortization in these related fields: Molded Insulation Co., Philadelphia, for production of cable connectors and radiosonde equipment, expansion estimated at \$370,000, of which 75% will be written off in 5 years for tax purposes; Curtiss-Wright Corp., Caldwell, N. J., flight trainers, stimulators, radio aid units, \$70,137 at 85%; Helipot Corp., South Pasadena, Cal., potentiometers, \$53,623 at 85%; GE, Schenectady, research and development, \$41,000 at 75%; Buck Engineering Co., Freehold, N. J., oscillators, \$4247 at 85%.

Technical and scientific laboratories can assign themselves priorities to obtain small amounts of critical materials under NPA Order M-71, issued June 26. Order also makes provision for NPA assistance to laboratories requiring larger amounts. NPA said this action doesn't permit use of materials acquired under the order for making trial production runs of experimental models, or for "experimental models to be distributed for promoting sales or creating consumer demands."

About 50% of the cobalt required in jet engines can be saved by substitution of more plentiful alloy as result of conservation program by National Advisory Committee for Aeronautics, Defense Mobilizer Charles E. Wilson revealed in second quarterly report on defense program. TV-radio industry is now using cobalt (speaker, focus magnets) at one-fourth last year's rate.

How to form production pools—groups of small businesses pooling facilities and know-how to obtain defense contracts—is detailed in new DPA booklet, *Production Pooling for Defense*. Advantages and disadvantages of pools and immunity from anti-trust laws are also treated in pamphlet, available from Commerce Dept. field offices.

Common questions about CMP are answered in new booklet, *Questions and Answers on the Controlled Materials Plan*, available from NPA and Commerce Dept. field offices.

Philadelphia Signal Corps Procurement Agency has moved to 225 S. 18th St.; New York regional office now at 180 Varick St.



Those ancient light bulbs—unfrosted, with pointed tips, straight filaments—which went out of manufacture about 1925, seem to be "naturals" when it comes to causing TV interference. Number of engineers have called attention to them lately; but it's hard to tell how important they are. Bulbs are generally in attics, basements, closets, etc., where they get infrequent use. In any event, it's easiest type of interference to stop—by replacement.

Three-dimensional TV—suitable for black-and-white or color—is claimed as one application of new stereoscopic movie film developed by Air Force Maj. Robert V. Bernier, demonstrated June 3 at Wright-Patterson Air Base. Spectators wear Polaroid glasses to view picture, but unlike other 3-dimensional film systems, Maj. Bernier's invention uses single conventional movie projector.

Telecasting Notes: Advertising Council is preparing campaign, including TV, seeking 25,000,000 membership and \$3,500,000 funds to support Crusade for Freedom—theme being “Help Truth Fight Communism.” Bakelite’s Allen Brown is serving as volunteer coordinator, with Hewitt, Ogilvy, Benson & Mather as volunteer ad agency . . . Springfield, Mo., getting some “fringe” service from Kansas City, 147 miles away, will have TV applicant shortly—Springfield Television Inc., formed by Lester E. Cox and *Springfield News and Leader & Press* (KGBX) . . . “Banks Now Open to TV Loans,” reads headline in June 29 *Hollywood Variety*, which relates that big Bank of America, once chary of financing TV deals, now is amenable. Story refers to TV film production, which it says bank is already financing . . . New York Board of Education joins with WPIX to present vocational guidance and home industries series titled *The Living Blackboard*, starting about Oct. 15; it’s estimated by board that there are TVs in homes of 80% of students prevented from attending school by illness or physical disabilities . . . CBS-TV and Blatz see no grounds for squawk of National Assn. for Advancement of Colored People that new all-Negro *Amos ’n’ Andy* film show (Thu. 8:30-9) depicts Negroes in derogatory manner—alleged in resolution passed at Atlanta convention last week. First performance drew accolade from critic John Crosby, who called it “darned good comedy show,” though he doubted it would go 25 years, as did radio show . . . Republic Pictures’ first releases to TV will be 200 full-length films, half being Roy Rogers, Gene Autry, Red Ryder westerns, reports July 7 *Billboard*. Legal action taken by Rogers to halt releases (Vol. 7:26) has led Republic to promise to indemnify sponsors and agencies . . . Los Angeles Superior Court jury, after month’s trial, on July 3 awarded \$800,000 damages to John Masterson, John Reddy and John Nelson, producers, upholding contention KLAC-TV’s *Wedding Bells* plagiarized their radio show *Bride & Groom* . . . Walter Winchell being kinescoped during current ABC radio broadcasts to work up suitable TV format . . . WXEL, Cleveland, adding 11,000 sq. ft. to studio-transmitter building at Parma, O., including 45x50-ft. studio 2 stories high; also planned are downtown offices and small studio in \$500,000 expansion.

Proposed sale of WOW & WOW-TV, Omaha, is being kept closely guarded secret, pending inquiry by principals into feasibility of \$2,500,000 purchase in light of 19-year-old leases on physical properties held by Woodmen of World Insurance Co. Only thing divulged is that Tom O’Neil recently looked over plant with view to buying for General Tire’s Yankee-Don Lee string, to which Los Angeles’ KFI-TV was recently added (Vol. 7:23), but he’s not now involved. President of WOW Inc. is Francis P. Matthews, recently Secy. of Navy, newly appointed Ambassador to Ireland. Estate of late John Gillin owns 25%.

Hibbing, Minn., iron ore capital, seeks TV outlet in sole application filed this week—by Head of Lakes Broadcasting Co., which operates WMFG, Hibbing, and WHLB, Virginia, Minn., as well as WEBC, Duluth. Channel 10 is sought. Same interests (Morgan Murphy-Walter Bridges) also have applied for TV in Duluth and Madison, Wis. (WISC). FCC this week also got request from John L. Booth interests asking for Channel 3 instead of Channel 8 in Saginaw, Mich. (WSGW). [For further details, see *TV Addenda 12-Z* herewith.]

“Plenty of buyers” for AM properties reported by brokers—but not nearly as many for sale as TV impact would portend, they say. Latest reported deal is for WCOL, ABC outlet in Columbus, O., with Airtrails Inc. as purchaser. Airtrails is headed by Secretary of Commerce Charles Sawyer, who owns WING, Dayton, and WIZE, Springfield, O.

Ex-CBS director Isaac D. (Ike) Levy met this week with RCA president Frank Folsom, just before Levy sailed for Europe July 3 to arrange for more film footage to be handled by Official Films Inc., of which he’s chairman. Levy has sold all his CBS stockholdings (some \$3,000,000 worth), is now devoting entire energies to his film production and syndication project—convinced future TV programming is primarily dependent on film (see *Film Trend* to TV Looks to More Stations; Vol. 7:22). On that score, he and Folsom found themselves in agreement, despite fact RCA owns NBC-TV network; also noted was fact RCA chairman Sarnoff holds similar views. Like ABC and CBS, NBC has acquired Hollywood property with ultimate object of producing films as well as live shows for TV.

“Future fabulous, present painful” is how *Wall Street Journal* sizes up young TV film production industry in July 5 Hollywood-dated article. Bank of America official is quoted as saying he’s counted 250 films made by shoe-string entrepreneurs “which never even got a good nibble from a buyer.” Networks and ad agencies are cool to small producers, and one of biggest obstacles is present low TV advertising budgets: “Last year advertisers spent a total of \$162,000,000, on TV, about one-ninth of the amount movie-goers laid down at the boxoffice.” TV film folk are anxiously looking to freeze-end and new stations, meaning wider field of syndication, but bankers who are financing the small film companies are still dubious whether new film industry will ever pay, article says.

Number of movie theatres actually increased from 19,094 to 23,120 since 1948, or during period of TV’s greatest growth, impelling Arthur L. Mayer, executive v.p., Council of Motion Picture Organizations, to state reports of adverse impact of TV are “entirely erroneous.” Recent theatre closings, he said, were small, marginal operations, more than offset by new openings, especially of drive-ins, actually increasing today’s total seating capacity. “With a weekly attendance estimated at 60,000,000, picture theatre operators are mystified by the repeated assertions that their business faces a dubious future,” said Mayer. However, he said he must admit that “the competitive forms of entertainment have made inroads and the battle for the entertainment dollar is very severe.”

Assurances, once again, from United Paramount Theatres’ president Leonard Goldenson that proposed merger with ABC (Vol. 7:21) does not mean ABC radio operations will be vitiated: “While it is TV that holds forth the promise of growth,” says his letter last week to stockholders accompanying proxy calling July 27 ratification meeting, “we believe that radio, adapted to the new competitive conditions arising from the expansion of TV, can and will continue to be a vital and popular medium of entertaining and informing the public, as well as being a profitable business investment.”

U. S. film transmission, up to now inferior to British because of fact latter’s TV system has 25 frames (very close to film’s 24), should show great improvement if Bell Labs new scanner gets wide usage. Scanner employs 2 electronic servos to eliminate jitter and flicker, produces picture that is “very, very good—better than anything on the air today anywhere,” according to *Electronics* editor Donald Fink. July issue describes equipment which Bell plans to license others to build.

Screen Actors Guild defeated Television Authority July 3 by total vote of 438 to 48 in 6 contested NLRB elections in Los Angeles. Results also cover some production in New York. Vote by studios: Apex, SAG 123, TVA 6; Bing Crosby Enterprises, SAG 76, TVA 15; Cisco Kid Pictures, SAG 42, TVA 3; Hal Roach Studios, SAG 41, TVA 4; Jerry Fairbanks, SAG 68, TVA 12; Flying A Pictures, SAG 89, TVA 8.

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YOUR TV FACTBOOK No. 13 IS READY: Subscribers to our full TV services are receiving, via first-class mail herewith, 13th (July 15) edition of our semi-annual TV Factbook -- a compendium which has become the standard reference guide of the telecasting, TV manufacturing and related industries. Its 96 pages compare with 72 pages in edition preceding (Jan. 15), and these are the major new features:

- (1) Analysis of The 162 Most Important Markets of the U.S., showing TV outlets, if any; population, dwelling units, retail establishments, retail sales volume. Tables prepared from study by J. Walter Thompson.
- (2) FCC's proposed new VHF & UHF allocations by states & cities and by channels. Educational channels and proposed station shifts indicated.
- (3) Directories of Engineers and Attorneys Specializing in TV.
- (4) 34x22-in. wall map in color, showing present TV areas and actual and projected coaxial-microwave network routes, 1951-52.

All former directory & reference sections are continued, brought up-to-date -- such as latest rate cards, facilities, personnel of the 4 TV networks; digests of rate cards with personnel and data about the 107 existing TV stations; listings of Latin American & Canadian TV stations, actual and projected; details of 416 pending (frozen) applications for new stations; directories of the 92 TV set manufacturers, the 13 in Canada, the 38 CR tube and 12 receiving tube manufacturers, the 27 makers of TV transmitter and associated equipment.

There are also list of 465 firms offering films and other program services to stations; directory of TV station sales representatives; and miscellaneous other listings such as ownership of stations by newspapers, networks, etc., experimental stations, trade associations and groups, labor unions, etc. TV-radio production by months since 1946 and latest count of TV-sets-in-use by areas are chronicled.

Extra copies of the TV Factbook cost subscribers \$2.50, non-subscribers \$5.

COMPATIBLE COLOR—LITTLE DOUBT NOW: Compatible color took giant stride back to FCC hearing rooms this week when RCA presented series of New York demonstrations, which left little doubt that its promises of 2 years ago have been fulfilled. Reactions of press, industry and public (see roundup of views, p. 4) should make that clear. The questions which immediately arise, however, are these:

- (1) When will FCC reconsider a compatible system?
- (2) Who will take it to Commission -- RCA or NTSC?
- (3) Can CBS system entrench itself before FCC reopens the color issue?

First and most important criterion -- color fidelity, trueness to life -- is about tossup between RCA and CBS at this stage of game, in opinion of average lay observer. RCA's remarkable skin tones are generally balanced against CBS's "more brilliant" colors.

Clamor for "side-by-side" comparison of systems has arisen on part of news-men and industry observers alike -- spontaneous evidence that over-all quality of

the systems strikes most people as comparable today, even forgetting potentials.

RCA obviously learned from CBS's mistakes in showmanship. Demonstrations were half-hour or less, no more than couple minutes for each bit, no commercials. Featured were singer Nanette Fabray, dancer Ray Malone, Howdy Doody, George Burton and love birds, South American singer Yma Sumac.

Smooth switching between 2 cameras enhanced program, demonstrated system's stability. Color remained exactly same with both cameras.

Ace card was remote pickup from swimming pool at Palisades Park, N.J., microwaved on 7000 mc across Hudson, with Buster Crabbe and girl swimmers. Obviously, this was to show FCC that its fetish -- "RCA can't do a remote because its system is too delicate to trust out of the studio" -- is unfounded. Proof was conclusive.

RCA's other major pitch was compatibility. With big July 8 ads in New York papers, it invited viewers to report on quality of black-and-white reception of its color transmissions. According to RCA, NBC switchboards were jammed with calls attesting to excellence of reception. If home viewers saw what we did in studio, they enjoyed better monochrome pictures than they've ever seen. By week's end, RCA-NBC said more than 8000 enthusiastic calls, cards and letters had been received.

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Our own evaluation of RCA color quality is as follows:

Color fidelity was generally excellent, skin tones perfect. Buster Crabbe's suntan looked like a suntan. CBS's colors are sometimes more brilliant. RCA claims they're unnaturally "garish". This is purely subjective. Some people like color "brighter" -- "natural" or not. Other preferences tend to "softer" values. But everyone insists on proper skin tones.

Saturation of colors, or "brilliance," may be varied to suit taste, according to RCA engineers. It's a matter of adjusting "chroma" controls.

CBS's pictures are "crisper" on closeups. RCA's give much more detail on long shots. This may well be because of difference between tri-color tube, with its dot structure, and CBS's rotating filters.

Systems should be compared with tri-color tube on both. It's manifest that relative "brilliance" and "sharpness" would then be clearly demonstrated.

CBS now has 3 tri-color tubes, got them from RCA as licensee for receivers, tubes, transmitters. But it's mum on whether tubes have been tried out -- though its Hytron officials have stated they also are working on tri-color tube. Delegation of 20 CBS topkicks saw RCA pictures July 13, had no comment. Included were Messrs. Paley, Stanton, Murphy, Goldmark, Lodge, Coffin, Cogan, Rosenman, Salant.

With color fidelity a close race between the two systems today, real superiority of compatible system comes to fore -- completely aside from basic issue of compatibility. There's no flicker, no breakup, no fringing -- plus vastly greater resolution and almost unlimited brightness ceiling. RCA hasn't yet reached optimum brightness, but there's nothing in system to stop it.

Use of tri-color tube with CBS system may help its flicker-brightness problem somewhat, but "breakup" -- those color flashes which appear when eye sweeps across screen -- is inherent in system, terribly annoying to many people.

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RCA used 5 receivers during thrice-daily showings in Radio City's Johnny Victor Theatre -- 3 color, 2 black-and-white. One color set had 16½x12½-in. picture in 21-in. envelope. Other 2 color sets displayed 12x9-in. pictures within 16-in. envelopes. Black-and-white sets were 14-in.

Show at 10 a.m. was Channel 4 broadcast, but 2 & 4 p.m. demonstrations were on closed-circuit (though fed through small transmitter to simulate broadcasts), because of FCC time stipulations on experimental license.

RCA president Frank Folsom opened program with these assertions:

"We were never more certain than we are now that a compatible, all-electronic color TV system is in the public interest...Compatible color can be logically introduced into TV broadcasting with advantage to everyone and loss to none...We at

RCA are convinced that an all-electronic, fully compatible color TV system will be the ultimate public choice."

Demonstrations were out of lab scientists' hands. RCA Victor built sets, NBC personnel did programs under engineering supervision of O. B. Hanson, NBC v.p.

Brunt of penetrating questioning by newsmen was carried by RCA labs research v.p. Dr. Elmer Engstrom. Two principal facts emerged from sessions with newsmen:

(1) Cost of receivers, at this stage of development, is RCA's most vulnerable spot -- perhaps only vulnerable spot -- in light of FCC's detailed criteria for new color systems (Vol. 7:24). Dr. Engstrom wouldn't conjecture as to prices, but unhesitatingly admitted color sets currently employ 54 receiving tubes. Mr. Folsom rose quickly to call attention to history of black-and-white -- how RCA's 10-in. 630-TS started at \$375, came down to \$139 before it was eliminated from line.

One RCA engineer had this to say privately about costs: "I think that previous demonstrations showed we moved too fast in trying to reduce the number of tubes. Reaction to these pictures indicates that picture quality comes first."

(2) RCA will play by ear the "political" aspects -- when and how to re-approach FCC. Dr. Engstrom said RCA system "goes straight down the road laid out in National Television System Committee's report."

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Obviously, RCA is quite jealous of its work, though acknowledging with reluctance the contributions of others such as Hazeltine. Just as obviously, Hazeltine's work has been very important. Also quite apparent is fact other RCA competitors have pride in their own work, would like a "piece" of ultimate system. Philco is said to be particularly eager to get some of its ideas across.

There's considerable misunderstanding about compatible systems. RCA's is now simultaneous, whereas it was dot-sequential when first introduced. Yet Dr. Engstrom says it's still basically the same, asserts that original color sets would operate on today's signals with only slight alterations allowing sets to "recognize" oscillating color sequence (Vol. 7:18).

NTSC hasn't yet fixed on complete system, yet it has agreed on same fundamentals employed by RCA. Most of NTSC's current work is directed towards setting exact "numbers," whether sampling frequency should be 3.58 mc or 3.99 mc, etc.

Dr. Engstrom also disclosed that:

(1) "Good progress" on single camera tube has been made.

(2) Larger tri-color tubes are in works. The 21-in. has 800,000 dots, as compared with 600,000 on 16-in. Projections 6x9 ft. have been accomplished, using 3 tubes, but home projections are not in immediate prospect.

(3) CBS system has been received on tri-color tube, but Dr. Engstrom said he didn't think he should comment on results. He did indicate CBS sets become more complicated with use of tube.

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No one knows where RCA system goes from here. After vacations, system will be shown to public, probably in larger quarters, with more sets, probably also in Washington where FCC and other public officials can view it.

Coaxial and microwave network feeds will then be made. Other field tests are scheduled -- mainly to refine receiving and transmitting apparatus.

What FCC thinks of system, which it hasn't seen since April 1950, isn't revealed by any commissioner. Commission hasn't yet been invited to showings, but RCA spokesmen said "they'd be welcome."

Has FCC hinted disapproval of public demonstrations? Mr. Folsom answered: "We'd be very much surprised if anything limited field testing." Actually, some commissioners have expressed concern over demonstrations, but many observers think FCC would be putting itself over a political barrel if it appeared to be hampering developmental work.

Intense as feelings have been, rigid as FCC may be in demanding adherence to criteria, even considering natural human inclination to "save face" after deci-

sion so overwhelmingly unpopular with the industry -- nevertheless, a vindictive attitude isn't likely to prevail among FCC majority. If it did, Sen. Johnson should be first to scotch it. This is clear in his statement in July 11 Variety. After praising FCC for choosing CBS system, he said:

"I was not surprised to read the statement issued by the Commission on June 11, which indicated again in no uncertain terms that it was not closing the door to further experimentation in the art...This should dispel once and for all the contention that the Commission is stifling progress by adopting standards...

"The Commission has no right under the law to foreclose the public from the fruits of progress in the TV art and the Commission will not attempt to do so. So from now on may we have less kicking up dust and more sweat in the laboratories. The public deserves the best -- now; not a lot of talk about 20 years from now."

A rapt viewer was David Lilienthal, ex-chairman, Atomic Energy Commission, now a consultant to RCA and other companies. He saw first demonstration, said he thought pictures superb, was convinced "march of science" cannot be halted by any govt. fiat. He said he thought tri-color tube greater development than atom bomb in that it offered boon to mankind.

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CBS's course is tougher than ever. Simply put, its future depends on production and acceptance of color sets. Mass production of such sets appears further away than ever, as major manufacturers (whose top executives viewed this week's showings) went all out in their praise of RCA's pictures.

CBS's stake in black-and-white has increased many-fold since it acquired set-manufacturing subsidiary Air King (now CBS-Columbia Inc.). It cannot afford to kill off black-and-white sales until it's certain color sales will replace them.

As if to emphasize this factor, "CBS-Columbia" brand this week announced 2 new black-and-white models -- 20-in. table at \$299.95, 20-in. console at \$469.95.

Sears, Roebuck, a prime private-label customer of Air King, created some stir with demonstration of color set at Brooklyn store. Said TV-radio manager A. T. Chameroy: "Frankly, we don't know what public reaction [to buying it, when ready] will be. We're in the merchandising business. We're out to sell goods. FCC approved the system, and we want to know whether these sets will sell." He added:

"I saw RCA's color this week, and I think it compares with CBS's. We'd all like to see a compatible system, but I don't know whether the RCA set could be produced at a reasonable cost. I have no doubt that the ingenuity of the manufacturers could make it simpler and cheaper eventually."

CBS affiliates aren't sticking necks out in clearing time for color. Washington's WTOP-TV, 45% owned by CBS, is adding Saturday horse races (Vol. 7:27), but still carries only 10-11 a.m. daily show, has no plans for afternoons. Station has one color set making rounds of dept. and appliance stores, one week at each place.

Things are about same in Baltimore, according to WMAR-TV director E.K. Jett. Station has only one set, gets good-sized enthusiastic crowds. Color schedule remains 10:15-11 daily, no plans for afternoon or Saturday shows.

One of CBS's most color-conscious affiliates -- WAFM-TV, Birmingham, will shortly join color network. President Thad Holt reports that test programs are now being received, that station will telecast half-hour morning show and feed afternoon program to dept. store by relay -- as soon as it gets sets and CBS approves.

RCA COLOR—PRESS & INDUSTRY OPINION: Pressure of public opinion on FCC appears destined to grow many-fold as result of RCA's week of successful color demonstrations, plus public demonstrations promised after summer vacation hiatus. It's apparent now the issue will only be resolved if and when --

(a) FCC approves compatible system, RCA's or NTSC's or anyone else's that measures up, to parallel or supersede FCC-approved CBS system, or

(b) Mass demand and production for CBS-type receivers indicate that system has really won popular approval.

It was RCA's inning this week in the battle that has rocked the industry -- and, some think, helped cripple the TV set market -- since FCC's decision last fall. Now, it's up to public, the real arbiter. Industry at large has never had doubts that compatibility was basic -- but big question always was whether CBS and FCC had more accurately than industry gauged public "hunger" for color-in-a-hurry.

RCA's publicity mills, grinding as fast this week as well-oiled ones of CBS, claimed public reaction to compatibility has been overwhelming. It released many quotes from set owners who were invited in newspaper ads to report observations. This was typical:

"Excellent. If I hadn't read about it in the papers, I wouldn't have known the difference between your color broadcast and others. Very clear. I will never go through with the adapter, converter, etc. expense. Keep up the good work because I am sure millions are with you."

Quotes from newsmen and industry leaders, for whom the demonstrations were staged, offer some searching evaluations. Newsmen were particularly objective:

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NEW YORK TIMES (Jack Gould): "Sufficient improvements appeared to have been made in the RCA method to make difficult a direct comparison [with CBS system]. Many observers...expressed the opinion that the color controversy had reached the point where only a side-by-side showing...would be pertinent.

"RCA system had a decided edge over the CBS method in the reproduction of flesh tones. Its blue and green hues also seemed superior to the CBS equivalent seen last week, but the RCA red lacked the warmth of the CBS red...RCA system enjoyed marked freedom from flicker and it was possible to turn away from the screen without the persistence of vision 'taking along' patches of red, blue and green."

NEW YORK JOURNAL-AMERICAN (Jack O'Brian): "[CBS's] system presents a slightly richer definition of color -- at its best. RCA's has somewhat lighter definition, but many neutral viewers consider that a help rather than a hindrance. They feel the deeper, more vivid tones are tougher on the eyes over any sustained period; even half an hour...No 'flare' dazzled uncomfortably when eyes were pulled away from the picture itself, as [CBS's] tinted TV unfortunately does."

NEW YORK HERALD TRIBUNE (Joseph Kaselow): "Most observers agreed that the color was highly acceptable, with some minor reservations.

"It was not so bright or sharp as the CBS color, and a critical eye could detect a bluish haze over the picture at times. Also the color receivers were 'prototypes' of what would be commercial sets under the RCA system, and had 54 tubes as against 25 or 30 in standard black-and-white sets, making for a bulky receiver. However, flesh tones were good and there was no 'running' of colors."

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ASSOCIATED PRESS: "The quality of RCA's color compared favorably with that of the CBS...To a layman, it appeared to be not quite so vivid and warm as CBS color but to have a slight advantage in producing flesh tones.

"Also, it was less distracting to watch directly on the face of the RCA tri-color tube than the CBS color, which is viewed through a magnifier and a motor-driven color disc in front of the picture tube."

WALL ST. JOURNAL (Eugene Smith): "The rapid motion [was] caught clearly by the cameras, with no apparent distortion or 'bleeding' of colors.

"A bluish-green haze was especially noticeable in the more distant shots and, with no familiar objects for comparison, most colors appeared in pastel tones, except in close-ups...

"Shots of Buster Crabbe...appeared against a completely colorless sky and near-by trees took on completely black coloring."

RETAILING DAILY (Martin Rosenblum): "Major improvement...was the absence of smear when a subject on the screen moved quickly. However, by and large, the pictures in color appeared hazy, and at times, lacked adequate detail. The colors them-

selves were not as bright and vivid as those produced [by CBS]...In an outdoor scene, the colors didn't appear to be true, with trees in the background much darker than nature has made them. The blue sky was washed out and at times appeared green."

NEWSWEEK: "RCA showed a picture that, compared with CBS's, seemed to have a greater color fidelity (blues rarely turned into greens), less reflection (skin tones were a mite better) and, to the layman's eye, was a little softer."

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VARIETY (George Rosen): "Vast improvement...So much so, in fact, that to the casual viewer...it suggested anew that the ever-recurring RCA vs. CBS controversy could conceivably be headed back to the FCC's doorstep for re-examination and re-appraisal..."

"Despite the unquestioned refinements achieved in the past few months... there were equally apparent weaknesses and drawbacks in the transference to tint, with occasionally not much more than a pastel quality brought to screen surface."

BILLBOARD (Joe Csida): "If Frank Folsom and his RCA gang are able to deliver the same color and monochrome signal when these field test electronic, compatible shows are carried on Channel 4 in New York -- and later in other cities on the cable -- as it delivered at this closed-circuit preview, CBS and its field sequential adherents are in for the struggle of their lives."

"The color picture ranged from fair to excellent, with more than 75% of it in the latter category. The black-and-white picture...was far better than any monochrome this reporter has ever seen."

WASHINGTON POST (Sonia Stein): "After last Monday's showing, I'll acknowledge that RCA has color-- which it could produce for mass use sometime in the future for some unknown price. The color it produces is no better than, and probably not as good as CBS color. That RCA can produce an acceptable black-and-white picture from a color show is important, but obviously more important to other people than to me...Monday's press demonstration...indicates that RCA [is] now able to produce colors which appear as natural to the viewer as do the CBS colors -- at least until the viewer begins to wonder why there's so little clear yellow in the RCA color pictures. Since color memory is considered by experts to be among our shortest, it is hard to carry the true subtleties of both systems in the mind's eye very long."

WASHINGTON STAR (Harry MacArthur): "Might be called the best color TV yet seen...Flesh tones are about the only hint you have when you see only the picture, and those seen yesterday [were] the most natural, most life-like yet seen."

"Another hint of the RCA system's color fidelity could be seen during the outdoor scenes, when the camera picked up a row of breeze-swept trees in the far background. The deep green of the foliage and the pale green of the underside of the wind-turned leaves were as true-to-life as any you ever saw without looking at a real tree."

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Reaction of manufacturers was one of unrestrained enthusiasm. They grinned throughout programs, erupted into spontaneous applause after the demonstrations. Generally, they feel faith in industry engineers has been vindicated. Some opinions, as gleaned by ourselves and other reporters after several of the demonstrations:

PHILCO: "This is terrific," said president Wm. Balderston, "It's out of this world." Chairman Larry Gubb nodded agreement, and TV-Radio Division president Larry Hardy remarked: "Tremendous progress, tremendous." Could you sell this sort of thing? he was asked. "Darn right," he replied.

Philco engineering v.p. Leslie Woods said: "This is a remarkable progress report. There are still some obvious defects, but none that are insurmountable." Executive v.p. Jimmy Carmine was less restrained: "This is 10 years ahead of a year ago. The long shots today were clear. No 25-cycle flicker. No color breakup. The CBS pictures are often off focus, with only its closeups really clear. There is no question but that electronic TV can be fully perfected."

DuMONT: Always bluntly outspoken, Dr. Allen DuMont asserted, "This is on the right track. Columbia now ought to pick up its marbles and quit. This is better than CBS right now. It's good enough to start commercial operations immediately."

DuMont research chief Dr. T.T. Goldsmith said: "RCA has done a wonderful job in getting a color TV camera into the field for remote shots. It's a real step forward. I was impressed by the brightness, definition and fidelity of the big 21-in. tri-color tube...great promise for the big-picture, direct-view tube of the future."

HAZELTINE: "This is a great step forward," said president Jack Binns. "The color is very good, particularly the rapid motion, and there was no color breakup at all. The compatible color system has got to win for it is in the public interest." Engineering chief W.A. MacDonald was also enthusiastic, said added refinements will make it impossible to reject an electronic system.

MOTOROLA: "I'd have no hesitancy," said president Paul Galvin, "in marketing this color receiver now. From a picture standpoint, I feel it is ready for the FCC, but I haven't spoken to my engineers as yet." Said v.p. Robert Galvin, "I was very pleased. The color pictures were excellent and the black-and-white fine."

GENERAL ELECTRIC: "Excellent," said Dr. W.R.G. Baker. "Not only the color but the black-and-white was outstanding." He made it clear, though, he thinks an all-industry system, endorsed by NTSC, is what finally should be brought to FCC.

CROSLLEY: Radio products manager W.H. Myers remarked on the "tremendous improvement" over the last demonstration. "This is unquestionably the best color show I have ever seen. We should get it out to the public as soon as we can."

EMERSON: President Benjamin Abrams thought show "very good and ready for the FCC right now." But, he added, "I'd like to see the two systems side-by-side."

HALLICRAFTERS: Executive v.p. Ray Durst said, "We thought it was particularly good, especially the high fidelity during rapid movement. Compatibility is the thing that impresses us the most." Sales chief R.J. Sherwood said: "Remote control pickup and the tremendous action, with the colors staying true, were remarkable performances. Anybody who doesn't like compatible color needs his head examined."

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There were others too numerous to chronicle, including veteran parts makers like Leslie Muter and Robert Sprague, past and present RMA leaders -- and their enthusiasm was unrestrained.

Some of the truly "forgotten men" of the color controversy, the telecasters, vitally affected but staying out of the controversy so far, attended several demonstrations. Telecaster reaction was almost universally enthusiastic, too, but with their traditional wariness of FCC they didn't want to be quoted. For list of those attending, see page 10.

THEATRE vs. HOME TV—BATTLE JOINED: TV set manufacturers struck back this week at theatre TV's threat to deprive them of one of their biggest selling points -- top-notch sports events in the living room.

Nine major set makers, under the aegis of sports-conscious DuMont Network, snatched video rights to July 18 Ezzard Charles-Joe Walcott heavyweight championship fight from under noses of theatre interests.

Riding high on the heels of 3 highly successful exclusive theatre-TV bouts (Vol. 7:23-26), each of which cost them a token \$10,000, theatre interests upped the ante to bid \$65,000 for the championship event in Pittsburgh.

But set makers, through DuMont, bid \$100,000 for TV rights -- with another \$50,000 paid by Pabst for radio rights (on CBS). International Boxing Club, which turned down big money from prospective TV-radio sponsors for last 3 fights -- and in return received a less-than-expected compensatory hike in gate receipts -- apparently couldn't resist the higher bid.

Theatre interests, looking to 18-theatre hookup for the bout, evidently felt it was their turn to lose money when they made the \$65,000 offer -- since 18 theatres would have to charge close to \$2 admission to pay for TV rights alone, not to men-

tion regular expenses, film rental (if movie is shown along with fight), cable and technical costs -- or the little matter of profit.

Latest shot in battle of free-TV vs. fee-TV was admittedly an attempt by set makers to hypo sagging sales by assuaging fears of sports fans that prime sports events had been removed forever from the armchair arena.

Bout will be carried by 40 TV stations, with Pittsburgh and Johnstown, Pa. blacked out. Participating in sponsorship will be Admiral, Crosley, DuMont, GE, Motorola, Philco, RCA, Sylvania, Westinghouse.

Now the battle has been joined, TV manufacturers are looking for other big athletic events to "buy away" from the theatres. Both home and theatre-TV promoters have their eyes on September's Joe Louis-Ezzard Charles and next Randy Turpin-Sugar Ray Robinson matches. Bidding should be spirited.

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Another facet of theatre-TV-vs.-home-TV bears watching: Rivalry for network cable-microwave facilities. If and when theatre-TV webs are firmly established, home TV networks are going to find it harder to clear time with AT&T's long lines.

Conflict for cable is inevitable, AT&T spokesman told us. "In many cases," he said, "we're now allocating time among the 4 networks. If we have 5 or 6 customers for those facilities, it will mean less time for each of them until we can install more facilities -- and that takes time."

Surge of orders for theatre-TV equipment was one result of successful boxing shows. RCA reports well over 100 orders, with "very big pick-up" following theatre-aired bouts. RCA ran double-spread ad in July 14 Motion Picture Herald, pointing to success of theatre bouts and advising: "Order your RCA theatre TV...NOW."

New equipment is being developed to supply growing demand of theatres, large and small, for projection TV. General Precision Laboratory, long a strong proponent of Paramount's film-relay TV, this week announced new direct projection set. And Skiatron (Subscriber-Vision) president Arthur Levey says he'll have "Theatre-vision" projection units to rent to small houses within a month.

'END-THE-FREEZE' DRIVE IN HIGH GEAR: FCC whipped out 3 TV allocations actions this week, did much as expected by:

- (1) Proposing to drop oral hearing (Vol. 7:25-27), thus hasten freeze end.
- (2) Giving TV 470-500 mc band, making total of 82 channels -- 12 vhf, 70 uhf.
- (3) Reaffirming its legal authority to fix allocation plan, city-by-city and channel-by-channel, in its rules, subject to change only by rule-making procedures.

Deletion of oral hearing isn't final yet, is still "proposed". What FCC did was to call July 20 formal pre-hearing conference of parties or their attorneys to see whether there's overwhelming support for plan.

So far, only NARTB-TV (Vol. 7:27) and handful of parties have petitioned for new procedure. Commission wants more, fears being tagged "arbitrary" unless opposition is miniscule.

If FCC considers support inadequate, it says it will go ahead with oral hearing, as planned, to start on July 30 instead of previously-set July 23.

Commission will be open to suggestions during conference, but it obviously considers its plan a good one. In essence, plan would permit all parties who have filed comments so far to file additional supporting material. Only oral presentation possible would be cross-examination -- and then only if "it appears relevant factual issues cannot otherwise be satisfactorily resolved."

No exceptions are contemplated. This includes DuMont, which insists its nation-wide plan can't be presented properly except by oral testimony. Educators, too, may object, but their attorneys haven't yet made up minds.

No deadlines for filing of written comments are suggested by FCC. NARTB-TV thinks 30 days for original comments, additional 30 for oppositions, would be adequate. Attorney George Sutton, speaking for number of clients, suggests 45 to 60 days for each period.

Addition of 470-500 mc band gives TV 5 more uhf channels -- which may well have gone by default if a few industry folk hadn't got concerned at last minute. Reason given for assigning band to TV, rather than to common carrier, is simply that TV has greater need and common carrier can be placed elsewhere in spectrum.

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Highly technical legal points upon which FCC decided it has authority to fix TV allocation plan in rules and to reserve education channels need no elaboration. Ruling can't be appealed now, but many attorneys feel that someone will take it to courts eventually. Commission went out of its way to show "we ain't scared," saying: "It is obvious enough that if we are to perform our duties properly we can give no weight to the contention that the Commission should refrain from adopting the rules in spite of its belief that they are both legal and in the public interest, because their adoption might lead to litigation..."

Comr. Jones dissented, as expected. One of his principal objections is that allocation plan, fixed by rule, appears insufficiently flexible to permit proper use of new knowledge of the art as it develops.

"It is obvious that the Commission violated its table of priorities so materially," he added, "that by its own proposed criterion it cannot be sustained in court." This, he says, is indicated by fact that 909 cities are allocated only one channel, 169 would have two, 74 would get three, etc.

Actually, commissioners all want to put more flexibility into plan. How this may be done, with fixed rules, has attorneys guessing.

Congressional heat about freeze is really on, Sen. Johnson's Interstate & Foreign Commerce Committee this week voting to ask FCC Chairman Coy to report July 18 or 25 on status of freeze, educational channels, a few other issues.

Station Accounts: Continental Baking Co., filling in vacationing *Garroway at Large* period on hookup of Crosley Ohio stations (WLWT, WLWD, WLWC) with *Live It Again*, described as a "television of bygone days in which film clips and musical numbers are combined to re-create a period," Sun. 9-9:30, thru Ted Bates Inc. . . . Chicago Symphony will quit radio (WCFL) next fall season, plans 25 or 30-piece TV symphonic group, Rafael Kubelik conducting, for placement on WENR-TV, which has sold weekly half-hour series to Chicago Title & Trust Co. . . . Henry T. Campbell Sons Corp. (Sakrete ready-mixed cement) sponsoring *Family Handy Man*, how-to-do-it household tips, on WJZ-TV, New York, Thu. 10-10:15 p.m., thru H. Lee Hoffman Adv., Baltimore . . . B. F. McDonald Mfg. Co., making safety helmets, goggles and dirt respirators for construction workers, has ordered 5 one-minute films with *Careless Charlie* and *Safety Sam* routines from TV Ads Inc., Los Angeles, for placement as sports participations, thru Philip J. Meany Co., Los Angeles . . . Florida Citrus Exchange, Tampa (Sealdsweet fruit juices & concentrates) has appointed Ruthrauff & Ryan, N. Y., and California Fruit Growers Exchange (Sunkist lemon juice & frozen lemonade) currently using TV on big list of stations, thru Foote, Cone & Belding, Los Angeles . . . Add to expanding list of beer accounts these users of INS-Telenews: Jacksonville Brewing Co. (Jax beer) on KPRC-TV, WOAI-TV & WKY-TV; Duquesne Brewery, WDTV & WICU; Dixie Brewing Co., WDSU-TV; Stag Beer, KSD-TV . . . Among other advertisers reported using or preparing to use TV: Mawsaid Products Co. Inc. (Titeliner auto-rope lock), thru Ray C. Jenkins Adv. Inc., Minneapolis; Piatt & Smillie Chemicals Inc. (antiseptic liquid detergent), thru Krupnick & Associates Inc., St. Louis; Minute Maid Corp. (frozen orange juice concentrate), thru Ted Bates & Co. (WCBS-TV); Dow Chemical Co. (Real-Kill bug killer), thru MacManus, John & Adams Inc., Detroit; Bunte Brothers (candy), thru Schoenfeld, Huber &

Green, Chicago; Sheraton Corp. of America (hotels), thru BBDO, N. Y.; Rayco Mfg. Co. (auto seat covers), thru Robert B. Grady Adv., N. Y. (WOR-TV); Squirt Co. (soft drink), thru Harrington-Richards Inc., Los Angeles.

Network Accounts: Pet Milk scheduled to participate with 2 others, as yet unsigned, in sponsorship of *All Star Revue* on NBC-TV, Sat. 8-9, resuming in Sept. with Jimmy Durante, Danny Thomas, Ed Wynn, Jack Carson, alternating, just before 9-10:30 *Show of Shows* with Sid Caesar and Imogene Coca; Pet Milk participated in sponsorship of these stars on recent season's Wed. night *Four Star Revue* . . . Campana Sales Co. (Italian Balm) is first sponsor of *Ruth Lyons' 50 Club* which starts Oct. 1 on NBC-TV, Mon.-Fri. noon-12:30; Campana, thru H. W. Kastor & Sons, bought 12:15-12:30 Fri. segment of show, which will originate at WLWT, Cincinnati . . . Procter & Gamble (Ivory flakes) starting Aug. 7 will sponsor 1:15-1:30 segment of *Steve Allen Show* on CBS-TV, Tue. & Thu. 12:45-1:30, thru Compton Adv. . . . Admiral will sponsor annual Chicago Tribune Charities *All-Star Football Game* from Soldier's Field Aug. 17 on DuMont . . . Philco resumes *Don McNeill TV Club* Sept. 12 on ABC-TV, alt. Wed. 9-9:30, thru Hutchins Adv. Co. . . . Wine Corp. of America (Mogen David wine) starts *Charlie Wild, Private Detective* Sept. 26 on NBC-TV, Wed. 11-11:30, thru Weiss & Geller Inc. . . . Kellogg Co. (cereals) starting July 7 replaced *Victor Borge Show* with *Tom Corbett, Space Cadet* for 8 weeks during summer on NBC-TV, Sat 7-7:30 . . . Goodyear Tire & Rubber Co. replaced *Paul Whiteman Revue* for 8 weeks starting July 15 with *Goodyear Summertime Revue* on ABC-TV, Sun. 7:7:30; Whiteman returns Sept. 9 . . . Gruen Watch Co. starts *Gruen Guild Theatre* Sept. 27 in place of *Blind Date* on ABC-TV, Thu. 9:30-10, thru McCann-Erickson; show will run 52 weeks.

TV is "partly to blame" for slump in weekend bus and street-car business, Minneapolis Street Railway Co. told City Council in requesting permission to reduce service.

PLANS to build new broadcast station facilities during fourth quarter may have to be deferred because of serious shortage of structural steel. So far as telecasters and broadcasters are concerned, that's crux of DPA's announcement July 10 that demand for the building steel is nearly double estimated supply for last 3 months of year. Heavy expansion of defense industry will reach building stage by that time, and all users of structural steel will feel tight squeeze.

Meanwhile, NPA prepared to toss out construction control Order M-4 (Vol. 7:19-20,22,27) and supplant it with new Controlled Materials Plan regulation. This will mean that, instead of applying for permission to build, potential builders will apply for the steel, copper and aluminum they need. If their applications are accepted, they're guaranteed the materials they require. If they're rejected, they can't get materials—therefore can't build.

NPA announced July 13 that all construction applications must be made on new form CMP-4C, which completely replaces old form NPAF-24. Persons having applications pending on old form are being notified to fill out new one. Commerce Dept. field offices, which had been processing applications involving 50 tons of steel or less, were instructed to send all pending applications to Washington for action.

FCC and NPA representatives are continuing talks on construction policy respecting TV and radio stations. Although NPA has taken action on several applications by broadcasters, no final decisions have been reached in the FCC-NPA talks. Decision on over-all policy toward broadcast building is expected soon as result of negotiations.

FCC is urged to expedite merger of ABC-United Paramount Theatres (Vol. 7:21,26) before Oct. 31, in formal applications filed July 12 by attorneys Paul Porter for ABC, Duke M. Patrick for UPT. Applications seek approval of transfers of the 5 TV, 5 AM & 4 FM stations involved, plus okay on contingent deal for CBS \$6,000,000 purchase of WBKB, Chicago, while merged companies retain those same call letters for WENR-TV. WBKB's companion FM outlet, WBIK, would be dropped since both ABC and CBS already have Chicago FMs. Also to be dropped, contingent upon FCC approval of deal, would be new-station TV applications in "freeze file" from UPT subsidiaries in Boston, Detroit, Des Moines and Tampa.

Principals are hoping FCC approval will come without hearing, but fact that \$24,000,000 exchange-of-stock merger is biggest such deal in radio history may impel FCC to go through formality of hearing. Letter of submittal to FCC says basic purpose is "to establish resulting company which can function more efficiently in the public interest"; asserts UPT's record of accomplishments assures building up of ABC "to point of competitive vigor" and to "degree heretofore non-existent"; states funds are available to promote operation of resultant American Broadcasting-Paramount Theatres Inc. "to position of equality with those who now lead in the network field."

In view of fact that ABC has run poor third in radio and TV networking, that its radio operations have been slipping, that its obvious prime assets are its TV station properties, that some have feared new company might let radio slide in favor of TV, UPT counsel's letter gives FCC this assurance: "We are as fully intent upon improving and strengthening the radio operations of stations and network as in making new and important strides in TV."

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More July 1 sets-in-use reported since NBC Research's "census" of June 1 (Vol. 7:25): Miami 75,000, up 5000; St. Louis 297,000, up 4000; Kansas City 125,047, up 3047; Norfolk 71,600, up 2500; New Orleans 58,565, up 1065; Baltimore 304,418, up 3418.

Broadcasters attending RCA color demonstrations in New York this week included: Cecil Mastin, WBNF-TV, Binghamton; M. J. Kallett, Wm. T. MacNeilly & M. C. Fusco, WKTV, Utica; D. L. Provost, WBAL-TV, Baltimore; Wilbur Havens and W. A. Bowry, WTVR, Richmond; W. E. Walbridge, WWJ-TV, Detroit; Aldo De Dominicis, WNHC-TV, New Haven; Harry M. Bitner Sr.; WFBM-TV, Indianapolis; Louis Read, WDSU-TV, New Orleans; G. E. Yeldell, KSD-TV, St. Louis; Clair McCollough, WGAL-TV, Lancaster & WDEL-TV, Wilmington; J. Leonard Reinsch, WSB-TV, Atlanta & WHIO-TV, Dayton; Arden Pangborn, WOAI-TV, San Antonio; H. F. Gross, WJIM-TV, Lansing; Irving Waugh, WSM-TV, Nashville; George B. Storer, WJBK-TV, Detroit, WAGA-TV, Atlanta & WSPD-TV, Toledo; Walter Damm, WTMJ-TV, Milwaukee; B. J. Rowan & W. J. Purcell, WRGB, Schenectady; A. D. Schrott, WJAC-TV, Johnston; Joe Baudino, Westinghouse stations; J. R. Poppele, WOR-TV, New York; Paul Morency, WTIC, Hartford.

NARTB's TV Program Standards Committee, detailed to task of drawing up program code (Vol. 7:25), is headed by Robert D. Swezey, WDSU-TV, New Orleans. NARTB president Harold Fellows said rest of committee will be named this month. It will include, he said, NARTB board and non-board members and network representatives, with special attention to geographic representation. Frank U. Fletcher, co-owner of WARL, Arlington, Va., was named chairman of NARTB's new legal-legislative committee. He'll represent FM and independent stations. Other members: Frank M. Russell, NBC v.p., TV & network; Hugh B. Terry, KLZ, Denver, medium-sized AM stations; Robert T. Mason, WMRN, Marion, O., small AM; John H. DeWitt Jr., WSM & WSM-TV, large AM & TV.

Confirmation of Comr. Frieda Hennock's appointment to New York Federal judgeship (Vol. 7:24-26) is still up in air, though few doubt eventual approval. Senate Judiciary Committee named subcommittee to hold hearing, date not yet set. It comprises Sen. Pat McCarran (D-Nev.), chairman; Sen. Alexander Wiley (R-Wis.), Sen. Willis Smith (D-N.C.). Last is former president of American Bar Assn., which, along with New York Bar Assn., is opposing Miss Hennock as "unqualified."

RTMA legal committee to supersede legislative committee, named this week: John W. Van Allen, RTMA general counsel, chairman; Frederick J. Ball, Crosley; Philip Dechert, Philco; Robert Estes, GE; Samuel E. Ewing, RCA; Irving Herriott, Zenith; Raymond Herzog, Emerson; Ray S. Donaldson, RTMA, ex officio.

Personal Notes: Paul Hollister, ex-CBS v.p., onetime Macy's advertising v.p., has rejoined Macy's as corporate publicity advisor . . . Norman Gladney, ex-Franklin & Gladney Adv., named director of newly formed TV merchandising div., Bulova Watch Co., handling dealer advertising . . . Ralph W. Hardy, NARTB govt. relations director, elected to board of Assn. of Better Business Bureaus Inc. . . . Stanley A. Lomas, chief of TV commercial production dept., Wm. Esty Co., named v.p. . . . Carole Gottlieb, ex-Kenyon & Eckhardt, named asst. TV-radio director, Marfree Adv. Corp, N. Y. . . . Capt. John B. Green, NBC-TV production staff, recalled to active Marine Corps service, assigned to m.c. *Marine Corps Review*, Fri. 3:30 p.m. . . . Robert J. McAndrews, managing director, Southern California Broadcasters Assn., elected president of Hollywood Ad Club . . . Arthur Bellaire promoted to head BBDO TV-radio copy staff.

Charles Wesley Turner, 39, maintenance supervisor of KECA-TV, was drowned July 7 at Newport Beach, Cal., in attempt to save 7-year-old son.

NO HIATUS YET IN FACTORY INVENTORIES: Those few TV-radio manufacturers who continued producing during first week in July, when most plants closed down for annual vacations (Vol. 7:25-26), turned out mere 12,817 TV receivers, 74,863 radios.

Yet factory TV inventories, despite this relatively miniscule production, went up still more-- to 739,945 units as of July 6 from 723,309 June 29 (Vol. 7:27). Factory inventories of radios were 406,046, down from 419,002 the preceding Friday.

Actually, TV inventory estimated by RTMA as of July 6 showed higher gain (some 16,000) than week's output of 12,817, lowest since same 1950 week's 8672.

No TVs were made for private label first July week, but 63,722 radios were. Week's radio output broke down thus: auto 62,863, home 9630, portable 2370.

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It's a seasonally quiet retail market right now, with dealers slowly but surely getting rid of stock while biding time about putting in new supplies. Some say summer TV-radio business, particularly June, hasn't been too bad -- indeed, for some it was a bit better than expected. What bothers everybody is uncertainty ahead -- but that feeling is shared in all consumer durable goods fields.

Easing of Regulation W, main hope for upturn in late summer and early fall, is still opposed by Federal Reserve Board. Chairman Martin July 11 urged Congress not to tamper with credit controls because, he said, "inflationary pressures, even though abated at present, threaten to reemerge irrespective of Korean developments." Senate-passed Defense Production Act extension provides for easier credit terms on autos. House version, still being debated, includes easier terms for TV-radio and other appliances (Vol. 7:27).

House vote has again been postponed, to next week. Judging from temper of Congress toward Administration requests, chances favor retention of provisions easing present credit restrictions.

OUTLOOK FOR METALS AND REPAIR PARTS: TV-radio repairmen got their long-sought priority to obtain parts and materials this week (Vol. 6:51, 7:2,10,15) -- and DPA hinted the steel-copper-aluminum pinch on civilian manufacturers isn't going to get much worse.

As CMP application forms went out for first time to consumer durable goods manufacturers, DPA-NPA administrator Manly Fleischmann assured civilian producers they'll get all the steel, copper and aluminum they need this quarter with which "to produce at permitted levels."

Pointing to TV sales slump, Mr. Fleischmann said in response to question at July 10 press conference he couldn't foresee any civilian goods "pinch" this quarter. He feels there'll be "more than enough" to take care of all customers.

No sharp cut in supply of the 3 basic metals to civilian manufacturers is contemplated in fourth quarter, the materials control boss revealed for first time. Matter of fact, Mr. Fleischmann said he hopes steel, copper and aluminum will begin to loosen up early next year.

As for repairmen, new CMP Regulation 7 appears to give them what they want. It authorizes all types of repair shops to write their own defense priority tickets to procure limited amounts of parts and materials. Maintenance, repair and operating (MRO) supply priorities for all establishments except households (Vol. 7:9) were also brought under CMP this week in CMP Regulation 5.

All consumer goods will probably come under Controlled Materials Plan next quarter -- but decision won't be announced officially until next month. At present, manufacturers of parts and components used in consumer goods get CMP allotments of the 3 basic metals, but end-product makers must seek their share on "free market".

CMP won't solve all of TV-radio's material problems, though. No matter how

much copper and steel is available, you can't build a set without tubes -- which require nickel and tungsten. These metals are expected to be bigger bottleneck than steel and copper (Vol. 7:16,18,27).

As for the truce -- if there is a truce -- Mr. Fleischmann is one of the few govt. officials who admit the rearmament program will feel its effects. Even on basis of present planning -- regardless of any chipping of appropriations by Congress -- Mr. Fleischmann draws common-sense conclusion that "if you aren't losing equipment in a war, you meet your goal a little earlier."

Obviously the goal won't be met this year. But while target date for full rearmament is in 1953, Mr. Fleischmann sees possibility 'the effects of truce would be felt next year in form of some relaxation of curbs on civilian production.

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Some smaller TV-radio manufacturers may get a break as result of new revision of Direction 1 to CMP Regulation 1, blanketing all very small users of steel-copper-aluminum into CMP. It permits them to assign themselves priorities to buy as much as 500 lbs. of copper, 500 lbs. of aluminum, 5 tons of carbon steel, half ton of alloy steel each quarter -- not including metal in parts they buy ready-made.

Topics & Trends of TV Trade: Big Music Trade Show in Chicago's Palmer House, July 16-19, staged annually by National Assn. of Music Merchants, will attract more TV-radio manufacturer exhibitors than did recent Chicago furniture marts (Vol. 7:24)—but only a handful are showing new models. Roster of several hundred exhibitors, mainly makers of musical instruments and associated equipment, includes these TV manufacturers:

Admiral, Air King (now CBS-Columbia), Crosley, GE, Hoffman, Jackson, Magnavox, Majestic, Pathe, Philco, RCA, Video Products, Scott, Sparton, Starrett, Stromberg-Carlson, Sylvania, Tele King, Tele-tone, Trad, Westinghouse, Zenith. Radios are also being exhibited by most of foregoing plus Fisher, Jewel, Regal, and there will be exhibits by such parts makers as Jensen & Webster-Chicago.

Of foregoing manufacturers, only Jackson, Magnavox, Pathe, Scott and Stromberg have stated new sets will be shown, new prices posted. Tele-tone, at Stevens Hotel, will unveil some new sets plus its color converter, a "slave unit" capable of attachment to black-and-white receivers for reception of CBS color—and CBS-Columbia plans Mon. thru Wed. demonstrations of its color system at 10:30 a.m. and 2, 3 & 4 p.m. via closed-circuit transmissions from Palmer House exhibition floor to its upstairs Suite 649-650.

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"Halolight" is what Sylvania calls its finally-revealed device designed for greater viewing comfort (Vol. 7:23, 25). Utilizing principle of "surround lighting," engineers developed "cold cathode" light bulb, curved all the way around picture tube. It gives off "soft, cool light" to ease eye's transition from screen to darker surroundings, increases apparent size and clarity of picture.

Only 3 top models of Sylvania's new "Golden Jubilee" line—20-in. consoles and combinations running \$490-\$600—will include device initially. Cost of including it adds \$30 at retail. Company has applied for patents, reports no other set makers using it now. One conservative manufacturer says he's seen device, considers it "terrific."

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Merchandising Notes: Some new models and prices due in next few weeks, including line of 15 Arvin TVs ranging from present 8½-in. retailing at \$129.95 to 21-in. console at \$499.95, to be released at distributors meeting in Moraine Hotel, Highland Park, Ill., July 29-Aug. 1 . . . Stromberg-Carlson's new line includes 17, 19, 20 & 24-in. models, prices to be announced at NAMM show next week . . . Stromberg guaranteeing distributors net prices on all

current models until next Dec. 1, has reduced suggested list of 17-in. "Stafford" from \$299.95 to \$289.95 and "Pembroke" from \$489.95 to \$439.95 . . . Jackson reduces 20-in. table from \$249.95 to \$179.95, console from \$299.95 to \$199.95 . . . Pacific Mercury has new models ranging from \$299.95 to \$399.95 . . . DuMont's 30-in. "Royal Sovereign" (Vol. 7:26) presented to President Socarras of Cuba by his ministers for use in presidential palace . . . Goar Mestre, who operates Havana's CMQ-TV and controls Cuba's Admiral distribution, says publicity about color TV has been hurting sales of receivers, yet audience is still growing; he plans new satellite stations in Matanzas, Santa Clara, Camaguey and Santiago, which are expected to boom Cuba's TV sales.

First legal ruling on community antennas (Vol. 7:2, 7, 11, 21, 23-24) came from Wisconsin Public Service Commission, which this week said it had no power to authorize community systems, adding: "Whatever jurisdiction the PSC may have been given by the Wisconsin legislature has been nullified by complete supervision exercised by Congress over transmission by TV. This necessarily transcends state lines and is, therefore, interstate in character." Decision came after petition to install system in Rice Lake was submitted by Edwin F. Bennett. He took decision to mean he can proceed, since FCC has adopted no policy on systems, though staff has studied them. Latest system under construction is in Grass Valley, Cal., 155 miles from San Francisco. Jerrold equipment is being installed by Community Antenna Co., whose president is appliance dealer John Colling.

Trade Miscellany: Concord Radio Corp., 901 W. Jackson Blvd., Chicago, handling TVs, radios, parts, etc., about 50% via mail order, filed bankruptcy petition in Federal district court this week, showing liabilities of \$445,549, book net worth of \$184,485 . . . Arvin Distributors Inc., 8 W. 30th St., New York, formed as wholly-owned subsidiary of Arvin Industries to distribute and service Arvin TVs, radios and appliances in New York-New Jersey area . . . General Precision Laboratory Inc. purchased 3½-acre site in Pleasantville, N. Y., for new 35,000-sq. ft. plant for manufacture of electronic devices, to be ready in early 1952 . . . Philips of Eindhoven plans making Holland factory biggest in Europe turning out TVs, reports \$28,000,000 profit after taxes on 1950 business, which included heavy radio tube exports to Great Britain, Germany and other countries . . . Sylvania's research chief Frank Mansfield predicts replacement tube market will rise to \$154,000,000 in 1952 and \$286,000,000 in 1953.

Trade Personals: Frank Folsom, RCA president, spending remainder of this month at Bohemian Grove, Montecito, Cal.; he was subject of "Business and Finance Leaders" sketch in July 13 *New York Herald Tribune* . . . Benjamin Abrams, president of Emerson Radio, awarded bronze plaque at Waldorf-Astoria banquet last week in tribute to his service in the State of Israel bond drive . . . Earl B. Abrams has resigned as editor of *Television Digest* . . . Walter Lukas promoted to chief TV engineer, Francis J. Burger chief radio engineer, L. G. Zucker chief mechanical engineer, Emerson Radio, reporting to R. T. Capodanno, director of engineering . . . George J. Ikelman, member of FCC Safety & Special Services Bureau for 11 years, named to staff of NPA Scientific & Technical Equipment Div.; Arthur T. Koyce, ex-Signal Corps radio-radar specialist at Philadelphia, joins same division as chief, electrical indicating instrument section . . . Karel van Gessel, ex-Philips of Holland, appointed to newly created post of coordinator for foreign manufacturing affiliates of Sylvania . . . P. M. Pritchard, ex-Victor Electric, named gen. sales mgr. of Sylvania parts div. . . Clifford J. Cosgrove named asst. mgr. of subcontracting, John Siena staff asst. to director of industrial relations, Bendix Radio . . . Nathaniel B. Nichols, ex-Taylor Instrument Co., then MIT researcher, recently U of Minnesota professor of electrical engineering, named mgr. of Raytheon research div. . . John B. Tuthill, ex-asst. v.p., American National Bank, Indianapolis, named asst. to gen. mgr., Collins Radio . . . Frederick W. Timmons Jr. promoted to regional sales mgr., DuMont cathode ray tube div. . . Robert Digges, Philco division mgr. in Cleveland, appointed head of Atlantic div., Philadelphia, succeeded at Cleveland by L. H. Huntoon, ex-Pittsburgh sales rep. . . Bernard Grae appointed product design mgr., CBS-Columbia Inc. (formerly Air King) in charge of all designs for TV-radio receivers . . . Gordon Groth, president of Electra Mfg. Co., Kansas City, named executive v.p., Erie Resistor Corp. . . Zee Goodman new v.p. & gen. mgr., Pacific Mercury Television Mfg. Corp., Los Angeles; Elliott Peikoff new sales mgr. succeeding James Oliver, now with Hoffman . . . Carl E. Smith, ex-tube div., named supervisor of factory sales service, Sylvania, Emporium, Pa. . . Ray S. Donaldson, ex-administrative asst. to Senator Capehart of Indiana, DePauw '32 and Harvard Law '35, named RTMA staff attorney in Washington.

Electromagnetic radiation bill (Vol. 7:2-11) is emerging in form acceptable to everyone. Senate Interstate & Foreign Commerce Committee voted to report S. 537 with amendments giving President emergency powers to control devices capable of radiating signals, from 10 kc to 100,000 mc, useful for navigational purposes beyond 5 miles. FCC, RTMA and NARTB had all agreed that original bill submitted by military was unnecessarily strong, would have given military control over literally billions of devices. Bill, when reported, will also have penalty clause—\$1000 and/or one year imprisonment for individuals, \$5000 for others. Climax came 2 weeks ago, when military finally agreed to accept amendments and stipulated the 5-mile limitation.

Self-focusing electrostatic picture tube has been announced this week by Thomas Electronics, Passaic, N. J. New tube, apparently similar to DuMont's self-focusing tube (Vol. 7:20-21, 25), eliminates external focus devices and controls, uses low voltages and is said to be interchangeable with magnetic focusing tubes in present sets. Samples of 17-in. tubes have been sent to set manufacturers. Perfection Electric Co., Chicago, is marketing "Kine-Center," new picture-centering device for electrostatically-focused tubes.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for May: Earl E. Anderson sold 1900 ABC, holds 6600; William Zeckendorf sold 2000 ABC owned through holding corporation, holds none; Dce S. Lenfesty sold 100 Arvin, holds 4700; John E. Bierworth bought 200 Avco, holds 200; Frank Cordes sold 1000 Blaw-Knox (April), holds 25,165; D. V. Sherlock bought 500 Blaw-Knox, holds 600; Isaac D. Levy sold 26,826 CBS Class A, 15,179 Class B, holds 5296 Class B; James M. Seward bought 200 CBS Class B, holds 200 Class A, 200 Class B; George D. Macbeth sold 1000 Corning Glass, holds 8000; Bernard Goodwin sold 200 DuMont, holds none; Neil H. McElroy bought 100 GE, holds 200; William J. Halligan gave 1000 Hallicrafters as gift (April), holds 35,900, holds 139,200 in trusts, wife holds 24,000; Laurence B. Dods sold 100 Hazeltine, holds none; Clendenin J. Ryan sold 23,000 IT&T, holds 12,500.

Frank L. Taylor exchanged 8470 shares of National Union preferred for 13,984 common (August 1950), bought 16 common (December 1950), holds 14,000; James T. Buckley gave 398 Philco as gift, holds 21,987; Charles S. Cheston bought 13 Philco (April), holds 250; Joseph H. Gillies gave 30 Philco as gift, holds 9407; John F. Gilligan bought one Philco (January), holds 10,969; R. L. Heberling gave 100 Philco common as gift, bought 100 preferred "A", holds 23,987 common, 300 preferred; Robert F. Herr bought one Philco (February), holds 27,587; Meade Brunet bought 100 RCA, holds 300; William Gammel Jr. gave 100 Raytheon as gift, holds 17,070; Max F. Balcom bought 134 Sylvania (March), holds 3739; Howard C. Riordon bought 100 Sylvania (October 1950), received 40 as compensation (March), holds 240; R. L. Huffines Jr. bought 1000 United Paramount, holds 1000; Andrew W. Robertson sold 400 Westinghouse, holds 1000.

Sale of 2500 shares of Philco by Thomas A. Kennally, Philco v.p. and president of its refrigeration division, was reported to New York Stock Exchange this week. He now holds 22,974 shares.

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CBS gross radio billings of more than \$33,000,000 for first 5 months of 1951 (Vol. 7:25) represent 9.4% increase over same 1950 months, NBC's \$25,260,000, down 8.8%, but July 11 *Variety* reports CBS anticipates loss for year on radio while NBC figures to break even—notes CBS is paying final installments this year on its 1948-49 talent deals. In TV network operations, neither these nor ABC-TV and DuMont are expected to show profit, but their owned-&-managed stations, with possibly one or 2 exceptions, are all expected to be good earners.

General Instrument Corp. consolidated statement for quarter ended May 31 shows net loss of \$36,550 as against net profit of \$258,810 same quarter last year.

Small business survey committee, formed to draft program for RTMA assistance to small manufacturers in military and commercial fields, was announced this week by president Glen McDaniel. Chairman is A. D. Plamondon Jr., Indiana Steel Products Co. Members: G. O. Benson, Premax Products; G. R. Haase, Operadio; Otto H. Hofman, General Magnetic Corp.; Matt Little, Quam-Nichols; Richard W. Mitchell, Industrial Development Engineering Associates.

May shipments of TV receivers to dealers totaled 234,522, compared with 261,357 in April, making 2,310,646 units shipped during first 21 weeks of 1951. RTMA monthly report tabulating all counties to which as many as 25 sets were shipped is available on request from association headquarters, 1317 F St. NW, Washington.

Telecasting Notes: "Finding Radio's Future Format," headlines article in July 11 special "Review-Preview" section of *Variety*, which pretty well epitomizes chief pre-occupation of very TV-conscious broadcasting industry today. Article is by NBC program v.p. Charles (Bud) Barry, but there are others "Presenting the Case for Radio" by WOR's Theodore Streibert, WDSU's Robert Swezey, WSB's John Outler, KFNB's Harry Maizlish, KMBC's Arthur Church, WIP's Ben Gimbel, WTIC's Paul Morency—interesting reading. Noteworthy is fact that first 3 of these also operate TV stations . . . NBC's Sylvester (Pat) Weaver, in another article in the *Rialto* idiom, sums up "the revolution" being wrought by TV: "If television is a fad," he writes, "so is breathing. Enterprises that will feel the direct impact of TV will be sharply modified, recast, remolded. Alas, poor Security, all is flux" . . . It's common knowledge NBC-TV network revenues are about to overtake its AM network's—but as if to prove healthiness of radio, non-TV-operator MBS reported this week that its gross billings for first 6 months are up 4% over same period last year, being estimated at \$8,500,000 . . . Korean cease-fire, many hope and expect, will bring biggest boon to TV-radio industries in possible slowdown of draft and reduced drain of staff through calling up of reserves . . . NBC-TV clocking commercial time "runovers," as in radio, plans to send detailed reports to agencies each month with request these be eliminated in subsequent programs . . . "America Is Sold on ABC" is theme of series of page sales promotion ads in New York dailies and trade papers to run 13 weeks, plugging both TV and radio facilities . . . Bing Crosby may or may not pursue now-frozen TV applications for his home town of Spokane and for Tacoma and Yakima, filed in October 1948, but meanwhile he has acquired minority investment interests in AM stations KMBY, Monterey, Cal., and KGLC, Miami, Okla. . . . Erie's WICU, which claims first building exclusively designed for TV, will move into additional quarters July 15, Austin & Co. having completed doubling size of structure; owner Ed Lamb also plans to ask FCC for power increase to 40,000 watts . . . Phillips H. Lord's radio series *Gangbusters* to be prepared for TV by CBS, planning fall start . . . WTVN, Columbus, July 1 raised base hour rate from \$500 to \$675; one-min. rate remains \$110 . . . KTLA, Los Angeles, Aug. 1 raises base hour rate from \$1000 to \$1250, one-min. from \$175 to \$250, also changes noon-6 p.m. Sun. from Class A to Class B.

WOW & WOW-TV, Omaha, aren't on block, if spokesman for present control is to be believed—but property has been looked over with view to possible purchase by Tom O'Neil, Don Lee Enterprises (Vol. 7:27); Ed Lamb, WICU and WTVN; Meredith Publishing Co., WHEN; O. L. (Ted) Taylor, Texas radio station operator; probably others. Reports of \$2,500,000 sale deal with Mr. Lamb are denied by principals.

Three applications for new TV outlets, one uhf, filed with FCC this week, bringing total pending to 419: WLAM, Lewiston, Me., seeking Channel No. 8; WJPG, Green Bay, Wis., No. 2; Booth Radio, for Grand Rapids, Mich., uhf Channel No. 23. Also filed was request of WBTM, Danville, Va., to have application amended to ask for uhf Channel No. 24 in lieu of Channel No. 7. [For further details about these applications, see *TV Addenda 13-A herewith.*]

Robert L. Lippert, independent Hollywood producer, reported July 12 he has cancelled film series for TV plus theatre release that he had planned to make with Hal Roach Jr. Extra payments demanded by Screen Actors Guild, Screen Writers Guild and AFM made it impossible to turn proposed pictures out at profit, he said. Two of projected 12 films, each 15-minutes, that have been completed will be released only to theatres.

CBS becomes parent company of 6 divisions, each with own president, under operational realignment ordered effective July 16. Already functioning are newly acquired Hytron Div. (Bruce Coffin, president); CBS-Columbia Inc. (David Cogan, president); Columbia Records Inc. (James Conkling, president). New divisions and presidents are: TV Div., Jack Van Volkenburg, presently TV sales v.p.; Radio Div., Howard S. Meighan, until recently v.p. in charge in Hollywood; Laboratories Div., Adrian Murphy, who as v.p. has handled color campaign, now will handle that and also the coordination of all manufacturing divisions. Each division will have own departments for programs, sales, promotion, press, legal, accounting, etc. Chicago and West Coast network operations continue as in past, with executives reporting to proper counterparts in New York. Besides president Frank Stanton, only parent company appointment announced was that of Herbert V. Akerberg, who continues as station relations v.p. for both TV and radio.

Reassurance that FM channels are in no danger of extinction came from FCC chairman Coy July 13 in letter to Josh L. Horne, owner of WFMA (FM), Rocky Mount, N. C. Coy made public his reply to letter in which Horne expressed concern about reports FCC may turn 18 of FM's 20 mc over to TV. Said Coy: "The FCC is not considering the deletion of the FM band or any part of it . . . The approximately 700 stations now operating in the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers."

Several big advertisers, notably Time Inc., Gillette & Pabst, seeking exclusive TV-radio rights to Republican and Democratic national conventions in Chicago next summer—with payments up to \$1,000,000 mentioned for each series of sessions. It's understood politicians are amenable, provided legal way can be found for part of money to go not only toward defraying expenses but also into party coffers. Decision is up to party arrangements committee, not yet named. In 1948 conventions, *Time-Life* had working arrangement (non-sponsorship) with NBC, *Newsweek* with DuMont. Meanwhile, movement is under way to shift conventions to International Arena at Chicago stockyards instead of Chicago Stadium, urged by some TV-radio interests because better facilities are available at former.

Canadian Broadcasting Corp. ran deficit of \$1,149,000 last fiscal year, gross income being \$8,300,000 and expenditures \$9,200,000 plus depreciation—leading to official statement in Parliament that CBC's first TV station in Toronto, due for "early 1952" debut (Vol. 7:22), will not be ready until mid-summer of next year, the one in Montreal presumably even later. At same time, it was indicated private CPs won't be granted for a while, ostensibly because of materials shortages but actually because govt. policy apparently is not to let private outlets get going before CBC's projected two. CBC drew \$5,500,000 of its revenues from \$2.50 annual radio set licenses, \$2,400,000 from advertising, now wants annual subsidy (up to \$5,000,000 mentioned) from Govt. Ten TV applications are pending from private enterprises.

Joining opposition of Atlanta's WGST to proposed sale of Channel 8 facilities of WSB-TV, Atlanta, while that station retains CP-holder WCON-TV's Channel 2 (Vol. 7:25), is Eurith Dickinson Rivers Jr., operator of WEAS, Decatur, Ga. and applicant since January 1947 for Channel 8 in Atlanta; he's son of onetime Gov. "Ed" Rivers, owner of several other AM outlets. WGST also filed similarly "frozen" application, for Channel 13, in January 1948 (TV Addenda 1-G & 1-I).

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THE
SUAL BROADCASTING
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Television Digest

WITH AM FM REPORTS

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REGULATION W MAY BE EASED SOON: Chances look good now for easier consumer credit terms, despite persistent Federal Reserve Board opposition -- House having passed amendments relaxing Regulation W during past-midnight session on control legislation July 20-21. House bill permits household appliances (including TVs & radios) to be purchased with 15% down and 18 months to pay in lieu of present 25% and 15 months, also permits trade-in allowances to be applied toward down payments.

Senate bill doesn't include this provision, as passed in June, but its committee votes were close (Vol. 7:25) and industry people have Senatorial assurances of staunch support when bill goes to House-Senate conference next week. On other hand, bill's over-all controls were so watered down that many think President Truman may veto whole bill.

Rep. Patman (D-Tex.), sparking opposition to present tight credits, got through an amendment, 140-43, permitting new and used autos to be purchased with one-third down and 21 months to pay (now one-third and 15 months); then came the household appliances amendment, and then another permitting household furnishings to be purchased 10% down and 21 months, then the trade-in amendment by Rep. Forester (D-Ga.). RTMA, prime mover in seeking remedial legislation, had unsuccessfully sought to get TV-radio classified as house furnishings.

FREEZE-END IN SIGHT—BUT NOT QUICK: A vague and unjustified optimism about speedy end to the freeze -- a sort of wistful wishful thinking that new stations, somehow, can be rushed onto the air -- still pervades much of industry.

Even FCC Chairman Coy, after 3 years of agonizing delay, prolonged by color issue, sometimes lapses into it. Witness his widely-publicized testimony before Senate Interstate & Foreign Commerce Committee this week.

TV-radio stocks actually rose on the exchanges the day he testified -- on basis of incomplete and misleading news reports indicating end-of-freeze was nigh.

Actually, clearest view yet of freeze-end did appear on horizon this week -- but it's not going to be a quick ending, not by a long shot. Paste this into your hat again, whatever else you read or hear or hope:

No new telecasting stations on the air before late 1952. None in any sizeable markets until well after that -- probably not until 1953 sometimes -- unless by some clever arranging the FCC itself can get competitive applicants together to agree to consolidate or drop out.

* * * *

It's highly involved in legalisms -- but better picture of freeze-melting process evolved from heavily-attended FCC-industry conference July 20. Meeting left little doubt that Commission, in effort to hasten thaw, will adopt procedures it proposed last week (Vol. 7:28) -- namely, drop oral hearing scheduled for next Monday, July 30, instead conduct it by written comments.

Clincher came at end of long day of palaver, when FCC Chairman Coy asked if anyone in lawyer-packed room had any "legal" objection to written procedure. Only

attorneys for Philadelphia's WIBG & WIP spoke up -- on grounds they had already gone through pre-freeze hearing for channel which FCC proposes to delete, thus have rights which might be abridged.

Though end of freeze seems less nebulous with new procedure, and will come much sooner than with longsome oral hearing, it's still no flip of the wrist.

Five months for filing of comments and counter-proposals, was suggested at conference. This might be cut to 3-4. But FCC needs additional month or so to render final decision. Then, it has promised at least 2 additional months hiatus for filing of new applications.

Thus, it's first quarter 1952 before grants of new stations are possible. But only a few of these, in small uncontested markets, can be made out of hand, and fierce competition for the precious few franchises in more desirable markets will inevitably require individual city hearings.

So it will be many, many months before final decisions in these important markets; then probable appeals to courts by rejected parties -- and then still more months before stations are actually on the air.

* * * *

Two major bones of contention dogged the conference -- "time element" and "rules of the game." Attorneys and engineers generally couldn't see how they could properly present cases in suggested 30-45 days. Many thought FCC should finalize Appendices A & B of its allocation proposal (TV Allocation Report, March 24, 1951), so that parties would know how to prepare their cases in respect to mileage separations, powers, heights, priorities, etc.

To resolve these questions, Coy appointed FCC-industry committee to meet during lunch. It comprised Commission staff members Curtis Plummer, Joseph Kittner, Paul Dobin, Cyril Braum, plus industry attorneys Paul Spearman and Telford Taylor, engineers Earl Cullum and Stuart Bailey.

They came up with "staggered" system, Bailey's idea, as solution to "time" problem. Briefly, system would give industry a lot of small deadlines to meet, rather than 2 big crises. Suggestion of committee is this:

Divide country into 10 areas. Give first group 30 days to file comments. Give parties opposing those comments 30 days to reply. Then allow 10 days for all parties to request oral cross-examination. Repeat this procedure, at 10-day intervals for other 9 area groups. This would take total of 150 days.

No one opposed suggestion. Most thought it best yet. It's very likely to be adopted, though Coy said he was "appalled" at thought of 150 days. Quite possible is reduction of number of groups and intervals between deadlines.

Order in which groups would have to file comments would probably follow list of appearances issued by FCC this week "in the event an oral hearing is held."

It starts with Maine, works down to District of Columbia, then across northern half of U.S., down California and across southern half. FCC planned to send copies of the 98-page document, listing some 700-900 parties who have filed 1100-odd comments, to all hearing participants and their attorneys. It may send it out anyway, with notation of new groupings for written procedures. Or it may issue new list, reflecting new groups.

Regarding "rules of the game," committee made no recommendation, except that parties be permitted to raise no new objections to mileage separations, etc. It's extremely unlikely that FCC will finalize Appendices A & B now. Its attitude seems to be: "We're still not ready. We want to see whether these basic rules should be changed, as people show us their particular cities are 'different'."

Spirit of cooperation at session was truly extraordinary -- for an FCC procedure. Moderate amount of bickering in morning dissipated by day's end. All 7 commissioners were on hand, plus 100 or more industry attorneys, engineers, et al. Coy ran the conference, and everyone who desired had his say.

* * * *

Coy's oscillation between rosy hopes and realism came during his July 18 appearance before Senate committee. Needled by Senators, particularly Kem (R-Mo.),

he dreamt that final decision could come by late September. But in answer to question by Chairman Johnson (D-Colo.), he got down to hard earth and said:

"You'd be lucky if Denver had a station on air by Labor Day 1952." Denver is largest non-TV city; and Coy made it clear, in answer to other Senators' quick queries, that same estimate goes for Hartford and similar major markets.

Unfortunately, some news stories carried estimate of final decision, but left out on-the-air prediction. That's what lifted TV stocks.

Coy gave less than complete answer when Sen. Kem asked how long competitive hearings would take in individual cities, once final allocation is made. Where 6 applicants would be involved, Coy said, it might take 3 weeks. What he failed to point out was that:

Commission has only 7 examiners...there will be scores of hearings...examiners already have hands full of non-TV cases...it takes months for examiners to render proposed decisions...it takes additional months for FCC to finalize those decisions...many defeated applicants are likely to appeal decisions to courts, after considerable period of trying to get FCC to reverse itself.

Kem asked whether "remedial legislation" would move things faster. Coy said it wouldn't, that freeze would be lifted before such legislation passed. He also delivered his philosophy on 3 significant points:

(1) FCC isn't alone to blame for lack of TV in many cities. "Many would-be telecasters lacked the desire to break ground, to become pioneers," he said. "They thought of television as a losing business."

(2) An allocation plan is needed because, otherwise, "every big city would hog the facilities, and the small communities would be outside looking in. Under an allocation plan, people in smaller communities have time to get financial resources in order to build."

(3) Priority of grants, post-freeze, will be cities with no TV, first; those with one station, next -- and so on. Coy estimated 1500 TV stations may be built in next 5 years, 2500 in 10, possibly 3000 ultimately.

* * * *

Educational channel reservation absorbed considerable time. Coy set Johnson back on his heels by saying he questioned legality of the Senator's pet idea -- that of stipulating in station's license that it must devote specific portion of time to educational programs, in lieu of reserving channels for schools.

Coy thought censorship provisions of Communications Act barred FCC from such action, but said he'd ask his general counsel for opinion. If Commission does not have such power, said Johnson, "there ought to be some legislation."

Sen. Benton (D-Conn.) plugged for the educators -- appeared to want schools to become "a little bit pregnant," as one observer put it, when the Senator said he'd like to see channels reserved but permit schools to go commercial.

Coy called this "a snare and a delusion." If schools want to go commercial, he said, let them apply for commercial channels, not ask for reservation.

What if schools don't want reserved channels, as in Kansas City? Kem asked.

"I don't think we ought to impose channels on them," Coy answered.

Coy handled himself beautifully, basking under warm eye of Sen. Johnson, with whom he's a favorite. He appeared to have convinced the Senators, including Kem, who seemed to be nodding in agreement by time Coy finished testifying.

NPA OKs FIRST BUILDING APPLICATIONS: First go-ahead by NPA for alterations to a TV station was announced this week -- along with approvals of building projects involving 9 radio broadcasting stations.

This first batch of approvals by the emergency materials control agency didn't set any clear-cut precedents or give real clue to attitude NPA is going to take toward construction of new TV stations or alterations to present ones that may be necessary by power increases, cramped studio space, etc.

What it did show is that NPA is treading cautiously -- pending determination

of definite criteria for TV-radio station construction (Vol. 7:19-20,22,27), now being worked out between FCC and NPA in consultation with NARTB, et al.

FCC Chairman Coy is optimistic over chances for construction of new TV stations, once freeze is ended. At Congressional hearing July 18, he said both FCC and NPA "think TV is a dynamic industry which should expand."

He suggested single antenna tower for all stations in a community, after pattern of cooperative Empire State Bldg. venture (Vol. 6:27,40,48; 7:2). Many stations, he asserted "can be built without use of great amounts of materials." He noted a number of prospective telecasters already have buildings and antenna towers which can easily be converted to TV.

Most applications granted to date by NPA have been "hardship" cases -- where applicant had purchased materials, contracted for building job before NPA's M-4 construction order was amended to include TV-radio (Vol. 7:19).

First TV station to receive approval was WJAR-TV, Providence, authorized to make alterations to its studios, including reinforcement of walls and ceilings to accommodate Klieg lights. It had ordered materials before building restrictions were imposed. The alterations will cost an estimated \$54,455.

WEEU, Reading, Pa. (AM) was authorized to build new studios in an existing building -- requiring very little critical materials. This was also "hardship" case, and the work will cost about \$47,200.

Five AM grantees not yet on air received NPA authorizations to begin construction: KBOX, Modesto, Cal., studio building, \$27,000; KORK, Las Vegas, Nev., station, \$21,000; WIST, Charlotte, N.C., transmitter building, \$12,000; WSYD, Mt. Airy, N.C., station, \$7850; WLOP, Lancaster, S.C., station, \$7500.

Two AM stations with CPs for increased power received approval to alter transmitter buildings: KSOO, Sioux Falls, S.D., \$19,500; WMSC, Columbia, S.C., \$7101. WHBL, Sheboygan, Wis., was authorized to alter transmitter building, \$8450.

New NPA regulation due next week is expected to exempt from building curbs all construction requiring less than 2 tons of steel. NARTB was unsuccessful in its efforts to have this upped to 25 tons in case of TV-radio.

July 20 was deadline for applications for construction during the fourth quarter, but if NPA runs true to form, applications arriving late will be given equal consideration -- especially since NPA gave practically no advance notice of deadline. Action on applications -- as well as allotments of steel, copper and aluminum (Vol. 7:27) -- can be expected by second week in August.

INDUSTRY-SPONSORED SPORTS MAY STICK: Powerful and sudden as Jersey Joe Walcott's left hook, TV set manufacturers think they've found effective weapon against threatened inroads on receiver sales by exclusive theatre-TV sports bookings.

"Once again your living room becomes the greatest showplace on earth," said Bill Stern to televiewers tuned to July 18 Walcott-Charles championship bout.

First round in theatre TV vs. free TV -- the 3 exclusive theatre-televised bouts (Vol. 7:23-26) -- was clearcut victory for theatre TV.

But this week's second round, hastily arranged (Vol. 7:28), went unanimously to home-TV exponents -- at least, from public-relations standpoint. The 8 sponsoring set makers (Admiral, Crosley, DuMont, Motorola, Philco, RCA, Sylvania, Westinghouse) believe they've hit on formula that will work.

It's a sort of insurance: If no other sponsor wants to make it worthwhile for sports promoters to give TV owners a look-in on their contests, these and other set makers will. DuMont sales director Tom Gallery, prime mover in deal, makes it plain this week's show, dramatized by unexpected knockout, was only the beginning.

Permanent organization is in the wind -- the TV set makers to contribute on pro-rata basis toward bids on sports events when necessary. "We have nothing up our sleeves," says Gallery. "It's not important who sponsors the program or what network carries it, just so it's on home TV.

"If some other sponsor -- for instance, Pabst -- can get TV rights to a fight, so much the better. But if nobody else can meet the price, then we'll step

in." Gallery points out it will be long time before theatre interests can rival offers made by entire TV industry, working together.

Fight telecast featured no plugs for individual set makers. The 8 manufacturers' names were flashed on screen several times, but crux of message was: "Lean back in your favorite chair, and enjoy the fight in the comfort of your own home." Viewers were also urged to trade in old small-screen sets, patronize service organizations of the sponsoring manufacturers. Pabst, which bought radio rights (CBS) and relinquished time on some TV stations, got couple plugs.

Hookup of 47 stations in 46 cities (both Birmingham stations carried Pittsburgh fight, with Pittsburgh and Johnstown blacked out) brought bout to TV homes. DuMont paid \$100,000 for TV-radio rights, re-sold radio rights. Bill amounted to \$15,000 for each participating company for entire TV package -- including announcers, time charges, etc. Fight brought in gate of \$245,000, exclusive of radio rights -- record for this year in U.S.

Ten manufacturers originally were lined up to sponsor bout. Zenith reconsidered because of its Phonevision, which it hopes some day will compete with commercial TV for rights to sports contests. On other hand, RCA, which is pushing its theatre-TV equipment hard these days, was among sponsors -- in apparent competition with itself. GE pulled out at last minute, reportedly because it was refused permission to prepare its own individual advertising copy.

Tremendous lift in morale of sports-loving set owners, plus aid to TV set sales, should result from success of June 18 sportcast and promise of more to come. Moreover, latest move firmly establishes TV manufacturing industry as the staunch defender of home TV, should banish forever oft-repeated gripe that "TV industry" is conspiring to shift best shows from home to theatre.

* * * *

Battle is far from won -- by either side. Theatre interests still have an inside track on many sports events. For 3 previous New York bouts, International Boxing Club refused to listen to competitive bids, sold exclusive TV rights to theatres outside New York for \$10,000 a fight on "experimental" basis. IBC sees theatre TV primarily as method of insuring big gate receipts.

Boxing promoters are enjoying current dispute over TV rights. Playing each side against the other, IBC president Jim Norris told the Associated Press July 19: "We will not consider anything below \$250,000 for TV-radio rights [to next fall's Turpin-Robinson and Walcott-Charles return matches]. If we can't get at least that, we will go back to theatre TV..."

"We are exploring both of these fights with the idea of getting the most we can possibly get," Norris said. "If we go back to theatre TV, it will be considerably more than a \$10,000 proposition."

IBC wasn't so anxious to give Pittsburgh bout to theatre TV as it was its New York matches; good gate was relatively certain when it accepted manufacturers' offer. Norris says there was no bidding, as such, for rights to bouts. "Warner Brothers theatres intimated they might be willing to pay \$50,000, but no firm bid was made," said Norris. "The theatre-TV people talked in terms of \$20-25,000. Then the set manufacturers came up with their \$100,000 offer."

* * * *

Another challenge to home TV comes from National Collegiate Athletic Assn.'s "controlled TV experiment" on college football games this fall (Vol. 7:23-24,27). With end of U of Pennsylvania's revolt (Vol. 7:23) and expected endorsement by once-rebellious Notre Dame, there are no longer any defections in NCAA's ranks.

NCAA plan has been softened considerably since it was first proposed, but it still sharply limits live telecasting of college games -- at the same time approving live theatrecasts of the games banned from home screens.

CBS was first TV network to fall in line with NCAA's "experiment". It's reported planning to film highlights of top eastern games each Saturday for TV presentation the following afternoon. This is in addition to CBS's plans -- with NCAA's blessing -- to present live color telecasts of 9 games this fall.

PEERING INTO COLORED CRYSTAL BALL: Thinking ahead 6 months or so in the color war, we venture that dominant motifs will be: "dual standards" and "universal receiver."

Everything points that way. Reasons appear quite simple:

(1) RCA now produces excellent color. That alone is a solidly-planted foot in FCC's oft-reiterated "open door" to compatible systems.

(2) Cost of compatible system sets, which now employ 54 tubes, will certainly come down as did early TV sets, but is likely still to appear high at year's end. And mass production of tri-color tubes will probably still appear more difficult task than mass output of CBS discs, drums and motors.

Those 2 "cost and time" factors could prove enough to keep FCC from totally reversing itself and replacing CBS system with compatible one -- despite latter's equality or superiority in color quality, to say nothing of the basic overwhelming desirability of compatibility.

* * * *

Commission may then size up situation something like this:

"We acknowledge high quality and compatibility of new system. But we have doubts about prices and immediacy of sets, also about enthusiasm of manufacturers to make color sets in absence of competition. If compatible system is indeed superior, it should be hastened, but not at public's expense.

"Best goad to manufacturers will be competition provided by CBS system, which has the jump in cost and potential speed of manufacture.

"Dual standards are the answer. But we cannot burden public with cost of buying 2 sets to get all color programs. Therefore, we will authorize both systems, IF "universal receiver" can be built to accept both signals -- at a cost no greater, or little greater, than that required for most expensive of the two systems."

This sizeup may sound too pat. Possibly it is. We think not, because --

It's directly in line with FCC's color decision; with post-decision statements of commissioners; with "multiple standards" efforts, all through hearing, of Comr. Jones, the prime color mover; and with the entire background and thinking of Sen. Johnson, whose great drives are "competition" and "anti-monopoly."

It wouldn't be surprising, in fact, if Sen. Johnson and/or Comr. Jones were to take lead in advocacy of dual standards.

Much hinges on feasibility of universal set. We think this a small detail. If such set is the condition FCC puts on adoption of a system in which industry has obstinately placed its technical and economic faith, ingenuity of its engineers will meet it -- with margin to spare.

Any existing CBS sets won't get compatible color, if dual standards are adopted. But a Commission which rejected importance of compatibility when there were 10,000,000 sets isn't likely to hesitate at partially obsoleting a few thousand, or even a few hundred thousand, sets which could still get monochrome from both systems, plus CBS color.

It must give Commission pause when it considers that manufacturers, though desperate for a sales fillip, have not leapt into production of CBS color in hopes of quick profits envisioned by a few.

* * * *

In interim, before compatible system is again presented to FCC, 2 principal factors are most important: (1) Public demonstrations of compatible system, by RCA and/or others of the NTSC group. (2) Production of CBS sets.

If FCC deems RCA's shows are for "exploitation" purposes, to combat acceptance of CBS system, it may initiate clampdown. But this would seem to be an unlikely procedure, from obvious public relations and political standpoints.

If Commission is satisfied, on other hand, that demonstrations are designed to compile field-test data on public evaluation of color quality, compatibility, etc., it isn't likely to complain -- inasmuch as it has previously stipulated such tests are important facets of field tests.

RCA will open color demonstrations to public about Aug. 22, relaying signals

to other cities sometime thereafter. Company reports over 12,000 responses, uniformly highly favorable, to its requests for evaluation of compatible pictures. Tenor of letters reflects full appreciation of meaning of compatibility.

Many respondents said they resent "jumble of lines" they get from CBS color-casts, recoil from cost and bother of adapters required to get pictures out of them.

RCA is answering each letter with card, signed by president Frank Folsom, advising of future color showings, inviting attendance and reactions.

Public hasn't yet seen RCA's latest color, but additional press comments, like those of last week (Vol. 7:28), leave little question they'll react favorably.

Anticipating network feeds of RCA color, AT&T July 12 filed new rates, effective Aug. 15, stipulating same charges for all color systems. These are same as black-and-white, plus \$450 monthly station connection charge.

Other manufacturers' work on compatible system goes on, though slowed by vacations. From Chicago, for example, Hallicrafters' Wm. Halligan reports tri-color tube has been put to work, using signal from flying-spot scanner. He plans to add camera chain, hopes to see signal on air soon, for use of all Chicago manufacturers.

* * * *

Sort of climax to press reaction was Time Magazine's July 23 cover story on RCA chairman David Sarnoff which said:

"The public scored David Sarnoff's RCA with a lost round last year in the great color TV fight with CBS. Sarnoff did not stay down. Last week he showed the TV industry a new tube that receives clear, true color, and he showed the public that RCA's color system can do what CBS's can not: color programs broadcast by RCA can be received in black & white on present sets without any change. It looked as if radio's miracle man had not run out of miracles...

"There was no blurring or running of colors, even in the fastest movement, e.g., a pair of performing lovebirds flapping their wings. As a show topper, an RCA mobile unit focused on a swimming pool near New York where a troupe of swimmers and divers performed. The outdoor telecast, which RCA explained could just as well be a football game or boxing match, came through almost as clearly as the studio show."

But Gen. Sarnoff is cautious, Time says, regarding rapid spread of color. It quotes him:

"Commercial color TV on a big basis is still 2 to 5 years away. Material shortage, NPA cutbacks on TV production and defense orders will delay it...[And] it will take a long time to get the bugs out of mass production of the color tube."

Other TV men disagree, according to Time, which says: "Now, TV manufacturers are up to their ears in unsold sets, are more likely to grab at RCA's system, which they think will get customers buying again...if FCC gives the go-ahead."

[For other press comments this week, see page 9.]

* * * *

CBS's sorest problem remains -- sets. Not only to test public acceptance, but even to get affiliates to take network feeds. [For CBS's receiver plans, see p. 12.] Number of stations are willing to try color, but their refrain seems to be:

"We can't put on programs no one can see." That goes for such stations as Chicago's WBKB, Detroit's WJBK-TV, Louisville's WHAS-TV. Spokesmen for these CBS basic affiliates tell us they need monitors, as well as sets. Typical response was that of John Mitchell, WBKB manager:

"We're in a cooperative state of mind, but we'd like at least 10 sets before putting on color. I'm still very cognizant of the million set owners in Chicago. We've ordered a monitor from Gray Mfg. Co., but they gave us 90-day delivery date. We've made no commitment to CBS. One of our problems is that we have no time open for CBS's present color schedule."

CBS has to spread very thin its limited amount of equipment. Thus, Cincinnati's WKRC-TV will pick up CBS color for "one week stand" July 20-28 only, broadcasting signals to set rotated among Kroger supermarkets.

What CBS lacks in transmitting and receiving equipment, it's trying to make

up in well-publicized demonstrations and in continued output of publicity releases. Latest quote foreign radio dignitaries:

Jan Philip Boon, managing director general of National Belgian Broadcasting Institute, stated: "We have the advantage of being able to start TV broadcasting in color and should do so." President of Broadcasting Corp. of Japan, Tetsuro Furukaki, said: "After having seen the CBS system, which is so simplified and which brings such good results, I hope our country can inaugurate color telecasts very soon."

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How CBS sets will sell remains puzzler. Most manufacturers still place little stock in CBS system, either as a system or as potential market item. But RTMA (to which CBS now belongs by reason of Hytron merger) has taken new stand of impartiality, as expressed in speech by president Glen McDaniel at Chicago Music Show July 18. He said:

"The controversial language and the emotionalism should be forgotten. Some unduly sensitive souls [believe] that TV manufacturers would refuse to make and sell equipment to receive [CBS color] because their advice had been rejected by the Commission. This is nonsense. Our industry was recently described by the chairman of the FCC himself as perhaps 'the most competitive of all industries.' He is right..."

"Whenever a public demand arises for adapters, converters, or color sets at prices that make production feasible, I'm sure that manufacturing industry will meet that demand...They would be particularly interested in a market for a new product at this time when they're suffering severely from heavy inventories and lack of sales."

As for compatible system, McDaniel said that "the industry is taking the Commission and Senator Johnson at their word" -- that any better system can again be brought to FCC when sufficient experience has been gained through field testing.

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CBS color was big attraction at Music Show, but few dealers appear to be going overboard. Writes Retailing Daily's correspondent:

"Buyers who seem to be well versed in the color controversy showed little or no interest in color at the show, while those attending who have never seen the phenomenon mobbed the booths of CBS and CBS-Columbia Inc.

"One New York store representative reported that his CBS color demonstration caused only passive interest in his customers until RCA went on the air with its field tests last week. At that moment, he reported, there suddenly was considerable activity in color and people assumed that color was here."

Lack of consumer interest, according to this buyer, was because CBS programs were "very, very bad" and "because of all the detrimental stories being circulated about the drawbacks of CBS-type equipment."

GE's TV sales director Donald Davis, in speech before Music Show group, put the merchandisers' case thus, vis-a-vis expected small output of color receivers by few set makers promising them:

"Remember that your store is an emporium and not a museum. If you put on your floor a color set today without actually being able to take orders on it and without knowing the price or being able to give an accurate delivery date, you're going to find your customers saying, 'I'll wait for that,' and refusing to consider the merchandise you have to sell -- black-and-white sets."

Some manufacturers are gearing themselves, meanwhile, for any eventuality. Stromberg-Carlson & Stewart-Warner are latest reported with sample slave converters -- a la Crosley, Bendix, Tele-tone, Meck -- ready to meet whatever demand arises.

Rights to CBS color for use with Eidophor theatre TV (Vol. 7:7, 18) have been acquired by 20th Century-Fox. President Spyros Skouras says 20th Century will use the color TV in its own theatres and make it available to others. Film company plans demonstration of combined systems in September, may eventually produce some of its own shows for theatre network. A 20th Century official said company may some day make Eidophor projection

TV sets for home use. Quality of picture produced by the Swiss system, he said, is "nearest thing to home movies."

Reproduction of CBS color pictures in July 23 *Life* isn't quite accurate. Actually, CBS closeups are somewhat sharper than most of the pictures. *Life* commented cautiously: "The [CBS] premiere went off on schedule and, although some critics found the entertainment a bit ragged . . . most agreed that color TV was fascinating."

PRESS reaction to RCA color (Vol. 7:28) continues in same vein as last week, overwhelmingly favorable. Herald Tribune syndicate columnist John Crosby, who has always been sold on compatibility, wrote: "CBS's system [is] now the law of the land. Yet it is still an uncomfortable secret which CBS would like to share with the rest of us but doesn't quite know how to go about it. The RCA system, while not exactly illegal, is terribly unofficial . . . As to the merit of the two systems, it would be pretty hard to determine unless CBS and the improved RCA receiver were set side by side. The differences, I suspect, would be of great interest to the engineers but probably wouldn't be very noticeable to you and me.

"RCA color, I think, is sometimes a little more pallid, not quite so rich in texture as the CBS brand, just the same it's good color transmission . . . Just now TV needs a lot of things—imagination, taste and money, to name three; it needs almost everything *except* color. The progress of the art [would] be seriously interrupted by any non-compatible system like CBS's; it would be left unimpaired and possibly unchanged for years to come by RCA color . . ."

Bruce Robertson, of *Broadcasting*, which has maintained cautious approach throughout, ventured: "A re-opening of the color TV question, probably on a petition for dual standards . . . seemed inevitable last week . . . Fine quality of the black-and-white reception of the color-cast images also was noted . . . RCA's colors seemed to tend toward the pastel shades, pleasing but less vivid and exciting than the hues shown by CBS . . . There was no fringing in RCA colors . . . Most noticeable advantage of the RCA method [was] in the flesh tints. RCA's were true and lifelike at all times, while the faces of the performers before the CBS color cameras paled and darkened as they turned toward and away from the studio lights . . . No one could ask for better color fidelity or more accurate skin tone reproduction than was demonstrated in the pictures of Nanette Fabray."

Leaning towards CBS in past, *Editor & Publisher's* Jerry Walker said: "This department, which has had a

soft spot for CBS on the same ground as the FCC—that the CBS system was the only one really ready, as of last year—finds it difficult now to chase the cruel thought that FCC is riding an obsolete horse. The RCA pictures seen this week could easily stand up to comparison with the CBS presentation . . . The direct large-sized pictures, with 16-in. and 21-in. tri-color tubes, were easier on the eyes than those seen through magnifying glass. Also noted was the absence of flicker and color hangover. The eyes carry over a flashing spectrum as they blink while watching a CBS 'mechanical' (rotating disc) picture."

After thumbing through some of RCA's thousands of viewer responses regarding compatibility, *New York Herald Tribune's* Joseph Kaselow wrote: "Many letters said the black-and-white pictures had better definition and clarity than the regular telecasts and, in some instances, that something approaching a 3-dimensional effect was achieved. The pictures also were said to have 'more blackness' than usual. A random sampling of the letters and cards showed that, in addition to giving the basic information asked by RCA, many set owners were surprisingly well informed on the issues involved in the color controversy . . . As was to be expected, viewers liked the idea of being able to receive the colorcasts without having to buy and install adapters . . . The few letters which included criticism of the pick-ups said that there had been blurriness in the long shots and during rapid action."

Harry MacArthur, of the *Washington Star*, mulled over what he'd seen, wrote another piece on it: "It is hard to foresee anything but approval of the system when it is submitted to the FCC, which is certain to happen in due course . . . You can be sure of one thing. Before it is submitted to the FCC again, this RCA color system will have been tested, retested and tested again until it is definitely proved immune to earthquake, fire, flood, unexpected cataclysm of nature or any possible disaster . . . The two color TV systems are close enough together now that some might find it hard to choose between them."

Personal Notes: Harold L. Morgan Jr., ABC-TV operations director, elevated to v.p. in charge of TV program dept., reporting to Alexander Stronach Jr., TV v.p.; Charles M. Underhill, ex-CBS, joins ABC-TV July 30 as national director, program dept.; Henry T. Hede named business mgr., Anthony M. Hennig production mgr., program dept. . . . James C. McNary has withdrawn from consulting engineering partnership of McNary & Wrathall, will continue Washington offices while Grant Wrathall continues to operate from Aptos, Cal. . . . D. L. Provost, business mgr. of WBAL & WBAL-TV, Baltimore, named acting gen. mgr., Hearst Radio Inc. under president Charles B. McCabe; he will work out of Baltimore . . . William A. Williams elected asst. treasurer, NBC, reporting to Joseph V. Heffernan, financial v.p. . . . Ray Stone named asst. mgr., CBS-TV network sales service dept. under Robert F. Jamieson . . . Robert G. Dalchau promoted to film editor, KEYL, San Antonio, succeeding Tom J. Maloney, resigned; Vernon Poerner named stage mgr., following promotion of Bill Michaelis to director . . . Frank A. Daniel appointed mgr. of TV-radio dept., Lennen & Mitchell . . . Clinton F. Wheeler Jr., ex-BBDO, named director of TV-radio, Hewitt, Ogilvy, Benson & Mather . . . Michael Foster scheduled to head up TV public relations dept. of newly-reorganized CBS setup (Vol. 7:28), George Crandall to handle radio . . . Henry J. Christal, partner in Petry rep firm, has resigned, indicating no future plans . . . I. E. (Chick) Showerman, Free & Peters, nominated to succeed WMCA's Norman Boggs (soon joining Don Lee) as president of N. Y. Radio Executives Club.

TV Program Standards Committee (Vol. 7:25, 28) will lay groundwork for TV code July 30 at NARTB headquarters in Washington. In addition to chairman Robert D. Swezey, WDSU-TV, New Orleans, members are: From NARTB board—Harry Bannister, WWJ-TV; Harold Hough, WBAP-TV; Clair R. McCollough, WGAL-TV & WDEL-TV; Paul Raibourn, KTLA-TV. Non-board members—Walter J. Damm, WTMJ-TV; James C. Hanrahan, WEWS-TV; J. Leonard Reinsch, WSB-TV & WHIO-TV; Henry W. Slavick, WMCT-TV; Donald W. Thornburgh, WCAU-TV. Network members—Davidson Taylor, NBC; James L. Caddigan, DuMont.

Code of ethics for TV films was adopted at July 19 meeting of National Society of TV Producers in Hollywood, with ex-newsman and movie producer Martin Mooney named to administer it. Code covers such subjects as "crimes against the law, race and nationality, vulgarity, obscenity and profanity, religion and sex," is similar in content to motion picture code. NSTP also announced it is setting up committee under president Louis T. Snader to formulate standard labor relations contract for TV film industry.

FM committee of NARTB, named this week by president Harold Fellows: Ben Strouse, WWDC-FM, Washington, chairman; Frank U. Fletcher, WARL-FM, Arlington, Va.; Josh L. Horne, WFMA, Rocky Mount, N. C.; Edward A. Wheeler, WEAW, Evanston, Ill.; Raymond S. Green, WFLN, Philadelphia. Alternates: Everett L. Dillard, WASH, Washington; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; Herald Harrison, WMAS-FM, Springfield, Mass.

Count of TV Sets-in-Use by Cities

As of July 1, 1951

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

SETS-IN-USE total went above 13,000,000 as of July 1, up from 12,769,300 reported for June 1 (Vol. 7:25) by NBC Research—reflecting steady audience growth despite receding rate of sales due to slump. New York area total went to 2,435,000, up 45,000 from preceding month. Los Angeles was credited with an even 1,000,000, up 67,000. On other hand, Philadelphia's 863,000 was mere 5000 gain in month, Chicago's 940,000 gain of 10,000. These are the July 1 estimates (consult individual stations for estimates of number of families within respective service ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines) _____	1	60,000	Omaha _____	2	79,900
Atlanta _____	2	119,000	Philadelphia _____	3	863,000
Baltimore _____	3	304,000	Pittsburgh _____	1	310,000
Binghamton _____	1	40,700	Providence _____	1	156,000
Birmingham _____	2	57,400	Richmond _____	1	83,700
Bloomington, Ind. _____	1	16,800	Rochester _____	1	84,600
Boston _____	2	748,000	Schenectady _____	1	159,000
Buffalo _____	1	207,000	St. Louis _____	1	297,000
Charlotte _____	1	82,600	Syracuse _____	2	124,000
Chicago _____	4	940,000	Toledo _____	1	95,000
Cincinnati _____	3	261,000	Utica _____	1	45,200
Cleveland _____	3	482,000	Washington _____	4	270,000
Columbus _____	3	150,000	Wilmington _____	1	72,400
Davenport-Rock Island _____	2	58,600	Total Interconnected _____	81	11,045,800
Dayton _____	2	131,000	Non-Interconnected Cities		
Detroit _____	3	501,000	Albuquerque _____	1	9,000
Erie _____	1	49,200	{Dallas _____	2	124,000
Grand Rapids _____	1	79,400	{Fort Worth _____	1	82,200
Greensboro _____	1	70,800	Houston _____	1	82,200
Huntington _____	1	46,100	Los Angeles _____	7	1,000,000
Indianapolis _____	1	143,000	Miami _____	1	75,000
Jacksonville _____	1	33,000	New Orleans _____	1	58,600
Johnstown _____	1	101,000	Oklahoma City _____	1	91,900
Kalamazoo _____	1	40,600	Phoenix _____	1	38,400
Kansas City _____	1	125,000	Salt Lake City _____	2	47,500
Lancaster _____	1	104,000	San Antonio _____	2	47,500
Lansing _____	1	55,000	San Diego _____	1	103,000
Louisville _____	2	93,300	San Francisco _____	3	204,000
Memphis _____	1	87,600	Seattle _____	1	87,500
Milwaukee _____	1	247,000	Tulsa _____	1	*74,200
Minneapolis-St. Paul _____	2	269,000	Total Non-Interconnected _____	26	2,042,800
Nashville _____	1	33,300	Total Interconnected and Non-Interconnected _____	107	13,088,600
New Haven _____	1	163,000			
New York _____	7	2,435,000			
Norfolk _____	1	71,600			

* Same as June 1; no new figure reported for July 1 at time of going to press.

Station Accounts: H. J. Heinz Co. (57 Varieties) using TV for first time starting Aug. 10 on WDTV, Pittsburgh, sponsoring 26 Friday segments of *Kay's Kitchen*, Kay Neumann's local domestic science show, placed thru Maxon Inc., N. Y. . . . "Old Stove Round-Up" campaign of 800 gas utility companies, joining with 62 gas range manufacturers and 40,000 appliance dealers, will have \$1,500,000 ad budget for September-October campaign, using TV along with local newspapers and radio . . . Glidden Co. to advertise new Spred Satin rubber latex emulsion "wonder paint" for interiors, to use TV along with radio, newspapers, magazines, thru Meldrum & Fewsmith, Cleveland . . . Scrip to Israel, corporation headed by Bartley C. Crum, to promote sending certificates to persons in Israel which may be redeemed without ration points for food, clothing, etc., will use TV and radio, thru J. R. Kupsick Adv., N. Y. . . . BAB has issued 30-page report on dairy industry, designed to aid broadcasters in servicing accounts . . . Drewry's Ltd., South Bend (beer), has named MacFarland Aveyard & Co., Chicago, to replace Maxon Inc. as agency, plans spending \$250,000 rest of year on TV-radio, about 75% on Chicago and Michigan TV stations, remainder on regional radio; Drewry's is about to merge with Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chi-

cago . . . Muntz TV sponsoring *I Want to Get Married*, advice panel on KTTV, Los Angeles, Tue. 9-9:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Dentabs Inc. (mouthwash & gargle), thru Raymond Morgan Co., Hollywood; Kingan & Co. Inc. (meat packer), thru Warwick & Legler, N. Y.; Ben-Gee Products Inc. (bean sprout balm), thru Schoenfeld, Huber & Green Ltd., Chicago; Radion Corp. (TV antennas), thru Calkins & Holden, Carlock, McClinton & Smith, Chicago; W. F. McLaughlin & Co. (Manor House coffee), thru Earl Ludgin & Co., Chicago; Thomas (hair & scalp specialists), New York (WOR-TV); Kentile Inc. (flooring material), thru Ruthrauff & Ryan, N. Y.

Network Accounts: NBC-TV's Saturday night *All Star Revue* and *Your Show of Shows*, resuming Sept. 8, are virtually sold out—only vacancy left on *All Star Revue*. Lineup for 8-10:30 show begins with Pet Milk and newly signed Snow Crop Marketers participating in *All Star Revue*, 8-9; Camel will sponsor 9-9:30 segment of *Your Show of Shows*, with Benrus, SOS (scouring pads) and Minnesota Mining Co. (Scotch tape) sharing 9:30-10 time and Lehn & Fink (Lysol, Hinds) and Eversharp-Schick alternating 10-10:30 portion weekly . . . Celanese Corp. of America (textiles, plastics, chemicals), starting Oct. 3, will sponsor *Celanese Theatre* alt. weeks on ABC-TV, Wed. 10-11 . . . General Foods (Maxwell House coffee) substituting *The Ad Libbers* for *Mama* during 5-week vacation beginning Aug. 3 on CBS-TV, Fri. 8-8:30 . . . ABC-TV has bought *Crusade in the Pacific*, sequel to *Crusade in Europe*, will make it available to all affiliates for early fall local sponsorships.

Some 80% of the program time on American TV stations is sponsored, NARTB's research dept. reported July 18 in analysis of program logs of 81 stations. This doesn't include out-of-program or spot announcements, which averaged 216 a week per station, or 3.2 per hour of operation. Analysis showed average TV station is on the air 82 hours, 25 minutes per week, exclusive of test patterns. Study also indicated TV stations devote average 6.5% of weekly broadcast time to "educational, religious and discussion programming," including travelogs, educational films and features, press interviews, forums and discussions, but not including news, weather or market information. Fifty-five interconnected stations took 50% of their programming from networks; 12% kinescope, 18% film, 17% live local programs. Twenty-four non-interconnected stations derived 46% of their program time from kine, 28% film, 29% local live shows.

CBS will reflect reorganization (Vol. 7:28) right down to network identification announcements. Starting July 22, it's: "This is CBS television." Next day, it begins: "This is the CBS radio network."

Bulova president John H. Bullard presented plaque this week by NBC chairman Niles Trammell to commemorate 10th anniversary of TV's first commercial time signal placed July 1, 1941.

TV Station & Network Map

New Television Map of the United States, in color, revised to July 15, 1951, showing locations and lists of all operating TV stations with present and projected (1951-52) network routes, was made available with each copy of our *TV Factbook No. 13*. It's 22x34-in., suitable for wall or desk, usable as working outline. Demand for this map has been so great that we've ordered re-run, can offer extra copies at \$1 each—or 50¢ each in quantities of 20 or more.

'BEDROCK NOW—NO PLACE TO GO BUT UP': Still loaded with factory TV inventories that may be nearly as large as total in trade pipelines (see figures below), most TV-radio manufacturers resume post-vacation production determined to err this time on side of conservatism. They plan no great surge of output -- however confident some are about fall-winter market, for which they normally begin producing about now.

So it will be surprising, indeed, if second half 1951 production comes anywhere near first half's 3,300,000-odd TVs, 8,000,000-odd radios (Vol. 7:27). Third quarter, with July-August vacation shutdowns running 2-4 weeks (Vol. 7:25-26), seems certain to fall off to negligible total compared to first quarter's 2,200,000 and second quarter's 1,110,000. Thereafter, it's anybody's guess.

[Note: It's interesting fact that first half 1951 TV units are very few more than automotive industry's 3,103,111 passenger car production in same period.]

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Where do we go from current small-scale output -- for it's no secret that all factories have post-vacation schedules in low gear? RTMA president Glen McDaniel told NAMM convention in Chicago this week:

"I do not believe I am being unduly rash when I say that business will improve this fall and winter. To begin with, we are at bedrock now and there's no place to go but up. Second, the fall and early winter are normally the best sales months for our industry. Third, the quickness with which set manufacturers cut back their production in the second quarter has had its effect in lowering retail inventories and putting an end to threats of dumping.

"Many of you will recall the somewhat alarming condition that arose in May when a public auction was announced in New York for the purpose of unloading \$5 million worth of TV sets and similar auctions were started in other cities. The extended credit condition of many dealers throughout the country was a cause of very grave concern to us when the auction movement started. Balance quickly restored itself, however, and dumping operations decreased.

"I believe that the action of the manufacturers in sharply curtailing production was instrumental in avoiding financial catastrophe for many dealers. Dealer inventories are now generally being reduced, and a return to normal dealer buying can be expected by late summer or early fall."

McDaniel held out hope for relaxation of Regulation W, approved by House a few days later (see p. 1). As to outlook for raw materials, he said:

"It now appears that, despite growing limitations on civilian uses of these materials, the industry will be able to manufacture as many TV and radio sets as the market will absorb before end of the year unless more severe shortages develop. This is due in part to progress the industry has made in its materials conservation efforts...achieved without any sacrifice of quality in the equipment or parts."

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Dun & Bradstreet report on dealer inventories should be out in week or so, giving first authentic figures on extent of pileup. Meanwhile, with RTMA releasing ever-mounting factory inventory figure each week, popular trade guessing game -- and source of lots of whispers -- is who has most of the sets?

Only frank admission that it was warehousing considerable numbers came from General Electric, which turned out somewhat over 300,000 sets first 6 months of this year, resumed production July 16 at rate of 75,000 per quarter -- in other words, plans to turn out half as many second half 1951 as it did first half. It doesn't tell how many TVs it has in warehouses, but GE's TV sales chief David Davis said in Chicago this week:

"We believe that the present excess inventory position of the industry will reverse itself into a definite shortage position before the end of the year. We

believe that any inventories you may accumulate during the summer will be the best insurance that you will be able to satisfy the great acceptance and demand which we expect to have this fall [when] we believe that the industry as a whole will be seriously curtailed."

Few others will admit big inventories, some pointing ruefully to the huge financial resources that enable GE to do what they cannot -- even if they were minded to. Taking cognizance of whispers about its condition, Admiral issued statement denying it now has any factory inventory at all and revealing its strong financial position (see Financial Notes), particularly as one of the few big (or little) companies in TV-radio without any bank loans.

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Output of TVs dropped to mere 8270 (no private brands) during second summer plant vacation week, ended July 13. Radios totaled only 99,667 (88,673 private). The TVs compare with 12,817 week preceding, radios with 74,863 (Vol. 7:28). Radios were 72,553 auto, 21,964 home, 5150 portable.

Factory inventories of TVs went up a bit more -- to 744,162 from 739,945 week before. Radio inventories were 351,368, down from 406,046.

RTMA revised 6-month output figures now show 3,331,268 TVs (vs. 3,136,300 same period last year) and 8,027,254 radios (vs. 7,333,600). Of these, 2,199,669 TVs and 4,343,600 radios were produced during first quarter.

WHAT CBS COLOR SETS WILL BE LIKE: CBS-Columbia Inc. now plans novel color receivers with 2 picture tubes -- one tube 17 or 20-in. for black and white, the other 10-in. (magnified to 12½) for color. Proposed models would have tubes side-by-side and/or one above the other. "Shot-in-dark" estimate of price: \$600.

That's latest from big radio network's manufacturing subsidiary, revealed by its president David H. Cogan. But first color production, he said, will be \$500 10-in. (magnified) color-monochrome set with disc that splits to give black & white (Vol. 7:23). Pilot run of 500 is slated for late August, going to 300-a-day rate in September -- "if we can get materials, and we're having a little trouble."

Then will come \$249 "slave" unit with 10-in. tube, along with a \$400 color-monochrome set. Thereafter, the 2-tube set may emerge in October.

Plan is to devote former Air King factory one-third to color sets, produce 25,000 by year's end. Air King, said Mr. Cogan, has been making 20,000 black-and-white sets monthly -- heavily in private label field (including Sears Roebuck).

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If ardor for FCC-approved CBS color system has been dampened by RCA's very successful demonstrations of tri-color tube last week (Vol. 7:28), it isn't apparent among CBS folk. Well-attended showings of its color models at Chicago Music Trade Show this week were deemed huge success. Said Mr. Cogan: "We aren't taking orders, because we have orders for all we can produce from our established distributors -- and they're on allocation."

What did he think of RCA's color, as he and other CBS executives saw it last week? "No better," he replied, "than last year. Do you think their set is a production item? With 54 tubes? And a tri-color tube that would cost \$200?"

"RCA says our sets are too expensive. Then they say they can bring their costs down. Don't they think we can bring our costs down, too?"

CBS chairman Wm. Paley may differ with Cogan in evaluation of RCA color. According to Variety, Paley "reportedly told friends he was impressed by the 'tremendous improvement'...He is said to have been especially impressed by RCA's compatibility feature...He observed, however, that CBS colors are still more brilliant."

CBS has tried the RCA tri-color tube with its system, and Cogan reports: "It doesn't compare. Don't think we wouldn't use such a tube if there were a good one. We'd be glad to have it. We're in the tube business, too [Hytron] -- not in the manufacture of discs and motors. It just happens that the disc is the best and cheapest way of producing color today."

It would take only 4-5 extra receiving tubes to incorporate tri-color tube

in CBS sets, he added. He emphasized rejection of tri-color tube when he said that drum sets for 17-in. or larger pictures are planned next year.

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Besides TV and radio advertising, splurges in Life, Saturday Evening Post, etc. are planned in promotion campaign this fall-winter. But CBS is now treading cautiously, for it faces (1) problem of keeping that two-thirds line of monochrome receivers moving; (2) task of meeting pro-compatibility arguments of main body of the TV-radio industry, who also are good advertisers and promoters; (3) probable need to persuade own color set customers their sets won't be obsoleted soon. As a starter, it has published booklet "Questions and Answers About Color Television."

Topics & Trends of TV Trade: NAMM's annual music trade show in Chicago this week resulted in little, if any, more business for TV manufacturers than did dull summer furniture market there few weeks earlier. Reports were uniformly "blue"—*Retailing Daily's* Martin Rosenblum even describing how some of the exhibitors (Vol. 7:28) whiled away their time (as retailers merely "looked around") by watching ball games on their display sets or playing gin rummy. Consensus seemed to be that it was slowest such show in many years, that much of the time was spent bemoaning sad state of business and engaging in guessing games about when upturn would come.

Reporter Rosenblum even told of furniture chain picking up 17-in. tables at \$85, to be promoted shortly at \$139 retail; of "secondary manufacturers" quoting 17-in. leatherette-covered table at \$105, 20-in. table at \$130, 20-in. open console at \$140, latter 2 with tax-warranty included.

New York trade circles sat up and took notice this week when Gertz dept. store in Jamaica advertised 17-in. table sets (made for store's own Ambassador brand by Starrett) at \$99 plus \$20 to cover excise tax year's warranty on picture tube, 90-day warranty on replacement parts. Needless to say, the sets sold like the proverbial hot cakes.

Off-brand manufacturers are known to be offering enormous concessions to dealers to help move factory inventories, and it's generally felt some mortalities are inevitable. But the top brand producers insist they're sticking to wholesale price schedules, pressing their outlets to promote more and more, some even paying 100% of the retail advertising bills. In fact, one of biggest told us last week that, so far as his company and others at top level are concerned, business at retail level has been "extraordinarily good" this summer—better than seasonally expected; even better than same time last year.

Factory sales are another matter, and the big boys are simply biding their time until retailers unload; they're confident of good fall-winter season, though nobody thinks it will be as good as lush 1950's. Some think the industry was lulled by easy selling last year into thinking that condition would be permanent.

* * * *

Prices being quoted on such new models as are coming out don't indicate any price collapses—quite the contrary. Magnavox's 2 additions to line are TV-radio-phono combination at \$595 list in mahogany, \$610 blonde, and TV console at \$475. Zenith has 5 new super-doooper 19-in. mahogany units selling from \$1300 to \$1925. Stromberg-Carlson adds 12 new sets, lowest priced being 17-in. at \$290, with 4 new 24-in. at \$675, \$725, \$795, \$975 proposed list. Pilot's new sets range from 17-in. mahogany table at \$299.50 to 20-in. console at \$495. Trad has 24-in. console at \$340, 20-in. console at \$220. Video Products Corp., now operating as Sheraton Television Corp., has 20-in. line starting with table at \$300 up to console at \$379, plus 24-in., unpriced.

RASH of articles on how to hypo TV sales has broken out in current issues of merchandising publications. For example:

July *Electrical Merchandising* features spread on "Two Ways of Riding the TV Slump," discusses results achieved by Algene Electric Co., Bridgeport, Conn., based on good servicing department, very little advertising, no price-cut promotions or big trade-in offers. Contrasting methods used by Music Shop, Cleveland, are described in same article; it increased sales volume from \$20,000 to \$75,000 a month on basis of large trade-in business built up solely by newspaper advertising. Store does no installation or servicing.

Sales resistance fostered by color ballyhoo is hot topic in July *Radio & Television Retailing*. Two-page question-answer feature, "What to Tell Your Customer About Color Television," points to paucity of color programs and sets, high cost of sets, "open door" to compatible systems, etc. Another article, "How One Dealer Overcomes the Color TV Sales Bogey," points to success of Sneed's Radio & Television Co., Tulsa, in telling public via ads and talks that "folk who 'wait' will miss big shows now on air." In same magazine is story on how to "Sell More TV Sets via the Home-Trial Method."

"How a Music Dealer Sells Television" through planned promotions, intelligent displays, alertness to changing times is discussed in July *Radio & Television Journal* article on Hopper-Kelly music store, Seattle.

Overcoming credit restrictions is topic of big feature in July 12 *Retailing Daily*, which cites "new, aggressive merchandising plan" which it says boosted TV sales of Dorn's House of Miracles chain in Los Angeles \$500,000 in 5 months. Dorn's, says article, turned "temporary defeat by hands of Regulation W into startling sales victory." Owner Harry Dorn is quoted: "The crux of the whole problem is that you must offer sets at a low enough total price so that the down payment is also budgetwise."

Note: In anticipation of end of freeze, NARDA is instituting unique program to acquaint dealers from non-TV areas with problems and techniques of TV retailing. NARDA members in TV areas are being asked to serve as hosts to dealers from non-TV cities to give them first-hand look-see into the unique aspects of TV receiver selling.

* * * *

Sylvania is out with 14 new models, four embracing its new "Halolight" for better viewing comfort (Vol. 7:23, 25, 28). Three 17-in. tables sell at \$250, \$300, \$310; one 20-in. at \$400. Two 17-in. open consoles are \$370 & \$380; two 20-in. with Halolight are \$500 & \$520. Two 17-in. consoles with doors are \$400 & \$420, and 20-in. console with Halolight \$530. Console combinations are 17-in. at \$550 & \$570, and 20-in. with Halolight \$660. Carried over are 12 models, ranging from 14-in. table at \$220 to 20-in. consoles with doors at \$490 & \$510 to 17-in. combination at \$550.

Some new lines have uhf converters offered separately, Sylvania's at \$44.95 and Stromberg's promised later this year at around \$50.

Trade Personals: Marvin Hobbs named electronics advisor to chairman John Small, Munitions Board, succeeded as chief of Office of Electronics Programs by Col. C. A. Poutre, Signal Corps . . . Edward M. Tuft, RCA Victor v.p. and director of personnel, appointed to newly created post of v.p. in charge of organization development, coordinating company's manpower for expansion and development; Albert F. Watters promoted to director of personnel . . . K. R. Patrick, gen. mgr., engineering products dept., RCA Victor Ltd., Montreal, new president of Canadian Aviation Electronics Ltd. . . . Joseph Thwaites appointed mgr. of electronic research, Canadian Westinghouse Ltd. . . . Robert H. Bishop, Sylvania sales v.p., resigns as of Sept. 1 to join Drew Chemical Co., N. Y. . . . M. D. Schuster, ex-Hoffman Sales Corp. gen. mgr., recently with Magnavox as district mgr., has returned to Hoffman Radio as national sales mgr. under R. J. McNeely, director of sales . . . William J. Halligan Jr., 25, eldest son of founder-president of Hallicrafters, Notre Dame graduate, Navy radio veteran, appointed chief of Hallicrafters communications equipment sales . . . Robert D. Dunn, ex-asst. treasurer, Phillips Export Corp., promoted to v.p. . . . Henry R. Geyelin, DuMont receiver sales div. adv. mgr., appointed to coordinate advertising of various DuMont activities . . . Muriel Young, ex-Raymond Loewy Associates, appointed head of Emerson industrial design dept.

Time Magazine's July 23 cover story on RCA chairman David Sarnoff discloses that he has "plans to expand RCA into new territory." It states: "He is already itching to put RCA into the electric-appliance business, NBC into the movie business (to make films for TV), and is planning a 'pay-as-you-hear' TV system which would not depend on telephones as does Zenith Radio Corp.'s system." Trade gossip has long had RCA entering appliance fields, and it's known to have looked into several properties. This week, there was unconfirmed report that IT&T, which last year purchased Farnsworth, was negotiating for control of Coolerator Corp.

Trade Miscellany: Crosley distributor meetings to be held in Chicago, July 26-27 . . . Philco holding no summer convention but has called distributors (no dealers) for informal sessions in New York's Waldorf-Astoria, Aug. 3-4, and in Chicago, Aug. 6-7 . . . Westinghouse's new TV-radio line to be showed to distributors in New York Aug. 6, Chicago Aug. 13, San Francisco Aug. 20 . . . Admiral calling in some 200 executives of own and distributor branches for Aug. 10-11 meetings in Drake Hotel, Chicago—won't show new models but will conduct "clinic" on selling, on uhf & color, other merchandising problems.

Merchandising Notes: "Price is now the deciding factor in moving goods," said William Tobey, v.p. of big Abraham & Straus dept. store, Brooklyn, in reporting July 20 on "more than satisfactory" volume achieved this week in selling Wilcox-Gay 17-in. table model at \$129 (regular list \$290), 17-in. console \$159 (regular \$359), 19-in. console with doors \$249 (regular \$475) . . . Kaye-Halbert Distributors Inc., Los Angeles, offering customers 5 days with room and board at 3 southern California and Mexican resorts with purchase of each model priced from \$369; salesman gets clothing certificates for each set sold, same type paid vacation if he sells 24 sets . . . Big Hudson Ross chain opens branch in Chicago's Merchandise Mart soon, to be managed by Frederick Dumont . . . DuMont new policy warrants its TV tubes sold as replacements for 6 months from date of installation in user's set; formerly it was 6 months after shipment from factory. Move is designed to stimulate replacement-conversion business among the 1,000,000 TVs 3 years old or more and the 3,000,000 sets 12½-in. or smaller.

Mobilization Notes: Top 50 defense contractors include 8 firms which are heavy producers of electronic equipment. This was revealed July 18 when Senate Small Business Committee made public list of companies receiving "heaviest concentration" of military orders from July 1, 1950, to June 1, 1951. Committee's complaint was that 10 big firms got 40% of defense contracts during that period. Most of the "electronic" firms listed make many non-electronic military items.

Two electronic firms made the "big 10." They were GE, seventh with \$500,000,000 in military contracts, and Bendix, tenth with \$475,000,000. Other companies in electronics field which appeared on list: Western Electric, 13th, \$343,000,000; Westinghouse, 15th, \$245,000,000; Sperry Corp., 21st, \$198,000,000; Avco, 32nd, \$122,000,000; RCA, 36th, \$108,560,000; Raytheon, 39th, \$103,500,000.

Heading whole list was General Motors with \$3.5 billion, Ford with \$1 billion. Among the first 10 were 6 aircraft companies in addition to Bendix—all of which are known to be deeply in production of aero electronic equipment (radios, radar, guided missiles, etc.). They are Boeing, Curtiss-Wright, Lockheed, Republic, United Aircraft, North American Aviation.

* * * *

Twelve electronic equipment firms received DPA certificates of necessity for tax aid in expansion of production facilities during 2 weeks ended July 13. Largest went to General Radio Co. for expansion of facilities for production of electronic test equipment at Cambridge, Mass., estimated cost \$725,000, of which 75% is to be amortized over 5-year period. Other certificates were granted to: American Lava Corp., Chattanooga, Tenn., titania dielectrics, \$362,000 at 75%; Amperex Electronic Corp., Wyandanch, L. I., communication and industrial electron tubes, \$83,750 at 75%; Sylvania (Radio & TV Div.), Buffalo, N. Y., ordnance, \$67,524 at 75%; Tung-Sol, Bloomfield, N. J., electron tubes, \$65,951 at 75%; Gorham Mfg. Co., Providence, R. I., electronic mixer assemblies, \$63,419 at 85%; Reeves-Hoffman Corp., Carlisle, Pa., oscillators, \$50,765 at 75%; Clarostat Mfg. Co., Dover, N. H., resistors, \$40,740 at 75%; General Instrument Corp., electronic equipment, \$30,612 at 85%; Polorad Electronics Corp., Brooklyn, N. Y., receiving equipment, \$18,260 at 85%; Raytheon, Waltham, Mass., transformers, \$14,079 at 85%; DuMont, cathode ray tubes, \$6,038 at 85%.

Plant expansions have been authorized by NPA under construction control regulations (Order M-4) for 3 manufacturers of electronic equipment during 2 weeks ended June 30. General Electric was given approval to construct addition to laboratory at Syracuse, estimated cost \$2,133,000. Magnavox got OK for new factory at Ft. Wayne, to cost \$329,000. Sylvania was authorized to build industrial building at Buffalo, \$315,000.

Ray S. Erlandson, president of San Antonio Music Co., was reelected president of National Assn. of Music Merchants by NAMM board at Chicago convention. Harry E. Callaway, Thearle Music Co., San Diego, was renamed v.p. Other officers elected: Thomas J. Holland, Glenn Bros., Salt Lake City, secy.; Ben F. Duval, W. W. Kimball Co., Chicago, treas. Wm. R. Gard was reelected executive secy.

Assn. of Electronic Parts & Equipment Manufacturers, at Chicago meeting this week, elected John H. Cashman, Radio Craftsmen Inc., as chairman; Francis F. Florsheim, Columbia Wire & Supply, vice chairman; Helen S. Quam, Quam-Nichols, treas.; Kenneth C. Prince, executive secy.

RTMA's inning on excess profits tax bill comes Aug. 2 when spokesmen (probably chairman Sprague and/or president McDaniel) will testify before Senate Banking Committee.

Financial & Trade Notes: Admiral's president Ross Siragusa reported this week (1) that company "has no completed TV sets in inventory at the factory level," and (2) that "while Admiral has large untapped available bank credits, it is free of debt financing, none is contemplated, and the company has expanded its working capital to \$25,700,000 compared with \$21,900,000 in December while net worth has increased to \$35,900,000 for the same period."

To all Admiral dealers, Siragusa sent letter with first half 1951 financial figures, stating "Admiral's financial health is in the best shape in its history," cautioning them to consider financial responsibility of manufacturers from whom they get goods, forecasting "healthy resumption of TV buying in the fall." Company resumed production this week after vacation period, gearing output to demand of distributors.

Admiral sales first 6 months of 1951 totaled \$103,587,355, net profit after taxes \$4,093,421 (\$2.12 per share), as against \$103,295,848 sales and \$8,485,184 (\$4.24) profit for same 1950 period. Second quarter sales were \$33,265,807, net profit \$1,690,078 (88¢) vs. \$57,004,439 sales and \$4,326,755 profit (\$2.16) same 1950 quarter. Most of second quarter earnings, it was reported, came from readjustment of tax reserves. Drop in volume is shared with whole TV-radio industry, Siragusa blaming it on "general consumer apathy attributed to stringent govt. credit restrictions, 10% excise tax and confusion over color TV."

Govt. orders have increased, deliveries begun, expected to reach peak within 6 months so that "the \$5,000,000 to \$6,000,000 rate of delivery per month of govt. orders will compensate in Admiral activity for any decline in civilian business occasioned by material shortages."

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United Paramount Theatres Inc. reports consolidated earnings of \$4,849,000 for first 6 months of 1951, including capital gains and company's share of earnings of non-consolidated subsidiaries. Earnings are equal to \$1.49 per share, compare with \$5,660,000 (\$1.74) for first half 1950. Provision for Federal taxes for first half amounted to \$3,256,000 vs. \$2,445,000 same period last year. Quarter ended June 20 showed \$2,058,000 earnings (66¢) compared with \$2,467,000 (93¢) for second quarter 1950. President Leonard Goldenson reported proxies on proposed UPT-ABC merger (Vol. 7:21, 26, 28) are overwhelmingly in favor. Through July 13, proxies from 12,319 stockholders representing 1,183,503 shares voted in favor of merger proposal and 75 holders representing 8474 shares opposed; thus, 36% of outstanding stock has been voted in favor, .03% against.

V-loan credit of \$50,000,000, plus additional unsecured credit line of \$20,000,000 was arranged this week by Avco president Victor Emanuel, who stated they're to finance defense contracts for "wide range of electronic equipment" along with tanks and aircraft engines and airframe components. It's largest loan processed to date through New York Federal Reserve Bank, participants being 14 banks headed by Bankers Trust.

How higher taxes are biting into profits is illustrated in GE statement for first 6 months, showing all-time record sales of \$1,184,735,000 and pre-tax profit of \$212,326,000—latter reduced by 139% tax increase to \$70,326,000 (\$2.44 per share) as against \$77,445,000 (\$2.68) same period 1950. June quarter sales were \$615,047,000, net earnings \$35,329,000 (\$1.33).

International Resistance Co. has purchased Hardy Instrument Co., Forest Hills & Long Island City, N. Y., makers of Microstak rectifiers, etc., will operate it henceforth under IRC specialty div., Philadelphia; president Norman Hardy and chief engineer Benj. Solow join IRC.

Motorola sales for first half 1951 were approximately \$72,000,000 compared with \$70,568,388 for same 1950 period. Second quarter sales slumped to \$25,500,000 from \$34,717,415 for second quarter 1950 due to falling off of TV demand. Forward buying of TV sets first quarter this year, says preliminary report, "borrowed" greatly from sales in first quarter. Said July 16 letter from president Paul Galvin to stockholders:

"Assuming a Korean armistice and no world war, this is about the way the next six months appear in prospect. We do not expect to equal the dollar volume attained in the last six months of 1950, nor do we expect to show earnings equivalent to those of the same period of 1950. Volume reduction will be influenced greatly by controlled material govt. regulations which will limit our production of civilian goods. Car radio sales should parallel automobile sales which, in turn, will be curtailed by govt. regulations. TV sales, in addition to regulations limitations, will be influenced by the forward buying of the past year, as well as by the restriction of markets due to the [FCC] 'freeze' . . . Our home radio and communications sales, however, will probably remain about the same as in the last 6 months of 1950. Our govt. business will be very moderate for this period because military contracts for the most part require lengthy preparation and tooling and, therefore, will not influence our billings to any substantial degree until 1952.

"Net profits, in addition to being influenced by a lesser volume of business for the next 6 months, will be affected by the excess profits tax. Nevertheless, at this writing, we expect to earn a satisfactory profit for the year 1951."

* * * *

Official Films Inc., Isaac D. Levy's big films-for-TV project which recently absorbed Jerry Fairbanks Studios (Vol. 7:22, 27), holds special stockholders meeting Aug. 2 to change authorized capital from 1,000,000 shares of Class A common (10¢ par), 1,000,000 Class B (10¢) and 36,230 shares of 35¢ cumulative preferred (\$5 par) to 2,000,000 shares of common—eliminating distinction between A & B. Preferred has already been redeemed. Board will also be increased to 12 members, says letter by president Aaron Katz accompanying notice signed by Emanuel Sacks (RCA v.p.) as secretary.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between June 15 and July 13, NYSE reported this week: Admiral, 42,445 shares on June 15 to 37,405 on July 13; Avco, 19,680 to 20,280; CBS "A," 12,283 to 3400; CBS "B," 7489 to 1452; Emerson, 7368 to 5775; GE, 11,215 to 13,296; Magnavox, 20,757 to 17,373; Motorola, 16,487 to 17,373; Philco, 18,444 to 18,252; RCA, 25,223 to 29,986.

Society of Motion Picture & Television Engineers won't participate in forthcoming hearings on requests for theatre-TV frequencies (Vol. 6:2, 9; 7:17), president Peter Mole announced following June 20 board meeting in New York. Pointing out that SMPTE is a technical organization not concerned with "commercial or industrial matters as such," Mole said: "The Society is convinced that the matters under consideration at these hearings can be adequately . . . handled by the qualified engineering representatives of the motion picture organizations." In letter to FCC, Society explained that its mission to coordinate various technical aspects of theatre TV has been accomplished, invited Commission and 8 motion picture organizations to "call upon it at any time" for answers to specific technical questions. Theatre-TV hearing, scheduled for Sept. 17, will probably be postponed because of crowded FCC calendar.

Telecasting Notes: Senate crime investigating committee (Kefauver) to "play" return TV engagement in New York shortly after Aug. 1 under new chairman, Sen. O'Connor (D-Md.), who will permit telecasts of new probes. Meanwhile, ABC-TV has optioned rights to Sen. Kefauver's syndicated feature and book, *Crime in America*, will use factual stories as basis for dramatic series . . . ABC has purchased Eagles Bldg., 4-story structure in downtown San Francisco, for studio-office space, will spend \$1,000,000 on alterations including 70x100-ft. studio 30 ft. high accommodating audience of 750 and 3 more TV studios each 30x40-ft. . . NBC-TV officials Lyman Munson, Fred Wile, Sam Fuller, Pete Barnum were in Hollywood this week seeking studio space for expected insurge of network programs with completion of coast-to-coast cable-microwave facilities; they were said to be eyeing big Walt Disney sound stage, reportedly available for lease . . . Uncertainty about delivery of steel for TV-FM tower in Toronto may delay completion schedule for Canada's first TV outlet, but CBC engineers are still aiming for completion in March 1952 (Vol. 7:22) . . . In theatre-TV experiment celebrating opening of *Cyrano de Bergerac* film, Washington's RKO Keith's Theatre July 18 picked up 5 minutes of WTOP-TV's local Mark Evans-Elinor Lee program discussing the film and Douglas Edwards' 15-minute newscast which followed—commercials and all. Theatre official said "the audience loved it," applauded after news show . . . Young America Films Inc. has acquired TV film rights to "My Most Unforgettable Character," regular feature in *Reader's Digest*, plans series of half-hour shows . . . Television Authority and the 4 TV networks July 16 announced statement of policy pledging expansion of opportunities for Negro artists on TV . . . Still under TVA picketing after 16 weeks of strike, KFI-TV, Los Angeles, has dropped more than dozen employes; it looks like impasse with union until FCC approves proposed \$2,500,000 sale (Vol. 7:23) to Don Lee Enterprises (Tom O'Neil) . . . Screen Actors Guild July 17 announced signing of collective bargaining contracts with 37 companies, "most of which make TV films" . . . McCall's Magazine setting up awards for achievements by women in TV-radio—3 to go to broadcasters, 3 to executives—for service to community, to women, to children . . . WBZ-TV, Boston, raises base hour rate Aug. 1 from \$1000 to \$1250, one-min. from \$200 to \$250, changes Class A time to 7-11 p.m. daily except Sun. (6-11 p.m.) . . . KSTP-TV, St. Paul, Aug. 1 raises base hour rate from \$650 to \$800, one-min. from \$130 to \$160 . . . WCPO-TV, Cincinnati, revises July 1 rate card to fix 6-11 p.m. Mon.-Fri. as Class A time and 7-11 p.m. daily Class A announcement time; also to raise one-min. rate from \$110 to \$150, 20-sec. rate from \$92.50 to \$135.

Republic Pictures' first sale of its old films to TV (Vol. 7:23, 26-27) was deal reported this week with KNBH (NBC), Los Angeles, involving package of 26 mystery features and 48 serial episodes for \$77,700. Films were made between 1938 and 1945, sold on basis of one TV run for each feature, 2 for each serial. KNBH was said to have turned down Gene Autry, Roy Rogers and Red Ryder westerns on ground one-run price of \$30,000 each would be too steep for a sponsor. Also on films-for-TV front, Snader Telecriptions this week changed name to Snader Productions, announced plans to distribute full-length films to theatres as well as TV. Snader has exclusive American rights to 13 British Alexander Korda films, of which 9 will be released both to theatres and TV, 4 to TV only.

Negotiations with ASCAP for TV station performance rights have broken off, and petition was filed July 18 by Judge Simon Rifkind and Stuart Sprague on behalf of 56 stations asking Federal district court in New York to fix reasonable terms and conditions for local station and network licenses.

Telecasting industry employs some 12,500 persons as staff members of TV stations and networks, according to fourth annual TV Employment & Wages Report compiled by NARTB employe-employer relations dept. under Richard P. Doherty. Report shows average TV station employed 85 persons (61 full-time, 24 part-time) during late spring 1951 vs. 57 in 1950 and 66 in 1949. Average weekly station payroll is \$6267. Median salary for non-supervisory technical personnel ranges from \$63-\$84 weekly, according to job classifications; average for supervisory technicians is from \$153 for chief engineers to \$98 for assistant technical supervisors; average for film personnel is \$70-\$81. Supervisory program personnel average is \$51-\$135, non-supervisory \$56-\$83.

Much-needed uhf signals at top of 470-890 mc band will be broadcast by RCA-NBC's experimental KC2XAK, Bridgeport, beginning approximately Aug. 1. FCC has been asked for permission to operate station on 850-856 mc, with directional antenna fed by 300-watt transmitter, radiating 110 kw visual power, 22.4 aural, towards New York. Station has served as industry "guinea pig" for over 1½ years, operating on 529-535 mc.

North Dakota's first TV application was filed this week—by WDAY, Fargo, seeking Channel 6. Only other state with no TVs as yet on file, among the 421 thus far is Montana. Also applying this week was WIMA, Lima, O., asking for uhf Channel 35. [For further details, see *TV Addenda 13-B* herewith; for complete list of all pending TV applications, see *TV Factbook No. 13* with Addenda to date.]

"Trial" community antenna installations (Vol. 7:28), numbering 18-20, are operating in New York State with Technical Appliance Corp. equipment, according to sales engineer S. K. McNeil. They're called "trial," he says, because Bell Telephone has yet to write code governing use of its poles. Therefore, he adds, "Until this has been written, most of the installations will be only in the stage of running to the first group of homes or down the hill to the edge of the community."

Network TV-Radio Billings
 June 1951 and January-June 1951
 (For May figures, see *Television Digest*, Vol. 7:25)

NETWORK TV time billings for first half of this year rose to \$52,037,560, excluding non-reporting DuMont, auguring far better than \$100,000,000 year inasmuch as best months are ahead. Total compares with only \$14,032,166 for same 1950 months. June billings slipped to \$8,432,462 from May's \$9,398,488 (Vol. 7:25) and April's \$9,089,454 (Vol. 7:21), but this is seasonal drop—and July billings will probably fall still lower. June billings, however, compare with only \$2,820,711 in June 1950.

Network radio billings in June went down to \$14,872,111 from \$15,145,753 in June 1950 and \$16,518,337 in May of this year—also seasonal drop. All 4 AM networks showed declines. Total radio time sales for first half 1951 was \$95,489,672, down from \$96,939,120 for same 6 months of 1950. The figures by Publishers Information Bureau:

	NETWORK TELEVISION			
	June 1951	June 1950	Jan.-June 1951	Jan.-June 1950
NBC	\$ 4,244,240	\$ 1,574,771	\$26,739,532	\$ 7,501,236
CBS	2,900,782	840,374	17,069,328	4,604,396
ABC	1,287,440	405,566	8,228,700	1,926,534
Total	\$ 8,432,462	\$ 2,820,711	\$52,037,560	\$14,032,166
	NETWORK RADIO			
	June 1951	June 1950	Jan.-June 1951	Jan.-June 1950
CBS	\$ 6,220,959	\$ 5,837,873	\$39,285,216	\$36,061,897
NBC	4,739,193	5,200,901	30,000,036	32,910,043
ABC	2,720,268	2,902,341	17,344,512	19,473,536
MBS	1,191,691	1,204,638	8,859,908	8,493,644
Total	\$14,872,111	\$15,145,753	\$95,489,672	\$96,939,120

Television Digest

WITH AM FM REPORTS

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Full Text of TV Power-Boost Order Published as Supplement No. 74, herewith
City-by-City Deadlines for Comments in Allocations Proceedings Published as Supplement No. 73, herewith

STATION POWER HIKE—EVERYONE GAINS: Wider TV station coverage and improved pictures in a few areas -- in a matter of days. Similar improvement for virtually all other TV markets -- potentially. And all before end of freeze.

That's meaning of "power increase" order issued by FCC this week (full text in Supplement No. 74 herewith), its first action after adopting "written hearing" procedure designed to hasten end of freeze (see story, p. 2).

Action won't revolutionize TV coverage overnight, by any means, but it does offer prompt relief for those few markets cursed with very weak signals -- while promising long-run benefits to public everywhere and enhancing set markets and stations' coverage claims.

Specifically, FCC will permit stations to radiate up to 50 kw effective radiated power (ERP), with heights up to 2000 ft., for 6-month periods renewable at end of each period. Only 3 exceptions are stations designated as "community" under old rules -- WGAL-TV, Lancaster, Pa.; WDEL-TV, Wilmington, Del.; WNHC-TV, New Haven, Conn. These are limited to 1 kw ERP, presumably with 2000 ft., though ruling isn't specific about height.

Though new order leaves some questions unanswered, one provision is clear:

Any station now operating 5-kw transmitter at less than full output may run it wide open simply by requesting and obtaining FCC permission to do so. Permission may be requested informally, by letter or wire. Commission promises quick action in absence of complications -- and few are expected.

FCC engineers count 43 stations now running 5-kw transmitters at less than full 5-kw rated output. These may boost powers simply by turning a few transmitter dials. Of these, most will gain only slightly. A few should show marked improvement; for example, New York's WJZ-TV may go from 3 kw to 16-18 kw, WOR-TV from 9 kw to 22 kw. Columbus' WTVN can hike from 6 kw to 19.7 kw; Miami's WTVJ is eligible to jump from 2.2 kw to 16.5 kw, etc., etc.

[For list of all 43 stations, with present transmitter outputs, see p. 6. By using Television Factbook No. 13, showing present ERPs of these stations, engineers may calculate ERPs immediately possible.]

Within 48 hours, 15 stations had requested power hikes (see list, p. 6).

* * * *

Confusion arises where stations are now operating transmitters full blast, as most of them are. People at FCC differ on interpretations, but most think such stations may increase ERP and coverage by installing antennas with greater gain and/or by building higher towers -- but not by installing bigger transmitters.

One commissioner puts it this way: "We don't want people investing large sums for equipment for facilities which won't be final until end of the freeze." He said reason for permitting use of higher-gain antennas, but not more powerful transmitters, is that antenna is minor investment.

Yet some transmitter powers may be doubled, according to engineers, simply by modest changes in final stage. They're awaiting Commission clarification.

Only exceptions to ban on larger transmitters are those 6 non-community stations now using transmitters rated at less than 5 kw. These may apply for CPs to install 5-kw units, though they may decide to wait until end of freeze to buy even larger transmitters to achieve 100-200 kw. These are the 6 stations, with maximum output of present transmitter in parentheses: WTTV, Bloomington (1 kw); WFMY-TV, Greensboro (.5 kw); WLWD, Dayton (3 kw); WBNS-TV, Columbus (.5 kw); WICU, Erie (.5 kw); KDYL-TV, Salt Lake City (1.2 kw).

FCC emphasizes power increases aren't permanent, have no influence on final powers to be authorized at end of freeze. For any permanent changes, all stations remain subject to same limitations held throughout freeze -- namely, higher antennas may be authorized but powers will be reduced so that coverage is no greater than with previous facilities. FCC action on Empire State Bldg. antennas is typical.

Commissioner Jones dissented for 2 reasons: (1) "After 3 years of freeze, the first to benefit are the existing stations. I don't think that's right." And -- (2) Possibility of prejudicing final decisions re powers, heights, mileages, etc.

MODUS OPERANDI FOR ENDING THE FREEZE: Granted virtual free hand to write own ticket on procedures to end freeze -- something almost unheard of in the ferociously competitive radio-TV industry -- FCC this week whipped out an order adopting "written hearing" with time schedule pared to the bone.

Final decision a few weeks after Nov. 26 is now entirely possible, barring complications. And there should be few of these, considering tenor of industry.

Commission liked the "staggered" system proposed last week (Vol. 7:29) and, as expected, compressed whole thing into 4 months instead of suggested 5 -- July 25 to Nov. 26, with first filings due Aug. 27.

Taking order of testimony originally set up in event an oral hearing were held, FCC regrouped the 40 groups therein into 9 geographical areas, gave them deadlines week apart -- in lieu of 10 days previously suggested. Then, opposition has 21 days to reply, instead of suggested 30. After that, there are 2 weeks for briefs on legal questions which may arise, instead of opportunity for oral argument.

FCC is sending copies of order of testimony, with filing deadlines, to all parties or their attorneys. For quick reference, we've listed cities, with respective deadlines, in Supplement No. 73 herewith.

Parties may still request oral presentation or cross-examination. But it's no secret that Commission intends to be tough in granting requests -- probably won't grant any except when it fears possibility of successful challenge in courts.

Actual mechanics of written procedure requires that:

(1) Parties may amplify, with sworn statements & exhibits, their original comments (digested in our Supplements 72 to 72-C). No new proposals are permitted.

(2) Basic allocations policy issues, contained in Appendices A & B of FCC's plan (see TV Allocation Report), remain undecided. But parties aren't permitted to suggest any new changes beyond those proposed in comments already on file.

(3) Fifty copies of all statements must be filed with FCC. They may be inspected at Commission offices or borrowed "for reasonable periods." Parties are "encouraged" to send copies of their statements to other parties affected. Separate statements must be filed for comments on each party's proposals.

Commission's schedule for DuMont's plan, and oppositions thereto, caught many parties off-base. Seems FCC intends not only that DuMont conclude its pitch by Aug. 27, but that all opposing parties file their objections to DuMont plan by same date, rather than Sept. 17. Engineers fear they can't make it.

Looking beyond Nov. 26, here's situation regarding true lifting of freeze:

Commission hopes to clean up oral presentations, if any, as they arise. But some may be dangling after Nov. 26, take up undeterminable period thereafter.

Next, time is needed to write final decision. Commission hopes decision will be crystallizing as comments are filed, take only few weeks to write.

After final decision, how long will FCC accept applications before starting to make grants? Chairman Coy has continually spoken of 2 months, but some commissioners are thinking about one month, saying people can fill out everything but engineering data almost anytime.

Beyond this, Commission is just beginning to consider ways and means of speeding up comparative hearings in cities where applicants will outnumber channels -- meaning virtually every sizeable market -- sure to run well into 1952 & 1953.

Commission maintains its budget is so limited that it can't expand personnel required for comparative hearings -- which includes, in addition to examiner, one attorney, one engineer and secretarial help for each hearing.

Some think an appeal to Congress might bring special appropriation, if it's timed right and international conditions permit. That's possible, considering attentive Congressional ear given to outraged howls from "frozen" constituents.

10 STATIONS SOLD TO DATE, MORE PENDING: Thus far, exactly 10 TV stations (out of 107 total on air) have been sold to new owners since postwar emergence of telecasting -- aside from proposed transfers, by way of merger, of the 5 ABC-owned outlets into projected new American Broadcasting-Paramount Theatres Inc. (Vol. 7:21). In most cases, reasons for selling were simply that operators couldn't make ends meet during TV's days of rough fiscal sledding and/or could sell out at handsome profits.

San Antonio's KEYL, which began operation only 1½ years ago -- on Feb. 15, 1950 -- is being sold to George Storer group for \$1,050,000 at time it's just beginning to turn a profit and with future outlook very bright. Successful operator of 7 radio stations and 3 TVs (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta), Storer's Fort Industry Co. wants to latch onto FCC-imposed limit of 5. So it outbid another group seeking KEYL, said to be San Antonio Express (KTSA), by \$10 a share.

Storer is also TV applicant for Cincinnati, Wheeling, Miami, where he has AM stations, presumably will drop 2 of these -- possibly all 3, if he should get his fifth by way of purchase. [Note: Many stations are being approached with offers, and several more sale deals are in offing -- with broadcasters, newspapers, theatre people as prime movers. Story persists that sale of Omaha's WOW-TV & WOW is imminent (Vol. 7:27-28), but parties involved say it isn't so.]

The \$1,050,000 purchase price of KEYL represents \$210 per share for 5000 shares, largest holders being W. L. Pickens of Dallas, R. L. Wheelock of Corsicana, H. H. Coffield of Rockland, all Texas oilmen, each holder of 1098 1/3 shares: W. R. Nichols, Dallas, 418 shares; W. D. Rogers Jr., who stays as gen. mgr., 418; Vernice Ford, Lubbock, 300; R. Guy Carter, Dallas, 168; John Yakimo, Dallas, 60; Jack Bloom, Dallas, 35; Roger Kuykendall, Lubbock, 32; R. W. McKinney, Nacogdoches, 25 -- plus 10 others owning not more than 10 shares each.

* * * *

Other TV station sale deals to now, exclusive of projected ABC merger, were these -- all save last 3 already FCC-approved: KSRC-TV, Seattle (now KING-TV), sold to Mrs. A. Scott Bullitt for \$375,000 (Vol. 5:20), who in turn sold 25% recently to Hearst Radio for \$375,000 (Vol. 7:26); KBTW, Dallas (now WFAA-TV), sold to Dallas News for \$575,000 (Vol. 6:4,11); KLEE-TV, Houston (now KPRC-TV), sold to Houston Post for \$740,000 (Vol. 6:13,21); WOIC, Washington (now WTOP-TV), sold to Washington Post 55%, CBS 45%, for \$1,400,000 (Vol. 6:25); KFMB-TV & KFMB, San Diego, sold to John A. Kennedy interests for \$925,000 plus other considerations (Vol. 6:46, 7:17); KTSL, Los Angeles, sold to CBS for total consideration of \$3,600,000 (Vol. 6:52); WLAV-TV, Grand Rapids, sold to Harry Bitner group for \$1,300,000 (Vol. 7:19); WBKB, Chicago; sold to CBS in connection with ABC-UPT merger for \$6,000,000 (Vol. 7:21); KFI-TV, Los Angeles, to General Tire (O'Neil) interests for \$2,500,000 (Vol. 7:23).

Actually, there was an 11th sale -- but no actual transfers of money were involved. The 3 Texas oilmen in KEYL deal were also principals in grant of KPHO-TV, Phoenix (Vol. 5:26), but by time it went on air they had pulled out (Vol. 6:5,20).

Note: Deficits marked operation of most of these stations at time of sales, but WOIC (WTOP-TV) was reported coming out of operating red when sold, WLAV-TV is a good earner, and WBKB is reputed to be one of telecasting's best earners. KFI-TV is

known to be losing \$20,000 per month. Biggest bargain of all, KING-TV, was losing \$1000 a month when Mrs. Bullitt purchased it in early 1949. All other sales took place in 1950 and 1951 (see issue of Television Digest indicated for full details).

* * * *

Sales point up eagerness of broadcasters, to say nothing of many non-radio interests, to get into the TV swim -- especially now that the business shows great profit promise. Veritable "gold rush" for new station permits is certain after FCC ends freeze, but some well-heeled interests have chosen to make haste by buying.

It takes blue chips to go into telecasting business, as compared with radio, which is reason why Howard Stark, broker formerly associated with Smith Davis, plans to set up company to help finance grantees by buying and leasing costly equipment required -- sure-fire idea so far as demand is concerned but requiring FCC blessing.

Stark says he has Wall Street money interested, predicates plan on belief local banks and insurance companies, usually requiring brick-and-mortar collateral, will hesitate about financing new TV stations, as they did about radio in the past -- and many broadcasters simply haven't the necessary resources.

COLOR LABS RACE CBS's 'HEAD START': Developments in all-industry compatible color system, plus CBS's redoubled efforts to make its system "stick" as its investment in system mounts daily, foreshadow fiercest kind of showdown this fall and winter.

From one of industry's top color experts, and one of most confident, Hazeltine v.p. Arthur Loughren, we have these comments on status of compatible system:

(1) Agreement on system standards, among National TV System Committee members, should be reached by September. Exhaustive field testing will then be conducted until end of year, by which time it should be ready for presentation to FCC.

(2) Cost of now complex compatible color receivers will be reduced drastically and rapidly. "By year's end," Loughren predicts, "at least 15, if not 20 tubes will be removed from RCA's 54-tube set -- with no loss in performance."

(3) Controversy over RCA's "pastel" colors vs. CBS's more "brilliant" hues (Vol. 7:28) is something of a joke to Hazeltine engineers, he says. "During RCA's demonstrations, we varied controls on our receiver, got more saturated colors, but our men thought they looked much less natural."

Loughren also reports tri-color tube now in operation, calls it "excellent" -- a big relief from looking down "dichroic tunnel" required with 3-tube sets.

Schedule of compatible colorcasts will be issued bi-weekly by NTSC's field test panel under DuMont's Dr. T. T. Goldsmith. Next demonstrations to be observed by Loughren's standards panel: Aug. 6, GE, at Syracuse; Aug. 7, Hazeltine, Little Neck, L. I.; Aug. 8, RCA, Princeton; Aug. 9, Philco, Morrisville, Pa. Tour will wind up in New York Aug. 10 with discussion of observations.

FCC this week granted Philco authority to begin compatible colorcasts over WPTZ's Channel 3 facilities, using experimental call KG2XDT, running 90 days from July 23. Transmissions are limited to periods outside regular programming hours.

Then, around Aug. 22, RCA starts public demonstrations (Vol. 7:29).

* * * *

Meanwhile, CBS is making most of its best promotional prospects to date:

(1) Nine top-flight eastern football games (Army, Navy, Penn, et al), banned on black-and-white, to be colorcast, Sept. 29-Nov. 24. These will be fed to stations able to clear time.

Availability of games may spark purchases of adapters, to get games in black-and-white, whether or not it moves color sets and converters.

(2) Tieup with 20th Century-Fox on theatre TV, employing CBS system with Swiss-developed Eidophor large-screen system (Vol. 7:29). This week, GE agreed to make color camera for combined systems, said it will have definition greater than black-and-white's 525 lines -- but doesn't say how much greater. Demonstration of large-screen color, says 20th Century-Fox, may come before year's end.

In Cincinnati, CBS reports, color proved such hit that WKRC-TV extended programs second week. Signals are received on set rotated among Kroger stores.

CAMPAIGN to bolster radio as "greatest mass medium" and "biggest advertising value" is in full sway in wake of July 1 radio network reductions and drops in network radio billings (see PIB figures, Vol. 7:29).

Letter from CBS president Frank Stanton to affiliates assures them CBS still considers radio "America's No. 1 mass medium." CBS, which broke radio rate dike (Vol. 7:15 et seq), was "able to stave off a rate reduction as long as it was humanly possible," said Stanton. "Without the exceptional network value that CBS radio held out to advertisers, the great pressure for rate adjustments would have come much sooner." But, Stanton added:

"No policy of support for radio can stand up today without recognizing TV. We have found, despite radio's absolute values, that it is nonetheless extremely difficult to sell on a declining trend. And so what we are doing now is to project radio values forward to January 1952 . . . in effect, building a floor under network radio—an impressive level of values that advertisers can count on next year, as a bare minimum."

Stanton told affiliates that radio's net audience loss to TV in 1951 "cannot exceed 8.5%, and it may well be less."

New CBS promotional piece, *Where Advertising Makes the Difference*, shows 18 of 25 top advisers select network radio above all other media. July 23 *Broadcasting*

Magazine survey found "radio business is better than it was a year ago in both TV and non-TV markets," with vast majority of radio stations reporting increases in local and national spot.

Big July "Fall Facts Issue" of *Sponsor Magazine* devotes most space to radio, advises "network radio offers the astute advertiser a better buy than ever before." On top of this, says *Sponsor*, "network radio will this fall offer the advertiser bonus values relative to TV," because TV set sales are in "serious slump" while "sale of radio sets keeps increasing phenomenally." Radio, *Sponsor* concludes, is "still the Goliath towering over other media," July issue contains 14 pages of charts to back contention.

As to TV, *Sponsor* sees daytime as best bet, spot easier to clear this fall than network. *Magazine* predicts average 15% network TV rate boost by October, with good time availabilities "impossible" to clear this fall.

NARTB president Harold Fellows in July 18 *Variety* article challenges AM broadcasters to "go to work, face the facts squarely . . . to be confident, to be visionary, to be intelligent and to be industrious in utilizing the force and in bringing about an ever increasing realization of [AM's] 'necessities' and the vital part it plays in the American scene, all the way from quickly locating a lost child to building businesses through advertising."

Network Accounts: Frigidaire starts new series, as yet untitled but dealing with youth opportunity, on CBS-TV Sept. 2, Sun. 6-6:30 . . . Sterling Drug Inc. starts sponsorship of 10:30-11 portion of *Songs for Sale* Sept. 15 on CBS-TV, Sat. 10-11; Carter Products Inc. (Arrid) has 10-10:15 segment which leaves only 10:15-10:30 available . . . Toni Co. (White Rain shampoo), starting Sept. 27, will share alt. week sponsorship of *Casey, Crime Photographer* on CBS-TV, Thu. 10:30-11, with Carter Products Inc. (drug products) . . . Burkhart Mfg. Co. (shoes), starting Aug. 11, sponsors noted ballerina in *Patricia Bowman Show* on CBS-TV, Sat. 6:45-7, thru Winus-Brandon Co., St. Louis . . . Schick Inc. (electric shaver), starting Sept. 4, will sponsor *Gangbusters* on CBS-TV, Tue. 9-9:30, with ex-Kefauver committee investigator Rudolph Halley as narrator; agency is Kudner . . . Gerber Products Co. (baby foods) will sponsor Wed. 4:45-5 portion of *Kate Smith Show* on NBC-TV, Mon.-Fri. 4-5 starting Sept. 12.

Station Accounts: Successful use of TV trailers and spots to boost movie attendance is being emulated by road show of *Guys & Dolls*, smash Broadway hit, opening this week in Los Angeles after playing San Francisco last week, and due to play Dallas Oct. 6-22; musical comedy is using spots on TV stations in areas played . . . Necchi Sewing Machine Sales Co. (Robert M. Phillips, adv. director) plans cooperative dealer-distributor use of TV, radio & newspapers this autumn, thru Doyle Dane Bernbach Inc., N. Y. . . National Shoe Stores (women's shoe store chain) resuming use of TV in expanded fall-winter campaign, thru Emil Mogul Co., N. Y. . . American Snuff Co. to sponsor *Old American Barn Dance* for 13 weeks from Sept. 1 on 7 Southeastern TV stations, thru Simon & Gwynn, Memphis . . . Southern California Pharmaceutical Assn., comprising 1300 independent druggists, sponsoring *Bob Shannon's Varieties*, half hour, on KTTV, Los Angeles, thru Crossley & Jeffries . . . Union Oil Co. Aug. 1 starts sponsoring *Watch and Win*, quiz show, on KPIX, San Francisco, and KTSL, Los Angeles, thru Foote, Cone & Belding, L. A. . . National Pressure Cooker Co. (Presto household utensils) appoints George R. Nelson Inc., Schenectady, to handle TV campaign starting with participations in CBS-TV's *Homemaker's Exchange* (21 stations) . . . Among other advertisers reported using or preparing

to use TV: Tuwill Chemical Co. (Knoba car shampoo), thru A. W. Evans Co., Los Angeles; Stewart Hartshorn Co. (Diana Fyrban shade cloth) and M. J. Holloway Co. (confectioner), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Bol Mfg. Co. (Hopalong Cassidy Aid drink), thru Goodkind, Joyce & Morgan, Chicago; Erno Laszlo Co. (cosmetics), thru Dowd, Redfield & Johnstone Inc., N. Y.; Jetron Inc. (Dust Free silicone polish & 88 car wax), thru Robert W. Maercklein Adv., Milwaukee; O'Donnell-Usen Fisheries Corp. (Taste O'Sea fish), thru Arnold & Co.

Life Magazine points up stature of TV-radio in full-page ads in metropolitan newspapers this week, ranking national advertising media in this order on basis of January-June 1951 total investments by advertisers: (1) *Life*, \$43,089,969. (2) CBS-Radio, \$39,285,216. (3) *Saturday Evening Post*, \$34,121,636. (4) NBC-Radio, \$30,000,036. (5) NBC-TV, \$26,739,532. (6) ABC-Radio, \$17,344,512. (7) CBS-TV, \$17,069,328. (8) *Time*, \$14,229,834. (9) *Ladies' Home Journal*, \$11,484,173. (10) *Better Homes & Gardens*, \$11,413,731. (11) *This Week*, \$10,911,380. (12) *Look*, \$9,743,833. (13) *Collier's*, \$9,197,871. (14) MBS-Radio, \$8,859,908. (15) ABC-TV, \$8,228,700. (16) *Good Housekeeping*, \$7,904,187. (17) *American Weekly*, \$7,182,895. (18) *Woman's Home Companion*, \$6,318,319. (19) *Newsweek*, \$5,971,709. (20) *McCall's*, \$5,476,607.

Top CBS executives named this week, heading TV and radio divisions (Vol. 7:28), include: Four vice presidents common to both divisions—H. Leslie Atlass, Central Div.; Harry S. Ackerman, Hollywood programs; Herbert V. Akerberg, station relations; Wm. B. Lodge, general engineering. Five vice presidents in TV Div.—Hubbell Robinson, network programs; Frank B. Falknor, operations; David V. Sutton, sales; Merle S. Jones, CBS-owned stations; I. S. Becker, business affairs. Five TV Div. dept. heads—Oscar Katz, research; Wm. S. Harrison, senior attorney; Wm. Golden, creative director, advertising & sales promotion; John Cowden, operations director, advertising & sales promotion; Michael J. Foster, press. In Radio Div., administrative vice presidents are Louis Hausman, James M. Seward, J. Kelly Smith. John J. Karol is v.p., network sales; Arthur Hull Hayes, v.p., San Francisco. Lester Gottlieb is director, network programs, and Edmund Chester, director, news & public affairs.

Personal Notes: Tom Gallery relinquishes sales management of DuMont Network to head newly organized sports program sales dept., succeeded by Ted Bergmann; John H. Bachem, ex-NBC & CBS, promoted to asst. sales mgr., succeeding Trevor Adams, who on Aug. 13 joins ABC as mgr. of its WJZ-TV, New York . . . Don L. Kearney, ex-Katz Agency program director, named ABC-TV spot sales mgr., representing its 5 stations . . . Tom J. Maloney, ex-KEYL-TV, San Antonio, joins INS-INP TV dept. as sales and TV film specialist . . . H. Norman Neubert named NBC spot sales mgr. of sales development, advertising & promotion, succeeding Jacob A. Evans, named NBC radio advertising-promotion mgr. . . Fred N. Dodge, ex-American Weekly and Puck, joins NBC as director of merchandising for radio under John K. Herbert, radio sales v.p. . . Thomas H. Peterson, ex-John E. Pearson reps, named mgr., western sales development, CBS Radio Sales . . . William P. Sedgwick promoted to ABC-TV spot sales development mgr., Lillian Dishian promoted to mgr. of radio spot-cooperative program sales promotion, and George W. Huelser named radio network sales mgr. . . Charlton G. Shaw promoted to executive v.p., A. C. Nielsen Co. . . Howard Nussbaum, who as an Army colonel served with Armed Forces radio dept., was radio officer on Gen. Bradley's staff, lately has been special asst. to Stuart Symington at NSRB, assumes newly created post of TV-radio director, Harry B. Cohen Adv., N. Y. . . David Crockett, ex-asst. program director, KING-TV, Seattle, named head of TV-radio dept., MacWilkins, Cole & Weber, Seattle . . . Hal Hoag new western mgr., Free & Peters, Hollywood; Wm. A. Morrison, ex-Sidney Garfield agency, named radio mgr., San Francisco . . . Roy Winsor and Roland Gillett named co-directors, TV-radio dept., Biow Co.; Robert McNell named dept. coordinator . . . Nathan Halpern is devoting full time to Theatre Network Television Inc. (TNT), of which he is president, having dropped assignments as TV consultant to Fabian Theatres and Theatre Owners of America . . . Lewis Allen Weiss, director of NPA Office of Civilian Requirements, ex-MBS chairman, ex-Don Lee president, appointed chairman of DPA subcommittee on civilian requirements.

Telecasting Notes: United Press business mgr. LeRoy Keller and 20th Century-Fox's Peter Levathes masterminding new film-&-news service for TV, still in planning stage, think they have answer to hitherto unsolved problem how to make spot news as important in TV station schedules as in radio . . . No such inhibitions or prohibitions face them, in this project, as faced UP when it first broke down newspaper opposition to sale of its wire news to radio, now a major source of income—they're letting TV stations tell them what they want and need and are tailoring new service accordingly . . . Meanwhile, INS this week announced new wire service for TV stations, entirely separate from its newspaper-radio circuits—proposing to supply wire news and newsreel film to "provide the world's first complete basic news service for TV" . . . Kansas City viewers got birdseye views of flood and fire last week as WDAF-TV trained its telephoto lens on disaster area from its hilltop studios in center of town; film made from flood telecasts was also shown over station later and will be viewed by Congressional committee helping to work out flood relief program . . . Canadian Broadcasting Corp. this week awarded 5-year contract to Bell Telephone Co. for TV network service linking projected new stations in Montreal and Toronto (Vol. 7:22, 29), also permitting their hookup with Buffalo so as to get U. S. network service . . . Cecil B. DeMille may become TV film producer, says *Billboard*, DeMille's long association with Paramount Pictures having "resulted in a strong following among United Paramount Theatres execs, who would like to see the film

maker part of ABC's future film plans" . . . *Billboard* also sees producer David O. Selznick going into TV films, possibly with close friend Wm. Paley (CBS) in job similar to that now held with NBC-TV by ex-Paramount studio chief Henry Ginsberg . . . A. J. Balaban, one of founders of Chicago's Balaban & Katz theatre circuit, to quit as executive director of New York's Roxy Theatre Jan. 1 to produce live TV show, *Cavalcade of the Motion Picture Theatre* . . . TV Hooperatings monthly in 23 multi-station cities, thrice yearly (or oftener, as demanded) in 27 single-station cities, are promised in new project by C. E. Hooper, who will discontinue his 12-city program popularity ratings; Hooper recently sold his TV-radio national-regional rating services to A. C. Nielsen . . . Hopalong Cassidy Enterprises, 8907 Wilshire Blvd., Beverly Hills, Cal., now offering users of its TV films 15 & 50-second commercials tailored to local retail sponsors . . . Credit courses in TV now offered by Brooklyn College, Boston U, Western Reserve U . . . Metropolitan Museum of Art, New York, plans \$820,000 alteration in 710-seat lecture hall to provide TV-radio facilities . . . WINX, 250-watt AM which cost *Washington Post* \$500,000 in 1944, lost nearly that much in operation, was sold for \$130,000 in 1949, is being sold again—for \$95,000 instead of \$120,000 originally proposed (Vol. 7:26) . . . WJZ-TV, New York, on Aug. 1 extends Class C time full hour up to 6 p.m.; 7-7:30 Mon. thru Sat. will be Class B, 7:30-10:30 Class A. Also offered are new frequency discounts for use of 2 or more ABC-owned stations, and eliminated is 20-second rate in Class B & C times . . . KGO-TV, San Francisco, new Aug. 15 rate card raises basic hour rate from \$480 to \$600, one-min. from \$80 to \$120, changes Class A time to 7-10:30 p.m. Mon-Fri., 6-10:30 p.m. Sat. & Sun.

Following 43 stations may increase powers quickly, under new FCC ruling (see p. 1), simply by boosting transmitter output to 5 kw from current operating figures indicated: WBRC-TV, Birmingham, 4.06 kw; KNBH (2.97) & KTSL (1.1), Los Angeles; KPIX, San Francisco, 4.9; WTVJ, Miami, .44; WAGA-TV, Atlanta, 3.4; WBKB (2.18), WENR-TV (4.42), WGN-TV (1.92) & WNBQ (4.69), Chicago; WHBF-TV, Rock Island, 2.36; WOI-TV, Ames (Des Moines), 4.14; WAVE-TV (1.37) & WHAS-TV (.89), Louisville; WMAR-TV, Baltimore, 4.83; WWJ-TV, Detroit, 3.35; WLAV-TV, Grand Rapids, 3.5; WKZO-TV, Kalamazoo, 2.55; KMTV (3.53) & WOW-TV (4.7), Omaha; WNBFTV, Binghamton, 2.5, WCBS-TV (1.87), WJZ-TV (.81), WNBT (1.42), WOR-TV (2.04) & WPIX (3.5), New York; WHAM-TV, Rochester, 3.81; WHEN (2.78) & WSYR-TV (4.45), Syracuse; WKTU, Utica, 2.25; WCPO-TV, Cincinnati, 4.4; WNBK (4.2) & WXEL (4.1), Cleveland; WTVN, Columbus, 1.52; WKY-TV, Oklahoma City, 3.85; KOTV, Tulsa, 4.76; WJAC-TV, Johnstown, 3.5; WCAU-TV, Philadelphia, 4.41; WSM-TV, Nashville, 3.02; KRLD-TV, Dallas, 2.52; WTAR-TV, Norfolk, 4.96; WTVR, Richmond, 3.53; WSAZ-TV, Huntington, 3.6. At week's end, these had already applied for power boosts: KTSL, WTVJ, WBKB, WGN-TV, WAVE-TV, KMTV, WOR-TV, WHAM-TV, WHEN, WKTU, WXEL, WTVN, WICU, WSM-TV, KRLD-TV.

RCA describes full line of transmitting equipment in new brochure, offers up to 200 kw on any vhf or uhf channel. Vhf transmitters are 500-watts, 2 kw, 10 kw, 20 kw, 50 kw. Vhf Antennas are 3, 5, 6 or 12-bay, plus "Super-Gain" special installation. Uhf transmitters are 1 kw & 10 kw antenna is slotted type, Bridgeport's being prototype.

DuMont offers new camera chain, claims number of improvements, including extension of image orthicon life up to 1500 hours and easy convertibility to CBS color.

CONGRESS BREAKS REGULATION W LOG-JAM: By the time you read this, big push that may break TV sales log-jam -- relaxation of credit controls -- will probably have been completed by Congress. Industry gets all it asked for, and more.

Barring veto by President Truman, now deemed unlikely, extension of Defense Production Act will remove Regulation W's barrier to set sales. Senate-House conference committee, writing compromise version of bills passed by both houses, accepted House provisions easing installment curbs (Vol. 7:29). Final bill provides:

Down payment of 15%, balance in 18 months -- in lieu of present 25% down and 15 months. AND -- it also provides that trade-in allowance may be applied toward down payments, or in place of them.

Committee action was victory for RTMA, which had asked 90-day moratorium on credit curbs, then 15% down, 18 months to pay (Vol. 7:22), and had been rejected by Federal Reserve Board in several appeals. It was also victory for NARDA, which had proposed the exact provisions finally adopted.

Final approval by Senate came Aug. 27, is expected in House Aug. 30. The President must sign measure by Aug. 31, when stop-gap controls law expires.

Industry leaders are optimistic, but cautious, about effects of new credit regulation on TV trade. While at first it seemed this was answer to their prayers for relief from inventory stalemate, there's growing realization that major sources of current trade apathy are (1) too easy selling during 1950 boom, and (2) high cost of groceries. But business forecasters generally see better times ahead (see below).

RTMA president Glen McDaniel feels new rules "will give the industry the psychological lift it needs to reverse the trend." But he hastens to add they can't possibly bring back the good old days when customers virtually beat down doors to buy TVs. Dealers must still use aggressive merchandising techniques, beat the bushes for customers, he says -- but this time it should bring more results.

BUSINESS OUTLOOK & TV-RADIO TRADE: Business looks good for the long pull, say the forecasters with almost one accord -- but hard-hit TV-radio industry is nevertheless moving very cautiously. Easier credit terms may bring speedier inventory relief, but no one sees repetition of 1950 boom short of opening up lots of new TV markets -- unlikely before well into 1952-53 (Vol. 7:29). Right now, trade can take comfort from these assurances in usually very authoritative U.S. News & World Report:

"Worried about a general business slump? Forget it. The signs point to prosperity, whatever happens finally in Korea. Figures indicate the present 'slow period' is temporary. They promise new highs in production and trade by early 1952. Outlook varies in different lines. But total spending is to go up. It means a market for almost everything available."

On that theme, it states: "Appliance dealers, for example, will begin to fare better after a few more months. Rising income can boost demand for TV sets, refrigerators, toasters even without any easing of Government credit controls."

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Such words are heartening, of course, but right now the TV-radio and other appliance plants are still feeling pinch of shutdowns, layoffs and shortened work weeks forced by heavy trade inventories, slow demand, uncertainty about fall-winter trade. Materials shortages would be factor, of course, if demand were there.

This week, more layoffs were reported from plants just resuming post-summer production: 200 at DuMont plant in E. Paterson, N.J.; 400 at Westinghouse appliance plant (refrigerators, etc.) in Mansfield, O.; 100 at Erie Resistor Co., Erie, Pa. There probably are many more, unreported.

Expectations of most of TV-radio industry were nicely put by Westinghouse division sales manager Joseph F. Walsh to Retailing Daily last week: "I think the

market will firm up after Labor Day, but not to the extent it did last year. Instead of 3 buyers for every set, there will be one reluctant buyer for each receiver and it will become necessary to increase stress on selling, including outside sales, home demonstrations and the like."

Because of the uncertainty, he added, Westinghouse will formulate its production plans on a month-to-month basis rather than on an entire season.

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We won't know over-all dealer inventory figure until end of August, now, due to fact Dun & Bradstreet survey couldn't get under way earlier. Plan is to contact 4000 to 5000 retailers early in August to ask them to count their total table TVs, all others, total portable radios, all others -- and from this "sample" of units on hand to project an Aug. 1 total inventory figure for all nation's dealers.

Thereafter, the monthly reports will automatically indicate month's sales and purchases -- first such figure for the industry. Dun & Bradstreet is asking -- and certainly should get -- full dealer cooperation as it breaks this new ground.

* * * *

Statistics at factory level are available weekly from RTMA, of course -- and output for week ending July 20 was reported as 44,196 TVs (1322 private label), good jump from vacation-time lows of 8270 and 12,817 first 2 July weeks (Vol. 7:29), reflecting reopening of factories. Radios totaled 180,339 (84,580 private label), of which 85,689 were home sets, 59,385 auto, 35,265 portable.

Factory TV inventories went up to 754,717 from 744,162 preceding week, and radio inventory climbed to 375,066 from 351,368. Last distributor inventory figures reported were 622,080 TVs and 999,590 home radios as of May 25.

NEW STEEL-COPPER CUTS IN PROSPECT: Air of optimism among top government materials control authorities showed signs of disintegrating at week's end, when DPA-NPA boss Manly Fleischmann pulled aside curtain on materials picture for fourth quarter.

Consumer durable goods -- including TV-radio -- will have to take another 5% cut in steel, possibly more in copper, Fleischmann indicated. This caused some surprise, coming on heels of his July 10 statement that there probably would be no change in civilian steel-copper-aluminum supply for fourth quarter (Vol. 7:28).

TV-radio and other consumer durables are permitted this quarter to use steel at 70% of first-half 1950 rate, copper at 60%, aluminum at 50% (Vol. 7:25). Fleischmann points out that while military program will engage only about 20% of nation's economy next quarter, total demands for the 3 basic metals by defense industries are "vastly higher" -- mainly due to expansion of industry.

Copper situation is particularly serious. Said Fleischmann: "If we were to prohibit manufacture of all consumer durables, including autos, it still would not free enough copper to satisfy the demand from other segments of the economy."

Further copper pinch is inevitable as result of 4-week-old CIO Steelworkers strike at big American Smelting & Refining Co. smelter at Garfield, Utah. Stoppage is cutting into output at rate of 25,000 tons a month, about one-fourth of domestic production. President Truman has asked Wage Board to try to settle dispute.

Whether or not consumer durables are brought under Controlled Materials Plan next quarter, the same amount of materials will be reserved for them. CMP, in this case, is merely method of assuring equitable distribution.

* * * *

Military and defense-supporting electronics programs were again sliced sharply in latest division of CMP materials pie. It's good bet NPA Electronics Div. will appeal to higher echelons for more steel-copper-aluminum for essential production, as it successfully did for third quarter allotments (Vol. 7:26-27).

In face of steadily increasing military orders and resumption of production after summer vacations, Electronics Div. was assigned these fourth quarter totals for Class B (standard part & product) manufacturers (third quarter figures are in parentheses): steel, 72,550 tons (56,500); copper, 33,385,000 lbs. (25,157,000); aluminum, 15,750,000 lbs. (14,800,000).

Topics & Trends of TV Trade: Jerrold Electronics claims 1,000,000 people live in towns where contracts have been signed to use its community antenna equipment (Vol. 7:29). Company says installations are now being made in following towns: Pennsylvania—Ashland, Bangor, Bellefonte, Coaldale, Coal Township, Harrisburg, Lansford, Lewistown, Lock Haven, Mahanoy City, Oil City, Palmerston, Plymouth, Pottsville, Port Carbon, Shamokin, So. Bethlehem, St. Clair, Tamaqua. New York—Dansville, Watertown, Corning. In addition, Jerrold reports contracts in following: Grass Valley, Cal.; Cumberland, Md.; Biddeford, Me.; Pikesville & Maysville, Ky.; Beckley, W. Va.; Kingsport, Tenn.; Newport, Ark.; Uvalde, Tex.; La Salle-Peru, Ill. Company says that over \$100,000 worth of sets have been sold in Lansford, Pa., first to get installation (Vol. 7:2).

* * * *

Three industry groups will appear before Senate Finance Committee next week to oppose Administration's request for 15% hike in manufacturers' excise taxes on TV-radios in revenue bill H. R. 4475 (Vol. 7:20-21). Scheduled to testify Aug. 2 are RTMA, probably represented by chairman Robert C. Sprague, and NARTB govt. relations director Ralph W. Hardy. Mort Farr, NARDA president, will be heard Aug. 1. Also appearing before committee Aug. 2 will be L. G. Horney, Bendix, and J. M. Marks, Fada.

GE's Dr. W. R. G. Baker reappointed chairman of RTMA's TV committee for ensuing year, other members named by Chairman Sprague being: Benj. Abrams, Emerson; Robert S. Alexander, Wells-Gardner; Max Balcom, Sylvania; W. J. Barkley, Collins Radio; H. C. Bonfig, Zenith; John W. Craig, Crosley; Allen B. DuMont; J. B. Elliott, RCA; E. K. Foster, Bendix; Paul V. Galvin, Motorola; W. J. Halligan, Hallicrafters; L. F. Hardy, Philco; W. A. MacDonald, Hazeltine.

Admiral's Ross Siragusa told *Retailing Daily's* Martin Rosenbloom July 23 that, barring further materials restrictions, Admiral will have produced 650,000 TVs this year (as against reported 1,000,000 in 1950); that recent "free radio-phonograph" with each TV console moved 15,000 sets between April 28 & May 14; that refrigerators have been moving at rate of 300,000 a year.

* * * *

IT&T moves further into appliance field with purchase, announced this week, of Coolerator Co., Duluth, makers of refrigerators, freezers, electric ranges. Company was bought for undisclosed sum, involving stock and cash, from Gibson Refrigerator Co., Greenville, Mich. IT&T's other manufacturing subsidiaries include Capehart-Farnsworth (TV & radio sets), Federal Telephone & Radio and Federal Telecommunications (broadcast transmitters, microwave equipment, etc.).

Value of electronics exports tripled in May, compared with year ago—\$16,717,022 vs. \$5,721,446—according to Census Bureau. TV sets aren't listed as such, but Census plans to specify them in breakdowns beginning first of year. Lion's share of May exports, \$7,896,103, is listed in "special category," understood to include radar, air navigation aids, etc. Included in May breakdown are: 1791 home type radio phonographs worth \$163,832; 22,575 other home type receivers, \$582,988; 4381 automobile sets, \$164,564; 8863 radio sets not elsewhere specified, \$1,829,993.

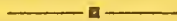
Receiving tube sales first 6 months of 1951 totaled 215,902,325 units, compared with 170,375,921 same period last year. RTMA report shows 153,957,766 tubes sold for new equipment, 50,105,634 for replacements, 10,358,858 for export, 1,480,067 to govt. agencies. June sales were 27,667,099 compared with 32,480,668 in June 1950.

Trade Miscellany: Westinghouse introduces new TV line, some table radios and portables, in about week (Aug. 6), reports it plans biggest TV-radio ad campaign this autumn . . . Philco International putting on special August drive to promote sale of its tropic radios & radio-phonographs, offering foreign dealers special prizes for window displays . . . Hoffman Radio reported planning regional warehouse at 321 Grand Ave., Chicago, to stockpile TVs, radios, replacement parts . . . Kent Television, Brooklyn, leases 8000 sq. ft. additional space at 187 Varet St. . . . Tel-A-Ray Enterprises Inc. has purchased 75,000 sq. ft. factory in Henderson, Ky., for manufacture of antenna-mounted TV boosters, etc. . . . General Radio, Cambridge, Mass., building 3-story brick plant in W. Concord, Mass., for production of electronics gear . . . Dukane Corp. is new name of Operadio Mfg. Co., St. Charles, Ill., brand name under which firm makes intercom and sound equipment, sound slide film projectors and magnetic tape recorders . . . Canada modifies credit controls, effective Aug. 1, to permit trade-ins to be applied toward down payment on all types of goods . . . Western Union Services Inc., recently formed TV receiver-servicing subsidiary of big telegraph company (Vol. 7:16), plans TV and newspaper promotion campaign, thru United Adv. Agency, N. Y. . . . CBS-Columbia Inc. (formerly Air King) names Beller Distributors Inc., Newark (Jack Gaertner) for northern N. J. and for Orange & Rockland counties in N. Y. . . . Raytheon moves into Mexican market with appointment of Television Continental, Mexico City (Pedro Block, mgr.).

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Scott Radio (Meck) showing "most expensive and exclusive home instrument of its type ever offered to discriminating music lovers"—model called "Limited Edition," a TV-radio-3 speed phono with separate amplifier unit and special 15-in. speaker, to list at \$2000. Picture tube is 24-in. Cabinet is mahogany breakfront credenza, 68-in. wide, 38-in. high, 24-in. deep, styled in 18th Century, French Provincial and modern. Price-wise, this unit exceeds DuMont's 30-in. "Royal Sovereign" at \$1795 (Vol. 7:26) as most expensive set on market.

Arvin is out with 14 new models, one holdover—latter being its 8½-in. "portable" at \$130 (GE picture tube). Three new 17-in. tables list at \$250, \$270, \$280; two 21-in. at \$370 & \$380. Three 17-in. open consoles are \$300, \$320, \$330; one 20-in. \$450; two 21-in. \$400 & \$420. Consoles with doors include one 17-in. at \$350, one 20-in. at \$450, and 21-in. French Provincial at \$500. All prices include tax, with warranty extra except on the 8½-in. Sets may be easily converted to uhf or color, Arvin says. Company also has 30 new radio models in AM, FM or both.



Audio & Video Products Corp., specializing in technical installation for ad agencies and factory representatives for Ampex magnetic tape recording apparatus, Altec amplifiers and speakers, etc., has moved to old WQXR studios at 730 Fifth Ave., New York, may soon float stock issue. President is Charles E. Rynd, ex-ABC v.p. & treasurer, with Richard Rynd v.p. W. Oliver Summerlin, ex-Capitol Records chief recording engineer, is engineering v.p. Other directors are Percy L. Deutsch, founder of World Broadcasting System; Fred M. Thrower, ABC-TV sales v.p.; Thomas P. Robinson, ABC-TV sales service mgr.; Russell O. Hudson, ex-ABC Hollywood.

Roy Rogers got temporary injunction from Federal district court in Los Angeles this week restraining Republic Pictures from syndicating his old cowboy movies to TV (Vol. 7:26-27)—case seen as test whether studios have right to sell for TV sponsorship old films that weren't originally meant to accompany advertising.

Mobilization Notes: July 31 is deadline for filing applications for fourth quarter allocations of steel, copper and aluminum under Controlled Materials Plan. Manufacturers of consumer durable goods are required to file for first time—and NPA's Electronics Div. is preparing for about 850 applications from electronics manufacturers. This is 150 more than Division received for third quarter, TV and radio manufacturers making up the difference.

In estimating requirements for fourth quarter on Form CMP-4B, TV-radio manufacturers are being warned by Electronics Div. to observe materials limitations imposed by NPA Order M-47A (Vol. 7:25). In other words, a manufacturer shouldn't list in his requirements for fourth quarter more steel, copper or aluminum than he's permitted to use during third quarter.

TV-radio makers were also urged not to include in their requirements the steel, copper or aluminum in Class B items (parts & components) they purchase ready-made—since allocations of metals for these products are made directly to parts manufacturers—and are asked to mention in letters of transmittal accompanying applications that these items aren't included.

Since household TVs, radios, phonographs and combinations are all lumped under the same product class code in NPA's "B product" list, they may all be included in same application. NPA has announced no official decision as to whether consumer durables will actually be included in CMP next quarter, but it's generally expected they will.

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Emergency DPA loans for expansion of industrial facilities needed for defense effort were granted 2 electronics firms between May 28 & July 18. Electronic Associates Inc., Long Beach, N. J., received \$150,000 to purchase land, building, machinery and equipment for manufacture of electronic devices for Signal Corps. Industrial Research Laboratories, Baltimore, received \$75,000 to buy facilities for research and development, alteration and equipment; it develops electronic and radar systems for industry and Armed Forces. DPA also issued certificates of necessity for rapid tax amortization to 2 electronic firms: Oak Mfg. Co., for new facilities at Crystal Lake, Ill., for production of switches and tuners, to cost \$408,673, of which 80% will be written off in 5 years for tax purposes; and Thomco Mfg. Co., Redwood City, Cal., tape recorder parts, \$5954 at 90%.

Radio amateurs will get defense priorities to buy parts and equipment, if new order now being prepared by NPA gets final approval. Electronics Div. began work on order at suggestion of electronics parts distributors, picked up heavy support from such govt. groups as military services and civil defense, as well as Red Cross. Order is expected to permit "hams" to write their own priority ratings, with dollar ceiling on amount of priority equipment they may buy in given time period. Members of amateur networks such as Military Amateur Radio Service (MARS) may be authorized to buy more priority parts than non-members. Reason for this, NPA official explained, is to induce amateurs to join emergency nets such as MARS or civil defense amateur service.

Communications industry—radio, telegraph, telephone & cable, but not including commercial TV-radio broadcast stations & networks or radio "hams"—receives special priorities assistance to obtain materials for maintenance and expansion under terms of NPA Order M-77, issued June 27.

"Defense Loans for Small Business" titles pamphlet issued July 20 by NPA Office of Small Business. It's available for 5¢ from Commerce Dept., Washington, and Commerce Dept. field offices.

Trade Personals: W. E. Dulin, former acting asst. chief of FCC's Marine Div., World War II chief of Navy Bureau of Ships Electronics Div., radio maintenance section, named chief radio communications equipment section of NPA Electronics Div., reporting to J. A. Milling, end equipment branch chief; Gerald W. Davis, ex-Bureau of Standards electronic scientist, ex-Raytheon & GE engineer, heads communications equipment unit under Dulin . . . Earl R. Smith, ex-RCA International, on leave from Connecticut Cabinet Co., heads new electronic & musical instrument section of OPS, formed from old radio, TV & miscellaneous section of housewares & accessories branch, Consumer Durable Goods Div., headed by Harold B. Wess . . . David H. Cogan, president of CBS-Columbia Inc. (formerly Air King), elected July 25 to CBS board . . . William Garstang, technical products contracts coordinator, named administrative director of engineering & research, Belmont (Raytheon), with Robertson Gannaway continuing as chief engineer . . . George Hakim named adv. mgr., DuMont receiver sales div., succeeding Henry R. Geyelin, now coordinator of all DuMont advertising . . . Michael R. Buehner promoted to chief mechanical engineer, Hoffman Radio . . . H. B. Nelson Jr. named asst. to John T. Thompson, sales mgr. of replacement tubes, GE tube div. . . J. J. Kahn, Standard Transformer Co., named 1951-52 chairman of RTMA promotion committee, other members being Max F. Balcom, Sylvania; Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co. . . H. N. Henry Saller, of John E. Fast & Co., reappointed chairman of RTMA credit committee, with D. F. Reed, Raytheon, eastern vice chairman; A. D. Sigler, Crucible Steel Co., western vice chairman . . . Herbert J. Ravis, president of Peerless Album Co., phonograph record albums, appointed president and gen. mgr. of Tele-King Distributors, Los Angeles, Russell Martin continuing as sales mgr. . . Henry Onorati, ex-RCA Victor Records, joins Crosley as director of electronics advertising.

Henry A. Sullivan, 63, who retired as RCA controller in 1950, died July 23 at his home in Ridgewood, N. J.

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NPA received some 490 requests for assistance from small electronics manufacturers Nov. 1 to June 15, of which the majority received aid. This is revealed in report on NPA's small business program, soon to be made public. Report shows 48,000 small businessmen asked for NPA aid during that period, and substantial majority received special assistance.

Plant expansions have been authorized by NPA under construction control regulations (Order M-4) for these electronics manufacturers July 2-19: Wilbur B. Driver Co., factory building at Newark, estimated cost \$663,450; Bendix, remodeling of electronic equipment plant at Elmira, N. Y., \$43,850; GE, addition to plant at Bridgeport, \$42,114.

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Annual "Buyers' Guide," published by *Electronics*, runs 640 pages this year, is now available from McGraw-Hill Pub. Co., 330 W. 42nd St., New York (\$2). It includes: (1) Lists of parts and end-product manufacturers, with addresses, alphabetically and by products. (2) Index of trade names. (3) List of equipment distributors.

British Marconi has sold complete TV stations to Spanish Govt. for Madrid and Barcelona. Recently, it also sold studio and camera equipment for United Nations headquarters in New York and for CBC's projected new stations in Montreal and Toronto (Vol. 7:22, 29).

Tax of \$11.60 per TV set levied on basis of \$200 personal property assessment by Ridgewood, N. J. (pop: 4000 TVs) was discontinued July 25 by village commissioners after irate citizens protested.

Report and Order

FCC Authorizes Temporary TV Power Increases

Full Text of Public Notice No. 51-752 Adopted July 25, 1951, Effective Immediately

Upon request for special temporary authority (STA), stations may boost effective radiated powers (ERP), thus widening coverage areas, improving signal quality, pending final decision on freeze issues; see story Vol. 7:30

- In the Matters of
- Amendment of Section 3.606 of the Commission's Rules and Regulations. } Dockets No. 8736 & 8975
 - Amendment of the Commission's Rules, Regulations and Engineering Standards Concerning the Television Broadcast Service. } Docket No. 9175
 - Utilization of Frequencies in the Band 470 to 890 Mcs. for Television Broadcasting. } Docket No. 8976

FIFTH REPORT AND ORDER OF COMMISSION

1. On May 6, 1948, the Commission issued a "Notice of Proposed Rule Making" (FCC 48-1569) in the above entitled Dockets 8736 and 8975 designed to amend its Table of television channel assignments for the United States. During the hearing subsequently held by the Commission on its proposed Table, evidence was presented concerning tropospheric interference, directional transmitting antennas, increased power and mileage spacings between television stations. As a result of this evidence, an Industry-Commission Conference was held on September 13, and 14, 1948, on the following issue, among others:

"If the standards are to be revised, what policy should be adopted with respect to applications now pending before the Commission."

At the conclusion of that Conference the Commission announced its plan to hold an engineering conference "to consider questions regarding revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of television allocations."

2. On September 30, 1948, the Commission issued a "Report and Order" (FCC 48-2182), commonly referred to as the "freeze" order. By the terms of said Order, Section 1.371 of the Commission's Rules was amended by adding footnote 8(a) thereto, reading as follows:

"8a Pending further consideration of the issues in Docket Nos. 8975 and 8736, requests for television authorizations on channels 2 through 13 will be considered in accordance with the following procedure:

"(a) Applications pending before the Commission and those hereafter filed for permits to construct television stations on channels 2 through 13 will not be acted upon by the Commission but will be placed in the pending files.

"(b) Applications pending before the Commission and those hereafter filed for modification of existing permits or licenses will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8975 and 8736.

"(c) No hearing dates will be scheduled with respect to applications for construction permits which have been designated for hearing, and in cases in which hearings have been commenced or completed but decisions have not been issued, no further action will be taken.

"(d) This procedure does not apply to construction permits or other television authorizations heretofore issued by the Commission."

3. Pursuant to the provisions of subparagraph "(a)" above, no applications then pending or thereafter filed for construction permits for new television stations have been granted, and there are now on file with the Commission 420 such applications. Since December, 1948, in considering various applications before it for modification of outstanding construction permits, the Commission has clarified its intentions concerning the "case-to-case basis" specified in the subparagraph "(b)". In passing on these applications, the Commission has not granted applications for modification of construction permits where such grants would result in increased coverage over that resulting from the effective radiated powers and antenna heights specified in the applicants' authorizations outstanding on September 30, 1948, the date of the Commission's "freeze" order. It has granted requests for lower powers and increased antenna heights which would result in coverage not in excess of that existing on the "freeze" date. It has not granted increased powers and lower antenna heights since such increased power involved questions of increased tropospheric interference. It has issued partial grants in accordance with the above policy.

4. On March 22, 1951, the Commission issued its "Third Notice of Further Proposed Rule Making" (FCC 51-244) in which it provided in paragraph "10" thereof the following:

"10. The most important single factor which induced the issuance by the Commission of its 'freeze' order of September 30, 1948, was the desire to ascertain whether sufficient mileage spacing had been provided between assignments set forth in its table. On the basis of the data contained in the record of this proceeding the Commission is proposing the separations specified in the attached Appendix A. In the light of these separations the Commission proposes to take the following actions upon the expiration of the time specified in paragraph 12 herein for the filing of comments and oppositions thereto:

"(a) The Commission will determine whether any issue has been raised which would prevent the lifting of the 'freeze' with respect to channel assignments in Alaska, Hawaiian Islands, Puerto Rico and Virgin Islands. These Territories are sufficiently removed from the continental United States so as not to be involved in the separations problems of continental United States and present no assignment problem with any neighboring countries. Separations have been maintained within the Territories which

are in accordance with the Commission's proposals in Appendix A. Accordingly, in the absence of any issue with respect to these separations, the Commission proposes to lift the 'freeze' with respect to the above Territories without waiting to reach a final determination on all the assignments proposed in Appendix C.

"(b) The Commission will determine whether any issue has been raised with respect to the Commission's proposed assignments in the UHF band. In the absence of such issue, and where serious procedural or practical objections do not exist, the Commission will consider lifting the 'freeze' on applications which specifically request a UHF channel.

"(c) The Commission will determine whether any issue has been raised with respect to applications by existing television licensees and permittees to increase power in accordance with the proposals set forth in Appendix A. In the absence of such issue the Commission will consider lifting the 'freeze' so far as existing stations are concerned on a case-to-case basis where it appears that a grant of increased power not in excess of the maximum specified in Appendix A will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue.

"(d) Should the Commission take action in accordance with the views expressed in subparagraphs (a), (b), and (c) above, a reasonable period will be provided for the filing of appropriate applications."

5. In advancing the above proposals for a partial lifting of the "freeze" the Commission recognized that the factors which called for a continuance of the "freeze" on the construction of new VHF television stations in the United States were not the same, in all respects, as those relating to the Territories, the UHF band, and increased power for existing stations. The Commission was of the opinion that under certain conditions a partial lifting of the "freeze" might be effected in the three instances specified in paragraph "10" of the Third Notice. However, with respect to the construction of new television stations in the VHF band, it became evident that a change in a channel assignment in a particular city, or the retention of a particular assignment might have a chain reaction on assignments in areas hundreds of miles away. For example, assuming the mileage separations specified in Appendix A, if a channel were changed in City X, it might require a change in co-channel assignments within a 180-mile radius from City X, as well as in adjacent channel assignments within 70 miles of City X, and possible shifting of other channels. These channel changes might require corresponding shifting of channels located within a 180-mile radius from the second group of channels. In the same way, if construction permits were issued for new stations in City X either on the existing channels or on the proposed channels, it might have the effect of freezing channel assignments within 180 miles, which, in turn, might freeze assignments within another 180 miles, and so on. It followed, therefore, that any crystallization of channel assignments resulting from the authorization and construction of new television stations in particular areas might remove the element of flexibility, an element which is essential if the Commission is to remain free to adopt an assignment table based on the soundest engineering principles.

6. On June 15, 1951, in a "Memorandum Opinion and Order" (FCC 51-635) the Commission designated for oral argument questions relating to its authority to issue a Table of Assignments as part of its Rules and to reserve channels for non-commercial educational stations. Thereafter, on June 21, 1951, the Commission issued its "Third Report of Commission" (FCC 51-640) in which it explained why it could not, at that time effectuate the purposes of paragraph "10" of the Third Notice. In that Report the Commission pointed out that because of the existence of substantive and procedural objections it would

take no action at that time to lift the "freeze" with respect to applications for UHF channels; and that, pending the above mentioned oral argument, it would take no action at that time to lift the "freeze" in the Territories and to permit existing stations to increase power. Subsequently, on July 13, 1951, the Commission issued its "Memorandum Opinion" (FCC 51-709) in which it concluded that it had legal authority under the Communications Act of 1934, as amended, to "(1) Prescribe as part of its rules and subject to change through rule making a table specifying the channels upon which television station assignments may be made in specified communities and areas; and (2) designate and reserve certain of the assignments provided in such table for use by non-commercial educational television stations." In view of these conclusions we have again considered the possibilities suggested in paragraph "10(a)" and "(c)" of our Third Notice. And we have concluded that it is now possible, consistent with the basic criteria set out in paragraph "10(c)" to take certain steps permitting some increase in power for existing stations. A separate further report will be issued with respect to the suggestion contained in paragraph "10(a)".

7. In suggesting the possibility, in the Third Notice, of permitting increased power for existing stations we recognized that this might be accomplished without encountering problems such as those which would arise if we permitted new stations to be constructed in areas having no service at present. Without prejudice to those areas not now having stations, we would be providing for a better service to the public from existing stations and would be creating a situation in which, as a general matter, existing stations could operate on a more nearly equal basis from the viewpoint of coverage—a condition which would contribute materially to the healthy development of the new television industry.

8. In paragraph "10(c)" of the Third Notice the criteria we enunciated were, in essence, that increases in power for existing stations would be permitted if, upon consideration of all comments, we could permit such increases on a "case-to-case" basis in a manner which would not affect channel assignment proposals offered by the Commission or by interested parties in this proceeding, and would not unduly restrict the Commission's flexibility in reaching final determinations with respect to assignments still in issue. Out of approximately 700 comments filed by interested parties pursuant to the Commission's Third Notice, only two comments opposed the Commission's proposal to increase power of existing stations. Neither of the two opposing comments advanced a single reason as to why the proposal should not be effectuated.¹ From a review of the many comments and oppositions heretofore filed in this proceeding we do not believe it to be advisable at this point in the proceeding to permit increases to the powers specified in Appendix A. However, the Commission is of the opinion that some action can be taken during this interim period to accomplish in part the basic purpose expressed in paragraph "10(c)" of that Notice. The Commission proposes to continue its present policy of considering applications for modification of existing facilities which request changes in transmitters, antennas or locations therefor, under the terms of the existing "freeze" policy as described in paragraph "3" herein. We would also provide, on an interim basis, for a more efficient use of authorized stations through the granting of special temporary authority (STA) permitting temporary increases in power within the framework of the Commission's existing Rules and Standards "which will not affect channel assignment proposals offered by the Commission or by interested parties and will not unduly restrict the

¹The comments referred to are those of Radio Virginia, Inc., WXGI, Richmond, Virginia, and of Radio Kentucky, Inc., WKYW, Louisville, Kentucky. These comments, in pertinent parts, are as follows:

Radio Virginia, Inc.: "2) In general, we wish to register opposition to these phases of the plan: . . . C—The plan to grant power increases on the VHF channels."

Radio Kentucky, Inc.: "Radio Kentucky, Inc., opposes the granting of further power increases to VHF channels."

Commission's flexibility in reaching final determinations with respect to assignments still in issue." Accordingly, the Commission proposes to consider, on a case-to-case basis, requests by existing stations for special temporary authority to increase coverage beyond that permitted under the "freeze" policy. The following considerations will be applicable to such requests for special temporary authority:

(a) Community stations are permitted, pursuant to Sec. 3.603 of the Commission's Rules, to operate with a maximum effective radiated power of 1 kw and with an antenna height of 500 feet above average terrain. The Commission will consider requests by existing community stations (three in number) operating 500 watt transmitters with less than 500 watts power output for special temporary authority to increase transmitter power output to that figure, provided that the effective radiated power may not exceed 1 kw. Transmitters of more than 500 watts rating will not be authorized.

(b) Section 3.604 of the Commission's Rules permits metropolitan stations to operate with effective radiated power not in excess of 50 kw with antenna height of 500 feet. However, under the provisions of said Section, antenna heights in excess of 500 feet are permissible but such grants may be subject to reduced effective radiated power "so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna." Under this rule antenna heights in excess of 500 feet have been authorized, but the Commission has until now limited effective radiated power so that the reduced power and increased antenna height would provide equivalent 5000 uv/m coverage. The Commission now will consider requests by metropolitan stations operating 5 kilowatt transmitters at less than 5 kilowatt power output for special temporary authorization to increase transmitter power output to that figure, provided (1) the effective radiated power may not exceed 50 kilowatts and (2), where antenna heights exceed 2000 feet, the Commission may limit effective radiated power to less than 50 kilowatts.

(c) Section 3.605 of the Commission's Rules provides for rural stations serving areas more extensive than those served by metropolitan stations, where the additional areas served are predominantly rural in character. This rule does not limit the powers and antenna heights of such stations and, prior to the "freeze," applications therefor were considered on a case-to-case basis. The Commission will consider requests by rural stations to use the same power proposed for metropolitan stations in subparagraph "(b)" above.

(d) Grants made in accordance with the provisions of subparagraphs "(a)," "(b)" and "(c)" above will be issued subject to the condition that they are without prejudice to any determination which the Commission may hereafter make with respect to outstanding proposals concerning Appendices A, B, C and D of the Third Notice.

(e) Special temporary authorizations issued pursuant to the above requests, and extensions thereof, will be limited to periods not in excess of six months.

(f) Applications by stations for changes in their classification will not be granted.

9. Applications filed by existing stations for changes of transmitters and antennas will, therefore, be considered in accordance with the existing "freeze" order, and requests for operation of authorized equipment beyond the limits of the "freeze" policy will be considered for temporary periods in accordance with the procedure described above. Since amendment of our rules to provide for this procedure constitutes an amendment relating to practice and procedure before the Commission, and constitutes a statement of policy, under Section 4 of the Administrative Procedure Act proposed rule making is not required and said amendment may be made effective immediately.

Accordingly, it is ordered, this 25th day of July, 1951, that effective immediately, Section 1.371 of the Commission's Rules and Regulations is amended so that subparagraph "(b)" of footnote "8a" (designated footnote "10" in the Code of Federal Regulations) shall read as follows:

(b) Formal applications pending before the Commission and those hereafter filed for modification of existing permits or license will be considered on a case-to-case basis and Commission action thereon will depend on the extent to which they are affected by the issues to be resolved in the proceedings bearing Docket Nos. 8736, 8975, 9175 and 8976. Such formal applications will be considered on the basis that neither the coverage within the 500 uv/m contour nor the effective radiated power shall exceed that authorized on September 30, 1948; applications requesting greater coverage or power will be given consideration on the basis of partial grants within these limits. Licensees and permittees of television stations may apply by letter or other informal application for special temporary authority (STA), and for extensions thereof, for periods not in excess of six months, to operate under the following terms and conditions:

(1) Community television stations operating 500 watt transmitters with less than 500 watts power output may apply for special temporary authority to increase transmitter power output to that figure; provided that the effective radiated power may not exceed 1 kw.

(2) Metropolitan and rural television stations operating 5 kilowatt transmitters at less than 5 kilowatts power output may apply for special temporary authority to increase transmitter power output to that figure. In no event may the effective radiated power of a metropolitan or rural station exceed 50 kw. Where the antenna height of a metropolitan or rural television station exceeds 2000 feet above average terrain, the effective radiated power of such station may be limited to less than 50 kw.

(3) Applications by existing television stations for changes in their classifications will not be granted.

(4) Any authorization issued pursuant to the above subparagraphs shall be granted subject to the condition that it is without prejudice to any action the Commission may take with respect to outstanding proposals concerning Appendices A, B, C and D of the Third Notice of Further Proposed Rule Making and that such authorizations will either be modified to conform with any final determinations reached by the Commission in said proceeding, or will be cancelled.

FEDERAL COMMUNICATIONS COMMISSION
(Commissioner Jones dissenting.)

Deadlines for Comments

AGENDA FOR FCC'S ALLOCATIONS PROCEEDINGS, BY CITIES

Cities below are grouped according to dates by which written statements must be filed in accordance with FCC's Order of Hearing Procedure (Notice 51-739) of July 25, 1951. Statements to be filed are those in support of comments previously filed. For digests of previous comments, see Television Digest Supplements 72 to 72-C inclusive.

Note: Each group has 3 dates. First is deadline for statements supporting original comments, offering counter-proposals to FCC allocation plan (see TV Allocation Report of March 24, 1951). Second is for oppositions to counter-proposals. Third is for briefs on issues of fact or law. Groups & dates are as follows:

ont plan...Aug. 27 - Sept. 17 - Oct. 1	Groups X-AA...Oct. 1 - Oct. 22 - Nov. 5
ups A-F...Sept. 4 - Sept. 25 - Oct. 9	Groups BB-EE...Oct. 8 - Oct. 29 - Nov. 12
ups G-M...Sept. 10 - Oct. 1 - Oct. 15	Groups FF-II...Oct. 15 - Nov. 5 - Nov. 19
ups N-R...Sept. 17 - Oct. 8 - Oct. 22	Groups JJ-NN...Oct. 22 - Nov. 12 - Nov. 26
ups S-W...Sept. 24 - Oct. 15 - Oct. 29	

GROUP A

Maine
Albany
Augusta
Bangor
Barnstable
Boston
Brockton
Fall River
Holyoke
Lowell
New Bedford
Pittsfield
Springfield
Worcester

New Hampshire

Lincoln
Concord
Manchester
Nashua
Portsmouth
Rochester
Stratham
Tilton
Wentworth

Rhode Island

Providence

GROUP B

Connecticut

Hartford
Meriden
New Haven
London
Stamford

Massachusetts

Barnstable
Boston
Brockton
Fall River
Holyoke
Lowell
New Bedford
Pittsfield
Springfield
Worcester

Rhode Island

Providence

GROUP C

New York

Albany
Binghamton
Buffalo
Corning
Ithaca
Kingston
Malone
New York
Niagara Falls
Oneonta
Poughkeepsie
Rochester
Rome
Schenectady

New York (cont'd)

Syracuse
Troy
Utica
Watertown

GROUP D

New Jersey

Atlantic City
Jersey City
Newark
New Brunswick
Paterson
Princeton
Trenton

GROUP E

Delaware

Wilmington

Pennsylvania

Harrisburg
Lancaster
Lebanon
Philadelphia
Pottsville
Reading
Scranton
State College

GROUP F

Dist. of Columbia

Washington

Maryland

Baltimore

GROUP G

Pennsylvania

Altoona
Beaver Falls
Braddock
DuBois
Pittsburgh
Washington

West Virginia

Wheeling

GROUP H

Pennsylvania

Erie
Lock Haven
Oil City

GROUP I

Maryland

Cumberland

-(over)-

GROUP I (cont'd)

West Virginia

Beckley
Charleston
Clarksburg
Huntington
Morgantown
Princeton
Williamson

GROUP J

Kentucky

Lexington

Ohio

Akron
Cleveland
Findlay
Gallipolis
Lorain
Marion
Massillon
Sandusky
Steubenville
Warren
Wooster
Youngstown

GROUP K

Ohio

Bellefontaine
Cincinnati
Columbus
Dayton
Hamilton
Middletown
Oxford
Zanesville

GROUP L

Kentucky

Danville
Louisville
Middlesboro
Paducah

GROUP M

Indiana

Evansville

Kentucky

Owensboro

GROUP N

Indiana

Anderson
Bloomington
Connersville
Fort Wayne
Indianapolis
Kokomo
LaFayette
Logansport
Marion
Michigan City
Muncie
South Bend
Terre Haute
Vincennes

GROUP O

Michigan

Ann Arbor
Bay City
Coldwater
Detroit
East Lansing
Flint
Lansing

Ohio

Toledo

GROUP P

Michigan

Alpena
Cadillac
Calumet
Escanaba
Essexville
Grand Rapids
Hancock
Ludington
Marquette
Midland
Saginaw
Sault St. Marie
Traverse City

GROUP Q

Illinois

Bloomington
Champaign
Chicago
DeKalb
Rockford
Urbana

Indiana

Gary

GROUP R

Illinois

Carbondale
Centralia
Lincoln
Olney
Peoria
Quincy
Springfield

GROUP S

Michigan

Iron Mountain

Wisconsin

Clintonville
Green Bay
Madison
Marinette
Milwaukee
Racine
Wausau

GROUP T

Minnesota

Austin
Brainerd
Duluth
Hibbing
Mankato
Minneapolis
New Ulm
Rochester
St. Paul

Wisconsin

Eau Claire
La Crosse
Reedsburg

GROUP U

Iowa

Ames
Atalissa
Cedar Rapids
Chariton
Davenport
Des Moines
Dubuque
Fort Dodge
Iowa City

Iowa (cont'd)

Keokuk
Mason City
Mount Pleasant
Sioux City
Waterloo

GROUP V

Missouri

Brookfield
Cape Girardeau
Columbia
Grandview
Hannibal
Jefferson City
Joplin
Kansas City
Kirksville
St. Joseph
St. Louis
Sedalia
Springfield
Trenton

GROUP W

Nebraska

Lincoln
Omaha

North Dakota

Grand Forks

South Dakota

Mitchell
Pierre
Sioux Falls
Vermillion
Watertown

GROUP X

Montana

Billings
Bozeman
Butte
Great Falls
Miles City
Missoula

GROUP Y

Colorado

Boulder
Colorado Spring
Craig
Denver
Durango
Grand Junction
Pueblo

GROUP Y (cont'd)

Nebraska

Omaha

Lincoln

Omaha

Lincoln

Omaha

Lincoln

GROUP Z

Colorado

Denver

Fort Collins

Colorado

Denver

Fort Collins

Denver

Fort Collins

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Denver

Fort Collins

GROUP BB

Nevada

Ely

Goldfield

Las Vegas

Reno

Tonopah

GROUP CC

California

Bakersfield

Fresno

Madera

Monterey

Pittsburg

Sacramento

Salinas

San Francisco

San Jose

Santa Barbara

Santa Clara

Stockton

Visalia

Yuba City

GROUP DD

California

Los Angeles

San Bernardino

San Diego

GROUP EE

Arizona

Phoenix

Tucson

Yuma

New Mexico

Albuquerque

Sante Fe

GROUP FF

Texas

Amarillo

El Paso

Lubbock

Monahans

GROUP GG

Texas

Austin

Beaumont

Brownsville

College Station

Corpus Christi

Fredericksburg

Galveston

Harlingen

Houston

Karnes City

McAllen

Port Arthur

San Antonio

Temple

Victoria

Weslaco

GROUP HH

Texas

Breckenridge

Dallas

Denton

Fort Worth

Hillsboro

Longview

Lufkin

San Angelo

Sherman

Texarkana

Tyler

Waco

Waxahachie

Weatherford

GROUP II

Kansas

Dodge City

Lawrence

Manhattan

Pittsburg

Topeka

Wichita

Oklahoma

Elk City

Lawton

Muskogee

Norman

Oklahoma City

Tulsa

Woodward

Texas

Wichita

GROUP JJ

Arkansas

Blytheville

El Dorado

Fayetteville

Fort Smith

Hot Springs

Jonesboro

Little Rock

N. Little Rock

Pine Bluff

Louisiana

Alexandria

Baton Rouge

Houma

Lake Charles

Monroe

New Orleans

Shreveport

Tennessee

Cookeville

Jackson

Memphis

Nashville

GROUP KK

Alabama

Birmingham

Mobile

Montgomery

Tuscaloosa

University

Florida

Pensacola

Mississippi

Biloxi

Hattiesburg

Jackson

Meridian

State College

West Point

GROUP LL

Florida

Coral Gables
Dade County
Daytona Beach
Fort Lauderdale
Fort Myers
Fort Pierce
Gainesville
Jacksonville
Miami
Orlando
St. Petersburg
Tallahassee
Tampa
West Palm Beach

Georgia

Thomasville

GROUP MM

Georgia

Athens
Atlanta
Augusta
Macon
Rome

North Carolina

Asheville
Chapel Hill
Charlotte
Durham
Greensboro

North Carolina (cont'd)

Raleigh
Wilmington
Winston-Salem

South Carolina

Charleston
Clemson
Columbia
Greenville
Spartanburg

Tennessee

Chattanooga
Bristol
Kingsport
Knoxville

Virginia

Blacksburg
Bristol
Danville

GROUP NN

Virginia

Charlottesville
Harrisonburg
Lynchburg
Newport News
Norfolk
Petersburg
Portsmouth
Richmond

-(end)-

Financial & Trade Notes: Sylvania's first half net sales reached record total of \$103,822,579, up 70% from \$61,086,101 in same 6 months of 1950. Net earnings were \$5,680,670, equal to \$2.95 on 1,856,550 shares now outstanding after payment of preferred; this is more than twice the \$2,259,453 (\$1.41 on 1,456,550 shares) profit shown for same 1950 period. Second quarter sales also set record: \$43,191,494, up 36% from \$31,738,190 for same 1950 quarter, with earnings of \$2,165,515 (\$1.11) vs. \$1,333,609 (64¢). Earnings before Federal taxes amounted to nearly 4½ times what they were first half 1950. Study by Freehling, Meyerhoff & Co., Chicago, gives these operating statistics since 1941—noting that capitalization, besides 1,856,550 shares of common as of June 1, 1951 and \$9,964,276 of preferred, includes funded debt of \$17,200,000.

Year	Sales	Pre-Tax Profits	Net Income	Per Share Earnings*
1950	\$162,514,814	\$19,221,185	\$8,221,185	\$5.37
1949	102,539,866	5,027,840	3,052,840	1.82
1948	99,347,751	6,183,382	3,823,382	2.84
1947	95,715,638	2,847,075	2,507,075	2.10
1946	69,313,127	1,360,017	2,384,017	1.97
1945	125,750,512	8,383,820	2,136,279	2.05
1944	100,395,043	9,353,479	2,053,235	2.04
1943	60,473,821	7,097,636	1,567,936	1.79
1942	32,338,870	3,617,060	1,057,760	1.76
1941	20,561,246	2,402,186	1,067,186	1.78

* Based on shares outstanding at end of fiscal years.

Zenith and subsidiaries report estimated net consolidated profit of \$2,379,797 (\$4.83 per share) after provision of \$2,611,603 for excess profits for 6 months ended June 30. Consolidated sales totaled \$53,007,639. Second quarter profits were \$151,088 (31¢), after taxes of \$159,410, on sales \$15,954,575. Since company has changed fiscal period to end Dec. 31 instead of April 30, there are no comparable figures for same periods last year—but 1950 annual report (Vol. 7:12, 17) showed net profit of \$5,627,003 (\$11.43 a share) on sales of \$87,704,071 for 8-month period ended April 30, 1950, and net profit of \$8,479,390 on sales of \$134,012,595 for 12 months of 1950.

"Although production and sales of TV receivers have been substantially curtailed because of the normal summer-time seasonal decline and the restraining effect of Regulation W, the company has been maintaining normal production schedules of radio receivers, particularly portable receivers, AM-FM receivers and table model AC-DC sets," says July 25 statement by president E. F. McDonald. "Inventories of Zenith TV sets presently in the hands of the company's distributors and dealers are higher than at the same date a year ago but they are not considered burdensome."

Packard-Bell sales for 9 months ended June 30 were \$16,893,445, net income \$989,902 (\$1.68 per share) after deduction of \$401,700 for taxes. This compares with \$9,325,428 sales, \$796,648 (\$1.35) net income for same 1950 period. Defense orders now exceed \$8,500,000, deliveries beginning this quarter and reaching volume proportions in fiscal year beginning Oct. 1, according to executive v.p. Robert S. Bell.

Aerovox, despite decline in TV business and shift to defense contracts, about duplicated first quarter's \$6,000,000 sales during second quarter for gain of 16% over the \$10,300,000 in first half of 1950 when net was \$1,749,418 (\$2.51 per share on 691,356 common), reports *Wall Street Journal*. Current net is not up to last year's rate due to taxes. Company reports only once a year.

Hoffman Radio reports net loss of \$247,345 on sales of \$7,703,942 in first half of 1951. During same 1950 period, sales were \$11,229,630, net profit \$930,279 (\$2.19).

WJR, The Goodwill Station Inc., Detroit, reports sales of \$1,693,993 for first 6 months of 1951 vs. \$1,713,703 same 1950 period. Profit was \$288,253 (56¢) vs. \$271,463 (52¢).

RCA and subsidiaries achieved all-time record of \$302,333,933 sales during first 6 months of 1951, compared with \$248,784,358 during same period last year. Net profit, however, was \$15,703,361 (\$1.02 per common share) after provision of \$16,608,000 for Federal taxes, compared with \$20,961,643 (\$1.40) after provision of \$14,140,000 for taxes same period 1950. Second quarter sales totaled \$116,742,178, net profit \$3,801,819 (22¢) vs. \$121,414,808 sales and \$9,725,412 (65¢) profit during same 1950 quarter.

Mid-year balance sheet indicates sales pace rather well sustained during second quarter, considering drop in TV demand, but it's unlikely remainder of year will enable company to achieve record \$586,393,000 sales shown for all 1950 (Vol. 7:9)—certainly not the net profit after taxes of \$46,250,000 (\$3.10) earned in 1950, in light of higher tax rates.

ABC-United Paramount Theatres merger (Vol. 7:21-24, 26-29) got stockholders' approval of both companies July 27, with 80.8% of ABC and 80.6% of UPT voting in favor. ABC stockholders will receive for each common share \$7.50 in common stock of new American Broadcasting-Paramount Theatres Inc. measured at \$19 a share, plus \$7.20 of preferred measured at par value. New firm's capitalization will consist of outstanding issue of 608,047 shares of \$20 par preferred and an authorized issue of 5,000,000 shares of \$1 par common, of which 3,927,931 shares will be outstanding.

These changes in stockholdings by executives were reported to N. Y. Stock Exchange last week: Zenith president E. F. McDonald Jr. sold 4800 Zenith, decreasing indirect holdings to 34,131 shares, direct holdings to 10,260. Philco v.p. John S. Timmons sold 4950 Philco (June), holds 13,000. Isaac D. Levy, ex-CBS director, in June sold remaining 5926 shares of CBS Class B (Vol. 7:28), NYSE also reports.

American Phenolic Corp. reports net profit of \$481,926 on sales of \$11,109,262 first 6 months of 1951 vs. \$457,811 on sales of \$5,717,056 same period last year. June quarter accounted for \$6,161,477 sales, \$273,394 profit.

Dividends: Tung-Sol, 25¢ on common, 20¢ on preferred, payable Aug. 1 to holders of record July 17; Hazeltine, 25¢ payable Sept. 15 to holders Sept. 1; International Resistance, 10¢ payable Sept. 1 to holders Aug. 15.

THREAT to movies by TV has reached peak—barring unforeseen developments. That's general conclusion reached by Hollywood roundtable conference between exhibitors and film producers this week, sponsored by Council of Motion Picture Organizations. Closed session on TV at Beverly Hills Hotel attended by 30 delegates was highlight of meeting. Among topics on which there reportedly was general agreement:

- (1) Movie films shouldn't be released to TV, nor should big name stars be encouraged to appear too often on TV.
- (2) Good pictures, comfortable theatres and better promotion are best answers to threat of TV.
- (3) Pay-as-you-see TV is still in "impractical" stage for mechanical reasons, such as susceptibility of coin boxes to tampering, etc.

At session on advertising and exploitation, Universal-International v.p. David Lipton estimated that of the \$60,000,000 spent annually to promote films, some \$50,000,000 goes to newspapers. He suggested some of this money be re-channelled to make much wider use of TV to advertise films, and to use radio in non-TV areas. Roundup story in July 27 *Wall Street Journal* reports general pickup in movie business, with most exhibitors quoted crediting better pictures, and many hopefully suggesting "tired of TV" may be reason.

R EQUEST for "reasonable and equitable basis" for computation of telecasters' excess profits tax (Vol. 7:9, 21-24) was voiced July 27 by Fort Industry Co.'s John B. Poole, spokesman for TV Broadcasters Tax Committee before Senate Finance Committee. He pointed out that radio earnings of companies operating in both TV and radio during the 1946-49 base period for excess profits computation had been slashed by large losses suffered in pioneering TV operations, gave figures to show that "losses sustained in TV during this period so depressed normal profits derived from radio broadcasting that the average industry rate of return . . . declined from 24.9% in 1946 to 10.1% in 1949."

He urged Senators to approve S. 1861, introduced last week by Sen. Frear (D-Del.), which would permit any broadcaster deriving 30% or more of his income from TV to compute average base period income by multiplying December 1949 assets by (1) his ratio of income to assets in pre-TV 1946, or (2) by radio broadcasting's industry-wide rate of return for 1946 (24.9%)—whichever is greater.

Effect of proposal would be to allow telecasters a rate of profit comparable to that of radio broadcasters before subjecting them to excess profits tax. Senate committee is considering tax proposals in connection with House-passed revenue bill (H.R. 4475).

Ford Motor Co.'s library of 16mm films is being made available to TV stations, rental free, through its 6 Film Library branches in Dearborn, Mich. (Earle Harger, distribution supervisor), and in New York, Washington, Chicago, Kansas City, Richmond, Cal., where catalogs are available. Seven films have full TV clearance, namely, *The American Cowboy*, *The Big Race*, *Canyon Country*, *Men of Gloucester*, *Pride of Workmanship*, *Southern Highlanders*, *Driver Education Series*. Films are 20 or 30 minutes, with exception of driving series which comprises six 10-min. shorts. "All other films listed in the catalog," states Mr. Harger, "can be televised without the use of the sound track. With these, other background music can be dubbed in, or a commentary approximating that on the sound track can be given in the studio."

Westinghouse will sponsor live college football games this fall under National Collegiate Athletic Assn's "controlled TV experiment," NCAA's TV committee announced July 24. Financial details weren't revealed, and according to NCAA ruling Westinghouse will deal individually with some 40 colleges whose games will be televised. In complicated 10-week "experimental" schedule, each area will be blacked out for 3 Saturdays, no team will be televised more than twice and Westinghouse will assist in research to determine effects of TV. About 50 stations will carry contests. Network plans haven't been announced, but on 2 Saturdays entire interconnected TV hookup will be used, on others there will be regional and sectional hookups. Deal was made through Ketchum, MacLeod & Grove agency, Pittsburgh.

Time Inc. now lukewarm about acquiring TV rights to Democratic and Republican national conventions next summer (Vol. 7:28), but other sponsors may continue trying. Trade reports had *Chicago Tribune's* Col. McCormick objecting to Time-Life tieup—they're politically opposed. So far as GOP is concerned, decision on principle of sponsorship (from which it's thought \$1,000,000 might be derived) must be decided by 20-member convention arrangements committee, to be appointed by Chairman Gabrielson in September.

July 1 sets-in-use figure for Tulsa is 77,200, up 3000 from June 1. Revised Los Angeles total shows 1,002,000 as of July 1, an increase of 2000 from the even 1,000,000 given in NBC Research figures last week (Vol. 7:29).

Another TV station and 3 AM stations received approval to begin construction under NPA's building control Order M-4 (Vol. 7:19-20, 22, 27, 29) during week ended July 19. WTOP-TV, Washington, got go-ahead to build addition to studio building, to cost about \$16,350. Two AM grantees not yet on air received OK from NPA—WLEA, Hornell, N. Y., to build radio station at \$21,100; WCMY, Streator, Ill., transmitter building at \$6400; WLBB, Carrollton, Ga., already on air, authorized to build station costing \$24,900. Other authorizations have been made by NPA field offices, but so far only actions announced have been those by Washington office. There is no record of denial of any broadcaster's application to date.

Three applications for new TV outlets filed with FCC this week came from St. Louis Amusement Co., subsidiary of big Fanchon & Marco talent booking firm, seeking Channel 11 in that city; WEAU, Eau Claire, Wis. (same interests as WEBC, Duluth, and WISC, Madison, and other stations, with Eau Claire *Press* and *Leader* as 24% stockholder), Channel 13; KRIC, Beaumont, Tex. (*Beaumont Enterprise* and *Journal*), Channel 6. [For further details, see *TV Addenda 13-C* herewith; for complete list of all pending TV applications, see *TV Factbook No. 13* with Addenda to date.]

New DuMont TV Center in Manhattan, to be partially occupied Oct. 1, is remodeled 7-story Central Opera House at 205 E. 67th St., which will house "largest and most modern video studios ever constructed under one roof." Five studios for live telecasts, 2 for coordinating film and remote programs, all program and engineering facilities, will be contained in 1,000,000 sq. ft. interior. Engineering chief Rodney D. Chipp is supervising equipment installation. Thompson Starrett Co. is doing construction work.

Coast-to-coast TV network is still due "by year's end," according to AT&T. Regarding July 25 *Variety* story to effect that hookup is planned for September, AT&T spokesman said: "Our engineers sometimes work miracles, but I haven't heard any of them mention a date as early as September. Within 30 days, we think we'll be able to predict the date with reasonable accuracy." *Variety* reported President Truman will keynote inaugural hookup featuring big-name Hollywood and New York talent.

Appropriation of \$6,116,500 for FCC for year ending June 30, 1952, was agreed upon this week by Senate-House conferees. Commission had asked for \$6,575,000; Senate bill had authorized \$6,233,300, House bill \$6,000,000. During July 20 FCC-industry conference on freeze-ending procedures (Vol. 7:29), FCC Chairman Coy warned that cut to \$6,000,000 "could be translated into loss of 100 man-years" with consequent adverse impact on quick end to freeze.

Freeze lift in U. S. Territories, subject of FCC report due soon, is considered probable. Principal complication is fact educational channel reservation issue hasn't been finally settled, presumably won't be until final decision on all freeze issues. At present, there are no applications from Territories.

TV Station & Network Map

New Television Map of the United States, in color, revised to July 15, 1951, showing locations and lists of all operating TV stations with present and projected (1951-52) network routes, was made available with each copy of our *TV Factbook No. 13*. It's 22x34-in., suitable for wall or desk, usable as working outline. Demand for this map has been so great that we've ordered re-run, can offer extra copies at \$1 each—or 50¢ each in quantities of 20 or more.

Television Digest

WITH AM FM REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 7, NO. 31

August 4, 1951

In this Issue: { New Border Station Opens Ripe Market, page 1. FCC Experts to View NTSC Color Systems, page 4.
TV Films May Supersede Live Networks, page 2. The TV Trade Picture Brightens, page 7.
Coast-to-Coast TV Starts Sept. 30, page 3. NPA Loosens Materials Straitjacket, page 8.
Haraden Pratt Gets Top Govt. Post, page 3. Trade, Financial, Mobilization Notes, pages 9-11.

POWER BOOSTS ALL TO EVERYBODY'S GOOD: Up to 10 miles more coverage radius for some TV stations...better pictures for many viewers...less interference annoyance... even the more effective use of built-in and indoor antennas.

These are immediate benefits assured from TV transmitter power boosts now being authorized by FCC. Acting speedily to implement new FCC policy of permitting maximum powers on temporary basis pending end of freeze, Broadcast Bureau is processing applications as fast as it can.

By end of week, it had approved increases for 22 stations in 18 cities -- and all or most of 20 remaining applicants, plus others who may file, should be similarly notified in matter of a few more days. (For list of authorizations and applications still pending at end of week, see p. 4.)

For this week's 22 stations, it merely means turning up power outputs of present transmitters -- in most cases to 5-kw maximum -- to derive benefits of last week's special order (Vol. 7:30 & Supp. 74), which permits maximum effective radiated power (ERP) up to 50 kw. The 3 "community" stations are limited to 1 kw ERP.

Majority of the stations will realize significant increases in powers radiated from their antennas as result of boosts granted this week. Some of the hikes, translated into ERP, are little short of spectacular. Miami's WTVJ should get biggest proportionate boost so far -- tenfold jump in ERP to approximately 22 kw.

One station will reach FCC's maximum of 50 kw ERP -- WHAS-TV, Louisville, which was authorized to turn its transmitter output up from .89 to 4.6 kw, instead of 5 kw, which would have shot it through the 50-kw ceiling. That's a 500% hike -- from present 9.69 kw. Louisville's other outlet, WAVE-TV, goes from 7 to 25 kw.

In New York, WJZ-TV announced it will turn up its power Aug. 9 from 3 to about 16.5 kw, same day it moves from temporary antenna to main TV mast atop Empire State Bldg. WOR-TV gets boost from 9 to about 22 kw, WPIX from 3.6 to 5 kw ERP.

Other typical increases in ERP expected as result of this week's actions: WGN-TV, Chicago, 11.2 to 28 kw; WBKB, Chicago, 11 to 20 kw; WSM-TV, Nashville, 14.4 to 27 kw; WHEN, Syracuse, 15 to 27 kw; KRLD-TV, Dallas, 15.1 to 30 kw; WXEL, Cleveland, 21 to 25 kw; WTVN, Columbus, 6 to 19 kw.

Note: It should be emphasized that ERP in TV isn't comparable to AM power. TV powers alone can't be used as criteria for comparison of station service areas -- which depend also on related engineering factors, such as antenna location and height and operating frequency.

NEW BORDER STATION OPENS RIPE MARKET: Nice new market for TV receivers opens up with start, promised sometime between Sept. 1 & 15, of new station in Matamoros, Mexico, just across border from Brownsville, at southeast tip of Texas. New XELD-TV will operate on Channel 7, be programmed mostly in English -- for all practical purposes another American outlet, though licensed by Mexico to Romulo O'Farrill Sr., publisher of Mexico City Novedades, operating XETV there, Latin America's first TV.

New 500-watt RCA transmitter has already been delivered, along with studio

and field camera chains and projection equipment. It's located on high hill outside Matamoros, so that its .1 Mv/m signal is expected to embrace coverage of 50-mi. or more, taking in all or most of rich Cameron, Hidalgo & Willacy counties, to say nothing of substantial population cluster on Mexican side of Rio Grande.

Those counties alone total more than 300,000 population, include wealthy towns of Brownsville, 1950 estimated population 36,000; Harlingen, 23,000; McAllen, 20,000; San Benito, 13,000; Edinburg, 12,000; Mission, 11,000; Mercedes, 10,000; Raymondsville, 9000; Weslaco, 7500. Matamoros has only 8000, but its environs also share in rich fruitlands and big irrigation projects of Rio Grande Valley.

Manager Monte Kleban, an American, headquartering at 1111 S.E. Levee St., in Brownsville, has been lining up sponsorships in U.S. with considerable success, planning commercial operation along traditional lines -- with kine-recording-services from the U.S. networks. Luis Guaragna, of RCA Victor Mexicana, is engineer in charge of construction. RCA subsidiary will send sets from Mexico City factory into Mexican area, but by far largest sales are expected on U.S. side -- with sets to be channeled from wholesale houses of major manufacturers in San Antonio and Houston.

* * * *

Sovereign Mexico is fully within its rights in authorizing station, for it has no freeze and is party to agreement with U.S. whereby Channel 7 is allocated to Matamoros. In same allocation plan, but frozen so far as U.S. applicants are concerned, are Channels 4 & 5 allocated to Brownsville.

Senor O'Farrill's speedy enterprise will doubtless spur other Mexican interests to hasten efforts to get border stations and get going before FCC ends freeze. They will thus gain same head start in capturing audiences that stations in Buffalo and Detroit have in as yet non-locally served Canada.

The allocations agreement gives other Mexican border towns like advantages. For example, Juarez, opposite El Paso (130,000 population) gets Channels 9, 11 & 13 while El Paso gets VHF 2, 4, 5 & 7 and UHF 20 & 26, all frozen; Nuevo Laredo, opposite Laredo (51,000) is allocated VHF 11 & 13 while Laredo's VHF 3 & 8 and UHF 15 are frozen; Tiajuana, near San Diego (321,000) is allocated 6 & 12 while San Diego has one Channel 8 station in operation and VHF 3 & 10 and UHF 21, 27 & 33 frozen.

Note: For Mexican channel allocations, see p. 60, TV Factbook No. 13. Also in Factbook are proposed U.S. & Canadian allocations, lists of pending applications.

TV FILMS MAY SUPERSEDE LIVE NETWORKS: Conviction is growing in high places that most TV programming will eventually be on films -- whether produced by networks themselves or by other enterprisers. Reasons aren't hard to discern:

(1) High cost of coaxial-microwave hookups -- largest item in TV's overhead -- so much higher than for radio that some can't see any chance for network TV, per se, to earn a profit. Cost will mount to staggering proportions when, now promised as of Sept. 30, transcontinental relays west from Omaha will permit linking merely 4 more TV cities into present networks -- at huge per-mile cost.

(2) Control and editing of programs before telecasting, with just as good quality possible via modern film techniques as via wire or radio relays.

Hence the networks' preoccupation not only with their profit-earning owned-&-managed TV outlets, but with all kinds of film techniques: kine-recordings, still requiring more development for quality; simultaneous filming of TV shows during performance, permitting superior quality; filmed shows produced exclusively for TV.

NBC-TV has even gone so far as to plan making films of popular TV programs and stars for actual showings in movie houses (Vol. 7:26).

"Except for news and special events, what's there on network TV that can't be shown just as well on a delayed basis?" to quote a top network executive. "And for news and special events, we can simply buy special hookups on a plug-in basis instead of contracting for monthly or yearly rentals of coaxial-microwave circuits."

AT&T may not like it -- but, then, neither did the radio networks like it at first when high-fidelity recording came along, indistinguishable from live shows, offering just as good program fare, winning official recognition of FCC when it

accepted the late Henry Bellows' suggestion (he was a radio commissioner, then a CBS v.p.) that they be given the euphemious label "electrical transcription."

Many years passed before networks would deviate from self-imposed rule not to use recordings for anything but sound effects. Now they're all up to their ears in transcriptions, as are stations -- using them regularly for time-zone or time-clearance repeats, and even for such big-name network radio shows as Bing Crosby's.

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Everett Crosby, who runs his brother's Bing Crosby Enterprises, goes along with "Ike" Levy's fast-building rival Official Films Inc. (Vol. 7:22,27) in conviction that most future TV programming will be via film -- at least 75%, he says. Moreover, he told Advertising Age, TV program headquarters will eventually be Hollywood.

Crosby said he has spent \$2,000,000 to back up this belief, citing firm's highly successful "Fireside Theater" series (produced for Procter & Gamble), promising new productions titled "Cry of the City," 30-min. drama; "Inside Football," with coaches as commentators; "Freedom Hour," based on documents on the Freedom Train; "Parade of Champions," greats in sport; "The Chimps," animals with human voices.

Argument that film shows have less spontaneity is dismissed as nonsense by Bing's elder brother and business partner. "They used the same argument for radio until Bing disproved it. These people are worried because comedians sometimes get good laughs out of fluffs. If a mistake adds to a show, there's no reason why it can't be left in the film."

Will Bing himself, contracted to non-TV-releasing Paramount for 2 films per year, and a major stockholder in that firm, go on TV anytime soon? Not this fall, said Everett. He's under CBS contract, but "he's not in favor of hard work."

COAST-TO-COAST TV STARTS SEPT. 30: Next World Series, Rose Bowl and other football games, certainly some top-name network shows, "go transcontinental" after Sept. 30 as result of AT&T decision to begin operating its new TV relays then. Networks have already contracted for time on the new circuits -- 2 westward, 2 eastward -- and CBS-TV is already talking about piping some or all of Jack Benny's shows eastward from Hollywood, also Burns & Allen.

Extensions westward from Omaha, present limit of network service, will permit hookup of stations in Salt Lake City, San Francisco, Los Angeles, San Diego, Seattle, only other far western city with TV outlet as yet, won't be hooked up for awhile yet, though there's now a coaxial out of Sacramento for phone service with Seattle and it can be modified for TV.

Phone company's plans for rest of year (see Television Digest map) also envisage more microwave circuits into Southwest for phone service but not yet definite for TV. Due for completion in October is new Memphis-Birmingham-Atlanta coaxial extension via Jackson, Miss. The Omaha-San Francisco links require some 70 towers, for microwave relays, whereas whole \$40,000,000 New York-San Francisco project requires 107 in all, spaced about 30 miles apart -- by a curious coincidence, same number as there are TV stations now operating.

HARADEN PRATT GETS TOP GOVT. POST: Neither FCC nor any govt. agency loses autonomy, ostensibly, because of President Truman's choice of own Telecommunications Adviser in person of Haraden Pratt, top IT&T engineering executive, v.p. of American Cable & Radio Corp. and director of IT&T's Federal manufacturing and lab subsidiaries.

But fact is Mr. Pratt will act as sort of "one-man FCC" over all the govt. agencies maintaining communications facilities -- a sort of "bridge" between Govt. and private industry, so far as uses of wire and wireless are concerned.

He'll advise President how to exercise existing powers to allocate radio frequencies to govt. users, notably the military and safety of life services; also, how best to control communications during emergencies.

President Truman elected to have one man perform this function rather than set up a "Telecommunications Advisory Board" of 3 men suggested in recent report of the President's Communications Policy Board (Vol. 7:13). That 240-page document was the fruit of full year's work by 5 eminent scientists and administrators who were

asked to review whole subject in broader policy aspects. ("Telecommunications: A Program for Progress", published by Govt. Printing Office, \$1.)

Report suggested ways and means of best utilizing spectrum, was welcomed by industry because it urged that all govt. "users" must justify their radio frequency demands no less than private users, and that there must be close cooperation with FCC in allocating as between govt. and non-govt. users and uses.

Report ran whole gamut of wire and wireless fields. With respect to TV's hopes for more vhf channels, it threw cold water on idea because of impact on military and safety of life services already entrenched.

Pratt is now in Geneva attending an international radio conference, is due back soon to be sworn into \$15,000 job which is supported by White House contingent fund and requires no Senate confirmation. He will have offices and staff provided by National Security Resources Board. He must resign IT&T jobs. Just turned 60, he is a native of San Francisco, veteran of old Marconi Wireless Co., onetime Navy and Bureau of Standards scientist, IT&T technical executive for last 23 years.

FIRST official FCC look-see at compatible color, as demonstrated with tri-color tube by RCA (Vol. 7:29) and further developed under auspices of National Television Systems Committee (Vol. 7:30), takes place next week when Commission's top-level engineers view 4 different demonstrations by NTSC Panel 13.

This panel of 20 leading industry engineers, headed by Hazeltine's A. V. Loughren, is preparing color video standards for submission to full NTSC, after which field-testing of those standards will be conducted under Panel 16 headed by DuMont's Dr. T. T. Goldsmith. FCC technicians have also been assigned to view field tests later.

Standards panel is considering "variant forms," so NTSC can choose details regarded most advantageous. Thereafter, it can be presumed NTSC—probably RCA also, separately—will ask FCC to reopen color hearings and adopt new standards either in lieu of or in addition to already-adopted CBS field sequential.

At NTSC invitation, FCC designated its group to go to GE labs in Syracuse, Monday, Aug. 6; Hazeltine, Little Neck, N. Y., Aug. 7; RCA, Princeton, Aug. 8; Philco, Morrisville, Pa., Aug. 9. FCC representatives are Edward W. Allen, chief engineer; Curtis B. Plummer, ex-chief engineer, now chief of Broadcast Bureau; Edward W. Chapin, chief of Laboratory Div.; William C. Boese, acting chief, Technical Research Div.

Commission, meanwhile, this week authorized GE's experimental KE2XHX in Syracuse to carry color transmissions, and Philco will demonstrate via its own WPTZ on Channel 3. Live subjects presumably will be used at most of the demonstrations, though Hazeltine plans still pictures because it does not yet have camera.

Philco also is planning periodic demonstrations on non-commercial hours (9:30-10:30 a.m.) to ask WPTZ viewers to report on quality of monochrome images received—just as did RCA-NBC in recent New York colorcasts. Meanwhile, company offers adapters to its sets for those wishing to get CBS pictures in black-&-white, but itself is not planning to make any CBS-type receivers or slave units.

Upon shoulders of CBS-Columbia Inc. (formerly Air King) is falling burden of task of popularizing field-sequential receivers, very few other set makers finding it feasible as yet to spare materials from their black-&-white lines. Company is understood to be facing serious materials shortages, as are all other manufacturers, due to govt. limitations. There's considerable doubt in trade whether CBS Brooklyn plant can actually turn out promised 25,000 color TV receivers plus 50,000 black-&-white sets remainder of this year—unless NPA grants special aid, regarded unlikely in view of past actions.

CBS reports such enthusiastic response to its color

demonstrations in Cincinnati, in collaboration with WKRC-TV, that they're being extended to Aug. 22. But instead of rotating receiver among local Kroger stores, WKRC-TV is placing it in local Coney Island amusement park so more people can see. Dayton's WHIO-TV, starting Aug. 8, will carry full CBS color schedule (10:30-11 a.m. & 4:30-5 p.m.) for 3 days, with receivers rotated in Kroger stores.

Next big New York promotion will be CBS colorcasts of 3 Brooklyn Dodgers games from Ebbetts Field, Aug. 11 & 25 and Sept. 8.

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Summary of NTSC standards for composite system of compatible color is featured in August issue of *Electronics*. Editor Don Fink describes approaches taken by different companies in industry effort to find best system. In same issue is article describing simple all-electronic picture generator for color TV, by Hazeltine's R. P. Burr, W. R. Stone and R. O. Noyer. Test patterns developed by generator, which can provide signals for RCA or CBS systems, are illustrated in color on magazine's cover.

Following 22 stations were authorized by FCC this week to increase powers (see story, p. 1)—all to 5-kw transmitter output unless otherwise noted: WDEL-TV, Wilmington (500 w); WTVJ, Miami; WAGA-TV, Atlanta; WBKB & WGN-TV, Chicago; WHAS-TV (4.6 kw), WAVE-TV, Louisville; KMTV, Omaha; WJZ-TV, WOR-TV & WPIX, New York; WHAM-TV, Rochester; WHEN, Syracuse; WKTU, Utica (4.3 kw); WXEL, Cleveland; WTVN, Columbus; WICU, Erie (500 w); WJAC-TV, Johnstown; WGAL-TV, Lancaster (250 w, aural only); WSM-TV, Nashville; KRLD-TV, Dallas; WSAZ-TV, Huntington. Applications pending at week's end: WBRC-TV, Birmingham; KNBH & KTSN, Los Angeles; KFMB-TV, San Diego; KRON-TV, San Francisco; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WTTV, Bloomington; WFBM-TV, Indianapolis; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WNBK-TV, Binghamton; WCBS-TV & WNBC, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WTVR, Richmond.

RCA has announced new 10-kw vhf TV transmitters, to conform with FCC's proposal for higher power stations. It's forerunner of projected 50-kw amplifier. New transmitters use air-cooled tetrode tubes in final power stages, eliminating water-cooling methods, provide peak visual power of 10 kw, aural 5 kw. Model TT-10AL is designed for channels 2-6, TT-10AH for 7-13.

IRE's fall meeting scheduled for Oct. 29-30 in King Edward Hotel, Toronto, being arranged by Sylvania's Virgil M. Graham, with color main topic.

Personal Notes: Wayne Coy, FCC chairman, vacationing until Aug. 15 at Cape May, N. J., vice chairman Paul A. Walker acting . . . Earl B. Abrams, ex-*Television Digest*, has joined editorial staff of *Broadcasting Magazine* . . . Walter W. Powell, veteran CBC station mgr., appointed commercial mgr. of CBC to succeed E. A. Weir, retiring; his asst. is W. R. Johnston . . . James M. Valentine quits as ABC-TV central div. operations supervisor to become South American TV engineering representative for Federal Telecommunications Labs, headquartering in Buenos Aires . . . Richard Hodgson, director of TV development for Paramount Pictures, president of its subsidiary Chromatic Television Laboratories Inc., named research-development consultant to Gen. Hoyt Vandenberg, chief of staff, Air Forces; he was radar advisor to Gen. Vandenberg's 9th Air Force during war . . . James S. Pollak, WJZ-TV program mgr., named ABC-TV central div. program mgr., effective Aug. 15 . . . Alex Kennedy promoted to director of program promotion, CBS-TV network; David Luhmann named promotion director, CBS-owned TV stations . . . James Sirmons promoted to mgr., CBS Radio Network operations; George Bristol director of radio sales promotion & advertising . . . Frank McGivern resigns as gen. mgr., WCFL, Chicago, to join Tom O'Neil, director of Don Lee-Yankee operations . . . Gene Dawson, Washington correspondent of *Indianapolis News*, named executive secy. to Sen. Capehart (R-Ind.), succeeding Charles Egenrod, who becomes administrative asst., taking place of Ray Donaldson, now RTMA counsel . . . Betty Forsling, ex-TV-radio editor of *Newsweek*, joins ABC-TV as asst. to Charles M. Underhill, new national program director; Joan Walker, daughter of famed newsman Stanley Walker, takes over *Newsweek* post . . . Don Blauhut, ex-H. B. Humphrey Co., named TV-radio director, Peck Adv. . . Al DeCaprio resigns from CBS-TV production staff to join Young & Rubicam as liaison on GE's *Fred Waring Show* . . . George T. Duram, ex-Lever Bros., formerly with Dancer-Fitzgerald-Sample and Kastor ad agencies, joins C. E. Hooper Inc. as account executive . . . James D. Shouse, director of Avco and president of Crosley, elected to board of Hines-Park Foods Inc., Ithaca, N. Y., headed by Duncan Hines . . . Merritt Coleman named director of business affairs, CBS-TV Div., under v.p. I. S. Becker . . . Lawrence H. Rogers succeeds Marshall L. Rosene as general mgr., WSAZ & WSAZ-TV, Huntington, W. Va., Mr. Rosene resigning to become president of WNXT, Portsmouth, O.

Station Accounts: Cleveland's WXEL will feed its nightly 12-12:10 a.m. *Sohio Reporter*, with Warran Guthrie, sponsored by Standard Oil of Ohio, to an Ohio Valley Network—piped Mon. thru Fri. to WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton; and Tue. Thu. & Fri. to WSPD-TV, Toledo . . . American Vitamin Associates, Los Angeles (Thyavals, Orvita, etc.), sponsoring Chicago baseball on WGN-TV (Vol. 7:13) and using shows and spots elsewhere, names Schwimmer & Scott, Chicago, as agency—promotion director Walter Lewis and account executive Jerry Hill joining S&S Hollywood staff in merger with The Counselors, Hollywood agency, whose president Frank J. Miller becomes executive v.p. of S&S Hollywood branch . . . National Carbon Div., Union Carbide & Carbon Corp., returns to TV in September & October for spot campaign promoting Prestone anti-freeze, thru Wm. Esty & Co., N. Y. . . Philadelphia Leather Goods Co. (White Star Luggage) debuts in TV with musical on WCBS-TV, New York, Tue. 9-9:30, thru Ellington & Co., N. Y. . . Webster-Chicago Corp. (wire & tape recorders) buys newscasts on WNBQ, Chicago, Fri. 10:15-10:30, thru Fuller & Smith & Ross, Cleveland . . . Among other advertisers reported using or preparing to use TV: Wilson & Co. Inc. (Ideal dog food), thru Ewell & Thurber Associates, Chi-

cago; Reo Motors Inc. (trucks & lawn mowers), thru William Hart Adler, Chicago; Leigh Foods Inc. (frozen juices), direct; S. A. Schonbrunn & Co. Inc. (Savarin coffee), thru Lawrence C. Gumbinner Adv., N. Y. (WABD); Hotels Mayfair & Lennox, St. Louis, thru Olian Adv., St. Louis; Megs Macaroni Co. (Pennsylvania Dutch Bott Bot pot pie), thru Michenor & O'Connor, Harrisburg; Southern Cal. Fish Corp. (Blue Seal tuna & Marca Italia Tonno), thru Hixson & Jorgenson, Los Angeles.

Network Accounts: Chesterfield will present Bob Hope on NBC-TV, Sun. 7-7:30, starting in early fall, using other stars on rotating basis . . . Kellogg's purchase of participation in *All Star Revue* on NBC-TV, Sat. 8-9, completes sellout of NBC-TV *Saturday Night Revue*, 8-10:30 (Vol. 7:30) . . . Goodyear Tire & Rubber Co. will take over vacated time for as yet unnamed dramatic show when Philco in the fall sponsors *Television Playhouse* alt. weeks on NBC-TV, Sun. 9-10 . . . Florida Citrus Commission (canned fruit juices) Aug. 4 started 5-week sponsorship of *Doodles Weaver Show* on NBC-TV, Sat. 10-10:30, thru J. Walter Thompson . . . Sterling Drug Inc. starts *Mystery Theatre* Oct. 5 on ABC-TV, Fri. 8-8:30, thru Dancer-Fitzgerald-Sample, N. Y. . . Bristol-Myers Co. will sponsor *Mr. District Attorney* on ABC-TV starting in Oct., time and date unannounced . . . Stokely-Van Camp Inc. (canned foods) has renewed time for the *Little Show* on NBC-TV, Tue. & Thu. 7:30-7:45, but will probably replace John Conte with Dinah Shore when show returns in fall . . . Schlitz will sponsor *Schlitz Playhouse of Stars* on CBS-TV, Fri. 9-10, starting Oct. 5, thru Young & Rubicam . . . Atlantic Refining Co. and Brewing Corp. of America (Carling's ale) sign for 10 Chicago Bears and 10 Cleveland Browns games on DuMont Network, which begins football season with Admiral's Aug. 17 sponsorship of All-Stars vs. Cleveland Browns game from Chicago and Sept. 9 Miller Brewing Co. sponsorship of Chicago Bears-Cleveland Browns game . . . George S. May Co. (business engineering services) sponsoring both Aug. 5 & 12 All-American and Tam O'Shanter golf tournaments on 10-city DuMont hookup, Sun., 6:30-7, placed direct . . . Old Gold takes over sponsorship of *Down You Go* on DuMont, now keyed from WGN-TV, Thu. 9-9:30, starting date and new time not yet decided.

FCC hearing on theatre-TV frequencies has been postponed from Sept. 17 to Nov. 26, deadline for filing statements from Aug. 15 to Oct. 26. Hearing promises to be lively, with new Fair TV Practices Committee (Vol. 7:25) prepared to press its charge that theatre TV is illegal. Committee Chairman Jerome W. Marks, New York attorney, in Aug. 3 letter to AT&T president Cleo F. Craig, expressed "grave concern" over "proposals to employ the time of coaxial cables for the purpose of box-office TV," thereby denying them to free commercial TV.

Army-Air Force plan to use 35% of their 1952 ad budget on TV-radio, while whole Defense Dept. recruiting service has \$3,100,000 earmarked for advertising—including \$735,000 for TV-radio, \$525,000 national magazines, \$420,000 newspapers, \$84,000 films, plus about \$1,000,000 on local advertising. Figures were adduced from House Appropriations Committee testimony of Maj. Gen. T. J. Hanley, chief of military personnel procurement.

City of Jacksonville's WJAX, beaten by FCC in courts in effect to get its 1948 CP for TV reinstated (Vol. 7:27), reapplied this week for Channel 12—only TV application of week, bringing total now pending to 425. [For further details see *TV Addenda 13-D herewith*; for list of all applications pending see *TV Factbook No. 13* with Addenda to date.]

NATION-WIDE study of "viewers' evaluation of TV" was voted by NARTB's TV Program Standards Committee (Vol. 7:25, 28-29) at organizational meeting in Washington July 30, as step toward compilation of TV program code. Survey will be conducted by NARTB research dept. under Dr. Kenneth H. Baker, and supplemented periodically to reflect changing opinions of viewers.

Four subcommittees were named by chairman Robert D. Swezey, WDSU-TV, each charged with making tentative drafts of sections of code for presentation to full committee in Washington Oct. 2-3. Subcommittees, their meeting places and dates:

Education & culture, responsibility toward children, acceptability of program material, decency & decorum in production: Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont; Clair McCullough, WGAL-TV; Paul Raibourn, KTLA; Donald W. Thornburgh, WCAU-TV. Meets in New York Aug. 6.

News, public events, religion, community responsibility, controversial issues: Harold Hough, WBAP-TV, chairman; Leonard Reinsch, WSB-TV; Henry W. Slavick, WMCT; Mr. Swezey. Meets in New Orleans, Aug. 10.

Advertising practices: Walter J. Damm, WTMJ-TV, chairman; Harry Bannister, WWJ-TV; James D. Hanrahan, WEWS. Meets in Milwaukee, Aug. 8.

Standards observance: Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh. Date and place of meeting to be announced.

Parent committee agreed to serve as reviewing body—to "interpret the standards and advise participating TV broadcasters on day-to-day developments affecting such standards."

TV-radio rules in case of war disaster were announced Aug. 1 by New York State Civil Defense Commission following conferences with committees representing 12 TV and 129 radio stations in State. To avoid confusion and panic, rules make it felony to broadcast announcements other than official ones during "yellow" alert warning of possibility of attack. Commission gave all TV-radio stations 30 days to prepare plan of action and list of individuals to be notified in case of alert. Commission chairman Col. Lawrence Wilkinson said in event of "red" or imminent attack alert, TV stations would announce alert, broadcast siren warning signal, then leave air. Radio stations would broadcast music between official announcements if security doesn't necessitate their leaving air.

Hollywood "can win substantial control of TV" if it's willing to risk the money, predicts highly critical article in August *Fortune*. With unconcealed glee over what it calls "TV's time of trouble," unsigned article maintains: "The big story about TV today is no longer one of irresistible power. It lies rather in the unexpectedly strong bargaining power of TV's competitors, heretofore given up for lost, and in the equally unexpected weaknesses of the new medium." High costs of TV time and talent will be biggest contributor to its undoing, article reasons, sounding this rallying cry to subscription TV, Hollywood and the educators: "The mastodon is in the mire. Now is the time to harness him."

British TV manufacturers—notably Scophony-Baird, Pye & Thorn Electrical Industries—have been pressing Australia to get into TV but, says correspondent of *Motion Picture Herald*, commercial men think it's 5 years away—and then only for Sydney. Govt.-owned Australian Broadcasting Corp.'s gen. mgr. Charles J. Moses thinks it can come in 2 years. It's estimated TV would mean added burden of \$4,500,000 on Postoffice Dept., which has jurisdiction, for one station only one year, and would require license fee of at least £3 per set (radios now pay £1).

"Some of the bloom has worn off Bloomington," laments radio-TV columnist John Crosby, as he contemplates fact WTTV now gets network shows, via its own relay. In his July 25 syndicated column extolling manufacturer-telecaster Sarkes Tarzian, Crosby describes this "paradise": "If anyone in Bloomington wants to get on TV, he just calls the station. With no audition and very little rehearsal, he's on. Almost anyone, Bloomington has discovered, has *something* to say or do, and, even in the worst cases, it isn't any worse than some of the celebrities who show up on Ed Sullivan's shows and in many cases it's a lot more interesting." Crosby goes on, with his typical snappishness: "Tarzian, in fact, has just reversed the usual order of things. The normal, but by no means the best routine with a new TV station (in a one-station town) is to throw a switch putting on whatever of the 4 network shows the program manager happens to like. In that way you can avoid the headaches of local programming, and can almost avoid thinking at all . . ."

One-fourth of non-TV owners haven't purchased set because they can't afford it, one-fifth are waiting for color or improvements, one-eighth aren't interested. So Advertest Research, New Brunswick, N. J., reports in study based on 1,350,000 non-TV households (36.1%) out of 3,740,000 in 17 counties of New York area. Sampled homes totaled 758. Among conclusions: (1) One-third of all non-owners, or 450,000, expect to buy set within 12 months. (2) Average non-owner watches TV 1.5 days a week, equivalent to 11 minutes a day; he listens to radio 114 minutes a day. Some 30% don't view TV regularly. (3) Non-owner families are smaller than TV families; only 35% of non-TV families have children, while 55% of TV families have children. (4) Average sponsor identification by non-owners is 71% for TV, 56% for radio.

Color adapters and converter parts, kits, etc., continue to be announced by various companies. In addition to those previously reported, Colortone, New York, offers adapters and discs, no motors yet; Color-Video, Long Island City, has Philco adapters (Vol. 7:23) at \$17.95 list; United States Service Co., Philadelphia, reports plans to make and install converters; JFD Mfg. Co., Brooklyn, is reported planning to manufacture adapters and converters under CBS license. Spectacular, often lurid ads, are appearing to herald color films that fit over picture tube to give illusion of color—but have nothing to do with TV systems (Vol. 7:24). These are getting quite a play despite fact colors rendered bear no relation to scenes, which are transmitted in black-and-white.

Newly formed CBS Laboratories Div. has been organized into 2 departments—engineering research & development under Dr. Peter C. Goldmark, v.p., and licensing & contracts under Richard C. Mahler, director. Both report to division president Adrian Murphy. Licensing & contracts dept. will negotiate licenses and contracts with manufacturers under CBS patents covering color, recording, etc., will also handle govt. and other contracts for engineering development.

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Hollywood correspondent Thomas M. Pryor, *New York Times*, reported Aug. 1 that David O. Selznick may make deal for release of some of his old pictures "if he is convinced that the market can provide sufficient financial reward". These would constitute most important group of Hollywood-made films yet made available to TV from standpoint of dramatic value and big names. Included would be *Duel in the Sun*, *Spellbound*, *The Parradine Case*, *Since You Went Away*, *Rebecca*, *Little Lord Fauntleroy*, *Portrait of Jenny*—ranging in age from 15 years for *Fauntleroy* and 3 years for *Jenny*.

THE TV TRADE PICTURE BRIGHTENS: It's the wrong season now to expect any big upsurge in TV sales right away, even with stimulus of the relaxed credit regulations that went into effect Aug. 1. But season's traditional turning point, Labor Day, isn't far off -- and outlook is now good.

Not only the easing of Regulation W (Vol. 7:30), but telecasting station power boosts and the promise of good fall-winter programs should give market exactly the lift needed to dispose of inventory and get back on even keel.

Power boosts especially (see p. 1) are hailed with delight, for they mean stronger signals, over-riding more local interferences -- plus better pictures and widened fringe markets. It's first fillip to trade from FCC since color imbroglio.

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Manufacturers were inclined to be more restrained in their comments on how eased credits will work than they were before Congress approved relief. Some are leaving things entirely to dealers, others plan factory-directed promotions to help speed unloading of inventories so they can resume as full production as defense materials limitations now allow.

"The change in Regulation W is bound to have a beneficial effect," said one major producer, "but it isn't the cure-all. We know we're facing the competition of the high cost of living." Said another: "It has already eased the frame of mind of dealers and public." Another: "Regulation W isn't the full answer, but it will be a decided stimulant. It means a better market when the buying season opens up than if the old restrictions were still in effect."

Factories are intensely concerned with near-depression that has hit wholesale and retail levels. Dealer bankruptcies, said RTMA chairman Robert Sprague in testimony before Senate committee this week (see Topics & Trends) were up 222% first 6 months of 1951 over same 1950 period. Also --

"As of the end of June 1951, the number of employes engaged in making TV sets had declined 40% from the levels of June 1950...Total employment in the industry has been reduced by about 50,000 persons since early 1951."

Manufacturers can take up some slack (though earn less profit) in defense work -- but: "During June 1951, production of military equipment accounted for average of only 10.8% of the capacity of members of the industry. At least 50% of the dollar value of military electronic contracts represents foundry, sheet metal and precision machine work generally performed by companies outside electronics..."

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Urge to move piled-up stocks may temporarily mean over-generous allowances under new 15% down and 18 months to pay, with trade-ins applicable to down payments. But that isn't expected to last long, may just be current flurry. Rash of ads now appearing, some with fantastic offers, obviously is designed to get rid of inventory and acquire needed cash.

Wide-open loophole in new Regulation W as drafted by Federal Reserve Board is clause permitting trade-ins to be credited as all or part of the down payment. Because there's no "blue book" of trade-in values in TV-appliance field, and because -- at direction of Congress -- FRB didn't stipulate what can be traded in or how much can be allowed for it, return to the "no money down" days seems likely.

But this time the battle-cry will probably be a more dignified "no cash required." New York Better Business Bureau already has suggested ban on use of the words "no down payment" in reference to trade-in allowances, and FRB says it has no intention of issuing an immediate interpretation of its ruling -- though Board officials informally seconded BBB's warning that "no down payment" is misleading.

Under wording of Regulation W, a dealer may allow more on a traded-in item

than it's worth -- or he may accept anything in trade on new TV, radio or appliance. He could accept an old crystal set, a doorknob or lead pencil as full down payment on set sold at "list price" -- cutting his price on "down payment" end rather than cutting dollars off list price, as is done now.

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Production is still creeping forward, fourth July week's output of 50,772 TV units (only 851 private label) comparing with 44,196 preceding week (Vol. 7:30). Total for July's 4 weeks is 106,055, lowest since July 1949. Radios totaled 184,685 (69,936 private label) for week ending July 27, bringing month's total to 734,281. Week's radios were: 112,884 home receivers, 27,606 portable, 44,195 auto.

Factory TV inventories rose again -- to 761,448 from peak 754,717 the week before. Radio inventories were 384,415, up from 375,066. At beginning of June the factory TV inventory figure was 593,633, at beginning of July 723,309.

NPA LOOSENS MATERIALS STRAITJACKET: All TV-radio manufacturers stand to gain from latest revision of NPA materials control formula for consumer durable products.

Effective immediately are sweeping changes in Govt.'s method of limiting use of steel-copper-aluminum in consumer hard goods during current third quarter. While limitation percentages are unchanged -- 70% of first-half 1950 steel use, 60% of copper, 50% of aluminum (Vol. 7:25) -- keynote of Aug. 2 revision of Order M-47A is flexibility. It actually permits set makers to use more material and parts.

Principal change is one industry has long sought -- allows manufacturers to switch their metal quotas among long list of products, including practically any or all appliances, to meet changing market conditions or seasonal demands.

A manufacturer of TVs & radios who also makes other appliances -- refrigerators, air conditioners, ranges, anything -- may now use the steel, copper, aluminum formerly earmarked for TV-radio to make any product he chooses. Or he may take his appliance quotas and use them for TV & radio. He may even branch out into new fields of appliance manufacture without appealing to Govt.: e.g., TV-radio company could begin making electric toasters or other consumer durables under wording of order.

Color and uhf adapters and converters are among items mentioned in new order and steel-copper-aluminum going into these products may come out of manufacturer's quota of materials for practically any consumer durable product he made during first half of 1950. Other important changes in new order:

(1) Manufacturer who uses less metal than he's entitled to under M-47A may step up correspondingly his purchases of ready-made parts and sub-assemblies -- and vice versa.

(2) Manufacturer may disregard metal content of any parts he buys or makes which are CMP "Class B" products -- if he so chooses. In TV-radio, this means practically all parts and components. If he does this, he must subtract this metal from base period use as well as third quarter use under M-47A. This provision could result in availability of more parts to TV-radio manufacturers, since it removes the metal in parts from scope of order's percentage limitations.

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New order applies to third quarter only. It's now virtually certain that consumer durables will come under Controlled Materials Plan in fourth quarter. But whether they do or not, best information indicates that their share of materials will be: steel, 65% of base period use (cut from 70%); copper, 55% or slightly less (cut from 60%); aluminum, slightly less than present 50%.

CBS-Columbia Inc., new CBS subsidiary formed from old Air King Products Co. Inc., in open letter to TV distributors and dealers published as trade ad Aug. 1, makes big pitch for franchisers—promising "CBS-Columbia is destined to be America's leading line in television . . . a great new name!" Consumer campaign breaks early in September in *Life*, *Saturday Evening Post*, *This Week* and other magazines, supplemented by local TV, radio and newspaper advertising of both black-&-white and color

TV sets (Vol. 7:29). Officers of CBS-Columbia Inc. were named this week as follows: David H. Cogan, president; Bruce A. Coffin, executive v.p.; J. A. Stobbe, operations v.p.; L. M. Kay, engineering v.p.; M. A. Gardner, v.p. in charge of purchases; Allan Strauss, exports v.p.; John Ward, controller, asst. secy. & asst. treas.; Sam Dean, treas. & secy. Board members are Bruce Coffin, chairman; Mr. Cogan, Lloyd H. Coffin, Adrian Murphy, Frank Stanton, Sam Dean, Ralph Colin.

Topics & Trends of TV Trade: Emerson's bold move to "guarantee" its current sets against any obsolescence by color drew news headlines this week—but it's still too early to determine how public is taking to it. All sets in Emerson's 9-model "1952" line are being sold with stipulation that at any time within 2 years of sale they may be returned to dealer and "total purchase price returned as full or partial payment on any color receiver, regardless of make." Emerson will reimburse dealers for any sets returned.

Color refund plan was first announced July 30 in conjunction with John Wanamaker store in New York and Philadelphia's Stern & Co. chain, but was extended Aug. 1 to all Emerson dealers. President Ben Abrams reported offer has attracted much "favorable attention" and increased store traffic at Wanamaker's and Stern's.

Offer was designed "to give the business a shot in the arm," according to Mr. Abrams, who maintains "color talk has hurt TV sales more than any other factor, including Regulation W." He reaffirmed Emerson's stand against production of non-compatible color sets, but guessed other manufacturers might turn out as many as 1,000,000 color sets in next 2 years.

Trade-in plan is scheduled to run for limited time only—possibly 3 months. Mr. Abrams said at July 31 press conference that company may have to stand loss of more than \$1,000,000 because of trade-ins, but "we are persuaded [that] the ultimate results will fully warrant the goodwill and business-building investment." Operating at a production rate slashed in half by "defense demands," Mr. Abrams estimated Emerson will produce 125,000 sets rest of this year.

Emerson's offer caught the imagination of *Wall Street Journal*, which gave it big play as "\$20,000,000 gamble." The *Journal* didn't explain its arithmetic.

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Chances are excellent that Senate will follow House's lead in scrapping Administration's request to hike TV-radio excise taxes from 10% to 25% (Vol. 7:6 et seq), in opinion of industry and trade leaders. RTMA chairman Robert C. Sprague and NARDA president Mort Farr were optimistic after testifying before Senate Finance Committee this week. Both made point of TV industry's present depression, recent upsurge in dealer bankruptcies.

Sprague asked Senators to consider removing present 10% tax instead of increasing it, pointed to surveys indicating remaining market for TV consists of families earning less than \$5,000, submitted analysis by Boni, Watkins, Mounteer & Co., showing "higher excise tax would unquestionably depress and aggravate sales even further."

For broadcasters, NARTB govt. relations director Ralph W. Hardy told Senators public relies on TV-radio as major source of news and general information; therefore, receivers shouldn't be taxed any more than newspapers. Bendix Radio's Leo G. Horney appeared before Committee to urge removal of excise taxes from industrial and communications electronic equipment. Hearings completed, Committee plans to report bill out by Aug. 25.

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Canadian RTMA reports 20,070 TVs sold for \$11,007,218 during first 6 months of 1951, inventories totaling 11,451 units as of June 30. Windsor area (Detroit) took 41% of 6 months sales, Toronto-Hamilton 35%. June sales were lowest yet, with only 493 units sold for \$254,239, compared with 1116 in May (Vol. 7:27). Table models under \$400 list totaled 139, over \$400 totaled 236. Consoles under \$500 totaled 8, over \$500 totaled 100. TV-phonos numbered only 10. Toronto-Hamilton area took 38% of June sales, Niagara Peninsula 27%. Windsor area (Detroit), which usually leads others, dropped to 22% of sales.

More liberal price ceilings on TV-radio sets and electronic parts and equipment are inevitable as result of new controls bill signed July 31 by President Truman. To avoid "profit-control" squeeze, Congress specified manufacturers may include in their costs such expenses as increased advertising expenditures, sales costs and general administrative expenses. Under old law, (Vol. 7:9, 14, 17-18, 21-22), increased labor and material costs were only major items which could be taken into consideration. OPS is studying law and will issue new regulation soon incorporating new provisions voted by Congress.

OPS July 31 revoked General Overriding Regulation 13 and put back into effect the major manufacturing orders which had been held in suspension for a month. These include GPR 22 (which regulates, among other things, home TV-radios and their parts) and GPR 30 (including other electronic equipment and parts). Deadline for filing the various forms and reports required by the orders has been extended to Aug. 13. Most producers who have already filed under the 2 orders will be entitled to adjustments of their ceilings under forthcoming new OPS regulations.

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Westinghouse's new line consists of 16 TVs, 10 radios, being shown to eastern distributors in New York Aug. 6, in Chicago Aug. 13, Los Angeles Aug. 20. Prices are generally lower than previous models, of which 8 holdovers are still in stock. Line begins with 16-in. black plastic table at \$199.95, plus four 17-in. tables: black plastic \$229.95, mahogany plastic \$239.95, mahogany veneer \$259.95, oak \$269.95. Mahogany table with 20-in. is \$349.95. Consoles are five 17-in. models: mahogany wood open-face at \$299.95 & \$329.95, oak \$349.95, French Provincial full doors & same in fruitwood \$399.95. Two 20-in. consoles with full doors are \$449.95 & \$469.95. Two combinations with AM-FM-phono are mahogany full-door at \$499.95, oak \$525. Top of line is 24-in. TV-only with paneled half-doors at \$675. Radios range from \$25 to \$230, include company's first clock radio at \$37 and 2 AM-FM tables at \$60 & \$63. Big ad campaign, tying in with Westinghouse football sponsorships (Vol. 7:30), is planned.

Stewart-Warner showed 10 TV sets, mostly in present line, and 17 new radios (8 AM table, one AM-FM table, 4 clock models), priced from \$20 to \$290, to annual sales convention in Chicago Aug. 3. New TV set was 17-in. console at \$299.95 with unique white frame for picture that is as wide as set itself. Sales mgr. Edward L. Taylor said company was "ready for uhf" with turret tuner already built into all but about 5000 of its earliest models, "ready for color" with plug-in for CBS color and "a CBS color adapter if you want it."

New Hoffman line unveiled at this week's distributor convention is said to be all-new models, with new price list. Line starts with 14-in. oak table at \$199.95, 17-in. mahogany table at \$299.95. Consoles are 19-in. at \$369.95, 20-in. at \$465, and three 17-in. at \$299.95, \$339.95 & \$395. Combinations are 20-in. in maple or mahogany at \$595 and 17-in. at \$495. New 24-in. console to list for \$595 will first be offered on West Coast only.

Pocket-sized conservation handbook has been mailed by RCA to all TV service organizations. Illustrated 34-page booklet contains detailed suggestions on saving of installation and maintenance materials resulting from tests conducted by RCA Service Co. Possibly most useful feature is extensive list of alternate parts and tubes which can be substituted when exact replacements aren't available.

No new models before Sept. 1, is report from RCA; in fact, "no new line—simply adding some models." Company guaranteed present line to Aug. 1, which some distributors extended on own to Sept. 1. Field salesmen meet in Camden Aug. 13.

Trade Miscellany: More plant layoffs (Vol. 7:30): GE electronics dept. at Syracuse takes 500 workers off TV production lines this week, blaming govt. restrictions on materials; placing most of them on other work . . . Sylvania reports it's spending \$14,000,000 this year on new plant and equipment, including \$1,250,000 for metallurgical lab at Bayside, N. Y., largely for work with Atomic Energy Commission . . . Paul H. Wendel's Television Technical Lecture Bureau, Indianapolis, forms Lecture Bureau Publishing Co. Inc. to publish *National TV Tuner*, trade paper for servicemen, first issue due Oct. 15. Paul V. Forte, ex-TV Contractors Assn., Philadelphia, is editor . . . "Webcor" will be used as trade name on all consumer products of Webster-Chicago Corp.; it's already label on its magnetic tape recorder, will be put on wire recorders, phonographs, record changers, amplifiers, etc. . . Superior Tube Co., Norristown, Pa., acquires 15,000 sq. ft. factory in Wapakoneta, O., where in December it plans to produce seamless nickel cathodes . . . RCA has tied up with Allied Laboratories Inc. (pharmaceuticals & biologicals) for closed-circuit telecasts of American Veterinary Medical Assn. surgical demonstrations during Milwaukee convention, Aug. 21-22 . . . DuMont sues Tel-O-Tube in Newark Federal court, charging patent infringements . . . Delco Radio Div., General Motors, buys Reliance Mfg. Co. plant in Kokomo to add 150,000 sq. ft. for expansion for defense work and later more auto radios.

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Official report on TV-radio and appliances at last month's Western Merchandise Mart, San Francisco, is almost carbon copy of reports on recent Chicago marts, notably Music Trade Show (Vol. 7:29). Writes market analyst Marion West:

"Price was definitely the objective of appliance and TV dealers . . . Those distributors who did not offer some sort of 'deal' [got] little attention . . . hit by 'closed purse' policy of retailers, mainly because this is where retail inventories are still the biggest.

"Contrary to past Markets where branded merchandise was most important, firms with off-brand goods were attracting customers if prices were right. Regulation W [was] taking much of the blame for the present slump in retail sales. [But] most dealers were fairly optimistic about business this fall, and both salesmen and buyers expect October to usher in increased activity."

Hoffman Radio's Leslie Hoffman, in speech, said radio for 20 years before TV did one-third of its business first 6 months, two-thirds second 6 months, and forecast that "the fall of 1951 will follow the historical pattern, and inventories will be fully absorbed by Oct. 15."

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Merchandising Notes: Washington Electric Institute figures may be indicative of national trend, showing 2710 TVs sold by distributors to capital area retailers in June vs. 2974 same month last year. Total for 6 months was 23,616 vs. 31,358. On other hand, radios ran ahead, cumulatively: 21,086 straight and 2933 combination models sold first 6 months vs. 18,003 & 1794 same period last year . . . By reason of heavy promotions, 3 of the 11 New York City dept. stores surveyed by *Herald Tribune* reported July gains of 14, 32 & 65% in dollar volume of TV-radio set sales over same month last year; but 8 stores showed these percentage declines: 6, 28, 42, 43, 50, 57, 75 & 75 . . . Most exciting junket of them all seems to be that of GE Supply Corp., Newark, for 70 area dealers—10-day all-expense flying trip to Paris on chartered Stratocruiser as reward for TV sales results . . . Meck extends TV price guarantees to Nov. 15, superseding previous Sept. 15 limit.

Trade Personals: RCA chairman David Sarnoff returns from Europe Aug. 12 on *Queen Elizabeth*; president Frank Folsom back Aug. 2 from Bohemian Grove, Cal. . . . B. Bion Howard named acting director of OPS Consumer Durable Goods Div., succeeding Harold B. Wess, resigned . . . Walter G. Whitman, MIT chemical engineering dept. head, named chairman, Defense Dept. Research & Development Board, succeeding William Webster; Lawrence W. Bass, ex-Sears Roebuck v.p., head of MIT's Sloan School for Industrial Management, appointed chairman of board's committee on equipment & materials . . . Harold Coddington, gen. mgr., TV-radio div., Sparks-Withington Co., elected v.p.; B. G. Hickman, asst. sales mgr., promoted to gen. sales mgr., replacing Henry L. Pierce, resigned . . . Ray F. Sparrow, sales v.p., P. R. Mallory & Co., elected exec. v.p., succeeded by Harold C. Buell . . . Albert Kahn, president, Electro-Voice, named chairman of RTMA's newly revived amateur radio section . . . Fred A. Mann, ex-Trans-Vue and Aireon, named sales mgr., Jackson Industries, succeeding Henry Goldsmith, who joins Pathe as sales mgr. . . . Robert E. Giannini, from Schenectady tube headquarters, appointed district representative for GE tube div. in Los Angeles, under Gordon E. Burns, field mgr. of replacement tubes . . . D. W. (Winnie) May, ex-Philco and GE distributor, named Hoffman Radio regional mgr. in New York City and northern New Jersey, with offices at 30 Church St., N. Y. . . . Elwood Reeves, ex-Motorola Div., Kieruff & Co., named Los Angeles district sales mgr., Magnavox, succeeding M. D. Schuster, now Hoffman sales.



TV picture tube sales to manufacturers first 6 months of 1951 were considerably under period's receiver output of 3,334,505 units. Tubes totaled only 2,552,757, or 20% fewer than the 3,171,660 in same period last year. RTMA states 86% of all the tubes were rectangular, 92% were 16-in. and larger. First 6-month sales to manufacturers were valued at \$66,546,932. June sales totaled 221,759 valued at \$4,664,744.

Huge drop in excise tax collections on TVs, radios & phonos in June, reported by Bureau of Internal Revenue, illustrates how dollar value of manufacturers' output has declined during trade slump. Bureau collected \$9,754,385 for June—\$7,572,700 less than May (Vol. 7:26) and \$13,636,000 below high of \$23,390,352 collected in March (Vol. 7:18).

Sales of TV-radio and appliance wholesalers dipped 10% from May to June, but inventories also dropped 3%, Census Bureau reports in its *Monthly Wholesale Trade Report*. June's wholesale sales were 17% below June 1950, but sales for first 6 months of 1951 were 16% ahead of same period last year. Inventories were 63% higher than June 1950. Stock-to-sales ratio at end of June was 240 vs. 227 in May, 115 in June 1950.

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Philadelphia's Better Business Bureau has printed 200,000 copies of instruction book titled *What Can You Rightfully Expect from Your TV Set and Your Dealer?* designed to help consumer purchasing, financing, servicing, etc. Major local distributors-dealers cooperated in preparation of booklet, which advises on set buying and tells existing set owners: "There is nothing about a TV set that a good servicing organization cannot fix if the parts required are available."

IRE West Coast Section holds its 1951 convention Aug. 22-24, coincidentally with annual Pacific Electronic Exhibit in San Francisco's Civic Center.

Arthur L. Brown, 65, president of Dominion Sound Equipments Ltd., sales v.p. of Northern Electric Co., thrice president of Canadian RMA, died July 30 in Montreal.

Financial & Trade Notes: Raytheon reports net profit of \$2,179,063, or \$1.12 a share on 1,736,753 shares of common outstanding, on sales of \$89,662,122 for fiscal year ended May 31, 1951. Profit was after estimated Federal taxes of \$3,850,000. Net profit compares with \$935,000 (49¢ on 1,447,294 shares) on sales of \$59,533,000 for preceding fiscal year when taxes were approximately \$675,000. Raytheon's current backlog of govt. orders was reported as \$140,000,000.

Stromberg-Carlson Co. reports net earnings of \$169,444 (31¢ a share) on sales of \$13,926,511 for first 6 months of 1951, which compares to loss of \$72,903 (equivalent to 43¢ a share) on \$13,273,725 sales in same 1950 period. President Tait reported July 31 that telephone, sound equipment & broadcasting divisions substantially increased earnings to offset to considerable extent cost of TV-radio Div. shutdown most of second quarter. Outlook for second half is "excellent" for those divisions, he said, and TV-radio in second half "should certainly show greatly improved operation as compared to the first."

Motorola's net income for first 6 months of 1951 was \$3,756,863 (\$4.27 per share) on sales of \$73,449,844—and president Paul Galvin, in letter to stockholders Aug. 2, promised "a satisfactory profit for the year 1951." Profit for same period last year was \$5,197,517 (\$5.91) on sales of \$70,564,388. Profit before taxes was \$9,017,937 vs. \$8,496,378 same period last year. Govt. materials controls, said Mr. Galvin, will lessen volume of TV and car radio sales rest of year, but radio and communications sales will remain at same high level as second half 1950.

Tung-Sol Lamp Works, Inc., reports \$17,681,953 sales, \$1,305,114 net profit after taxes (\$2.71 on 475,411 common shares) for 26 weeks ended June 30. This compares with \$12,834,508 sales, \$1,244,824 profit (\$3.60 on 326,245 shares) for comparable 1950 period. Provision for taxes was \$2,549,587, as against \$1,311,807 for 1950 periods. Company reports it's building \$3,100,000 plant of about 100,000 sq. ft. at Washington, N. J., for making subminiature tubes. Change of corporate name to Tung-Sol Electric Inc. becomes effective Oct. 1, 1951.

Muter Co. reports sales of \$7,879,678 for 6 months ended June 30, net profit before taxes of \$1,036,154, profit after taxes \$459,093 (70¢ per share). This compares with \$6,272,647 sales, \$857,642 profit before taxes, \$525,883 (80¢) profit after taxes in same 1950 period. Stock split of 2-for-1 in May 1950 and 1-for-10 in December 1950 left 651,200 shares outstanding.

Blaw-Knox sales first 6 months of 1951 were \$47,071,747, up from \$26,450,933 same 1950 period. Net profit after \$1,739,000 taxes was \$1,510,406 (\$1.07) vs. \$1,301,530 (92¢) after \$948,000 taxes in same 1950 period. Second quarter sales were \$26,631,014, net profit after taxes \$967,131 (69¢) vs. \$15,193,873 sales and \$1,024,872 (72¢) profit after taxes in same 1950 quarter.

DuMont sales of \$25,612,000 for first 24 weeks of 1951, ended June 17, represented slight decline from \$26,786,000 for same 1950 period—reflection of reduced demand for TV receivers and tubes—but profit after taxes fell to \$109,000 (2¢ a share), from \$2,797,000 (\$1.16).

Scott Radio, controlled by Meck, showed net profit of \$167,811 (40¢ per share) on net sales of \$2,775,795 for fiscal year ended May 31—first profit in 4 years. Sales were up from \$604,900 preceding year, when loss was \$176,285. Earned surplus still stands at deficit of \$164,016.

National Union Radio Corp. reports net profit of \$414,719 on sales of \$7,419,705 during first 6 months of 1951 vs. \$317,158 on sales of \$5,600,874 for same 1950 period.

TV industry was one of 6 earning less during first half of 1951 than first half 1950 in compilation of semi-annual reports by New York *Journal of Commerce* (Aug. 1). Tabulation of profits of 196 firms in 26 categories shows average profit increase of 25% from 1950 to 1951, but 4 TV firms listed dropped 23% during that period. The unnamed TV manufacturers totaled \$32,636,551 profit during first 6 months of 1950, dipped to \$25,229,890 for comparable 1951 period. Only floor-coverings firms exceeded TV in amount of decrease during year. Air transport led listing with 740% increase in profit in year.

Westinghouse sales first half 1951 totaled \$590,562,000, net income \$31,564,000 (\$1.98 a share on 15,458,481 shares) vs. \$461,731,000 sales and \$27,207,000 profit (\$1.86 on 14,109,949 shares) same period 1950. Federal taxes for 1951 period were \$44,964,000, for 1950 period \$18,331,000.

Stewart-Warner sales were \$51,410,156 first 6 months of 1951, up 53% over \$33,649,039 same period of 1950. Net profit was \$2,209,253 (\$1.71 a share) after taxes of \$4,450,174, which compares with \$1,750,979 (\$1.36) after taxes of \$1,545,758 last year's period.

Arvin Industries reports earnings after taxes of \$889,609 (\$1 a share) for quarter ended July 1 vs. \$936,357 (\$1.05) same quarter 1950.

Mobilization Notes: Despite July 31 deadline, NPA Electronics Div. has received a scant 100 applications from electronics manufacturers for fourth quarter allotments of steel, copper and aluminum. With manufacturers of home TV-radios-phonos required to file for first time, NPA expects more than 800 applications this time, compared to third quarter's 700.

In contrast to slow traffic in CMP applications, NPA was deluged this week with appeals from TV-radio manufacturers for adjustments in base period use of steel-copper-aluminum under M-47A. Number of requests was greater than any previous week. This relief was requested with an eye to fourth quarter—since consumer durables manufacturers, in filling out CMP forms, aren't allowed to request more material for next quarter than they're permitted to use this quarter.

Unfortunately, CMP is a mess—so far. A CMP allotment, far from being a "certified check," is still a fishing license—because far too much metal was allotted this quarter. Allotments will be drastically cut next quarter, in the hope that they'll balance with supply.

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Defense Materials Procurement Agency, charged with "procuring and increasing the supply of critical and strategic materials at home and abroad," was set up Aug. 1 by President Truman in response to Congressional criticism of materials situation. New defense agency will be headed by Jess Larson, resigning as chief of General Services Administration, who will be responsible to Defense Mobilizer Charles E. Wilson.

NPA relaxed cadmium order M-19 (Vol. 6:50, 52) July 30 because expected shortage never developed; in fact, there's surplus of the metal in producers' warehouses. NPA ruled early this year that TV chassis may be plated with corrosion-resistant cadmium, but most radios can't (Vol. 7:11, 13, 20). Amended order continues same restrictions regarding radio. Principal relaxations in order involve non-electronic uses of cadmium. Thirty-day inventory restriction was amended to permit accumulations of greater amounts when necessary.

Britain has called off construction of 5 low-power TV stations due to defense program, but will complete 3 high-power outlets now under construction. BBC has only 2 stations now operating—in London and Birmingham.

Telecasting Notes: Radio buildup plans of CBS (Vol. 7:30) include promotion budget of \$8,000,000, of which some \$7,000,000 will be spent on network and local radio and \$1,000,000 on newspapers-magazines, biggest media investment ever made for such purpose, according to administrative v.p. Louis Hausman of newly-formed CBS Radio Network Div. . . . Chicago Tribune's WGN-TV & WGN name George P. Hollingbery Co. as national rep. . . . WNAC-TV, Boston, names H-R Representatives as national rep., quitting Petry . . . New Orleans' WSMB switches from NBC to ABC Oct. 4 under shift whereby WDSU (which is AM sister of WDSU-TV) switches to NBC (Vol. 7:24) . . . ABC-TV leases another playhouse—Little Theatre, 238 W. 44th St., N. Y., seating 600, with 50-ft. stage . . . Radio Daily out Aug. 2 with 130-page *Shows* edition, packed with ads and listings of TV and radio program availabilities—good program buying guide for agencies and sponsors . . . Canadian Broadcasting Corp., which gets \$2.50 fee per radio, has recommended \$10 license fee for TV receivers, but majority of Dominion Cabinet is said to favor \$7.50; Parliament is expected to establish fee next fall . . . Weekly "dog college" on WTMJ, Milwaukee, is clinic on obedience conducted with cooperation of Wisconsin Humane Society; after summer series, children will be invited to actual "dog audition" to display results of teaching, with trophy awards . . . To use its funds frozen by French Govt., Procter & Gamble is reported planning to back production of 65 fifteen-minute TV films in Paris, costing \$2500 each, to be filmed by Peter O'Crotty Productions and to be sponsored in U. S. . . . Spread of remotes is illustrated by NBC's July 29 telecast of "Pilgrimage to Plymouth" from Plymouth Rock; mobile unit with 3 cameras televised ceremonies through elaborate setup involving 2 microwave relay stations, relaying picture to WBZ-TV, Boston, 45 miles away . . . Defense Dept. TV-radio crew this week began making films and tape recordings in Europe illustrating progress of rearmament and retraining program; after completion end of this month, the films and recordings will be made available to TV-radio stations and networks . . . WJIM-TV, Lansing, Mich., planning new \$250,000 studio-office building, breaking ground in 60-90 days; also will install new transmitter.

ABC-United Paramount Theatres merger (Vol. 7:21-24, 26-30) faces opposition from several objectors: Partmar Corp., Paramount Hollywood Theatre Corp. & Cabart Theatres Corp., all Los Angeles, joining with St. Louis Amusement Corp. & Eden Theatres Corp., both St. Louis and connected with Fanchon & Marco exhibitor interests, petitioned FCC this week to intervene, alleging past history of UPT indicates "greatest danger to the public interest." AM station rep Wythe Walker circularized stations urging them to fight merger. Gordon P. Brown, owner of WSAY, Rochester, wired FCC Chairman Coy to deny any application "which would further the monopolization of the radio, television, theatre and motion picture industries." On another front, Zenith counsel asked FCC to declare proposed shift of UPT's WBKB, Chicago, from Channel 4 to Channel 2 under pending allocation, will not jeopardize Zenith's experimental use of that channel for Phonevision or prejudice Zenith's commercial application for the channel. Under ABC-UPT deal, WBKB is to be sold to CBS for \$6,000,000, merged firms retaining WENR-TV on Channel 7 (whose call would be changed to WBKB, while CBS would use call WBBM-TV).

California National Theatres chain plans 71-theatre TV network, to cost \$3,500,000, seating capacity more than 110,000, using CBS-20th Century-Fox-Eidophor color projection system, scheduled to open next spring.

Next FCC vacancy, it's generally assumed, is earmarked for Robert T. Bartley, Speaker Sam Rayburn's nephew and assistant, onetime Yankee Network and NAB official—but it's learned that quiet efforts are being made to get post for Eugene H. Merrill, 44, onetime chief engineer of Utah Power Commission, telephone & telegraph expert with old War Production Board, chief of reorganization of German communications under Gen. Lucius Clay, 1945-50. He's presently director of DPA materials div. Story first broke in *Variety*, which said he has been "offered" Comr. Hennock's post as and when she gets Federal judgeship, but Mr. Merrill says he knows of no "offer." It's possible deal is in making whereby Senator McCarran (D-Nev.) will release Hennock appointment, now bottled up in his Judiciary Committee, in return for getting a westerner on FCC.

Comr. Frieda Hennock's Federal judgeship (Vol. 7:24-26) still hangs fire, though nearly 2 months have elapsed since President Truman appointed her to New York district bench. Senate Judiciary Committee hasn't yet scheduled hearing requested by American Bar Assn., but New York County Lawyers Assn. added its opposition this week to that of Assn. of Bar of the City of New York—also charging she "lacks the qualifications." General opinion still is that she will eventually be confirmed; meanwhile, she apparently has declared moratorium on long series of public speeches she had been making to promote her plan for TV channel reservations for educational institutions.

New NPA construction controls, announced this week, are more liberal in permitting small construction and alterations without application to Govt., but it appears probable many larger TV-radio station construction projects will have to be deferred until next year. New regulations (Order M-4A & CMP Reg. 6) permit builders to assign themselves priorities in fourth quarter to obtain materials for projects requiring not more than 2 tons of steel, 200 pounds of copper. For projects using more than these amounts—or any quantity of aluminum—NPA authorization will be required. Structural steel situation being extremely critical now, NPA says it will defer, at least until first of the year, all large projects except those most vitally needed by nation or community.

Landmark in history of televised sports is sale to NBC Aug. 2 of 3-year TV-radio rights to annual Rose Bowl football game for \$1,510,000—expected to bring in more money than gate. NBC will pay \$400,000 for 1952 game, \$500,000 for 1953 game, \$610,000 for 1954. Gate receipts for 1951 game totaled \$381,000, including concessions. Added to this was \$110,000 paid by CBS for TV-radio rights. CBS submitted bid of \$840,000 for new 3-year contract and KTTV, Los Angeles, was second highest bidder at \$1,000,000. ABC-United Paramount Theatres withdrew from bidding when Tournament of Roses announced it wouldn't permit theatre telecasting of games. All bids are contingent on completion of transcontinental TV facilities, scheduled Sept. 30 (see p. 3).

Team performance, not TV, continues to be most important factor in sports gate receipts, according to C. L. Jordan, N. W. Ayer v.p. In recent talk to Atlantic Refining Co. sportcasters, using data compiled by son Jerry (Vol. 6:19, 23, 33, 47), he reported that by July 4 top 8 teams in both baseball leagues had achieved 4% increase over last year. Bottom 8, he said, lost 20%—for over-all loss of 8%.

More Aug. 1 sets-in-use reported since NBC Research's "census" of July 1 (Vol. 7:29): Washington 278,100, up 8100; Miami 78,200, up 3200; Utica 47,000, up 1800; Ft. Worth-Dallas 125,720, up 1720; Greensboro 71,721, up 921.

Television Digest

WITH AM FM REPORTS

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MEXICO PUSHING NEW TV STATIONS: You can expect Mexico to go forward with TV station construction faster than we "unfreeze" -- with border stations prominent. Aside from the one in Matamoros, opposite Brownsville, Tex., promised in September (Vol. 7:31), there are informal reports one or 2 will soon be constructed in Tiajuana, near San Diego, and one in Mexicali, opposite Calexico, Cal., in the Imperial Valley.

Mexico's director-general of telecommunications, Miguel Pereyra, while in Washington this week to consult with State Dept. and FCC for agreements on stations 250 mi. on either side of border, said "20 or 22 grants" have already been made to Mexican enterprisers for stations to be built within a year.

He would mention only a few in the works, however -- notably wide-coverage transmitters planned atop mountains near Mexico City by Romulo O'Farrill, already operating a station in Mexico City and builder of the one in Matamoros; and by radio tycoon Emilio Azcarraga, operating Mexico City's other TV. Also, XEW chief engineer Guillermo Gonzales Camarena plans one there to use his "sequency" system of color (Vol. 5:52), apparently same as CBS system.

Another station is on tap for Monterrey and one for Guanajuato, latter in geographical center of Mexico, 170 mi. from capital. They may be ready "very soon." List of applications and grants hasn't been officially released, said Senor Pereyra.

BUSINESS OF TELECASTING—DOLLAR SIGNS: You can count on one hand the telecasting stations that haven't at least pulled out of the operating red by now.

Many may not yet be showing much net profit, due to depreciation charges on big investment and the amortization of heavy early losses -- to say nothing of their very unfavorable excess profits base.

But simple fact is that the business of telecasting, even now during summer doldrums, is booming. And it's going to enjoy a huge fall-winter business, with time sellouts on books for some networks and many stations.

This year's gross time sales of the 4 networks and 107 TV stations will far more than double the industry's aggregate revenues of \$105,800,000 of 1950, which compared with \$34,300,000 in 1949 (see Vol. 7:13 for official FCC figures).

Indeed, we'll go out on limb once again -- pretty strong limb, we hope, as was our calculation of \$100,000,000 for 1950 (Vol. 6:52) — and forecast that TV time sales for 1951 will equal or exceed \$250,000,000!

It's impossible to forecast profits -- FCC will report these in spring of 1952 -- but it's reasonable to assume huge upsurge in time sales mean that the 1950 deficit of \$7,900,000 and 1949's deficit of \$23,300,000 are things of the past.

During 1950, according to official FCC report (No. 51-308), 54 stations enjoyed operating profits, mostly \$100,000 or less each -- a few showing \$400,000 or more. Networks and their 14 stations accounted for \$55,000,000 sales, 93 reporting stations for \$50,800,000. Telecasting as whole had operating loss of \$7,900,000 largely because nets lost \$10,500,000 while their stations showed \$1,500,000 profit.

Only ABC and CBS, listed on New York Stock Exchange, release P&L statements

-- otherwise, neither networks nor stations make public their gross business and net profits. Even ABC-CBS do not break down figures as between TV-radio. Nor does FCC release anything but annual aggregate figures well after end of year.

But it's possible, on basis of monthly network sales figures, which are officially released, plus experiences of stations reported privately and informally to us, to draw some reasonable conclusions about the course of this year's business.

* * * *

Network time sales were \$55,098,126 first half of this year, according to Publishers Information Bureau -- NBC \$26,739,532, CBS \$17,069,328, ABC \$8,228,700 (Vol. 7:29). Unreporting DuMont's sales are known to be \$3,060,566. These sums are exclusive of the time sales of their own stations, now numbering: ABC & NBC 5 each, DuMont 3, CBS 2 plus 45% of a third.

Best income months for networks and stations are fall-winter, and nearly all have rate increases in effect or about to go into effect. So, if networks did about \$55,000,000 first half of 1951, it's fair to assume they'll do a lot better during second half. Let's guesstimate combined network sales for year at \$125,000,000.

Old rule-of-thumb in radio was that national-regional spot plus local about equalled network sales -- but in recent years ratio has been nearer 70% spot-local, 30% network. In TV, it probably isn't that yet -- but it's good guess that the 107 stations in the aggregate are grossing more from spot-local than the networks are from national. Quite a few stations are exceeding \$1,000,000 billings rate, some much higher -- one sold \$4,000,000 worth of time last year alone (Vol. 7:13).

Spot-and-local, in fact, have been going like the proverbial house afire -- Rorabaugh Reports at the end of May listing 4227 local-retail advertisers plus 1093 national-regional spot advertisers on 99 reporting stations, up from 3883 & 894, respectively, at end of 1950. There were 158 network users at end of May.

Therefore, merely doubling the network sales figure to account for gross time sales by the telecasters as a whole would seem quite conservative.

Figure for all would thus come to \$250,000,000. Our opinion is it will be higher in the final reckoning from FCC. Meanwhile, we can go only by monthly network "gauges", as reported by PIB and published regularly in these pages.

* * * *

A quarter-billion dollar "take" by mere 107 stations in 63 markets, plus 4 networks that so far extend to only 48 of those markets -- and then only part time due to paucity of circuits! What will the figure be when there are more stations and wider networks? Your guess is as good as ours.

But it's noteworthy that the 6-year-old TV child is fast approaching the comfortable estate of its radio parents, whose 30 years have spawned some 2250 AM and 650 FM radio stations. These and the 4 radio networks grossed \$447,700,000 last year, an all-time high, according to FCC audit (Vol. 7:16).

COMPLEXES IN COAST-TO-COAST HOOKUPS: Only one TV circuit westward as of Sept. 30, one eastward about month later -- that's all AT&T promises for transcontinental network service in immediate future. The 4 networks will have to divvy the facilities.

We erred last week (Vol. 7:31) in reporting 2 TV microwave circuits westward, 2 eastward -- though it's fact there are additional telephone channels in each direction. It's also fact that AT&T contemplates more circuits, both phone and TV, for it has just filed 71 applications with FCC for that many additional transmitters on its Chicago-San Francisco relay towers, proposing to spend \$3,000,000.

All sorts of stories are going rounds since prospect of transcontinental baseball, football and Hollywood shows opened up with definite time fixed for coast-to-coast hookups. AT&T says there's as yet no big-name time-and-talent show planned on all 4 networks to inaugurate transcontinental service, such as it sponsored when first hookup from East to Midwest was opened up in January 1949. But it indicated occasion will probably be made gala one, with possibly big sponsored show.

Between Omaha and San Francisco, only Salt Lake City (2 stations) can tap into transcontinental for network service, but there's story from Denver (no outlet)

that theatre interests there now propose to do likewise--simply projecting TV shows taken off the relays onto local screens. And trade headlines now proclaim that "international" and "world-wide" TV hookups are in offing, making good copy out of Hollywood interviews with NBC's Pat Weaver. Best "international" TV prospect in near future is projected linking of Canada's Montreal-Toronto hookup (stations not yet built) into U.S. networks via Buffalo (Vol. 7:30). Nearest to "world-wide" service in foreseeable offing is shipping of kine-recordings of big TV shows to U.S. troops.

Newly completed Omaha-San Francisco microwave setup comprises 55 relay stations, Chicago-Omaha 18, New York-Chicago 34 -- 107 in all. No time commitments have been made to networks yet, though it's taken for granted they will divide by agreement as they do on other limited-circuit routes.

Note: Coaxial-microwave intercity TV links spread spectacularly but slowly, won't get real impetus until TV freeze ends and new stations are actually built. For rest of year, AT&T plans only new Memphis-Birmingham-Atlanta coaxial via Jackson, Miss. Only others definitely in works: San Antonio-Austin microwave, due sometime in 1952; added Washington-Atlanta microwave circuits, also sometime in 1952; and an Oklahoma City-Amarillo coaxial now under survey but no construction scheduled yet. All are designed basically for added phone service, for which Omaha-San Francisco setup is also to be used starting Aug. 17.

NICE LIFT REPORTED FROM POWER BOOSTS: The quick and easy benefits of FCC power-hike ruling (Vol. 7:30-31) have already been achieved by almost all stations eligible -- 41 of the 46 requests having been granted in last 2 weeks. [For list of this week's grants, see p. 14; for last week's, see Vol. 7:31.]

Sharp improvements in service have come in number of markets, but picture enhancement has been moderate or merely nominal in many instances -- though stations are naturally making most of every watt, promotion-wise.

Real payoff comes in such places as Miami, where WTVJ had been operating with weakest signal of all metropolitan stations. Now, with station's ERP lifted from 2.2 to 16.5 kw, manager Lee Ruwitch tells us that signal is getting into West Palm Beach, 63 miles away, so well that dealers had 300-400 sets shipped in, sold 150 at once, expect 2000 sales before end of season. And one enterprising West Palm Beach dealer rushed to buy time on WTVJ to reach his potential customers -- but sizeable antennas and boosters are still needed there, according to Ruwitch.

Most marked improvement came in 30-mile radius, he reports. There, indoor antennas now work, whereas outdoor installations used to be mandatory.

New York's WOR-TV telecast request for reactions to its 9-to-22 kw boost, drew rash of glowing reports from towns well into Pennsylvania, New Jersey, upper New York State, etc. -- as well as from New York City's "canyons" where shadows and indoor antennas often degrade pictures.

WOR-TV's desire to join others on Empire State Bldg. could conceivably cool now. Says engineering v.p. Jack Poppele: "Why, people are now getting good pictures with the ends of their antennas pointed at us."

Two big jumps at once were taken by New York's WJZ-TV Aug. 9 when it hiked power 5½ times to 20 kw and moved to permanent Empire State Bldg. antenna.

Full report on improvement will come from survey, by outside organization, of 420 fringe-area homes, but engineering v.p. Frank Marx is all smiles, says spot observations indicate improvement is everything hoped for. "Next, 200 kw," said he.

Other New York stations achieving increases haven't yet reported results.

* * * *

Any further gains will be long coming, since they involve purchase and installation of new equipment, rather than mere twist of transmitter dials. Actually, few operators can see good reason for buying gear to get the 50 kw ERP now permitted, when freeze-end seems certain to bring 100 and 200 kw authorizations.

However, high-powered transmitters and amplifiers would be snatched up and put to work as soon as available -- if FCC permitted. But it won't, since it feels: (1) It can't give iron-clad guarantee that end of freeze will make such equipment

permanent, and (2) As soon as station has equipment capable of more power, pressures grow for permission to use it.

Example cited at Commission is WNHC-TV, New Haven. It was granted as "community" station, with 1-kw maximum. But, FCC men say, station was given 1.82 kw in "a moment of Commission weakness." Station bought 5-kw transmitter, but has been limited to only 500 watts of it. This week, it asked permission to use full 5 kw.

Commission's basic premise, stemming primarily from legalistic caution: We will permit nothing outside of existing rules until freeze is over.

This goes for powers, heights, station classifications. It even applies to propagation curves, despite fact FCC knows they're obsolete. All during freeze, and currently, it has been granting site changes, etc., calculating coverage on old propagation and protection data.

Stations have been pounding at Commission gates for hikes to FCC-proposed 100 and 200 kw, but Commission has been adamant, is likely to stay that way until someone comes up with arguments more persuasive than those employed to date.

Now that virtually everyone's throttle is wide open, only prospects for further improvement before end of freeze are:

(1) Installation of 5-kw transmitters by those few stations, not community-type, using smaller units -- WFMY-TV, Greensboro; WTTV, Bloomington; WLWD, Dayton; WICU, Erie; KDYL-TV, Salt Lake City. Incidentally, WBNS-TV, Columbus has been operating 5-kw job, not .5 kw as reported in Vol. 7:30. WFMY-TV has already asked for CP to install 5-kw. Others may elect to wait for freeze-end, install big ones then.

(2) Use of higher-gain antennas. Commission will permit outlays for these, but won't let stations touch transmitters to get more than 5 kw. Not too many of these are expected -- also because of freeze-end uncertainties.

(3) Construction of taller towers. Actually, this means more than do most power boosts. Number of these are in works, steel availability permitting.

NEW CURBS WON'T END STATION BUILDING: Still no "ban" or "freeze" on TV-radio station alterations and construction -- notwithstanding widespread misinterpretations of new NPA regulations placing construction under Controlled Materials Plan (Vol. 7:31).

Small scale construction may be easier to start, in fact, under new controls than it was under old (Vol. 7:19 et seq). On basis of best information, it's likely these types will get go-ahead from NPA in fourth quarter: (1) Remodeling of TV or radio studio & transmitter buildings. (2) New station construction on modest scale.

These projects may be deferred: (1) Big new TV antenna towers. (2) Radio City-type buildings. But by time freeze is over, it's unlikely TV station building will be subject to severe restrictions -- barring shooting war, of course. Big industrial expansion program for defense production, which necessitated building controls, is scheduled to be over the hump by first or second quarter 1952 and construction material situation will then be much more favorable.

Principal provisions of new building regulations (M-4A, CMP Reg. 6), as they apply to broadcast stations: (1) NPA won't specifically OK any construction before Oct. 1. (2) No new building can be begun before Oct. 1 unless builder has all the materials he needs, or doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (3) After Oct. 1, anyone may build -- and receive guaranteed allotment of materials -- if he doesn't need more than 2 tons of steel, 200 lbs. of copper or any aluminum. (4) If he needs more than that, he must apply to NPA. If application is approved, he'll receive allotment of all the steel, copper and aluminum he needs. If it's denied, he can't build in fourth quarter.

Most broadcast alteration and construction projects use relatively little controlled materials, and NPA approval is expected to be more or less routine. Many alterations need less than 2 tons of steel, can be built without application.

FCC offered to supply NPA with general criteria on "community need" as it applies to TV-radio stations -- for use in deciding applications for construction of broadcast facilities. NPA turned down offer, said it was applying no "predetermined standards," but would use FCC as source of information in checking applications.

BIG OMAHA & HAVANA STATION SALE DEALS: Watch how publishing and theatrical interests become prime competitors of the radio broadcasters -- not only as applicants for new TV stations, come end of freeze, but also as purchasers of existing stations.

We had further example of their eager quest for TV properties this week, when two more 7-figure sale deals were disclosed -- one in Cuba. You can expect more as the affinity of TV, journalism and films becomes increasingly apparent.

WOW-TV, Omaha, with its AM counterpart WOW were sold for \$2,525,000 to the Meredith Publishing Co., \$24,000,000 concern which publishes the widely-circulated magazines Better Homes & Gardens and Successful Farming. Sale culminated probes by several prospective buyers (Vol. 7:27-28), frequent denials by principals headed by recent Secretary of Navy, now Ambassador to Ireland, Francis P. Matthews.

Meredith also owns WHEN, Syracuse, which it started Dec. 1, 1948 as 47th station in nation, has pre-freeze applications pending for Rochester and Albany, is hell-bent to become major factor in TV -- indicated also by its purchase this week of 40% interest in Princeton Film Center Inc., Princeton, N.J.

CMUR-TV, Havana, with its Union Radio Network, has been sold for reported \$1,500,000 by Director Kaspar Pumarejo and backers (including local Polar brewery and Partagas tobacco interests) to Manuel Alonso, owner of Noticiaro Nacional, the island's main newsreel producer. Alonso actually holds CP for Channel 7, but he and his backers apparently prefer to take over going CMUR-TV on Channel 4, Cuba's first outlet, founded by Pumarejo and inaugurated less than year ago (Oct. 24, 1950). Rumors have Cuba's President Prio and family back of Alonso, but this is denied.

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Omaha deal is complex, involves Meredith assuming 25-year rental lease from Woodmen of the World, original owner of WOW, at \$160,000 a year -- first profits to go into \$750,000 fund guaranteeing lease and providing for equipment purchases. Half has already been paid in, with 19 years to go. WOW Inc. has \$200,000 paid capital, \$720,000 surplus account, total current assets of \$673,000, current liabilities of \$220,000. Combined TV-AM stations first 6 months of this year had operating gross of \$996,386, net profit of \$91,100 after provision of \$97,800 for taxes.

Stockholders own equal amounts of the 1000 shares of common and 1000 preferred, estate of late manager John J. Gillin holding 238; Mr. Matthews, 250; Guy C. Myers, New York & Seattle utilities magnate, 250; Robert P. Samardink, head of local detective agency, 83; M.M. Meyers, financier, 84; J.J. Isaacson, governor of Ak-Sar-Ben fair grounds, 83; Cecelia Broderick, Mr. Gillin's former secretary, 12.

* * * *

Of 3 other recent station deals still pending FCC approval (of 10 since TV's post-war emergence; Vol. 7:30), one got nod this week -- the \$2,500,000 sale of KFI-TV, Los Angeles (Vol. 7:23) by Earle Anthony to Thomas S. Lee Enterprises Inc. Comr. Walker dissented, Hyde, Webster, Jones & Sterling approving. The 2 others pending FCC approval: WLAV-TV, Grand Rapids, sold to Bitner group for \$1,300,000 (Vol. 7:19) and WBKB, Chicago, sold for \$6,000,000 to CBS but involved along with ABC-TV's 5 owned stations in projected ABC-Paramount merger (Vol. 7:21). The KFI-TV & WLAV-TV sales excluded AM counterparts, retained by present owners.

Note: Atlanta's pre-freeze CP, only one still on FCC books, looks like it will shortly turn into full-fledged commercial outlet -- nation's 108th -- FCC this week granting transfer of WCON-TV to local group (for details, see p. 14).

FINAL INDUSTRY COLOR SYSTEM EMERGING: "Definite improvement." That's the most you can get in way of comment from any of 4 top FCC staff engineers who attended 4 important compatible color demonstrations this week. But there can be little doubt they were greatly impressed with their first view of such pictures since May 1950.

And there's less industry doubt than ever that compatible system is rushing pell-mell back to FCC for eventual approval, along with CBS system or in lieu of it.

Commissioners themselves will probably see latest pictures soon. RCA is expected to invite them when it starts public showings later in month -- but decision apparently awaits chairman David Sarnoff's return from Europe next week.

Every variation on compatible theme was shown Broadcast Bureau chief Curtis

Plummer, chief engineer Edward Allen, Technical Research acting chief Wm. Boese, Lab Div. chief Edward Chapin. Demonstrations were successively Aug. 6-9 by GE in Syracuse; Hazeltine, Little Neck, L.I.; RCA, Princeton; Philco, Morrisville, Pa.

Main purpose of demonstrations was to enable National TV System Committee Panel 13 (standards), under Hazeltine's A.V. Loughren, to agree on which set of standards to field test from here on out -- probably until year's end.

Panel wound up in New York Aug. 10, agreed on "large fraction" of issues, according to Loughren. Recommendations will be submitted to NTSC's overall committee Aug. 15, and field testing during forthcoming several months will be based on them, if parent body is satisfied with them. [For panel members, see below.]

"There was agreement in principle," says Loughren, "with several specific 'numbers' recommended. We didn't pin everything down, but we're closer and closer to agreement. We did pretty well today. We'll let it soak a while."

Here are types of system variations shown:

(1) Color carrier at 3.58, 3.89 and 3.99 mc.

(2) System with and without oscillating color sequence (OCS), also called "color phase alternation" (CPA) or "flip flop".

(3) Pictures with and without constant luminance factor.

Only RCA showed live pickups, rest using still pictures from flying-spot scanners. As test of color fidelity, resolution, etc., RCA compared televised color picture with slide projection of same scene, side-by-side. One observer scratched his head, blurted: "Which is which?"

Philco supplied weak-signal test in Morrisville, about 25 miles from its WPTZ transmitter, right on noisy U.S. Route 1. Then signal was attenuated to equivalent of 40-50 mile reception, and Philco v.p. David Smith concluded: "Stands up as well as black-and-white under adverse signal and interference conditions."

Schedule of further field tests will probably be issued soon. Zenith says it's prepared to cooperate by transmitting compatible signals over its experimental Channel 2 facilities in Chicago, first such telecast signals there. Zenith has also experimented with CBS-type transmissions.

* * * *

Cost of compatible receivers would probably trouble FCC if system were put before it today. But most experts foresee drastic drop in matter of months, many agreeing that subtraction of 15-20 tubes from RCA's current 54-tube set is conceivable before year's end (Vol. 7:30).

Even more important, some say, are such critical techniques as color phase alternation, which permits far greater tolerances in construction. And there's little question cost of tri-color tube will plummet, just as tubes did for black-&-white, when mass production becomes fact. Since manufacturers will want tri-color tubes -- for CBS system, even if FCC again rejects compatible system -- they're likely to invest in plants to make them.

Personal Notes: John T. Quisenberry appointed general attorney, AT&T, succeeding T. Brooke Price, who on July 1 became v.p. & general counsel . . . John McClay, ex-WPIX, New York, returns to WCAU-TV, Philadelphia, as asst. to v.p. Charles Vanda . . . William Dozier, ex-Samuel Goldwyn Productions, joins CBS-TV story dept. Oct. 1, assigned to develop new talent . . . W. Eldon Hazard promoted to sales mgr., CBS Radio Network; Guy Dell Cioppa promoted to director of CBS network programs, Hollywood . . . Cecil Barker, ex-KTSL, named TV program director, KECA-TV and ABC western div. . . Norman V. Farrell, ex-Weed & Co., joins WATV & WAAT, Newark, as asst. sales mgr. . . Louis L. Ergmann, ex-Hewitt, Ogilvy, Benson & Mather, named TV-radio director of Robert W. Orr & Associates . . . George R. Jeneson, ex-WLW Chicago sales office, Aug. 27 becomes Midwest sales mgr., WOR & WOR-TV . . . Leavitt T. Pope, ex-New York News, named asst. to G. Bennett Larson, WPIX gen. mgr.

Members of NTSC Panel 13 (standards) who attended 4 color demonstrations this week (see story above) include: A. V. Loughren, Hazeltine, chairman; W. T. Wintringham, Bell Labs, vice chairman; Wm. Bradley, Philco; George Brown, RCA; Charles Hirsch, Hazeltine; Leo Mead, Hallcrafters; John Rennick, Zenith; Garrard Mountjoy, Stromberg-Carlson; Albert Murray, Caldwell-Clements; Lewis Winner, IRE; Henry Samulon, GE; Kurt Schlesinger, Motorola; H. G. Schwarz, Crosley; G. R. Tingley, DuMont; B. F. Tyson, Sylvania; S. Klapman, Admiral; G. C. Larson, Westinghouse; Ralph Evans, Eastman Kodak.

Old song with new words: WCTU president Mrs. D. Leigh Colvin, at big temperance convention in Boston this week, said TV and radio are turning American parlors and kitchens into "beer bars".

To compete with TV on meeting nights, Chicago Newspaper Guild now offers door prizes. Other unions report they're shifting dates away from big TV shows.

HOME or theatre TV for major sports events? Both sides in the battle fired volleys this week, and TV networks and set manufacturers were talking about rigging up a weapon that could turn out to be a blockbuster—or a dud.

DuMont Network sports sales chief Tom Gallery met with NBC's TV operations & sales v.p. Ed Madden to lay groundwork for multi-network drive to outbid theatres for rights to topflight sports. Scheme is to set up permanent organization of TV manufacturers—each contributing on pro-rata basis—to sponsor sports on home TV. Plan is outgrowth of successful 8-manufacturer sponsorship of July 18 Charles-Walcott bout (Vol. 7:28-29). But there's many a slip, and some in industry doubt such an alliance could be formed, or, once formed, hold together. Other developments this week:

(1) Nathan Halpern's Theatre Network TV Inc. announced it had bought exclusive rights to Aug. 15 Joe Louis-Jimmy Bivins 10-rounder in Baltimore for 15-theatre hookup, with New York City and Boston on circuit for first time. Baltimore theatres will be blacked out.

(2) Pabst announced simultaneously it had pushed its fight telecast schedule ahead 6 weeks to include 2 championship bouts over CBS-TV & radio this month. Joey Maxim-Bob Murphy light-heavyweight bout Aug. 22 and

Kid Gavilan-Billy Graham welterweight Aug. 29 will lead off season of 41 Pabst-sponsored fights.

(3) Rep. L. Gary Clemente (D-N. Y.) introduced resolution Aug. 6 for investigation of boxing—including question whether denial of bouts to TV set owners constitutes monopoly practice.

(4) Theatre-TV interests were working out plans for full 9-week schedule of telecasts of college football games which will be kept from home screens under National Collegiate Athletic Assn.'s experimental program. Halpern estimated 100 theatres will carry the games, but figure seemed a bit high to most observers. Already signed up for theatre TV are Princeton, Notre Dame, Pitt, Yale, Fordham, Dartmouth, Navy. United Paramount was negotiating for right to Midwest games.

(5) Continuing its letter-and-press-release campaign, group known as Fair TV Practices Committee protested Navy's proposed tie-up with Theatre TV to Vice Admiral Harry W. Hill, Naval Academy superintendent. Aug. 11 letter accused Navy of following "bad policy" because Academy "is entirely supported by public funds and presumably should be operated solely in the public interest."

(6) Westinghouse, official sponsor of NCAA's "limited experimental schedule" of grid game telecasts this fall (Vol. 7:30), picked NBC-TV as network outlet.

Network Accounts: Reynolds Metals Co. (aluminum products), makes TV debut Sept. 26 with sponsorship of half-hour alt. weeks of *Kate Smith Evening Hour* on NBC-TV, Wed. 8-9, thru Buchanan & Co.; Reynolds is third to sign for show which starts Sept. 19, Congoleum-Nairn and Norge Div., Borg-Warner Corp. being others. At same time, Reynolds bought first half-hour of Tallulah Bankhead's *Big Show* on NBC-Radio, Sun. 6:30-8, starting Sept. 30, and on Aug. 9 it sponsored *Hambletonian Stake*, harness race, onetime on CBS-Radio . . . United States Shoe Corp. (Red Cross shoes) Sept. 12 presents *Irving Berlin's Salute to America* one-time on NBC-TV, Sun. 8-9; revue will be directed & hosted by Berlin, who will contribute fee to Girl Scout Fund. It's second one-shot for Red Cross shoes, first having been tribute to Richard Rodgers last March 4 (Vol. 7:3) . . . Pabst Sales Co. (Pabst Blue Ribbon beer) renews sponsorship of live telecasts of championship fights on CBS-TV, Wed. 10-11, starting Aug. 22 with Joey Maxim-Bob Murphy light heavyweight title bout followed Aug. 29 by Kid Gavilan-Billy Graham fight for welterweight crown; 41 fights in all are scheduled for season . . . U. S. Tobacco Co. (Model, Dill's Best, Old Briar, Tweed pipe tobaccos), brings back *Martin Kane, Private Eye* Aug. 30 to NBC-TV, Thu. 10-10:30, Lloyd Nolan replacing William Gargan as star of show . . . Ralston Purina Co. (cereal) resumes sponsorship Sept. 9 of *Space Patrol* on ABC-TV, Sun. 4:30-5 alt. weeks; Ralston also sponsors *Your Pet Parade* during alt. week period . . . Florsheim Shoe Co. brings football news back for second year starting Sept. 27 with *Red Grange Predicts* on ABC-TV, Thu. 10:45-11, thru Gordon Best Co. . . Seiberling Rubber Co. (tires) starts sponsorship Sept. 24 of *The Amazing Mr. Malone* on ABC-TV, alt. Mon. 8-8:30, thru Meldrum & Fewsmith, Cleveland; show will alternate with Bristol-Myers' *Mr. District Attorney* starting Oct. 1 . . . Sundial Branch, International Shoe Co. will sponsor 11:15-11:30 portion of *Foodini the Great*, filmed puppet show, on ABC-TV, Sat. 11-11:30 a.m. starting Aug. 25; Bristol-Myers will sponsor 11-11:15 segment starting in Oct. . . . Wine Corp. of America (Mogen David wine) starts *Charlie Wild, Private Detective* Sept. 11 on ABC-TV, Tue. 8-8:30, thru Weiss & Geller Inc., Chicago, not on NBC-TV as erroneously reported in Vol. 7:28 . . . M & M Ltd. (candy) resumed alt. week sponsorship Aug. 12 of 5:30-6 portion

of *Super Circus* on ABC-TV, Sun. 5-6; Peters shoes (International Shoe Co.) shares alt. weeks with M & M Ltd., Canada Dry sponsoring 5-5:30 segment weekly . . . Hall Brothers Inc. (Hallmark greeting cards) reported readying Oct. 7 sponsorship of Sarah Churchill interview show on CBS-TV, Sun. 5:45-6, thru Foote, Cone & Belding, Chicago . . . Armour cancels NBC-TV *Garroway at Large*.

Station Accounts: National Assn. of Manufacturers has placed order for one-time use, between Aug. 15-31, of its 15-min. film *Story of 'Kip' Van Winkle*, on one station in each market, thru Benton & Bowles . . . Twin City Lines, operating streetcars & buses, using WTCN-TV, Minneapolis, along with radio to promote traffic and improve public relations; formerly used only newspapers . . . Gordon Baking Co., for Silvercup Bread, has 20-sec. & 1-min. films prepared by Video Films for use on stations in New York, Chicago, Detroit, Toledo, thru N. W. Ayer . . . Pure Drug Chemical Co., Chester, Pa., maker of foot antiseptic spray called No-If, is newcomer to TV, sponsoring *Mrs. Greater Philadelphia* contest to select area's Mrs. America contestant, Fri. 9:30-10 on WPTZ, Philadelphia, thru Lohmeyer-Adelman Agency, Philadelphia . . . Dallas Home Builders Assn. using WFAA-TV Sun. 2-3 to display homes for sale, floor plans, discuss financing . . . Cling Peach Advisory Board, San Francisco, plans "Party Peach Pie" promotion in October, tying in with Pet Milk Co., using TV, newspapers, magazines, store tie-ins . . . E. L. Bruce Co. (Bruce floor cleaner, wax & applicator) will use TV in fall campaign, thru Christiansen Adv., Chicago . . . Among other advertisers reported using or preparing to use TV: Good Humor Corp. (ice cream products), thru Grey Adv. Inc., N. Y. (WCBS-TV); American Biscuit & Cracker Co. (ABC crackers & cookies), thru Condon Co. Inc., Tacoma; Brown & Williamson Tobacco Corp. (Raleigh cigarettes), thru Russell M. Seeds Co., Chicago; Albert Inc. (BraVete nylon slippers), thru Edward A. Grossfeld & Staff, Chicago; Shulton Inc. (Old Spice men's toiletries), thru Wesley Associates, N. Y.; Sol Friedman & Sons (slips & gowns) & Seely Shoulder Pad Corp. (shoulder pads), thru Dunay Co., N. Y.; Meyenberg Milk Products Co. (evaporated milk), thru Mayers Co., Los Angeles; R. M. Hollingshead Corp. (Whiz automotive chemical products), thru Campbell-Mithun, Chicago (KSTP-TV); Slumberland Products Co. (bedding), thru Hirshon-Garfield, Boston (WNAC-TV).

Telecasting Notes: NBC-Radio, too, is making big pitch to national advertisers, with full-page ads this week beginning buildup paralleling CBS's (Vol. 7:31). Ad captioned "People sell better than paper" makes point that "when you want to close a sale with a tough customer, you don't send a printed page" and that radio reaches 19 out of 20 families whereas TV as yet reaches only 3 out of 10. "The voice is more persuasive than ink," says first ad, which looks like it's going to start nice furore among competing printed media. Printed NBC-Radio ads in 14 business papers will be backed up by 5 Sun. night radio shows starting Aug. 12, promoting radio as ad medium, playing on theme "You Can't Take It With You." Whole campaign is budgeted at \$720,200 for rest of year . . . AFRA will bar from membership Communists so proven by State or Federal court action "since Dec. 31, 1945", result of 2118 to 457 vote on ballots sent to 7000. Federation will also disqualify subversives identified by FBI, Justice & State depts. . . . Of 244 adult Negro TV viewers polled by Advertiser Research about CBS-TV *Amos 'n' Andy* show, 75% said it's "not harmful" to colored race; 86.5% said it should be continued; survey was occasioned by Negro association's threats of boycott (Vol. 7:27) . . . CBS has leased 25,000 sq. ft., 6 upper floors, in 7-story building being built on E. 52nd St., adjacent its Madison Ave. quarters, for use as executive offices . . . Cathedral Films has released entire backlog of 40 religious pictures to TV, asking \$12,500 per film, for first run . . . Douglas Fairbanks Jr. and producer Sol Lesser planning to reissue about 16 old Doug Fairbanks Sr. films to theatres, then sell them to TV . . . KLAC-TV, Los Angeles, reported to have paid \$320,500 for 52 old features bought from Quality Films (Charles Weintraub) who put package together from properties of independent producers and local Chemical Bank & Trust Co. . . . WKZO-TV, Kalamazoo, raised base hour rate Aug. 1 from \$400 to \$500, one-min. from \$60 to \$90, set 9 a.m.-5 p.m. as Class B time . . . WDAF-TV, Kansas City, raises base hour rate Aug. 15 from \$450 to \$550, one-min. from \$90 to \$110 . . . WHBF-TV, Rock Island, new rate card Sept. 1 raises base hour rate from \$250 to \$300, one-min. from \$50 to \$60, changes Class A time to 6-11 p.m. Mon.-Fri., 1-11 p.m. Sat. & Sun., Class B to 5-6 p.m. Mon.-Fri. . . . WENR-TV, Chicago, raises base hour rate Sept. 1 from \$1300 to \$1500, one-min. from \$250 to \$300.

TV network hookups via coaxial and/or microwave cost 7 times more than radio, requiring much wider-band channels, but they're far from highest item in networking overhead, according to AT&T spokesman taking issue with our observations about high cost of coaxial-microwave (TV Films May Supersede Live Networks; Vol. 7:31). Long lines represent far less than 5% of average program cost, actually average only 10¢ per mile per half hour of program time, or \$11 per station on 40-station hookup, we're informed. There are now approximately 18,500 miles of coaxial-microwave TV circuits, and during 1950 (when combined TV networks took in \$55,000,000) total long lines billings ran some \$5,000,000, according to FCC sources.

Admiral \$7,000,000 plant expansion program includes \$2,000,000 for new 300,000 sq. ft. building at Cortland & Springfield, Chicago, for defense work; \$1,500,000 seven-story office building at Cortland & Hamlin; \$1,000,000 expansion of Galesburg plant by 120,000 sq. ft.; \$2,500,000 for added distribution space and facilities in Chicago, New York, Boston—all financed from working capital, no borrowings.

Dr. Edward U. Condon, director, Bureau of Standards, has resigned as of Sept. 30 to join Corning Glass as director of research and development.

TRULY international TV standards, meaning easy direct exchange of programs without film, just aren't in the cards for visible future: regional standards have good chance. Those facts are clear from June 5-July 6 international committee sessions in Geneva, according to recently-returned U. S. participants. No nation would yield in advocacy of its system—405 lines, 5 mc channels (Britain); 525, 6 mc (U. S. and most of Americas); 625, 7 mc (most of Europe); 819, 14 mc (France).

All that was agreed upon were 11 standards common to all systems—4:3 aspect ratio, 2:1 interlace, independence of power supply frequency, etc. Besides number of lines, and channel widths, systems differ in fields (50 & 60), modulation (positive and negative picture, AM & FM sound), other basic characteristics.

Participants decided to study many problems, including: (1) Color, which all want to integrate inexpensively into their systems. (2) Bandwidth reduction techniques, such as dot-interlace, "crispening", long-persistence phosphors. (3) Interchange of programs among nations and between systems. (4) Desired-to-undesired signal values.

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Foreign TV stations now operating, other than Latin American, are as follows, according to data submitted at Geneva sessions (all experimental except British and French): Denmark—1 station, 625 lines, .5 kw transmitter output, 50 receivers, 6 more stations planned. France—1 station on 441 lines, 30 kw; 2 on 819 lines, 3 kw, 25,000 sets, 3 more stations planned. Italy—1 station, 625 lines, 5 kw, 1000 sets. Japan—1 station, 525 lines, .5 kw, 25 sets. Netherlands—2 stations, 625 lines, one with 3 kw, other 5 kw, 1000 sets, 1 or 2 more stations planned. Britain—2 stations, 405 lines, one with 17 kw, other 42 kw, 1,000,000 sets, 3 more stations planned. Sweden—1 station, 625 lines, 1 kw, 25 sets, 1 more station planned. Switzerland—1 station, 625 lines .4 kw, 30 sets. Czechoslovakia—1 station, 625 lines. Germany (Allied High Commission)—1 station, 625 lines, 1 kw, 25 sets, 6 more stations planned. Russia—number of stations and sets not given, 625 lines (8 mc channels). Countries without stations, but planning to build: Spain 2, Morocco-Tunisia 2, Monaco 1. Still others report existence of "planning committees."

TV's own "Battle of Berlin" opens Aug. 13 when U.S. throws two electronic "divisions" into cold war to show strength and productivity of free world. Sponsored by ECA, both CBS and RCA will give most Berliners their first taste of TV—color and monochrome, respectively. Two-week demonstrations are expected to attract thousands from World Communist Youth Festival in East Berlin, for which Russia claims 2,000,000 attendance. CBS contingent of 7, headed by Dr. Peter Goldmark, will conduct closed-circuit color programs in Funksturm Exhibit Grounds. RCA's Richard Hooper and staff of 27, taking along some 35 tons of materials, have installed complete monochrome transmitter, the pictures to be received on 3 big-screen units in Schowenedgerstadt Park. Additional 110 home-type sets will be scattered throughout West Berlin. CBS also plans color transmissions of surgery, sponsored by Smith, Kline & French Labs, at Sept. 24-29 International Congress of Surgeons in Paris.

GE Appliance Div.'s 150 distributors and salesmen meet in NBC-TV's Studio AA in Chicago's Merchandise Mart Sept. 5 for 9-9:30 a.m. closed-circuit preview of GE's *Bill Goodwin Show*, starting Sept. 11, Thu. 3:30-4, thru Young & Rubicam. It's part of sponsor's sales counselors convention in Chicago, and 48 interconnected stations will carry the preview so local GE distributors and dealers can also watch. NBC calls it "pattern for what may be the typical sales convention of the future."

TRADE 'CLIMATE' IS TURNING BETTER: Signs are still good, "psychological impetus" seems to be there -- but we'll have to wait a few more weeks, maybe a month or so, to be able to gauge fall-winter industry trends with any feeling of assurance.

Right now, you can almost feel the "lift" TV-radio trade is enjoying as result of bullish developments: excellent values of product, whether in new lines or old; easier credit terms, not yet making deep impression on retail trade but reasonably certain to do so when people turn homeward from vacations; higher TV powers, improving signals and widening service areas of many markets; super-doooper new telecasting programs promised soon, and coast-to-coast network service in offing; assured public buying power as Congress acts favorably on multi-billion dollar defense budget covering procurement to mid-1952, production into 1953.

With defense effort still on upgrade, with materials shortages no mere chimera, there are those in the industry who still feel TV-radio merchandise must inevitably go into short supply by end of year or maybe a bit later. Even discounting huge inventories, discounting their impulse to "talk up" better times, there may be some basis for long-term bullishness -- though certainly the present pile-up of TV receivers doesn't seem to bear them out for near future.

Distributor meetings thus far have reflected bullish outlook, despite fact wholesalers are probably loaded as heavily as manufacturers. Consensus is that the dealers are slowly but surely getting rid of inventory, and are now more inclined to buy -- "their frame of mind much better," to quote one executive.

Puzzler to trade is effect CBS-Columbia's upcoming color promotion campaign will have on black-&-white market, in which CBS as a telecaster as well as manufacturer now has same stake as rest (see story, page 10).

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Weekly output figures, meanwhile, tell more of same. Week ending Aug. 3, RTMA reports, saw only 51,217 TVs produced (3229 private label), up less than 500 from preceding week's 50,772 (Vol. 7:31) -- and comparing with first August 1950 week's 160,000! Yet factory inventories forged ahead again, reaching new high of 768,766 compared to 761,448 week before.

Radios went up to 212,946 units (92,877 private label) from 184,685 the preceding week. Factory inventories were 394,223, some 10,000 up from preceding week. Week's radios were: 120,921 home sets, 63,117 auto, 28,908 portable.

4th QUARTER UNDER CMP--FEWER SETS? NPA is preparing to allot the TV-radio industry enough steel, copper and aluminum to make about 940,000 TVs, 2,200,000 radios during fourth quarter under Controlled Materials Plan (CMP).

Figures are rough estimates -- NPA's -- based on present mix. They compare with 2,199,669 TVs and 4,235,597 radios produced in this year's first quarter and 1,134,836 TVs & 3,792,338 radios in second quarter. The fourth quarter estimates are based on NPA's plan to dole out to TV-radio and other consumer durables manufacturers steel at rate of 65% of first-half 1950 use, copper at 54%, aluminum at 48% -- compared to 70%, 60% & 50% for third quarter under Order M-47A (Vol. 7:25,31).

Decision to include consumer durable goods in CMP next quarter -- announced this week -- came as no surprise to anyone. This had been only segment of economy operating outside govt.'s all-out materials rationing plan, and its inclusion was inevitable to keep soaring military production from squeezing out civilian industry.

Tighter restrictions are almost certain next year. House's approval Aug. 9 of whopping \$56 billion for Armed Forces during the year ending June 30, 1952 foreshadows accelerated military buildup. And it's to be followed by more money for foreign military aid, and possibly still more for our own Armed Forces this fall.

It's good guess that \$4-5 billion of this is for electronic equipment (for

partial breakdown, see Mobilization Notes) -- although many electronics contracts go outside TV-radio industry, and many have lead time of a year or more. So they can't be counted on to take up much of the slack caused by curtailed TV-radio production.

You can get idea of magnitude of this appropriation by comparing it with this week's Pentagon announcement that Defense Dept. obligated \$35.3 billion for military procurement during first 12 months following Korea. Of this amount, \$27.9 billion represents contracts for military "hard goods". By rule of thumb, something less than \$3 billion, or about 10%, is for electronic equipment.

But civilian industry won't be blotted out by military, except in all-out war. Govt. takes great pains to make that clear. In Aug. 7 broadcast, DPA-NPA boss Fleischmann stressed desire to maintain healthy economy by "allowing the largest volume of civilian production consistent with meeting our military needs first." To back this up -- for fourth quarter, at least -- DPA has instructed NPA's operating divisions to slash some "essential" or "defense-supporting" programs deeper than consumer goods.

Reports on CMP's operation haven't been good during current "dry run". DPA has been widely accused of "over-allotting" -- writing too many checks against its bank of strategic materials. To which Fleischmann replies fault is manufacturers' -- too many have placed duplicate orders with different suppliers; others have not cancelled excessive orders. He's ordered crackdown, pledges smoother operation during fourth quarter.

But applications have been drifting in too slowly to begin fourth quarter allocations on schedule. Electronics Div., for example, has received only about half the 1200 applications it expects. Fleischmann extended July 31 deadline, warns that anybody who doesn't file before Aug. 15 "is running a tremendous risk" of not getting enough materials next quarter. (For other CMP news, see Mobilization Notes.)

There's still a rub -- even if CMP works as planned next quarter. Most production experts expect big electronic bottlenecks as a result of shortages of the so-called "rare metals" -- rather than the "controlled metals," steel, copper and aluminum. Fleischmann took cognizance of this in his broadcast, when he said of nickel, cobalt and chrome:

"Practically 100% of the available supply of these materials must go directly into the military, defense-supporting and expansion programs."

OUTLOOK FOR CBS COLOR SET PRODUCTION: Who's going to make CBS color sets? And how many? Only CBS-Columbia, Tele-tone, Webster-Chicago, Meck, Muntz have shown any enthusiasm, made consistent promises thus far. Crosley and Bendix have shown samples, but with noticeable lack of faith in system. Their apparent purpose is to show their dealers they won't be left out in cold if demand grows.

None of biggest producers has yet gone even as far as Crosley and Bendix, but there was talk this week that one or more might -- to keep dealers "protected".

It's extremely questionable whether any top producer would really throw his full weight into CBS-type production, albeit FCC-approved, since industry's faith in ultimate approval of compatible system mounts daily (see p. 5). Of course, virtually every manufacturer has made CBS sets in labs, for own edification and protection.

But CBS's promotion -- football, baseball, etc. -- is likely to produce some impact on trade, according to some manufacturers. "It's the moral effect of the Godfrey kind of propaganda that bothers us," said one -- explaining he means the kind of publicity that renders low-income folk indecisive about buying their first black-and-white set, inevitably cheaper than color, and that keeps wealthier folk from buying their second or third set.

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Meanwhile, CBS-Columbia says it "will try like hell" to meet its goal of 25,000 color units by year's end. President David Cogan feels company has good argument to persuade more materials out of NPA. "We were changing models during our base period," he says, "and naturally our production was lower. But I think NPA will be reasonable."

If NPA doesn't relent, Cogan points out, company can shift materials from

black-and-white to color as demand warrants. Types of color sets and slave units planned are same as previously announced (Vol. 7:29). Same goes for costs, though Cogan says engineers are learning short-cuts, should be able to cut prices next year. First of pilot-run sets are due about Sept. 1.

Tele-tone will build 10,000 to 15,000 slave units this fall, according to president S.W. Gross. "We'll feel our way," he says. "Materials situation will be tight as hell during fourth quarter."

Complete color sets aren't due until next year, Gross says, adding: "Our engineers are working on something that looks promising for sizes up to 20-in." Projection? "No". Drum? "Wouldn't call it a drum."

Philco reports almost no demand for its \$20 black-and-white adapters. And Motorola says it plans adapters, designed for most of its models, past and present, will know production dates and costs in 30 days or so.

Topics & Trends of TV Trade: Philco reports substantial orders—"all we asked for"—from distributors attending its sessions in New York and Chicago, and its speakers urged comparisons with "last half 1949, not 1950" in calculating markets ahead. It wasn't officially stated, but it's manifest Philco, like other majors, is inclined to err on side of under-production rest of this year rather than over-production—materials restrictions forcing this anyhow (see p. 9).

New 1952 Philco line of TVs comprises 28 models, includes tax in price, offers 90-day warranty on all models at flat \$12.50. Prices are downward at low end. Popular feature with distributors was placing of casters on all consoles.

Seven 17-in. table models range from plastic models at \$199.95 (mahogany finish) and \$229.95 (cordovan leather) through (rounding out prices) \$260, \$280, \$300 (2 models), \$330. Eleven 17-in. TV-only consoles are priced from \$300 through \$340, \$350 (2), \$370 (2), \$380, \$400, \$420, \$500, \$550—latter being Sheraton full-door de luxe models. There's also one 17-in. combination with AM-FM-3 speed at \$450.

New 20-in. table models are \$360 mahogany, \$380 blonde; 20-in. consoles \$450 & \$480; with full doors, Georgian, \$450 & \$480. Combinations in 20-in. are \$600 & \$629. One with remote control is \$800, same without remote \$750.

Radio line continues many old models, tables ranging from \$19.95 to \$49.95; clock radios, \$37.50, \$39.95, \$42.50 (white or ivory); one AM-FM table, \$69.95; portables at \$35, \$40, \$50; table radio-phonos, \$80 in ebony, \$100 mahogany; radio-phono combinations at \$200 for AM-only in mahogany, \$250 for AM-FM mahogany, other at \$270, \$300, \$320. Big promotion push is "tube saver" limiting current during power surges.

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Manufacturers' price controls, including those on TV-radio and other electronic equipment and parts, were postponed indefinitely Aug. 9 while OPS prepares new regulations incorporating the more liberal provisions of new Defense Production Act (Vol. 7:31). New manufacturers' price ceilings, which were to have been effective Aug. 13, may be ignored, OPS announced. "Capehart amendment" of new controls law permits manufacturers to ask for ceilings based on their pre-Korea prices plus all reasonable cost increases between then and July 26, 1951. In the OPS manufacturers' orders, only increases permitted were those in labor costs up to March 15, 1951, material costs to Dec. 31, 1950.

Described as "magazine for audio-philies," *High Fidelity* titles new popular quarterly publication being issued by Milton B. Sleeper.

Trade Miscellany: Non-profit TV service plan, members paying \$10 year and then getting service at cost, projected by Authorized Manufacturers Service Co., Brooklyn, partnership of George Fried, Alfred Coleman, Morton Greenberg, proposing this scale of "at cost" fees: home service call, \$2.35; shop labor, \$2.85 an hour; antenna & installation, \$3.90 an hour; parts at 20% discount to members . . . Pennsylvania Legislature bills to license TV-radio servicemen after examinations unanimously endorsed by 3500 members from 9 chapters of Federation of Radio Servicemen's Assns. . . Illinois Cabinet Co. becomes Rockford (Ill.) Cabinet Works of GE as of Sept. 1, result of merger, gen. mgr. Oscar M. Lindgren continuing on job . . . Sylvania has new subsidiary, Sylvania Electric of Puerto Rico Inc., formed to fabricate mica for radio tubes, within 60 days starts production by 100 persons in 10,000 sq. ft. plant outside San Juan to supplement supplies from Brazil and U. S. . . IT&T, which last week bought Coolerator Corp. (Vol. 7:31), has purchased 31% of common, 40% of preferred stock of Kellogg Switchboard & Supply Co., Chicago, for \$2,240,000, from former president J. G. Kellogg; none of present president James H. Kellogg's or other directors' stock involved, and no changes in management contemplated . . . Western Union Services Inc., new TV servicing subsidiary of WU, handling all standard makes, expanding present New Jersey servicing territory (Essex, Passaic, Union counties) to include Bergen and Hudson counties.

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Distributor Meetings: Admiral sales convention in Chicago postponed from Aug. 10-11 to Aug. 17-18, which will enable company's 600 distributor delegates to attend All-Star grid game being sponsored by Admiral Aug. 17 on DuMont Network . . . Crosley showing new TV, freezer & range lines in Savoy Plaza, New York, Aug. 14-16 . . . Sentinel has new TV models to show at Sheraton Hotel, Chicago, Aug. 14-15 . . . Motorola's new TV-radio lines to be shown in Essex House, New York, Aug. 21-22 . . . Hoffman's new sets (Vol. 7:31) promised for September delivery, with distributor meetings due in St. Louis, Aug. 12-13; San Antonio, Aug. 13-14; Salt Lake City, Aug. 14-15; Memphis, Aug. 16-17; Oklahoma City, Aug. 27-28; Tulsa, Aug. 30-31.

Stop misleading public, warns New York Better Business Bureau in special bulletin condemning retail ads stressing "no money down" or "no cash required" in buying TVs and radios since easing of Regulation W (Vol. 7:30). BBB says its shoppings revealed very few trade-ins met full down payments, higher prices being asked when no trade-ins were available. It also cautioned dealers that Regulation W, even as amended, requires record be kept of each sale showing down payment in cash and trade-in value.

Financial & Trade Notes: CBS gross income rose to \$77,369,615 first 6 months of 1951 from \$60,276,582 same 1950 period, but net profit after providing \$4,125,000 for taxes fell to \$2,221,317 (\$1.29 a share) from \$2,495,370 (\$1.45) after \$3,286,700 taxes. First quarter CBS sales were \$39,323,391, profit \$1,276,054 (74¢) vs. \$30,809,064 & \$1,304,050 (Vol. 7:16). The 1951 figures are exclusive of earnings of recently-merged Hytron and subsidiaries, effected last June 15. The earnings per share were calculated on 1,717,352 shares of \$2.50 par stock outstanding prior to June 15, increased as result of merger (Vol. 7:20-24). Next quarterly report will reflect operations of new manufacturing subsidiaries.

Along with Raytheon's annual report, showing unusual gains in both sales and profits for its fiscal year ended last May 31 (Vol. 7:31), proxy notice to stockholders asks them to vote at Sept. 6 meeting on resolution to increase authorized \$5 par common shares from 2,250,000 to 3,000,000 and total shares of all classes from 2,346,370 to 3,096,370. Proxy report also shows Charles F. Adams Jr. owning 6000 shares of common & 600 pfd., drawing \$40,083 salary for fiscal year; David T. Schultz, v.p.-treas., holding 7594 common, \$34,450 salary & \$5000 bonus; Percy L. Spencer, v.p. & mgr. of power tube div., \$22,500 salary & \$5000 bonus.

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Among officers' and directors' stock transactions reported to SEC for June: Dee S. Lenfesty sold 400 Arvin, holds 4000; T. Earl Robinson bought 3 Arvin, holds 632; Albert L. Cuff bought 500 Blaw-Knox, holds 1000; Charles M. Thorp Jr., sold 60 Blaw-Knox, holds 1740; William J. Flynn bought 40 CBS Class B (May), holds 40; J. A. W. Iglehart bought 300 CBS Class B, holds 1300; Isaac D. Levy sold 5296 CBS Class B, holds none; J. L. Van Volkenberg bought 100 CBS Class B (May), holds 100; Octave Blake sold 200 Cornell-Dubilier, holds 36,638 common & 31 pfd.; C. Russell Feldmann sold 116,100 National Union pfd., holds none; Strong, Carlisle & Hammond Co. bought 116,100 National Union pfd., holds 116,100; Larry E. Gubb sold 43 Philco, holds 28,930; Thomas A. Kennally sold 2500 Philco, holds 22,974; John S. Timmons sold 4950 Philco, holds 13,000; Edward M. Tuft sold 100 RCA, holds none; William Gammel Jr. sold 100 Raytheon, holds 16,970; John F. Fennelly sold 200 Stewart-Warner, holds none; Walter R. Seibert bought 41 Sylvania, holds 141; E. F. McDonald Jr., sold 4800 Zenith, holds 34,131.

Television-Electronics Fund Inc., open-end investment trust, reports net assets of \$7,153,000 as of Aug. 6, or \$13.14 per share on 544,194 shares outstanding, and declared year's third quarterly dividend of 15¢ payable Aug. 28 to holders of record Aug. 16. July 31 quarterly report shows net assets of \$6,970,933 (\$12.86 a share), compared with \$5,180,307 (\$10.88) same time last year. Cash and govt. securities accounted for 23.1% of total assets, up from 10.2% at Jan. 31, 1951 and 4.7% at July 31, 1950.

"There appears to be no reason to change our opinion," president Chester D. Tripp reported to stockholders, "that the decline of demand for teletests has been largely seasonal and that a normal upswing will commence in the not too distant future. There is a large segment of the population still not enjoying TV but . . . within the range of reception. It is our belief that the improved programs which will be put on the air will be an important factor in inducing purchase by many of these families."

These were the Fund's common stock holdings as of July 31: TV & Electronics (41.23%)—Aerovox 7000 shares, ABC 6000, American Phenolic 2000, Bendix Aviation 3000, CBS "A" 4000, Cornell-Dubilier 3000, Corning Glass 1600, Erie Resistor 2000, Fansteel 3000, GE 5000, General Instrument 5000, Hazeltine 2000, International Resistance 3000, Mallory 1200, Muter 4000, Oak Mfg. 6000, Owens-Illinois 2000, RCA 15,000, Raytheon 5000, Sprague 4000, Sylvania 2000, Westinghouse 6000.

Electronics Other Than TV (26.03%)—American Bosch 9000, Clark Controller 2000, Consolidated Engineering 3000, Cutler-Hammer 4000, Fairchild Camera 2000, Hammond Instrument 1000, IBM 1000, Minneapolis-Honeywell 5000 common & 425 pfd., Remington Rand 7000, Sperry 3000, Telecomputing Corp. 3000, Tung-Sol 2000, Webster-Chicago 9000. Primarily TV (16.84%)—Admiral 3500, DuMont "A" 6000, Emerson 7500, Motorola 5100, Philco 11,500, Zenith 2500. Miscellaneous (15.9%)—AT&T 1000, Disney 6500, Eastman 4500, Federal Enterprises 2000, General Controls 2800, Haloid 1800, I-T-E Circuit Breaker 1100, LaPointe Plascomold 5000, Otis Elevator 4000, Tracerlab 2000, United Specialties 2100, Conrac 9000, Television Associates 2400.

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Dividends: CBS, 40¢ payable Sept. 7 to holders of record Aug. 24; Magnavox, 37¢ payable Sept. 15 to holders Aug. 15 and 25¢ on "A" pfd. payable Sept. 1 to holders Aug. 15; Standard Coil, 25¢ payable Aug. 15 to holders Aug. 9.

Merchandising Notes: Lots of TV-radio set advertising in all media, particularly radio, scheduled for fall in big promotion drives, with Westinghouse's football schedule one of biggest promotions (Vol. 7:31) . . . CBS-Radio gets 2 big network campaigns scheduled by industry leaders—*GE Football Roundup*, Sat. 2:30-5 p.m. for 8 weeks starting Sept. 29, thru Maxon Inc.; Sylvania sponsoring Grantland Rice football forecasts on CBS-Radio starting Sept. 28, Fri. 8-8:15, and *Sammy Kaye's Sylvania Sunday Serenade*, Sun. 3-3:30 p.m. starting Oct. 7, thru Roy S. Durstine Inc. . . . Capehart-Farnsworth to sponsor 15-min. news commentary with Fred Van Devanter on Mutual Network, starting Aug. 19, thru J. M. Mathes . . . DuMont allowed dealers 33% discount on 17-in. console listing at \$535 and 19-in. at \$625 & \$675, giving rebates on inventory bought between May 23 & Sept. 10, then withdrew offer after enough goods had been moved . . . Chicago's Hudson-Ross and Goldblatt Bros. ran full-page ads in Aug. 9 *Tribune* plugging Emerson's 2-year 100% trade-in-on-color-set deal (Vol. 7:31) . . . Westinghouse assuming floor plan charges on new TVs and radios (Vol. 7:31) delivered by Oct. 1, also guarantees prices to Nov. 15 . . .

Muntz TV reported by *Retailing Daily* as contemplating new branches in Houston, Kansas City, Rock Island-Davenport . . . Motorless receiving antenna, with "360-degree electronically switched beam," is being offered by Snyder Mfg. Co., Philadelphia; it has 3 elements, 120 degrees apart, single lead-in, 3-way switch at receiver.

S.M.A. Co., sold recently (Vol. 7:18) to Samuel C. Rudolph, New York, who disposed of TV inventory, has been bought back by Chester W. Lytle group, is now operating as S.M.A. Co., division of Lytle Engineering & Mfg. Co., 4721 Kedzie Ave., Chicago, selling complete TV receivers for domestic and export as well as TV kits. It plans new vhf-uhf model, is field-testing new uhf converters, reports Mr. Lytle.

Credit sales of major appliances and TV receivers showed "a slight but definite improvement" first 10 days of this month, reported *New York Times* Aug. 11. Its canvass of leading stores indicated dealers attributed this to relaxation of Regulation W. One important store was reported 70% ahead in appliances, 60% in TVs of last week in July—but this was still off 20% & 50% from comparable 1950 week.

Mobilization Notes: Organization plan of NPA Electronics Div., now nearly fully staffed, has been approved by Administrator Manly Fleischmann. In 9 months of its existence, Division's staff has increased from mere handful to about 80. Leadership of Division's branches and sections has been recruited largely from electronics industry, with members drawn from manufacturing, trade and broadcasting fields. Other staff members are from electronics and communications branches of Armed Forces and govt. bureaus such as FCC and Bureau of Standards. Many of WPB's Radio-Radar Div. staffers are back in jobs similar to their World War II posts.

Electronics Div. serves as "claimant agency" for electronics manufacturing industry in questions of materials availability, allocations, restrictions, etc., and for broadcasters with respect to construction controls. As such, it's the industry's principal point of contact with NPA. Division is headed by Edmund T. Morris Jr., who is also chairman of DPA's inter-agency Electronics Production Board while on leave from directorship of Westinghouse electronics & X-ray div. Donald S. Parris, former chief of Commerce Dept. consumer durables div., is deputy director. Bureau and section chiefs in newly-approved organizational set-up (recent additions to staff identified in parentheses):

End Equipment Branch, J. A. Milling; radio & TV receivers section, Lee Golder (acting); radio communications equipment section, W. E. Dulin; broadcast & sound equipment section, J. Bernard Joseph; broadcast equipment unit, Donald Cooper (ex-acting chief engineer, WNBW & WRC, Washington); military equipment section, N. C. Harris.

Components Branch, Louis H. Niemann; capacitor & resistor section, R. D. Parker; transformer section, E. MacDonald Nyhen; electron tube section, N. H. Stewart (on leave as section mgr., Westinghouse electronic tube application engineering dept.); special components section, Delmus J. Fagge (acting).

Programs & Requirements Branch, appointment of chief pending; CMP section, O. W. McDaniel Sr.; programs & statistics section, Eric D. Bovet; foreign section, Robert R. Burton (ex-Civil Defense communications div. chief, ex-State Dept. international frequency expert); plant expansion section, William J. Bapst; conservation section, E. W. Glacy.

* * * *

RCA's expansion of electronic tube production facilities received DPA approval this week in form of 2 certificates of necessity for 5-year tax writeoff on new Harrison, N. J., plant facilities to cost estimated \$2,879,482. Of this amount, 75% will be subject to rapid amortization. Other certificates granted by DPA during 2 weeks ended Aug. 3 for tax aid in expansion of electronic production facilities: Sylvania, \$844,604 at 75% amortization, for production of thyratron tubes at Seneca Falls, N. Y.; Operadio Mfg. Co., \$324,500 at 75%, electronic amplifiers, St. Charles, Ill.; Hastings Instrument Co., \$255,315 at 80%, electronic receivers & indicators, Hampton, Va.; Eitel-McCollough Inc., \$114,329, power tubes, San Bruno, Cal.; Raytheon, \$26,264 at 85%, research & development, Waltham, Mass.

Opportunities for subcontractors are suggested in new lists maintained by Navy Material Inspection Service. Lists contain components needed by Navy prime contractors, are kept up to date and are available at the Service's 80 offices. One of principal categories on lists is electronic & electrical items. Subcontractor exhibits to enable small businessmen to examine military items they might make under subcontracts are planned by Armed Forces Regional Councils in Pittsburgh Aug. 15-17, Atlanta Sept. 10-12, Detroit Oct. 29-Nov. 1.

Late applicants for CMP must make their applications conform to consumer durables Order M-47A as it was before the Aug. 2 amendment which permits manufacturers greater latitude in use of materials during current third quarter (Vol. 7:31). NPA made this ruling this week so that manufacturers who filed CMP forms on time won't be penalized by the more restrictive wording of the earlier consumer goods order. Officials say NPA will be lenient in granting adjustments to manufacturers who want to change their product "mix" under CMP in order to meet changing market conditions in fourth quarter.

Manufacturers will still be able to buy some steel, copper and aluminum on open market after Oct. 1, even though all-out CMP is supposed to be in effect by then. This "free area" will be maintained to take care of producers whose applications aren't processed in time to meet October schedules. It's expected to get smaller in November and disappear entirely by year's end.

Funds for electronic equipment in House military appropriation of \$56 billion haven't been itemized separately, but they're believed to total \$4-\$5 billion (see story, p. 9). In their original requests for \$57.6 billion, however, these were among funds Armed Forces asked: Army—\$944,616,000, Signal Corps supplies & equipment; \$831,000, radio-radar for army boats. Air Force—\$473,200,000, electronics & communications equipment; \$5,915,000, electronics & communications for Air National Guard. Navy—\$441,583,000, Bureau of Ships electronics procurement. These figures probably total less than half of bill's actual funds earmarked for various electronic projects.

Trade Personals: Walter H. Stellner, merchandising v.p., and George R. McDonald, finance v.p., both also directors, have resigned from Motorola—former's plans as yet unannounced, latter says he'll become a gentleman farmer in South Carolina . . . E. W. Merriam, DuMont mgr. of teletest service control, who is chairman of RTMA service committee, and C. W. Cooper, mgr. of service control in New York, have resigned . . . Harold G. Cheney, lamp sales administrator, named sales mgr. of new Westinghouse tube div. under v.p. Eugene W. Ritter, headquartering in Bloomfield, N. J., pending completion of new plant in Elmira, N. Y. . . . Richard E. Laux resigns as president-treasurer of General Instrument Corp. as of Aug. 31, continuing as director; Monte Cohen, president, F. W. Sickles div., elected executive v.p. and Abraham Blumenkrantz, chairman, assumes duties of treasurer . . . Dr. Ivan A. Getting, ex-MIT professor, authority on radar, and for last year chief scientist of Army Air Force, named Raytheon engineering-research v.p. . . . Fred D. Wilson, Capehart-Farnsworth president, will retain that post, in addition to becoming president of Coolerator Co., newly acquired by IT&T (Vol. 7:30) . . . Charles Robbins, Emerson sales v.p., named president of Emerson-Midwest Corp., 512 S. Michigan Ave., Chicago, newly formed Emerson-owned distributor taking over from S. E. Schulman Co.; sales v.p. is Rube Schoenberg and secy.-treas. is Bertha Engel. Stanley M. Abrams is now acting director, Emerson sales . . . John W. Bullock new gen. mgr., Hallicrafters-Chicago Inc.; R. W. Dansby, ex-Texas Wholesalers Inc., named Hallicrafters regional mgr. for Texas, Oklahoma, New Mexico . . . A. Earle Fisher, Westinghouse TV-radio div. merchandising mgr., appointed New England district mgr. . . . Benjamin Wax, treas., Kent Television Inc., elected president of subsidiary Kenteraft Finishing Corp. . . . V. S. Mameyeff, Raytheon, reappointed chairman, RTMA export committee, W. M. Adams of Sprague vice chairman . . . Henry C. L. Johnson, ex-Crosley account executive at Benton & Bowles, now handling RCA account for J. Walter Thompson Co. . . . Carl A. Zehle, ex-Motorola director of purchases, Sept. 1 becomes v.p., Electronic Supply Corp, Battle Creek, Mich.

Grants of power increases to 19 more stations this week bring total to 41 (see story p. 3). For all previous grants, see Vol. 7:31. This week's authorizations, all permitting full 5-kw transmitter output: WBRC-TV, Birmingham; KNBH, Los Angeles; KFMB-TV, San Diego; WENR-TV & WNBQ, Chicago; WHBF-TV, Rock Island; WFBM-TV, Indianapolis; WOI-TV, Ames-Des Moines; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WBNF-TV, Binghamton; WCBS-TV & WNBTV, New York; WSYR-TV, Syracuse; WCPO-TV, Cincinnati; WNBK, Cleveland; WKY-TV, Oklahoma City; WCAU-TV, Philadelphia; WTVR, Richmond. Applications still pending at week's end: KRON-TV, San Francisco; WBEN-TV, Buffalo; WABD, New York. In addition, KTSL, Los Angeles, and WTTV, Bloomington, request temporary increases pending action on applications to move to new sites.

Broadcasting Inc., formed by group of Atlanta business men offering to pay Atlanta Newspapers Inc. \$525,000 for facilities of WCON-TV, last remaining pre-freeze CP holder (Vol. 7:15, 18, 22), was declared by FCC legally, financially and otherwise qualified to hold license—and Commission approved deal in Aug. 9 order (No. 51-815). At same time, FCC rejected oppositions of Georgia Tech's WGST and E. D. Rivers Jr., WEAS, Decatur, Ga., both applicants for TV in Atlanta (Vol. 7:25, 28). Unless there's an appeal, WCON-TV will switch its Channel 2 assignment with WSB-TV's Channel 8, under terms of deal, will go commercial as country's 108th outlet on or about Oct. 1. Its general manager will be William T. Lane, ex-mgr., WAGE, Syracuse; sales manager, Arch Ragan, ex-WAGA-TV; chief engineer, Harvey J. Adelhold, who built WCON-TV and returns to old job from present post with WIBC, Indianapolis. Sale was forced by fact that *Atlanta Journal* and *Constitution* were merged, former owning WSB-TV and latter having built but not yet started operating WCON-TV.

Production of Ford Foundation Workshop's first TV films, to run 15 & 30 minutes, starts in September, reports James Webb Young, consultant in charge of new \$1,200,000 project "to produce cultural and public service programs for commercial broadcasters." Head man of Workshop will be announced next week—information on types of shows, producers, stars to follow. TV sendoff, now set for January, follows CBS November radio premiere. Already in production, radio series titled *The People Act* shows how citizens band together to solve community problems. TV output will be offered networks and stations and sponsorship will be permitted.

Whether 1952 political conventions shall be commercially sponsored will be discussed by TV-radio network topkicks at parley Aug. 15 in Washington's Mayflower Hotel with GOP publicity chief William Mylander and radio chief Ed Ingle and their Democratic opposite numbers Charles Vandeventer and Kenneth Fry. They'll simply discuss principles involved, final decisions being up to respective national committee chairmen and their convention arrangements committees.

Congressional baseball investigation will be broadened this fall to cover TV-radio angles, House Monopoly subcommittee announced Aug. 10. Group is considering 3 bills to exempt organized professional sports from anti-trust laws. Rep McCulloch (R-Ohio) protested that bills as now written could kill some small radio stations and "involve the right of 50,000,000 people to see the World Series." Chairman Celler (D-N. Y.) said he will call witnesses from TV, radio, newsreels, FCC.

Printers' Ink predicts total advertising expenditures this year will exceed \$6 billion, reporting \$5,691,300,000 for 1950, which was up 9.4% from 1949's \$5,202,200,000.

FCC's many worries about movie interests and its fears they may dominate or throttle TV will finally be thrashed out, now that Commission this week finally set for hearing (Public Notice 51-814), at unnamed date, all questions involved in old Paramount company's anti-trust violation history, plus plans, policies and management of the companies into which it was split by consent decree (Vol. 4:29, 5:5, et seq). Action automatically delays approval of projected ABC-United Paramount Theatres merger (Vol. 7:21-24, 27) since latter is half of Paramount split. Commission doesn't say how it intends to handle merger hearing. TV stations kept in "limbo," on temporary licenses, pending final decision: Paramount Pictures' KTLA, Los Angeles; DuMont's WABD, New York, WTTG, Washington, WDTV, Pittsburgh; United Paramount's WBKB, Chicago. In issues to be heard, FCC again indicates it's particularly concerned with movies' intentions regarding release of their films and talent to TV (Vol. 7:13-14). Commission intends to go into nature of old Paramount's anti-trust violations, qualifications and policies of all companies' management, all companies' intentions towards theatre TV, ownership of DuMont, etc.

Value of old films to TV is fast fading, through simple deterioration of negatives and prints. Aug. 8 *Variety* carries warning from Richard Griffith, of New York's Museum of Modern Art, that maximum life of celluloid is about 30 years, that poorly processed films of '30s are already crumbling, that cost of duplicating only top films would run into millions, that even major studios are doing little to preserve old epics. Griffith points out, for example, that Museum has only known remaining prints of such movies as *Morocco* (1930), starring Marlene Dietrich, Gary Cooper; *Night Must Fall* (1937), with Robert Montgomery, Rosalind Russell. What's worse, he knows of no existing negatives, so more prints can't be made. Paper prints are partial solution, he says. Library of Congress has made films from paper prints of *Great Train Robbery* (circa 1903).

Worth further note in discursive, rambling article titled "TV's Time of Trouble" in August *Fortune* (Vol. 7:31), pointless rehash mainly of a lot of warmed-over statistics: That neither MGM, Warner nor RKO has as yet set up TV subsidiaries (though Paramount, 20th Century, Columbia, Universal all have); also, that "Wall Street syndicates . . . have been eager to pick up control of some timorous producer, liquidate the company, and realize [via TV] on the sale of the film backlog." Article says that in 1934-45 period alone, Hollywood produced and has stashed away in its vaults 5380 features, 7636 short subjects—"enough to provide [on TV] 9342 hours of entertainment"—and that more film is being made for TV annually than for theatre projection (1000 hours vs. 775 hours). Author coins new symbol for theatre TV: TTV.

Two applications for new VHF stations in Maine, one for UHF in Indiana, were this week's FCC batch, bringing total pending to 428. Community Broadcasting Service, operating WABI, Bangor, seeks Channel 5 there, Channel 6 in Portland; partners are ex-Gov. Horace H. Hildreth and station mgr. Murray Carpenter. UHF Channel No. 59 is sought by WFAM, Lafayette, Ind. [For further details, see *Addenda 13-D* herewith; for list of applications pending, see *TV Factbook 13* with *Addenda* to date.]

TV's role in Congressional hearings came step closer to being decided by court Aug. 10 when Senate, by 33-12 vote, rejected move by Sen. Cain (R-Wash.) to quash contempt citations against Morris Kleinman and Louis Rothkopf, alleged Cleveland gamblers who refused to testify before Kefauver Committee because hearings were being televised (Vol. 7:8-9, 11-13). Sen. Cain called televised hearings "a vaudeville show" and "an extravaganza."

Television Digest

WITH AM FM REPORTS

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PARADOXES ON THE COLOR BATTLEFRONT: Excellent progress in compatible color standardization is reported by manufacturers. At same time, more are beginning to offer their distributors-dealers color adapters and "slave" units on optional basis. They don't find this inconsistent, nor do they seem to fear availability of such items will depress the black-&-white market.

Quite the contrary: They don't think such units will sell, not in quantity at least, yet they're hedging against any eventuality and at same time indicating to FCC their willingness to give CBS-type receiving apparatus a fair whirl.

Admiral and Motorola were first of the big producers to show their distributor conventions color slave units -- to be available "if anybody wants them." There was notable lack of enthusiasm among the tough-minded merchandisers attending meetings, who were said to have placed orders almost entirely for black-&-white sets.

Admiral announced "Color TV Optional," a 10-in. slave unit, plus adapters (see p. 8). Motorola didn't even release any publicity about its 8½-in. sample. Admiral became first major to advertise color to public -- plugging term "color optional" Aug. 17 on its ABC-TV sponsorship of Browns-All Stars grid game in Chicago.

Webster-Chicago started deliveries of its long-promised slave units, says it will have "moderate production" by Oct. 1. It's 10-in., magnified, unpriced but may retail at \$200-\$250.

And Hallicrafters joined Philco, Westinghouse and others offering or planning to offer adapters. Hallicrafters announced "Color Transcender" adapter, to sell "under \$20" so its set owners can get black-&-white from colorcasts, stating:

"We are taking this step to provide a way for Hallicrafters set owners to receive on their present sets any special broadcasts, such as certain East Coast football games now scheduled for color telecasting. We want our set owners to be able to receive all the telecasts made over the free air."

* * * *

Attitude of such manufacturers is summed up by GE's Dr. W.R.G. Baker, chairman of National TV System Committee (NTSC) which is spearheading industry's efforts to perfect a compatible system beyond possibility of FCC rejection:

"A lot of people say they won't do this or that. I think that's a little unfortunate. What do you do when you have a new product? You make a few. We'll make a few. I think everyone will. Let your distribution system feel out the market. That doesn't mean you're convinced these items will sell. You may also give your customers your personal opinion that a superior system is coming.

"A real question is price. Will people buy color at these prices, with a small picture and a rotating mechanical disc?" (CBS has announced first unit as 10-in., magnified, at \$500; Vol. 7:29.)

* * * *

Still in quest of distributors, CBS-Columbia Inc. stepped up its campaign with interesting trade ad this week. Its impact on distributors, dealers and public

remains to be seen -- along with impact of its promised consumer ads in the slick magazines. Aug. 15 full-page ad in Retailing Daily read:

"Get ready for color with the new CBS-Columbia compatible receiver. Internally adapted to receive color broadcasts in black and white." Most noteworthy is use of word "compatible." Only "floor and home demonstration samples" are offered.

CBS got accolade for first baseball colorcast, which was viewable on only few receivers but on which it obviously plans big merchandising peg. Red Smith, Herald Tribune sports columnist, commenting on Dodgers-Braves game, said the "reproduction was excellent, striking and only faintly phony." He noted a few technical flaws such as "slight running of colors" and "rainbow of bats in varying colors." But he thought the colors were "about as good as in Technicolor."

Between baseball and football, CBS obviously intends to pitch hard to plug its color system and receivers -- though unless there's huge demand for color sets and/or adapters, it's hard to see how it can afford to devote very much of its now-increasingly commercial afternoon schedules to small audiences in prospects.

Don't be surprised if CBS, now deep in the struggling manufacturing field, undertakes to buy more plants -- seeking not only production facilities but a badly-needed bolster to its distribution setup. It ought to be able to find sellers among the 90-odd set makers, some of whom obviously can't stand current economic gaff.

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Resumption of compatible color field tests is announced by RCA, to begin Sept. 10 with receivers in NBC's Center and Johnny Victor theatres. First 2 weeks' showings will be primarily for industry -- NBC affiliates, RCA distributors, etc., then they'll be opened to general public. Plans include network feeds to Washington, Philadelphia, Boston, Chicago, perhaps other cities.

Decision on reapproaching FCC hasn't been made, said chairman David Sarnoff (just back from Europe), at Aug. 15 press conference. He doubted whether petition would come before year's end, said he didn't know whether it would be offered by RCA, NTSC or both. He pointed out that RCA is cooperating with NTSC.

"Dual standards" -- FCC approval of both CBS and compatible systems -- are eminently satisfactory to Gen. Sarnoff. In fact, he prefers them to substitution of compatible system for CBS's. "Let the public choose," he said.

Compatible color theatre TV will be demonstrated before year's end, he disclosed, saying that it's compatible with existing theatre TV equipment.

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NTSC is avoiding expression "color standards" for present, says it's seeking to set up "provisional specifications for field testing." Says Chairman Baker:

"When we've field-tested it to everyone's satisfaction, then we can talk about 'color standards.' We're making better time than I thought we would."

NTSC met Aug. 15, hashed over Panel 13 recommendations (Vol. 7:32), sent slightly revised version back to panel for approval. Everyone anticipates final agreement, preliminary to field tests, at Sept. 18 New York meeting.

Among specifications to be field tested, it's expected following will be included: 3.89-mc color carrier, oscillating color sequence, constant luminance.

Dr. Baker was heartened by Commission's attitude in sending 4 engineering observers to NTSC demonstration last week (Vol. 7:32). He says Chairman Coy has also promised observers for field tests.

Target date of Jan. 1, for presenting completed standards to FCC, is still a good one, Dr. Baker believes.

AT FCC—COOPERATION & SWEET REASON: At the moment, things appear calm at FCC, with time and good faith on part of both Commission and industry beginning to heal even the color-decision wounds, particularly those caused by the clumsy bracket-standards meat-ax (Vol. 6:35 et seq).

Maybe it's true peace. May it's mere armed truce while FCC and industry pursue urgent common goal -- the too-long-delayed expansion of TV. There's no question that "end-the-freeze" is by far most important factor conducing to cooperation.

It also stems partly from new key staff, whose attitude appears to be less Big Government, less punitive, than that which seemed to motivate some earlier authorities. Possibly it's also due to sober fact that cat-&-mouse tactics have produced no public-interest results. But you can't tell about the Commission.

"Don't get any idea we're just working for your industry," said one commissioner, who nevertheless agreed the FCC atmosphere is now clearer. "We have always tried to work for the public interest, and we're not going to be run by anybody." This member deplored the ruckus over color TV, probably the most bitterly controversial issue in all the history of radio regulation.

He thinks color case was greatly overemphasized, though admits its economic impact was greater than anticipated. He regrets issue went to court, though does not blame the principals. He feels "open door policy" respecting any new and better system than the one chosen is all the industry has right to expect. Decision, he believes, was "the right one on the record." But so far as he's concerned, "open door" means just that -- and he will gladly welcome anything that proves superior.

* * * *

Fact is that FCC is now keenly concerned with getting things done in TV. Some members are really disturbed by delays caused by color squabble, which accounts for at least one of the 3 years of TV freeze. Now we see these salutary moves:

(1) Streamlining of end-of-freeze procedures, through "paper" hearings (Vol. 7:30) solicited by FCC and assented to by industry.

(2) Lifting of TV station powers to enable them to give better and wider service (Vol. 7:30 et seq). Everybody gains, nobody loses, by this belated move.

(3) Sending of FCC's 4 top technicians to view advance tests of compatible color system being developed under all-industry auspices (NTSC). That, too, is all to the good, presages formal reopening of color case on more objective, less emotional, even friendlier basis. Meanwhile, commissioners can't hide their curiosity about great new developments reported (Vol. 7:31 et seq) -- and no less a critic than Comr. Jones frankly says he's intensely interested in seeing them.

(When history of color imbroglio is written, Jones' pressure upon industry, though sometimes harsh and acrimonious, will undoubtedly be credited with giving country color TV, whichever system, ahead of time it would otherwise have emerged.)

(4) Traveling of commissioners to Bridgeport to inspect uhf progress. They unstintingly give industry pat on the back for it (Vol. 7:25-26).

(5) Encouraging rather than clubbing industry into coming up with answers to admittedly acute oscillator radiation problem (Vol. 7:4,11,20,23).

(6) Withholding of force on TV programming problems, giving industry reasonable time to clean its own new and still-cluttered house -- task now well in hands of NARTB-TV committee (Vol. 7:16 et seq).

* * * *

Another development that has telecasters as well as broadcasters feeling well-disposed: FCC counsel has written opinion saying it hasn't authority, as condition of license, to fix percentage of broadcast time to be devoted to educational programs. Opinion says FCC "will not prescribe any fixed quantitative program standards for non-specialized broadcast stations."

True, a majority gave nod to Comr. Hennock's channels-for-education scheme, but some members think few if any institutions can get wherewithal to build, let alone operate, such inevitably expensive projects on non-commercial basis. Comr. Hennock right now maintains discreet and -- for her -- unusual silence pending action on her Federal judgeship, still bottled up in Senate committee (see p. 10).

Chairman Coy returned from vacation this week, still under doctor's orders. It won't be surprising if health forces him to quit before year ends. He's had handsome offers, most prior to his June reappointment. He's represented as feeling the reappointment vindicated his administration. Now that he has machinery set up for ending freeze, he could resign knowing groundwork is laid for orderly buildup of the TV structure. But he isn't saying anything about his plans, if he has any.

TEMPORARY power increases, permitted under recent FCC order (Vol. 7:30-32), have been granted 42 stations. Following table, prepared from FCC sources, shows old and new effective radiated powers (ERP). Your copy of our *TV Factbook No. 13* may be brought up to date by entering new ERPs. Powers are for visual ERP, expressed in kilowatts.

Station & City	Old ERP	New ERP	Station & City	Old ERP	New ERP
WBRC-TV, Birmingham	12.2	15	WJZ-TV, New York	3	16.3
KNBH, Los Angeles	15	25.2	WNBT, New York	5.2	*18.3
KPIX, San Francisco	29.9	30.5	WOR-TV, New York	9	22
KFMB-TV, San Diego	20	27.4	WPIX, New York	3.6	21.7
WDEL-TV, Wilmington	.476	.680	WHAM-TV, Rochester	16.7	22
WTVJ, Miami	1.45	16.5	WHEN, Syracuse	15	27
WAGA-TV, Atlanta	18	26.5	WSYR-TV, Syracuse	23	26
WBKB, Chicago	11	25.2	WKTV, Utica	13	25
WENR-TV, Chicago	25	28.3	WCPO-TV, Cincinnati	21	24
WGN-TV, Chicago	11.2	29	WNBK, Cleveland	15	17.9
WNBQ, Chicago	21.8	23.2	WXEL, Cleveland	21	25.6
WHBF-TV, Rock Island	11	23.3	WTVN, Columbus	6	19.7
WFBM-TV, Indianapolis	28.2	30.8	WKY-TV, Oklahoma City	12	16.9
WOI-TV, Ames (Des Moines)	13	15.7	WICU, Erie	2	3
WAVE-TV, Louisville	7	24	WJAC-TV, Johnstown	6.5	9.3
WHAS-TV, Louisville	9.6	50	WGAL-TV, Lancaster	**8	**9
WWJ-TV, Detroit	13.7	20.5	WCAU-TV, Philadelphia	25	28.3
WKZO-TV, Kalamazoo	8	15.7	WSM-TV, Nashville	14.4	23.8
KMTV, Omaha	11.7	16.7	KRLD-TV, Dallas	15.1	27
WNBF-TV, Binghamton	12	23.5	WTVR, Richmond	12.16	17.2
WCBS-TV, New York	13.7	20.1	WSAZ-TV, Huntington	12	16.7

* Temporarily reduced to 14.5 kw and antenna rephased to fill in nulls. ** Aural power only.

Prospects are good, NARTB reports, for TV's inclusion in Dept. of Commerce's essential industries list. Association executives headed by president Harold Fellows appeared Aug. 15 before technical subcommittee of gov't's inter-agency Committee on Essential Activities & Critical Occupations, made such good case that they felt able to report "it looks hopeful both radio and TV soon will be listed." Industry spokesmen emphasized that TV-radio stations operate with few manpower reserves in most cases, might be unable to meet "minimum civilian requirements" in sudden emergencies. NARTB engineering chief Neal McNaughten said stations throughout country are now asking for operator relief at rate of about one a day, because so many engineers are being called up as reservists. NARTB case was bolstered by Civil Service Commission's Richard E. Scneider, who testified Commission regarded TV-radio as essential to its activities.

Two more hot boxing matches were snagged by Theatre Network TV Inc. (Nathan Halpern)—Ray Robinson-Randy Turpin return middleweight match Sept. 12 and Willie Pep-Sandy Sadler featherweight title event Sept. 26, both from New York Polo Grounds. Some 20 theatres are due to be tied in for latter, including for first time houses in St. Louis, Detroit, Minneapolis. Reportedly, Pabst tried to get Robinson-Turpin match for home-TV sponsorship, but was deterred by cost and dangers of rain causing postponement. Pabst does have Aug. 22 Joey Maxim-Bob Murphy light-heavyweight and Aug. 29 Kid Gavilan-Billy Graham welterweight matches set for CBS, both TV & radio.

RADIO and TV station construction may be authorized by NPA (Vol. 7:32), but new outlets in well-served markets will be particularly hard to justify if they ask for large amounts of scarce materials—meaning, mainly, structural steel. First station in new market will have easier time of it, but you can expect NPA to ask whether every materials-saving alternative has been exhausted—use of existing towers, etc.

That's sizeup by top mobilization officials as NPA this week set up 4 priorities for various kinds of construction to be allotted controlled materials during fourth quarter. TV-radio falls in lowest group, along with office buildings, stores, service facilities, etc.

"Very rough fourth and first quarters," is way it's put. But since few if any TV stations will be authorized by FCC before end of first 1952 quarter, it's latter 1952 that really counts.

"Situation could ease somewhat then," said one official, "depending upon whether or not Congress appropriates a lot of money for heavy military construction."

Atlanta's new TV outlet, authorized by FCC last week when it approved sale of WSB-TV facilities to local group while WSB-TV takes over facilities of CP holder WCON-TV (Vol. 7:32), may be stymied by court action—counsel for Georgia Tech's WGST, Atlanta, petitioning FCC this week to stay and reconsider grants. Wording of petition makes it apparent WGST counsel Paul Porter, onetime FCC chairman, is laying groundwork for appeal and request for court order staying Commission's decision. Present plans of new owners are to take over Channel 8 facilities of WSB-TV from *Atlanta Journal* Sept. 30, assuming WCON-TV's Channel 2 and the 1063-ft. tower built for WCON-TV. Now operating experimentally, plant requires more work before Cox newspaper interests can put it into full commercial operation, when it would become nation's 108th TV outlet.

Two more requests for power boosts, under recent FCC ruling (Vol. 7:30-32), arrived at FCC this week from KPIX, San Francisco, and WLAV-TV, Grand Rapids. Former has already been granted, bringing number of station hikes to 42. All stations are beating drums about increases, generally in proportion to amount of increase. For example, Pulse survey for New York's WJZ-TV showed 90% of fringe viewers reporting improved reception from station's 5½-times power hike and move to permanent Empire State Bldg. antenna. Survey found 77% of viewers reporting "good" or "excellent" reception after boost, compared with 28% previously.

Three applications for new vhf stations, one for uhf, were filed with FCC this week, bringing total pending to 432. The vhf applicants: Cowles newspaper interests (*Minneapolis Star and Tribune*), seeking Channel 9; KFDM, Beaumont, Tex., Channel 6; KHMO, Hannibal, Mo. (Lee Newspapers' *Courier-Post*), Channel 7. UHF Channel 39 is sought by Steinman interests for Allentown, Pa.; they own WEST, in nearby Easton, various other AM stations, plus WGAL-TV & WDEL-TV. [For further details about these applications, see *TV Addenda 13-F* herewith; for listings of all pending applications, see *TV Factbook No. 13* and *Addenda* to date.]

Elliott Roosevelt, onetime Hearst Radio executive, now with interests in Marathon, on the Florida keys, heads Miami-TV Inc., new corporation formed to apply for new TV station in Miami. He's associated with ex-Gov. E. D. Rivers, of Georgia, who owns AM station WGAF, Valdosta, Ga. Miami now has one station (WTVJ) and 6 applicants already have filed for its proposed allocation of total of 4 vhf channels (see *TV Factbook No. 13*).

Personal Notes: Joseph H. McConnell, NBC president, and Mrs. McConnell, with Mr. & Mrs. R. S. Reynolds Jr. going to Europe for recordings on Sept. 16 (and broadcasts via BBC) of Talullah Bankhead's 90-min. *Big Show*, for which she's taking entire troupe. Shows are to be carried on NBC (AM) under Reynolds Metals Co. sponsorship Sept. 30 & Oct. 7. NBC program v.p. Charles C. Barry and Williams F. Brooks, with ex-v.p. John Royal, going to Europe in advance to make arrangements . . . Robert Saudek, ABC v.p., Sept. 6 joins Ford Foundation's new TV-Radio Workshop (Vol. 7:32) as director, with offices at 655 Madison Ave., N. Y.; his duties as director of public affairs, research, advertising & promotion taken over by John W. Pacey, acting, with Art Donegan acting mgr. of publicity dept. . . . Merle S. Jones, newly named CBS-TV v.p. in charge of stations & general services, arrived in New York Aug. 13 to assume duties, but for awhile he'll commute between New York and Los Angeles while winding up duties as gen. mgr. of CBS's KTSL & KNX and the CBS Pacific Network . . . Lorin S. Myers, ex-NBC-TV, joins CBS-TV Aug. 20 as market research counsel . . . E. Carlton Winckler, ex-ABC-TV, Hollywood, Aug. 20 becomes gen. mgr., CBS-TV program dept. . . . Karl R. Sutphin, ex-ABC, joins BBDO as TV-radio account executive for Libby's frozen foods div. . . . Norman S. Livingston resigns as WOR-TV commercial program director to become v.p., Roy S. Durstine Inc. . . . John Pival promoted to mgr., WXYZ-TV, Detroit, Peter Strand taking over as program mgr., according to James G. Riddell, president . . . George Cranston, mgr. of WBAP & WBAP-TV, Ft. Worth, sailed Aug. 17 for European vacation, during which he and Mrs. Cranston will visit their son Maj. Robert Cranston, attached to Gen. Eisenhower's staff . . . Richard S. Jackson, ex-WAVE-TV, Louisville, appointed asst. TV-radio director, J. M. Mathes Inc. . . . Jack Holmes, ex-Ziv TV, joins James McBride Adv. Agency, Fort Worth, now known as McBride & Holmes Adv. . . . Steve Beard, ex-Tracy-Locke, Dallas, joins John Blair Co. Dallas office . . . H. Douglas Johnson appointed v.p.-mgr. of WAGE, Syracuse, succeeding William T. Lane, appointed mgr. of new WCON-TV, Atlanta (Vol. 7:32) . . . Raymond Lewis, chief investigator, FCC Hearing Div., with Commission since 1940, joins Wage Stabilization Board's industrial relations div. as supervisor.

Network Accounts: Philip Morris starts *I Love Lucy* with Lucille Ball and Desi Arnaz Oct. 15 on CBS-TV, Mon. 9-9:30, thru Biow . . . Procter & Gamble (Joy, Lilt, Spic & Span) sponsor *Search for Tomorrow* on CBS-TV, Mon.-Fri. 12:30-12:45 starting Sept. 3, thru Biow . . . American Home Products Sept. 24 starts *Love of Life* on CBS-TV, Mon.-Fri. 12:15-12:30 . . . General Foods (Jell-O) Aug. 26 starts Jackie Kelk as *Young Mr. Bobbin* on NBC-TV, Sun. 7:30-8, thru Young & Rubicam . . . Hollywood Candy Co. (candy) sponsors *Hollywood Junior Circus* starting Sept. 8 on ABC-TV, alt. Sat. 10:30-11 a.m., thru Ruthrauff & Ryan . . . International Shoe Co. (Red Goose shoes) starts *Kids & Co.* Sept. 1 on DuMont, Sat. 11-11:30 a.m., thru Westheimer & Block, St. Louis . . . Bigelow-Sanford Carpet Co. (carpets & rugs) starts series of films Sept. 6 on DuMont, Thu. 10-11, thru Young & Rubicam . . . *Kukla, Fran & Ollie* returns Aug. 27 to NBC-TV, Mon.-Fri. 7-7:30, with RCA sponsoring Mon. segment, Procter & Gamble (Tide, Camay, Drene) Tue. & Fri., National Biscuit Co. Wed., *Life Magazine* Thu. . . . Schick Inc.'s anti-crime show with Rudolph Halley changes starting date from Sept. 4 to Sept. 18 on CBS-TV, Tue. 9-9:30; *Gangbuster* title dropped . . . Lucky Strike brings *Your Hit Parade* back Sept. 8 to NBC-TV, Sat. 10:30-11, thru BBD&O . . . Lever Bros. (Lux soap) resumes *Lux Video Theatre* Aug. 27 on CBS-TV, Mon. 8-8:30 . . . Kaiser-Frazer Sales Corp. (Kaiser, Frazer,

Henry J) resumes *Adventures of Ellery Queen* Sept. 13 on DuMont, Thu. 9-9:30, thru Wm. Weintraub . . . General Cigar Co. (Robert Burns, White Owl, etc.) reported readying sponsorship of sports feature on CBS-TV, Wed. for 15 min. following fights.

Station Accounts: Though it has no stores in Pittsburgh, S. A. Meyer jewelry chain, largest jewelry firm in western Pennsylvania, has purchased studio variety show *Mr. & Mrs. Melody* on WDTV, Mon. 3:15-3:30, thru Friedman & Riech, Pittsburgh . . . Strauss Stores, big New York automotive goods chain, sponsoring wrestling on WABD Sat. nights, with Car-Hop Inc. (auto accessories), Susquehanna Mills (plastic seat covers) and Simoniz (wax) as cooperating sponsors, placed thru Products Service Inc., N. Y. . . . New York's WPIX, hiking "A" time from \$1200 to \$1500 an hour Sept. 15, "B" time from \$900 to \$1125, advertised in N. Y. newspapers this week with impressive list of 45 local advertisers & agencies, plus spots carried for theatres showing Columbia Picture's *Born Yesterday*, RKO's *Hard, Fast & Beautiful* and *The Thing*, MGM's *Kim* . . . Continental Oil Co. (Conoco), after hiatus of 15 years from radio, got such good sales from TV & radio spots plugging new motor oil that it has increased TV spot campaign to 6-a-week on 20 stations year round (\$200,000 budget), radio to 4-a-day on 95 stations (\$400,000), thru Detroit office, Geyer, Newell & Ganger. So reports Aug. 13 *Sponsor Magazine* in success story titled "Conoco Hits a Gusher" . . . Parents Institute (*Parents Magazine*), to promote *Compact*, new magazine for teen-age girls, plans to use TV . . . Fifth Army recruiting, planning TV-radio, has shifted account to Fuller & Smith & Ross, Chicago . . . Toni Co. including TV in big plans for promotion of new home permanent wave called "Prom," thru Foote, Cone & Belding, Chicago . . . W. A. Sheaffer Pen Co. offering dealers series of 16 slides on 35mm for 20-second spots to be placed locally . . . Jacob Ruppert Brewery takes sponsorship of Allen Funt's *Candid Camera* on WJZ-TV Aug. 27, Mon.-Wed.-Fri. 7:15-7:30 . . . Mell O. Haldeman Corp., distributor of A. O. Smith water heaters, Aug. 31 begins *Tom Harmon's Sports News* on KTSL, Los Angeles, Fri. 7:35-7:40, thru Byron H. Brown & Staff, Los Angeles . . . Harvey Lumber Co.'s *Dr. Fixum's Household Hospital* on WENR-TV, Chicago, being filmed by Vogue Wright Studios for syndication . . . Local Ford dealers sponsoring 11 Sunday films of U of Kentucky grid games on WHAS-TV, Louisville, thru J. Walter Thompson, Cincinnati . . . Among other advertisers reported using or preparing to use TV: Citation Hat Co. (hats), thru Jones Frankel Co., Chicago; Champion Spark Plug Co. (spark plugs), thru J. Walter Thompson, N. Y.; Son-Chief Electrics Inc. (toasters, grills & heaters), thru H. B. Humphrey, Alley & Richards, N. Y.; Wilson & Co. (B-V meat extract), thru Ewell & Thurber Associates, Chicago; Larsen Co. (Veg-All mixed vegetables), thru Campbell-Mithun Inc., Chicago.

CBS-TV distributing 55-p. booklet titled *Five Big Reasons for Getting Into Daytime Television—Now!* Reasons stated: keep ahead of competition, messages to large housewife audiences, low cost-per-thousand, proven impact of daytime TV, obtain valuable daytime period. Pertinent points made in CBS-TV presentation: that 64 (of the 107) stations by fall will be on program schedules beginning by 10 a.m., 99 by noon; that average percentage of TVs tuned in 1-5 p.m. has doubled in last year—from 8.3% to 15.6%; that 39% of viewers watch TV sometime between 9 a.m. & 5 p.m.; that women watch daytime TV average of 2 hours, 52 minutes a day; that big sponsors are buying daytime TV more and more (21 now, whereas in June 1950 there was only one such sponsor), with Procter & Gamble alone buying 22 daytime quarter-hours weekly.

RCA CUTS LISTS ON 9 MODELS \$30-\$115: In drastic move to unload inventory, RCA Victor as of Sept. 1 reduces list prices of all 9 models in present line -- cuts ranging from \$30 to \$115. On or about Aug. 27, it will announce to trade 10 new "super-sets" at lists of \$225 to \$495. Big advertising and promotion campaign breaks Sept. 16 with 2100-line newspaper ads in every major market, similar space Sept. 24 & Oct. 1. Reduced prices also will be featured in Sept. 24 Life and big splurges on TV-radio.

"Market stimulation plan" is what company calls new merchandising program, to run "for a limited time only". "The dealers can look forward to rapid profitable sales of RCA Victor's current receivers as long as they last, and when new models are introduced they will be sold at normal margins," said v.p. Joseph B. Elliott.

Models reduced are 14-in. table Bentley (4T101), from \$219.95 to \$179.95; 17-in. table Newport (7T103), from \$269.95 to \$239.95; 17-in. table ensemble Kent (7T104), from \$299.95 to \$259.95; 17-in. console Highland (7T112), from \$359.50 to \$289.95; 17-in. console Fairfield (7T122), from \$389.50 to \$299.95; 17-in. console Regency (7T123), from \$415 to \$329.95; 17-in. combination Winston (7T132), from \$495 to \$395; 19-in. table ensemble York (9T105), from \$419.45 to \$339.95; 19-in. console Hillsdale (9T126), from \$475 to \$359.95.

Trade circles say RCA is merely formalizing reductions already being offered by dealers without authorization in their eager efforts to unload -- but big promotion's impact on market as whole will be watched carefully. RCA calls it "move to revitalize the TV market and achieve maximum customer traffic."

NO BUYING SURGE YET--BUT HOPES HIGH: Chief characteristics of new "1952 models" now being introduced by the manufacturers, even in face of still-heavy inventories, are that (1) they're generally priced downward; (2) they're nearly all adaptable to uhf as and when such stations materialize, good year or more hence; (3) some are suitable for color "slave" attachments, with adapters available to get black-&-white from color transmissions; (4) they're otherwise little different from this year's earlier models -- in some cases actually the same, with a bit of "face-lifting".

Caution is the main tendency among makers and sellers as the autumn season approaches, with its promise of improved demand. No great surge of output has begun yet, nor has any buying rush developed. But better retailing days are being reported -- and the signs all point to a "return to normalcy" after Labor Day.

Even more than easier credit terms, the upcoming new program offerings of the networks -- big-name shows plus some football plus World Series in October plus telecasts from Hollywood after Nov. 1 -- are expected to provide prime stimulus to revival of set buying. "Saturation" is still far away in most TV areas.

* * * *

It's much too early to report positively about any trend in a trade whose plunge from a sellers' to buyers' market caught nearly all by surprise when it began last March. But prevailing feeling among manufacturers and distributors is one of high optimism. Some retailers, too, share this feeling. Sales have picked up in last few weeks -- portending good possibility that supply and demand may be brought into balance by traditional autumn peak season.

Crosley's W.A. Blees, an old marketing hand, schooled in the ups and downs of pioneer automotive sales, diagnoses the factors making for upswing in appliance and TV sales after Labor Day thus:

(1) Heavy "scare" buying during 6 months after outbreak of Korean War, inactivity that followed, were "like a person who has eaten a heavy meal and must digest it before becoming hungry again." Blees thinks public has digested heavy volume of "scare" purchases and is now ready to resume buying.

(2) International and domestic crises have left public "very tired" -- too weary to plan, budget, shop for durable goods wanted and needed. Public now takes

these crises in stride, is "recuperating from its emotional fatigue" and "there is developing a generally healthier atmosphere in which industrial and merchandising activities necessary to a sound civilian economy can be carried on."

(3) "More practical consumer credit controls...should accelerate increased buying trend this fall. "We are, in fact, already noticing the salutary effects..."

(4) Aggressive new selling, advertising and promotional drives this fall will stimulate sales.

* * * *

Olympic's Percy L. Schoenen says retail sales have already improved so much that consumer demand now exceeds factory production -- probably true, in light of hugely curtailed production (see latest figures below). He thinks total TV output may go as high as 2,000,000 sets in third and fourth quarters, making 5,300,000 for year as against the 7,500,000 of 1950.

But he's probably high, considering that only about 200,000 sets were made during first 6 weeks of this second half, and there's still plenty of inventory. Also, there's now inescapable fact certain basic materials are definitely limited.

RCA consumer products v.p. Joseph B. Elliott sizes up market outlook thus: "With millions of people employed and billions of expendable dollars available, this country may be approaching the biggest retail season in its history. Economists say the sales potential is higher than ever before."

Only clouds on trade horizon seem to be (1) dumping of excessive inventories at distress prices; (2) possible effects of color promotion on prospective purchasers -- some in trade feel many will decide not to buy now but "wait for color," even though long wait is indicated in view of inevitably limited production.

* * * *

Production was still way down week ending Aug. 10 -- RTMA reporting only 43,359 units (2039 private label) compared to 51,219 week before (Vol. 7:32) and a far cry from the 175,000 turned out in comparable 1950 week (Vol. 6:36).

But factory inventories turned downward for first time since last March, though only slightly. Figure was 765,916 units as of Aug. 10, compared with 768,766 one week earlier. This is much too narrow margin to say it betokens trend -- yet.

Week's radios totaled 231,479 (113,970 private label), not much change from preceding week, and factory inventory went down to 362,643 from 394,223 (Vol. 7:32). Week's radios were: 112,830 home sets, 30,920 portables, 87,729 auto.

Trade Miscellany: Westinghouse TV-radio div. starts limited production Sept. 4 in new 400,000 sq. ft. plant near Metuchen, N. J., began hiring this week--takes on 50 first month, about 200 by end of year, mostly women assemblers to work on defense contracts; original plan to use plant to triple TV production postponed . . . Deltronic Corp., 9010 Ballanca St., Los Angeles, established as subsidiary of Signal Oil & Gas Co., for research, development and manufacture of electronic equipment and subcontract work; George Urey, ex-RCA, named gen. mgr., Leonard Larson sales mgr. . . "Beam-Bender" passive relay, for re-directing 7000-mc microwave TV signals to points not within line of sight, is offered by Technicraft Laboratories, Thomaston, Conn. Device comprises parabolic antenna, is unpowered, contains no tubes . . . Diamond Power Specialty Co., Lancaster, O., has been licensed by IT&T to use Farnsworth disector tube and other patents in manufacture of its "Utiliscope" system of industrial TV . . . Tele-tone reports \$1,000,000 order for telephone-telegraph signal units for Army on subcontract from Kellogg Switchboard . . . One-day walkout of 225 TV tube assemblers in GE Syracuse works ended Aug. 15; they simply said they attended a union (UEW-CIO) meeting . . . GE tube div. has taken long-term lease on Garden State bus lines building in Clifton, N. J., its 50,000 sq. ft. to be used for warehousing tubes and parts handled out of Schenectady.

Trade Personals: Ross Siragusa, Admiral, off with 2 sons for several weeks of big game hunting in Alaska; he uses bow and arrows, no gun . . . RCA's Vladimir K. Zworykin called "the Tom Edison of TV" in "New York Close-Up" sketch in Aug. 17 *Herald Tribune* . . . Dr. Henry M. O'Bryan, since 1947 asst. executive secy., National Research & Development Board, appointed mgr., Sylvania physics lab, Bayside . . . Gardiner C. Greene, ex-president, Workshop Associates, Needham, Mass., appointed v.p. in charge of Gabriel Co.'s electronics divisions, including Workshop Associates and Ward Products Co., Cleveland, both recently acquired . . . Milton R. Neaman, ex-Soft-Lite Lens Co., Bay State Optical Co., Lansing Associates, Burroughs Optomat Inc., appointed senior attorney, newly formed CBS Laboratories Div. . . Max Epstein, gen. mgr., elected v.p. & director of Royal Wood Products Mfg. Co., cabinet-making subsidiary of CBS-Columbia Inc., acquired in recent Hytron-Air King merger . . . Joseph H. Kerner, ex-TV Development Corp., joins Blonder-Tongue Labs, Mt. Vernon, as sales mgr. . . Robert R. Parks named Sentinel sales mgr. under E. G. May, now holding title of director of sales . . . George R. Faustman named general factory mgr. Bendix Radio, succeeding Edward F. Kolar, named gen. mgr. of Bendix Red Bank div. . . Samuel J. Brechner succeeds Charles Andress, resigned, as sales mgr., Admiral-New York . . . Arthur L. Rathburn named supt. of Hoffman Radio's 7 Los Angeles plants.

Topics & Trends of TV Trade: Production of automatic-focusing picture tubes (Vol. 7:20-21) is now under way in DuMont and GE plants. Former is making 17 & 20-in.; latter has started 17-in., plans 21-in. later, using both spherical and cylindrical face plates. New tubes use no focusing controls, coils, network resistors or mechanical focusers—thus save considerable amounts of scarce materials. Manufacturers stress easy substitution for old tubes.

GE isn't making much noise about it, but apparently has met considerable success in marketing its 24-in. picture tube, with quite a few manufacturers offering it in new sets. It's too early yet to discern public reaction to it as next step up from increasingly popular 20-in.

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Admiral showed its distributors, at Chicago meetings Aug. 17-18, additions to line starting with 14-in. plastic table at \$160 and 17-in. plastic table at \$200, both mahogany finish. The 20-in. tables (prices all rounded out) are \$280 in walnut, \$290 mahogany, \$300 blonde; 20-in. open consoles \$330, \$340 & \$360; 20-in. combinations \$470, \$500 & \$520; 17-in. consolettes \$260, \$270 & \$290; 17-in. combinations \$380, \$400 & \$420.

Prices are scaled downward from previous comparable models, and Admiral offers "quick conversion" of any of its 2,000,000 sets now in use with uhf strip that can be fitted in matter of minutes "with a flick of the wrist." Also shown was a 10-in. color "slave" unit, unpriced, to be made available as and if there's demand "now or at any time in the future." When plugged into an Admiral set, adapter switch provides for (1) usual black-&-white, (2) CBS-type color in black-&-white, (3) reduction of size of picture for color.

Admiral's sales v.p. Richard Graver made it clear Admiral has not changed its attitude "against mechanical color," still thinks color should not have been authorized until compatible electronic system was perfected, expects latter in near future. Some dealers will get models of "slave" unit to deliver if demanded, but they're instructed to brief customers clearly on obsolescence factors.

Admiral line also includes clock radios at \$30 in ebony, \$33 mahogany, \$35 ivory; radio-phono tables at \$60 in ebony, \$80 mahogany; console combinations at \$170 walnut, \$180 mahogany, \$190 blonde.

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Crosley sticks to 17 & 20-in. sizes in the 21 new models it introduced, along with 5 freezers and 9 electric ranges, at Savoy-Plaza meeting in New York Aug. 14. No new radios were brought out, nor were any TV holdovers shown. All new TVs have plug-ins for color converters, or slave units, as and when available, and for uhf when ready—latter to be tunable with Crosley's own "Ultratuner" that can be attached by layman and will cost "under \$50" (Vol. 7:15). Warranty on all is flat \$10.

Crosley models now bear famous names in addition to conventional model numbers, line starting with 17-in. table at \$249.95. Other 17-in. tables are (prices rounded out) *John Philip Sousa*, \$280 mahogany & \$290 blonde. The 17-in. consoles: *Walter Hampden*, modern, open-faced, \$330 & \$340; *Stephen Foster*, 18th Century traditional, half-doors, \$370; *George Arliss*, same in modern, blonde, \$390; *Sarah Bernhardt*, French Provincial, maple, half-doors, \$390; latter 3 with radio-phono and pull-out drawer, \$100 extra each; *Lillian Russell*, Regency, full doors, \$400; *Jenny Lind*, same in modern blonde, \$420; *Otis Skinner*, early American, mahogany, \$575; same in maple \$595.

Six 20-in. models, all consoles, are: *Mary Garden*, modern, \$400 & \$420; *David Garrick*, 18th Century, half doors, \$450 & \$470; *Enrico Caruso*, Georgian, full doors, with AM-FM-3 speed, \$795.

Motorola's publicity, in introducing 16 new models at distributor meeting in Chicago's Hotel Stevens, stressed lowered prices ranging from \$50 to \$100 under similar sets in line shown last January. Self-contained plug-in unit for uhf, simply attachable to any Motorola set, will be offered at \$49.95; built-in at factory, only the knob showing, it will cost \$40. No new combinations were introduced.

Motorola also showed color "slave" unit, with 8½-in. tube magnified to 10-in., said it will be available if there's any demand. It was unpriced since no production schedules are set.

Line begins with 14-in. mahogany wood table model at \$170, blonde \$190 (figures rounded out). Three 17-in. table models include plastic at \$200, mahogany \$240, limed oak \$260. Four 17-in. open consoles are \$270 & \$300 in mahogany, \$290 & \$320 in limed oak. The 17-in. consoles with doors are mahogany \$330, oak \$350, maple \$350. Two 20-in. table models are \$300 (attachable legs \$10 extra), oak \$330 (legs included.) Open-face console at top of line is \$360, with doors \$390.

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Philadelphia Electrical Assn. reports June TV unit sales in area at 5761, valued at \$1,719,191 retail (average price \$295), down 52% in units, 42% in value from June 1950. For first 6 months of year, unit sales were 103,186 valued at \$35,051,456 (average \$339) vs. 150,912 at \$41,-259,511 (\$273) same period last year. Total sales in all 1950 were 364,233 units; in 1949, 220,366; 1948, 82,606; up to Dec. 31, 1947, 18,672—total 789,063 to June 30, 1951. Report covers sales of 18 top brands in area.

County-by-county shipments of TV sets to dealers, reported monthly by RTMA, added up to 2,470,954 for 26 weeks ended June 29, as against first half's total production of 2,199,669 units (Vol. 7:17). June shipments were 160,308, down 74,000 from May. Copies of detailed report available from RTMA, Washington.

Sentinel sales chief Robert Parks says TV sales have picked up to "about halfway point toward a normal market," thinks sales will really get good about mid-September. Company's production is about 69% of same time last year, he said. New models are lower priced, 17-in. table at \$260 comparing with \$290 for predecessor, 17-in. console at \$300 is \$50 down, 20-in. console at \$470 is \$20 less.

RTMA chairman Robert C. Sprague has appointed Leslie E. Woods, Raytheon, chairman of industrial relations committee, Harvey Stephens, International Resistance, vice chairman; reappointed A. M. Freeman, RCA, chairman of tax committee; reappointed John B. Swan, Philco, chairman of traffic committee, W. L. Fogelson, Mallory, vice chairman.

Official fall market of American Furniture Mart, Chicago, set for Oct. 22-27, called off after poll of tenants.

"Psychological peacemaking," as opposed to psychological warfare, was suggested by Brig. Gen. David Sarnoff, RCA chairman, in interview Aug. 15 following return from Europe—and he urged appropriations as high as \$500,000,000 if needed in order to get Voice of America's messages through the Iron Curtain. He suggested new govt. agency to handle Voice of America, patterned after British Ministry of Information, its head having Cabinet rank and having advice of nation's best minds. Voice is doing better job than before, he said, but it's mere wishful thinking to expect shortwaves to pierce barriers and combat Russia's jamming and propaganda. Since most Europeans listen regularly to standard stations, Gen. Sarnoff suggested European nations could contribute to effort by letting Voice use their local facilities as part repayment for economic aid we're giving them.

NOTE: This reprint from Aug. 5 *St. Louis Post-Dispatch*, is such a fine example of a TV station's cooperation with local dealers and distributors toward helping them move inventory, and at same time such good station promotion, that the Editors of *Television Digest* deemed it worth reproduction—and possibly worthy of emulation in other areas.

300,000

Now there are more than **THREE HUNDRED THOUSAND** homes and public places throughout the **KSD-TV** area with television receivers.

Now more than half the homes in this area are equipped with "front row seats" for a complete variety of entertainment features, starring the most famous names in show business.

Now more than 52% of the families in this area are experiencing across-the-table intimacy with the most notable personages of our time.

At this time last year there were only 150,000 television homes in the **KSD-TV** area--and **TWO** years ago there were only 33,000. The number of television homes in this area has **DOUBLED** during the past twelve months--increased nine-fold during the past 24 months.

This remarkable acceptance clearly reflects television's consistent and unprecedented impact as a source of entertainment, information and public service.

Many television dealers throughout the **KSD-TV** area are offering especially attractive values to purchasers of new television receivers, so that tens of thousands **MORE** families in this area may enjoy the thrills and advantages of having television in their **OWN** homes.

If You Do Not Yet Have a Television Set,

See Your Television Dealer Soon!

KSD-TV

**THE ST. LOUIS POST-DISPATCH TELEVISION STATION
CHANNEL 5**

FIRST IN ST. LOUIS

300.00

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Mobilization Notes: "Take the electronics thing. My God! They are conceiving things that are just amazing, but awfully intricate to build."

Speaker was mobilization chief Charles Wilson, testifying secretly before House Appropriations Committee 2 weeks ago. His testimony released Aug. 16, and included therein was statement that production of electronic equipment has increased 300% in the last 6 months, and another 300% is expected in last half of this year. Electronic gear on some planes, he observed, was now costing more than the entire plane cost in the last war.

He said steel output is 7% better than year ago, will be 9% better in another year. Aluminum and copper shortages are serious, he said. Over-all military spending is now running at rate of \$1.5 billion a month, will accelerate to \$3 billion a month in a year—with \$10 billion in orders placed during last 3 months, \$49 billion now outstanding.

* * * *

A 60-day "breather" on certificates of necessity, which permit 5-year tax amortization, was called this week by Mobilization Director Charles Wilson. Said Wilson, in letter to DPA Administrator Manly Fleischmann asking moratorium to begin Aug. 18: "The extremely tight situation in the availability of critical materials, such as structural steel, makes it unlikely that new facility construction beyond that now planned can proceed for several months except for the most urgent projects." He asked for "minimum of exceptions."

Most recent list of certificates, covering Aug. 3-10, includes 3 electronics firms: GE, Bridgeport, electronic equipment, \$131,700, of which 75% can be amortized over 5-year period; Transducer Corp., Boston, research & development, \$11,376, and electronic equipment, \$11,177, both 75%; Transformer Engineers, Pasadena, electronic equipment, \$13,453, 75%. In addition, DPA authorized 2 emergency loans for electronics firms during July 27-Aug. 9 period: Varian Associates, San Carlos, Cal., \$1,520,000 for expansion of research, development and production facilities; Lear Inc., Grand Rapids, \$863,000 to buy machinery and retire debt.

* * * *

Slow rate of CMP applications for fourth-quarter allotment of raw materials puzzles NPA officials. Of anticipated 1200 from electronics industry, only 700 had been counted by week's end, though deadline was Aug. 15. According to H. J. Holbrook, chief of consumer durables division, many manufacturers don't seem to realize they're taking serious risks for next year if they don't get their requests in now, even if they think they're well fixed for fourth quarter.

To ease delivery problems of small users of steel, copper and aluminum, NPA amended Direction 3 to CMP Reg. 1, to permit manufacturers to hike from 35% to 50% amounts of the metals they can order for any single month. Order also permits users to order full carload of carbon steel at one time, even though they're allotted as little as one carload for whole quarter.

Whole NPA Electronics Div. moves Aug. 21 from 801 E St. NW. to Temporary Bldg. T, Constitution Ave. & 14th St., in Washington.



Automatic activator for sleet-melting elements on antennas has been developed by American Instrument Co., 8030 Georgia Ave., Silver Spring, Md. It has "sensing" unit which turns on heating elements during proper temperature-moisture conditions. Company says device is particularly useful for unattended relay stations which generally employ parabolic antennas.

Financial & Trade Notes: ABC's net income after taxes rose to \$472,000, or 28¢ a share, first 6 months of 1951, continuing rise since recent report to stockholders that first quarter profits were \$221,858 on sales of \$14,560,345 (Vol. 7:26). Six-month profit, in fact, was slightly more than shown in all of 1948, when net was \$468,488 on sales of \$37,110,726. In 1949, ABC lost \$519,085 on sales of \$40,267,488; in 1950 it earned \$84,605 on sales of \$45,879,660.

ABC's first 6 months earnings compare with profit of \$180,000 (11¢) for same 1950 period, loss of \$46,141 for same 1949 period. Gross sales figure isn't announced, but for ABC's gross TV & radio time sales for the 6 months, see PIB figures, p. 16, Vol. 7:29.

* * * *

Philco sales rose to \$171,023,000 during first 6 months of 1951, up 16% from the \$147,012,000 of same 1950 period. But net income after taxes of \$8,046,000 fell to \$6,342,000, or \$1.74 a share after preferred dividends, from \$6,672,000 (after \$5,378,000 taxes) or \$1.84 per share for first half 1950. Second quarter sales were \$57,499,000, net earnings \$1,988,000 (53¢) vs. \$67,525,000 sales and \$2,598,000 (\$1.49) earnings same quarter last year. During all 1950 (Vol. 7:12), Philco's sales were \$335,318,000, up 56% from 1949's \$214,884,000; earnings \$15,484,000 (\$4.50), up from 1949's \$5,692,000 (\$1.58).

Cornell-Dubilier reports sales of \$26,202,998, net profit of \$1,415,738 (\$3.21 a share) first 6 months of 1951. This compares with \$19,432,514 sales, \$970,148 profit (\$2.15) same 1950 period. During quarter ended June 30, sales were \$8,981,505, profit after taxes \$475,521 (\$1.08) vs. \$9,265,156 & \$415,325 (94¢) same 1950 quarter.

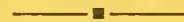
Muntz TV Inc. reports net loss of \$7282 for June 30 quarter, compared with \$154,436 loss same quarter last year. For its fiscal year ending last March 31, Muntz reported profit of \$749,852 (74¢ a share) on \$27,147,846 sales (Vol. 7:26).

General Precision Equipment Corp. consolidated net income for quarter ended June 30 was \$188,035 (30¢ a share) on \$7,654,493 sales vs. \$195,662 (33¢) on \$6,779,814 for same 1950 quarter.

Webster-Chicago sales rose to \$9,928,723 first 6 months of 1951 from \$7,907,740 same 1950 period, but profit dropped to \$409,944 (91¢ a share) from \$618,038 (\$1.37).

Oak Mfg. Corp. reports net income of \$1,188,037 (\$2.27 a share on 524,715 shares) for fiscal year ended May 31 vs. \$1,179,334 (\$2.62 on 450,524 shares) in preceding fiscal year.

Dividends: Philco, quarterly 94¾¢ on pfd. payable Oct. 1 to holders of record Sept. 15, and 40¢ on common payable Sept. 12 to holders Aug. 27; Cornell-Dubilier, quarterly \$1.31½ on pfd. payable Oct. 15 to holders of record Sept. 24, and 30¢ on common payable Sept. 25 to holders Aug. 28 (raised from former 20¢ quarterly); Webster-Chicago, 25¢ payable Sept. 20 to holders Sept. 10.



Weaker signals very near transmitter, a concomitant of extremely tall antennas with high gain, are being boosted by antenna phasing techniques which direct more radiation towards antenna base. WNBT, New York, is latest to try it. Allowed 18.3 kw ERP at Empire State Bldg., it was granted STA to beam more energy downward, reducing over-all ERP to 14.5 kw. KECA-TV and KTTV, Los Angeles, have used technique, and others plan to try it.

Note on progress-under-Socialism: London reports say National Radio Show, Aug. 29-Sept. 8, will bring forth fewer 9 & 10-in. TVs, with 12-in. becoming "standard" and some 15 & 16-in. emerging.

Telecasting Notes: Changes in the Mexican border vhf channel allocations, both sides, will be made soon—result of tentative agreements reached with Mexico's director-general of communications Miguel Pereyra while in Washington last week (Vol. 7:32); for presently proposed allocations, see pp. 59-60, *TV Factbook No. 13* . . . CBS plans to affiliate XELD-TV, new Mexican station in Matamoros, opposite Brownsville, Tex. (Vol. 7:31-32), has asked FCC whether there's any objection to sending it kines, films, etc. CBS believes FCC approval unnecessary, but wants to make sure. If Commission follows AM precedent, it should have no objection . . . Blair TV Inc. named national rep for XELD-TV, reports test patterns start Aug. 24, commercial operation Sept. 1 . . . Buenos Aires' first TV station, Radio Belgrano (Vol. 7:21, 25), should be on air mid-October, according to engineers of Federal, which supplied equipment. Channel 7 outlet will have elaborate setup with many studios, 2 sets of remote equipment, etc., radiating 40-45 kw from 5-kw transmitter and 8-gain antenna . . . FCC Comr. Webster, in Aug. 13 talk to Miami Lions Club, urged that all local organizations "lobby" for better TV programs, participate in round-table discussions, etc., but he suggested they also be patient in requests of stations because of limited time availabilities—particularly since so few stations are on air . . . Sarkes Tarzian's WTTV, Bloomington, Ind., whose AM counterpart is 5-kw WTTS, has absorbed another AM local—250-w WTOM. Last year it took over 1-kw WSUA. He now has the only AM in town (pop. 28,000) . . . Screen Gems Inc., subsidiary of Columbia Pictures, producing series of *TV Disc Jockey Toons*, 16mm films, to be offered stations for use while big-name records of the top makers are played; ex-TBA secretary Will Baltin going on tour of stations to introduce item . . . CBS-TV plans video version of Fred Friendly-Edward R. Murrow *Hear It Now* program, to be titled *See It Now*; radio version to be dropped, and high-budget show (about \$25,000 a week) will be offered for sponsorship . . . Kine-recordings of *Trial of John Peter Zenger*, recently performed on Westinghouse's *Studio One* (CBS-TV), are being shown at several publishers' association meetings next month courtesy of sponsor and network . . . WDSU-TV, New Orleans, to telecast all Tulane grid games on films Mon. nights after games, all LSU games Tue. nights, sponsored by D. H. Holmes Co. . . . Senate crime committee (Kefauver) resumed hearings in Washington without TV—too costly to clear time—but radio carried it, notably via recorded highlights late evenings.

Betting big money on uhf, Humboldt Grieg's little WHUM, 250-watt AM in Reading, Pa., plans to spend \$590,000 on 200-kw experimental station for which it applied this week. It lists \$125,000 for 12-kw 716-722 mc GE transmitter, \$125,000 for 1050-ft. tower (engineered by A. Earl Cullum Jr.), \$40,000 for building, \$200,000 for other equipment, including 4-bay helical antenna, aluminum wave-guide transmission line. Station says GE guarantees transmitter delivery in March. It hopes to broadcast CBS color, too, though CBS says it can't assure availability of programs because of other possible affiliations, talent contracts, etc. Philco, GE and CBS have told station they'll be glad to make propagation and receiver tests. Use of wave-guide is particularly interesting, since ordinary lines greatly reduce uhf signals in long runs.

Hearing on Comr. Frieda Hennock's appointment to New York Federal judgeship (Vol. 7:24-26, 31) has finally been set by Senate Judiciary Committee, for 10 a.m., Sat., Aug. 25. Committee doesn't list witnesses, but she is being opposed by American Bar Assn., Assn. of the Bar of the City of New York, New York County Lawyers Assn., who presumably will send representatives.

STATE DEPT. took diplomatic notice of projected opening of new transcontinental microwave circuits (Vol. 7:32)—and asked AT&T to advance timing of first coast-to-coast TV hookup so as to permit telecasts of Sept. 4-8 sessions of Japanese treaty conference in San Francisco.

AT&T agreed, as did the 4 networks which will carry event, with President Truman speaking Sept. 4 at 10:30 p.m. EDT. Since TV circuits are still on experimental basis, networks won't have to pay usual line charges.

Sept. 30 was date originally set for TV opening, and then only the single East-to-West circuit. West-to-East circuit was to have been opened about month later. Sept. 4-8 pickup from San Francisco is special event, probably won't change previous plans for opening of regular TV service. But it does mean a great historic event will mark first transcontinental TV hookup, and it will give American people opportunity to look in again on Soviet tactics.

Plans for Sept. 30 big-name show to be sponsored by AT&T on combined 4 networks have been deferred. Four-network show, possibly sponsored by AT&T, has instead been scheduled for Nov. 14, which means it can then consist of two-way pickups.

Only Pacific Coast TV city not hooking up with new transcontinental microwave relay service that starts Sept. 30 (Vol. 7:31-32) is Seattle—and there's no prospect for live network service for its KING-TV for some time. Pacific Telephone & Telegraph Co. advises us the coaxial from Sacramento extends only as far as Portland as yet, and microwave relay is now being engineered from Portland to Seattle, both for phone service. "We do, however, contemplate the possibility of future demands upon these facilities for TV use," writes R. C. Smith, PT&T editor. "After the radio relay system is installed, and if and when such demand develops, the radio relay system could be modified to provide TV transmission to Seattle."

Wolfberg theatre chain in Denver has ambitious plans to tap upcoming new transcontinental microwave relays (Vol. 7:32) in order to show telecasts on screens of its theatres in TV-less Denver. But there are hitches which preclude putting idea into effect for awhile, says AT&T, which reports it can't be done by Sept. 30 when East-West network service opens up, nor by November when two-way circuits are available. Manager John Wolfberg is reported to have spent \$33,000 on the theater-TV equipment already.

DuMont filed 10 days before deadline for its comments in TV allocations "paper" hearing (Vol. 7:30), reiterated that its nation-wide allocation plan would provide more service to more people than FCC's. It points out, for example, that it would supply 53 cities (49% of population) with 4 TV stations, whereas FCC plan would give 4 to 21 cities (32% of population). DuMont shows same general comparison true for 3-station markets, 2-station, etc., whether it's vhf or uhf. Reason DuMont achieves more stations is that it spaces them near 180-mile minimum proposed by FCC, whereas Commission's average spacing is 220 miles or more. So far, FCC has clung to position that closer spacing penalizes rural viewers. DuMont maintains FCC plan would foster network monopolies, freezing out third and fourth networks from many major markets.

Sen. Benton (D-Conn.) has amended his educational TV bills (S. 1579, S. J. Res. 76) to eliminate request for retention of freeze while Senate studies question (Vol. 7:15, 20, 21-22). He still wants legislation establishing 11-man National Citizens Advisory Board to advise FCC and Congress on programming, but which would not "conflict in any way" with FCC's statutory duties. Joining Sen. Benton on bills were Senators Hunt (D-Wyo.), Bricker (D-O.), Saltonstall (R-Mass.).

Television Digest

WITH AM FM REPORTS

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Text of Important Address on 'Electronics Production for Defense' Published as Special Report Herewith

MULTI-MILLIONS IN STATION EQUIPMENT: Anticipating freeze-end, TV station equipment manufacturers are well ahead of Washington in contemplating delivery of transmitters (both vhf & uhf) and associated gear. Their stake is high -- tens of millions of dollars worth of initial installations will be sold within few years after thaw.

Manufacturers have already poured millions into development programs and production facilities, with result that quick-delivery outlook is "rosy," to quote one leading sales representative. But while all equipment makers say the materials situation "isn't bad right now" -- and NPA officials agree -- there's belief things will get much tighter starting first quarter next year.

That's about when freeze can be formally lifted, and first non-competitive applications granted -- and it's apparent, from our canvass of the manufacturers, that initial grantees can expect reasonably quick deliveries. Demand, according to all makers, is "simply incredible." Two offhandedly reported sales of 3-4 stations each only last week -- all say inquiries are pouring in, particularly about uhf.

Best estimate is that 35-40 complete transmitters have been built since freeze was imposed Sept. 30, 1948. Some have actually been delivered to non-grantees, others set aside for firm purchasers. Several have gone into export -- Latin America, mainly -- and most are contingent on FCC grants.

By mid-1952, some 60 complete transmitters should have been turned out; by end of 1952, possibly 100 stations, vhf & uhf, could be supplied. That's best composite information from the makers.

* * * *

It's a nice piece of business -- very nice -- that awaits the manufacturers of station equipment, to say nothing about prospects for soaring TV set markets as soon as new stations get going. Hence the zeal of the equipment makers, leaders among whom also sell receivers, isn't hard to understand.

Added impetus for transmitter development and production came this spring when FCC's end-of-the-freeze plan (see our TV Allocation Report, March 24) proposed stations of 100 & 200 kw power, compared with previous 50-kw maximum. At same time, the uhf bogey was emphatically scotched (Vol. 7:15 et seq).

A bit of arithmetic tells why equipment business is so attractive. Assuming today's prices, average station will cost \$150,000-\$200,000 in electronic gear alone -- forgetting land, buildings, towers, labor, etc.

If as many as 100 stations are authorized shortly after freeze is lifted, that will mean up to \$20,000,000. If 1500 stations are built in next 5 years (FCC Chairman Coy's guess, Vol. 7:29), that means up to \$300,000,000.

Coy looks for 3000 stations ultimately -- so market potential, for initial installations alone, may be more than half a billion dollars!

Then there's bonus market in foreign sales, at which only the British have thus far loomed as competitor -- making a few desultory stabs.

Nor should supplementary and replacement equipment be overlooked. The cost of towers, real estate, labor, etc. may well add up to multi-billion business.

Even if Coy proves over-optimistic by a substantial margin, even if prices continue to drop (5-kw transmitters went from \$90,000 to \$65,000 in last few years) -- the relatively few manufacturers have enormous kitty to split. New manufacturers of the basic transmitter-antenna equipment aren't likely to spring up overnight.

* * * *

Competition is already rough among the few now in the business, though as yet nothing like the dog-eat-dog rivalry of the 90-odd receiver makers.

Today, 4 companies -- DuMont, Federal, GE and RCA -- have the field pretty much to themselves. There may be others later and quite a number are carving, or intend to carve, a slice of the lighter equipment business -- camera & film chains, microwave gear, industrial TV, etc. Among these are General Precision Laboratories, Standard Electronics (Claude Neon), Gates, Diamond Specialty, Remington-Rand.

Considering only transmitters, here are delivery dates and prices quoted to us by the top companies -- antenna delivery dates quoted by all makers generally paralleling or preceding transmitter availabilities:

GE: 5-kw vhf transmitters will be available Oct.-Nov. 1951, at \$65,000 for Channels 2-6, \$69,000 for Channels 7-13. Scheduled for delivery second-third quarters 1952 are 35-kw amplifiers for Channels 2-6 at \$75,000, 20-kw amplifiers for Channels 7-13 at \$65,000. Uhf transmitters are due second and third quarters 1952, include 120-watt "hamlet" unit at \$37,000, 12-kw unit at \$125,000.

RCA: 20-kw amplifiers for existing 5-kw transmitters are scheduled Jan.-Feb. 1952. New 10-kw transmitters (5 kw has been dropped) are due July 1952, priced at \$79,000 for Channels 2-6, \$84,000 for Channels 7-13. Further into future, about July 1953, are 50-kw units at \$225,000.

DuMont: Fifteen 5-kw transmitters available in "next few months," 13 of these already sold, priced at \$65,450 for Channels 2-6, \$69,250 Channels 7-13. Ten .5-kw units, 4 already sold, will be ready by March 1952, at \$35,750 for Channels 2-6, \$38,450 Channels 7-13. Amplifier to boost .5-kw transmitter to 5 kw is \$35,000. In planning stages, details unrevealed, are 50-kw vhf transmitters and uhf units, powers of latter not disclosed.

Federal: 1 & 5-kw vhf transmitters in production, but everything sold out, at \$46,000 for 1-kw units, \$75,000 for 5-kw Channel 2-6 models, \$82,500 for Channels 7-13. Prices include much associated equipment -- consoles, monitors, dummy loads, etc. Mid-1952 is estimated date for delivery of 20-kw vhf amplifiers, 10-kw uhf transmitters. Company also makes high-gain, high-band vhf antennas, plans low-band, offers full line of equipment, including cameras obtained from DuMont.

Note: Though transmitter is biggest single equipment item, associated gear brings cost of electronic equipment to the \$150,000-\$200,000 average. This includes antennas, monitoring equipment, camera & film chains, transmission lines, switching equipment, microwave relays, etc.

EVALUATING THE STATION POWER HIKES: Results of power boosts permitted by the FCC (Vol. 7:30-33) can now be fairly well assessed, though major manufacturers, notably Philco and RCA, are in process of nation-wide surveys to get more exact gauge of market enhancement. Improvements seem to amount to this:

Noticeable widening of some markets, no change in most, and better in-city pictures in all cases. Translating increases into new potential purchaser-viewers, for nation as a whole, brings only modest results.

Increases of 3 to 8 times original powers are recognized as valuable by everyone. Anything less is regarded "all to the good, but nothing really exciting."

Much more important than recent station boosts, manufacturers say, has been constant improvement in receiver sensitivity over last few years. Philco's research v.p. David Smith puts it this way:

"Receiver sensitivity has increased about 15 db over the years. That's equivalent to something like a 35-times increase in station power. This increased

sensitivity is what has given us the fringe sales. But we're approaching the theoretical limit in sensitivity, so that more and more of the improvement will have to come from station increases."

Dr. Allen DuMont has similar reaction, saying: "Industry never went after fringe areas much until last 6 months. Our company is putting a 'caboose tuner' in all current sets, with improvements in the tuner and IF giving more sensitivity."

Stations tend to greater optimism over increases. Many give case histories to prove how nicely their coverage horizons have widened.

Increase from 9.6 to 50 kw for Louisville's WHAS-TV, reports manager Victor Sholis, gave Lexington (68 miles) "excellent picture 6 nights a week and a fairly good picture on the other night." Previously, "we were giving viewers a usable picture possibly once a week." He estimates range widened to include: 22% more families and 23.8% more people, with 21% more buying income.

Omaha's KMTV reports results of survey by U of Omaha graduate student who traveled 1100 miles to interview 200 set owners after station went from 11.7 to 16.7 kw. He asked: "Have you noticed a change in the quality of your TV reception in the past few days?" Improvement was noted by 68%.

Number of hikes granted by FCC has reached 43, Grand Rapids' WLAV-TV moving from 20 to 28.5 kw. Another application, still pending, is that of WOW-TV, Omaha, to increase from 16.2 to 17.5 kw. (For previous grants, see table Vol. 7:33.)

BOX-OFFICE TV--THE QUESTIONS POSED: Pay-as-you-look TV fight shapes up as even more acrimonious cause celebre than color TV -- if whole idea isn't rendered moot by the economics of telecasting and movie-making before FCC gets around to considering it. Every man-in-the-street can understand what it means. The basic policy question can't be lost in befuddling technical terms.

Our hunch is that public will decide this one -- through Congress. Can you visualize Congress leaving it to Commission? Matter of fact, Comr. Webster still feels, as he did when Zenith's Phonevision tests were authorized (Vol. 6:6), that:

"It is such a fundamental change of the American system of broadcasting that it may well be that the Commission, upon further consideration, will conclude that the change should be made only after Congress has established the new policy by an appropriate amendment to the Communications Act."

Chairman Coy has expressed no such qualms, has said he views box-office TV as something which may keep, or acquire, major events for TV.

Actually, true open mind on subject seems to prevail at Commission. Few commissioners or staff members have done much thinking about it lately, having been so intensively preoccupied with color and freeze.

Issue isn't likely to come to head, at FCC level at least, for quite some time. Necessity for haste is hard to prove for a technique which is demanding no spectrum space and apparently can be started any time.

Commission intends to melt freeze completely before biting off another big mouthful. And Commission seems to regard theatre TV as next man-sized project, inasmuch as that service wants frequencies.

Four box-office TV systems have been proposed to date: Zenith's Phonevision, Skiatron's Subscriber-Vision, Paramount's (50%-owned) Telemeter, RCA's still-unrevealed technique. More may come. None has yet requested hearings looking towards actual establishment of service. It may well be year or 2 before FCC gets to it, though Zenith has been expected to ask for consideration momentarily. Paramount this week asked FCC for permission to test Telemeter via its KTLA, Los Angeles, for 6 months (see p. 4).

Economic questions are the big ones, in eyes of Comrs. Jones and Henneck, according to their statements at time of Zenith's experimental authorization. And telecasting economics were biggest bait dangled in front of station operators by Zenith's public relations consultant Millard C. (Tex) Faught (Vol. 6:6).

To program 1000 stations, plus 200 satellites, divided into 4 networks, he figured it would cost \$1,740,353,500 annually. That figure gave industry pause 1/2

years ago. Today, it fazes few when they consider that mere 107 stations stand to do gross volume of \$250,000,000 this year (Vol. 7:32).

Business of movie-making may not be in such a phenomenal rise, but film industry is currently incensed over Aug. 13 Life Magazine story to effect it's in such bad way that it regards fee-TV as "the hero in the proverbial happy ending...ready to swoop down and rescue the damsel from the dangers that assail her." Movies challenge story step-by-step, assert that their attendance is up, that new theatre openings outnumber closings, etc.

Box-office TV proponents face big job of proving desperate need.

* * * *

Once FCC hearing starts, here are some of many questions to be answered:

(1) Is it in the public interest? Simply that. Should public be required, or have opportunity -- to look at it from proponents' side -- to pay for programs off "their air" directly in cash rather than indirectly through advertising?

(2) Is it legal? Is it broadcasting as contemplated by Communications Act and international frequency agreements? If not, must it necessarily require new spectrum space? One thing is clear: There isn't a chance for new frequencies. And: Is educational channel reservation a precedent for permitting specialized services on regular broadcasting or telecasting channels?

(3) Will public have choice of fee-TV or free-TV? And should it? In one-station community, it would have none. In other cities, it might have choice.

(4) Who will set rates? FCC might find itself under public pressure to take jurisdiction, if law isn't clear on it.

(5) How much box-office TV could a station carry -- X% in one-station market, Y% in 2-station, etc.? How would such time allocations fit into FCC's traditional "balanced-programming" criteria?

(6) Which system should be chosen? Or -- shades of the color hearing! -- should all systems be permitted on competitive basis, even if they're incompatible with one another, requiring different receiver attachments for each system?

Meanwhile, moderate-to-loud promotion campaigns are under way in each proponent's camp. Each knows his own strength, his competitors' Achilles heels. Just ask them. They're having heydey riding this publicity hobby-horse.

Note: Above was written well before we saw "What About Pay-As-You-Look TV?", by Victor Ullman, in Aug. 25 Saturday Evening Post. Writing primarily about Phonevision, Mr. Ullman is on safe ground when he talks about results of Zenith's 90-day test and enthusiastic conclusions drawn therefrom by some movie interests and sports promoters. But he's way too superficial on economics of telecasting, political aspects, regulatory questions of spectrum utilization, systems' technical handicaps.

THELEMETER tests planned by Paramount Pictures Inc. (see p. 3) are technical, not economic—"how does picture scrambling effect signals" not "will people buy it"—thus differing from Zenith's Chicago Phonevision tests. In requesting authority to test coin-operated system via KTLA, Los Angeles, for 6 months, Paramount told FCC it works as follows:

One unit is placed inside receiver, unscrambles picture. Other unit is box 8½x4x4-in., called "comparator", which accepts coins from nickels to half-dollars. Comparator contains magnetic tape which records a code sent out on subcarriers imposed on audio channel of transmitted signal. Comparator contains 2 "windows"; one is "instructed" by code to show how much is charged for program, while other indicates how much money has been dropped in slot. When the 2 figures match, first unit goes into action, unscrambles picture.

At intervals, serviceman picks up money and magnetic tape. Latter is run through electronic computer which tells how much was paid for which programs.

Telemeter plans to test receivers under all possible conditions—with and without attachment, in strong and weak signal areas, with & without ghosting conditions, etc.

Electromagnetic radiation bill (S. 537), approved by Senate (Vol. 7:28), met little objection in Aug. 22 hearing before House Interstate & Foreign Commerce Committee. Drastically toned down from bill originally proposed by military, measure met approval in testimony of Air Force's Maj. Gen. F. L. Ankenbrandt, FCC Comr. Edward Webster, NARTB's Ralph Hardy. RTMA sent letter indicating "no objection." House may want to change criminal provisions of bill to vary punishment with magnitude of violation, also increase it.

Rear Admiral John R. Redman, chief of Naval Communications since August 1949, named director of communications-electronics, Joint Chiefs of Staff, succeeding Maj. Gen. H. M. McClelland, retiring Sept. 1. Capt. Wilfred B. Goulett, Admiral Redman's assistant, named acting chief—with Rear Admiral Wm. B. Ammon, ex-deputy director, expected to take over post later, coming in from Pacific Fleet. It's also reported Maj. Gen. Francis Ankenbrandt, director of Air Force Communications, is joining Gen. Eisenhower's headquarters in Europe as deputy chief of staff for communications, to be succeeded by Maj. Gen. Raymond C. Meade.

Station Accounts: WNBT's *Kathi Norris Show*, weekday 1-2 p.m. participation, becomes *Eve Hunter's Program* early in Oct., Miss Norris resigning and new NBC-owned show being handled by former "Miss San Francisco" . . . Success story of *Lits Have Fun*, supplier-cooperative sponsored by Lit Bros. dept. store on WCAU-TV, Philadelphia, told to trade in Aug. 16 *Retailing Daily*—how twice-weekly zany 10-10:30 a.m. show draws big audience into store where staged . . . Ward drug chain sponsoring *Foto-Test*, adaptation of *Look Magazine* feature, on KRLD-TV, Dallas . . . Rand drug chain (Ohio-Pennsylvania-W. Va.) buys TV for first time, using 5-min. UP news show Wed. midnight on WDTV, thru W. Craig Chambers Adv., Pittsburgh . . . Gunther Brewing Co. sponsoring Mon.-thru-Fri. 6:55-7 p.m. newsreel strip titled *Hi Maryland!* on WMAR-TV, placed by Biow . . . Holland Furnace Co. testing TV in 6 Midwest markets, thru Roche, Williams & Cleary, Chicago . . . George Ziegler Candy Co., Milwaukee, sponsoring *Pooch Parade* on KSTP-TV, St. Paul . . . Among others using or preparing to use TV: International Milling Co. (Robin Hood flour), thru H. W. Kastor & Sons, Chicago; Chemical Corp. of Colorado (chemical products), thru Bill Bonsib Adv., Denver; Hunter-Douglas Corp. (Flexalum venetian blinds), thru Doyle Dane Bernbach Inc., N. Y.; Illinois Meat Co., Chicago (Broadcast brand canned products), thru Arthur Meyerhoff, Chicago; Charles Antell Inc. (Formula 9 hair & scalp treatment), thru Television Associates, Baltimore; Phillips Petroleum Co. (Phillips 66), local football, thru Lambert & Feasley, N. Y.; Armour & Co. (Dial deodorant shampoo), thru John W. Shaw Adv., Chicago; Stegmaier Brewing Co., Wilkes-Barre, Pa., (Gold Medal Beer), thru McManus, Johns & Adams, N. Y.; H. E. Pliner Shoe Co., Philadelphia women's & children's shoe chain, thru Lavenson Bureau of Advertising, Philadelphia (WCAU-TV); Barcolene Co., (all-purpose cleaner & glass wax), thru Ingalls-Miniter Co., Boston; Reliable Packing Co. (Realite shortening), thru Sidney Clayton & Associates, Chicago; Garrett Wines (Virginia Dare), thru Ruthrauff & Ryan.

March of Time's second foray into TV syndication on its own, with *Crusade in the Pacific*, looks like same big hit as its precursor *Crusade in Europe*, judging from enthusiastically received preview of 4 of its 26 half-hour chapters before Washington brass Aug. 23. Thirty-eight stations carried its first self-syndicated feature, *March of Time Through the Years*, built out of old March of Time releases, according to TV sales chief Frank J. Shea, and more are expected for new series. Whereas *Crusade in Europe* was sold as package to ABC, March of Time is selling new series at rates ranging from \$175 to \$1550 per chapter direct to stations or sponsors—has already signed up 26 markets, only 7 as yet unsponsored. Stations and sponsors to date: WNBK, Cleveland, Society for Savings; WDTV, Pittsburgh, Mellon Bank; WJAR-TV, Providence, Citizens Savings Bank; WENR-TV, Chicago, City National Bank; WXYZ-TV, Detroit, The Detroit Bank; WBZ-TV, Boston, Shawmut National Bank; KSD-TV, St. Louis, First National Bank; WSM-TV, Nashville, Third National Bank; KPRC-TV, Houston, City National Bank; KSTP-TV, St. Paul, Northwestern National Bank; WBAL-TV, Baltimore, W. Burton Guy & Co. (realty); WNBFTV, Binghamton, Stegmaier Brewing Co.; WDSU-TV, New Orleans, American Brewing Co.; WCAU-TV, Philadelphia, R. M. Hollingshead Co.; WAVE-TV, Louisville, Stewart Dry Goods Co. In addition, Miller Brewing Co. sponsors on WTMJ-TV, Milwaukee; WTAR-TV, Norfolk; WMBR-TV, Jacksonville; WTVJ, Miami. Series has also been sold, but no sponsors yet reported to WJZ-TV, New York; WMAL-TV, Washington; KSL-TV, Salt Lake City; WFBM-TV, Indianapolis; WDAF-TV, Kansas City; KGO-TV, San Francisco; KING-TV, Seattle.

Network Accounts: When *Frances Langford-Don Ameche Show* debuts on ABC-TV Sept. 10, noon to 1 p.m. Mon. thru Fri., sponsors will include Cliquot Club Co. (beverages), taking Thu. 12:30-12:45, starting Sept. 13 thru Frank Weston Adv., Providence, and DuPont rayon dept. (Orlon curtains), taking Fri. 12:45-1 starting Sept. 21, thru BBDO; big new daytimer had previously signed Cory Corp. (household appliances) for Tue. & Thu. 12:45-1, thru Dancer-Fitzgerald-Sample . . . Jene Sales Corp (Jene home permanent) to sponsor alt. Thu. 10-10:30 period on ABC-TV, starting Sept. 27, program to be announced, thru Rodgers & Associates, Chicago . . . Bona Fide Mills Inc. (Bonny Maid Linoleums & Versa-Tile) Oct. 5 starts *Versatile Varieties*, starring Lady Iris Mountbatten, on ABC-TV, Fri. 9:30-10, thru Gibraltar Adv. Agency . . . Gillette Sept. 7 begins sponsoring Madison Square Garden and other New York boxing shows on NBC-TV, Fri. 10 p.m., thru Maxon Inc.; first bout is Walter Cartier-Billy Kilgore middleweight . . . Singer Sewing Machine Co. starting Sept. 11 sponsors Tue. 4:45-5 segment of *Kate Smith Show* which resumes Sept. 10 on NBC-TV, Mon.-Fri. 4-5, thru Young & Rubicam . . . Standard Oil of Indiana returns *Wayne King Show* to 11 Midwest NBC-TV stations Aug. 30, Thu. 9:30-10 CST, with KSD-TV carrying it at 11 p.m., WFBM-TV Sat. 6:30 p.m. . . . CBS-TV has dropped option on Paul Tripp's *Mr. I. Magination* . . . Don Ameche's *Musical Playhouse* on ABC-TV, Thu. 9-9:30, discontinuing as of Sept. 27, with Cluett Peabody, alternate sponsor, considering Herb Shriner.

Personal Notes: Richard D. Buckley, v.p. & gen. mgr., John Blair & Co., New York office, named president as of Sept. 1, Mr. Blair becoming chairman of board. Robert E. Eastman promoted to v.p. & New York sales mgr. . . . George Whitney has resigned as gen. mgr., KFI & KFI-TV, Los Angeles, to become sales v.p., Don Lee Network . . . Sherrill E. Edwards, ex-KEYL, San Antonio, named commercial mgr. of new XELD-TV, Matamoros, Mexico, across Rio Grande from Brownsville, Tex. (Vol. 7:31-33); Bert Metcalf is program director, Francisco Maza chief engineer . . . Charles L. Glett named v.p. in charge of network services for both CBS Radio and TV divisions, Hollywood, with William Shaw promoted to gen. mgr., KNX, Hollywood and Edwin Buckalew asst. gen. mgr. in charge of sales . . . Carl J. Burkland named director of station administration, CBS Radio, and Wendell Campbell is now sales mgr., CBS Radio Sales . . . Carl Ward, ex-WCCO, Minneapolis, named gen. mgr., WCBS, New York, with G. Richard Swift now devoting fulltime to managing WCBS-TV . . . Harold Fellows, NARTB president, named to board of visitors, Boston U School of Public Relations . . . Richard A. R. Pinkham, circulation mgr. and a director of *New York Herald Tribune*, named NBC-TV manager of planning under TV v.p. Pat Weaver . . . George H. Gribben, v.p., named head of TV-radio commercial dept., Young & Rubicam, with William J. Colihan as dept. mgr. . . . Roger Pryor elected TV-radio v.p., Foote, Cone & Belding, representing consolidation of New York radio & TV departments; Thomas M. McDonnell named TV-radio production director, George Wolf mgr. of TV-radio programs . . . Ross Donaldson appointed NBC supervisor of literary rights, succeeding Thomas Adams, resigned.

Hearing on Comr. Hennock's nomination to New York judgeship, (Vol. 7:24-26, 31, 33), scheduled for Aug. 25, has been postponed to unnamed date because of lack of Senate Judiciary Committee quorum, according to Chairman McCarran (D-Nev.). New date, in "near future," is expected. In addition to various oppositions to her confirmation, endorsements have been received—including several from women's organizations.

TV PRICES—KNOCK-DOWN-AND-DRAG-OUT? Things are looking up, so far as marketability of TV receivers is concerned -- but factory-ordered price slashes may add up to actual "price war" that could mean intensified buying surge but little or no profit.

Only thing certain is that public will get some marvelous values.

Clouding widespread confidence that trade is firming up, is puzzle where the price breaks will lead -- who can survive. It's true swollen inventories must be disposed of, true that lowered picture tube and components costs can be passed on to the public. But the anomaly is that new lines are being introduced at same time.

RCA gave official sanction to what has been done without approval on name brands when it ordered big reductions last week (Vol. 7:33). Also heavily stocked, GE did same thing this week (see p. 8), but unlike RCA it isn't offering new models at same time. And next week Philco will slash prices on all 28 sets it introduced just 2 weeks ago (Vol. 7:32), as well as on the 11 lower-end models it brought out last June (Vol. 7:22) -- at same time may also introduce several new models!

What comes next is anybody's guess, but this sort of maneuvering and price-cutting is more than mere factory sanction for what the overloaded dealers have been doing anyhow during last 4 or 5 months of trade slump. RCA and GE frankly state it's out-and-out effort to get rid of inventory, but Philco claims it hasn't much inventory any more -- as does Admiral -- so the price-cutting on such big scale thus takes on deeper competitive undertones. It could turn out to be knock-down-and-drag-out.

* * * *

All this is happening just as everybody was beginning to feel sure buying slump was just about over. Not only are all the trade factors favorable for seasonal upsurge (Vol. 7:33), but reliable trade estimates are that even during the summer months the retailers sold not less than 1,000,000 sets -- proving that people had not really stopped buying altogether.

GE still clings to belief, not much talked about now, that materials shortages and govt. controls will drastically cut production later this year anyhow, and its receiver manager W.H. Sahloff says "costs are increasing in every area of production." GE admittedly has huge inventory, but Mr. Sahloff says "demand for our product is greater than our present ability to produce" and he definitely forecasts an "actual shortage" before the year end.

RTMA president Glen McDaniel, in significant speech in San Francisco this week, analyzing defense demands on the electronics industry, also predicted: "In the light of tightening materials controls, TV receivers may again be in short supply before Christmas." Long range, he said, the industry has every reason to be optimistic. (We regarded his analysis of defense impact on electronics economy so significant that salient excerpts are published as Special Report with this issue.)

* * * *

With customers "looking and buying" once again, with inventory out of way and current production held down, bitter experience of the 1951 spring-summer may impel the industry's survivors to pace themselves more prudently -- more slowly than during the too-lush days of 1950. Everybody wants equilibrium of supply and demand.

Production is being kept down, meanwhile, and latest weekly figure is still quite low -- only 52,748 TV units (3489 private label) for week ending Aug. 17. This compares with 43,359 week before (Vol. 7:33) and with some 180,000 during comparable third August week in 1950 (Vol. 6:36).

Factory inventories went down some 11,000 units, too, even as production went up less than 10,000 from preceding week -- marking what everyone in the industry may well hope will be a continuing trend. Total factory inventory Aug. 17 was 754,854, or down to about the July 20 level.

Latest distributor inventory figure was 633,077 sets as of June 29 -- as

usual, about 2 months old. RTMA may have new one soon. Meanwhile, dealer inventory survey by Dun & Bradstreet is due around Sept. 1, covering Aug. 1 holdings and now organized for monthly reports. Henceforth, it's hoped to be able to chart course of the industry a little more surely than weekly factory and belated distributor figures have hitherto permitted.

Radio output totaled 231,854 (112,018 private label) week ending Aug. 17, about same as week before; factory inventory was 368,280, up by only a few thousand. Week's radios were 112,220 home receivers, 27,343 portables, 91,976 auto.

RTMA revised July output figures up to 116,000 TVs, down to 539,500 radios. These compare with 330,377 & 722,518, respectively, for same 1950 month. For first 7 months of year (30 weeks), total output figures thus come to 3,483,674 TVs and 8,413,136 radios. Radios were 4,233,611 home, 915,482 portables, 3,264,043 auto.

PRIME use of color to date has been, ironically, as black-&-white promotional peg—with CBS no exception. CBS-Columbia cleverly lifted word "compatible" from proponents of compatible color system, is using it to help move internally-adapted black-&-white sets. Admiral's promotion of "color TV optional" (Vol. 7:33), like everyone else's advertising of adapters, converters, etc., is primarily aimed at easing prospective purchasers' minds about buying black-&-white now.

Fact is, few in industry see how anyone, including companies large as Admiral and small as CBS-Columbia, could manage any sizeable color production this year—possibly next, too, in light of materials shortages and controls. Aside from time required for tooling up and field-testing processes, special components such as discs and motors simply aren't available in big quantities.

Admiral to date has built only 4 "slave" converters in console cabinet, 10-in. magnified, as yet unpriced. Its distributors and dealers have big cardboard replicas to display, instructed to show cut-outs of actual-size 20-in. screens alongside. Purpose is plainly to hypo black-&-white sales.

One of the 4 Admiral color sets was shown in Washington this week. Dealers paid it little attention, were all excited instead about prices of new line (Vol. 7:33). Between Admiral's lower prices and rest of industry's com-

CBS-Columbia still sticks to oft-iterated color production schedule (Vol. 7:29). President David Cogan says pilot production should be coming off line mid-September, with moderate regular production in October. Price of first-scheduled unit, \$500 for combination 10-in. magnified color-monochrome console, is still unchanged. "We're already learning how to save dollars," says Mr. Cogan, "and we'll be able to pass them on in later production." Prices of company's black-&-white line, higher than those of competitors' in midst of "war" (see p. 6), will probably have to come down, Mr. Cogan indicated. New prices are due Sept. 1. Detroit is next city to get demonstration for CBS-Columbia dealers. Pictures will be picked off network Aug. 27-28, fed closed-circuit to Masonic Temple.

Permission to colorcast both compatible and CBS systems was requested of FCC this week by Crosley's WLWT, Cincinnati. Receiver development is principal purpose, company says. Some demonstrations will be open to public to test picture acceptability. Studio and remote pickups are planned. Meanwhile, CBS reports plans to transmit color in Paris in mid-September at request of French Govt. This is in addition to closed-circuit demonstrations scheduled for Sept. 24-29 International Congress of Surgeons in Paris. Both CBS and RCA report enormous public reaction to TV—color and monochrome, respectively—at recent Berlin demonstrations (Vol. 7:32). CBS relayed report of London newsman who wrote: "I

petitive prices, the high price of color receivers and converters is going to make black-&-white extremely attractive, in minds of industry people—particularly Admiral, which makes no bones about its intention of using the color gimmicks (including \$14.95 adapter) as come-on for black-&-white sales.

Demonstration we saw on Admiral set was well below CBS average in quality. But Admiral officials make it clear they made it only to be ready to jump any direction consumers demand; if customer should order the set, he can't be promised delivery date, let alone quoted price, for Admiral says the wheels aren't available.

Admiral has issued consumer booklet stressing 3 points: (1) "Optional" arrangement gives big picture on monochrome, regardless of size of picture on color slave. (2) Lower cost: "Even with color added to a 20-in. Admiral Table Model, your combined investment will be substantially less than the cost of a 10-in. color set." (3) Freedom from obsolescence: "These amazing new Admiral TV receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted."

Competitors aren't happy about Admiral campaign, some outright sore, saying it will further "muddy the trade waters." CBS hasn't said anything yet, and Admiral hasn't taken out CBS patent license.

prophesy that when color of the American standard reaches Britain . . . then black-&-white pictures will become the daguerreotype of the 'fifties.'" RCA reported over 500,000 witnesses of its programs, said police had to control crowds, and showings at 2 locations had to be discontinued because of traffic congestion.

Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass., nominated for 1952 president of IRE on ballots now being voted by mail. Harold L. Kirke, BBC asst. chief engineer, nominated for honorary v.p. Voting is to choose 2 of these 5 nominees for directors-at-large: Ben Akerman, chief engineer, WGST, Atlanta; William B. Lodge, engineering v.p., CBS; Simon Ramo, co-director of research & development, Hughes Aircraft Co.; Prof. John D. Ryder, U of Illinois; Prof. Ernst Weber, Brooklyn Polytechnic Institute. Nominees for regional directors, one to be chosen in each: *Region 1*—Glenn H. Browning, Browning Labs; Dale Pollack, New London Instrument Co. *Region 2*—Fred W. Albertson, attorney, Washington; Prof. Cornelius G. Brennecke, No. Carolina State College; Irving G. Wolff, RCA Laboratories. *Region 5*—Alois W. Graf, patent lawyer, Chicago; Orrin W. Towner, technical director, WHAS & WHAS-TV, Louisville. *Region 7*—Robert L. Sink, chief electronics engineer, Consolidated Engineering Corp., Pasadena, Cal.; Prof. Karl Spangenberg, Stanford U.

Topics & Trends of TV Trade: Federal Trade Commission's second trade practice conference for TV-radio industry—manufacturers, wholesalers, dealers—has been scheduled for Sept. 26-28 in National Archives Bldg., Washington, FTC attorney Paul H. Butz presiding and FTC chairman James M. Mead supervising. Rules covering set and tube advertising, sales methods, color claims, etc., as suggested at June 21 conference (Vol. 7:25), have been drafted for release about Sept. 1 to furnish basis for discussions. New rules would supersede pre-TV rules covering radio trade that date back to 1939. Conference is for purpose of getting "meeting of minds" after which formal FTC proceedings are required. RTMA and National TV Dealers Assn., Washington, have been prime movers in getting FTC to hold conferences.

RTMA's small business assistance program culminates in conference in New York's Hotel Roosevelt Sept. 18. Program involves recording and classifying capabilities of small companies, forwarding of data to prime defense contractors. According to RTMA, govt. officials say it's first association "to undertake a practical program" to aid small business members in defense work. Membership of Small Business Survey Committee: A. D. Plamondon Jr., Indiana Steel Products, chairman; G. O. Benson, Premax Products; G. R. Haase, Dukane Corp.; Otto H. Hofman, General Magnetic Corp.; Matt Little, Quam-Nichols Co.; Richard W. Mitchell, Industrial Development Engineering Associates.

GE's new line pends disposal of the 13 models it ordered its heavily-laden distributors and dealers to sell at "new prices [to] remain in effect as long as the present competitive situation exists." Reductions up to \$100 are in effect "for limited time only" and are "subject to revision upward on 24-hour notice to our distributors," said Aug. 24 announcement by W. H. Sahloff, gen. mgr., receiver dept. Full price protection is assured distributors-dealers in line with policy statement of last May 25.

New prices on 17-in. models are as follows, all figures rounded out and old prices in parentheses: 17T1, mahogany table \$250 (\$270); 17T2, mahogany table \$250 (\$290); 17T3 blonde table \$260 (\$300); 17C103, mahogany open console \$290 (\$320); 17C104, blonde open console \$310 (\$340); 17C105, mahogany open console, \$290 (\$350); 17C107, console with half doors \$300 (\$380); 17C108, same in blonde \$320 (\$400); 17C110, console with half doors \$300 (\$380); 17C111, same in blonde \$320 (\$400); 17C109, console with full doors \$370 (\$400). Two 20-in. consoles, both with half-doors, are reduced: 20C150 to \$475 (\$575) and 20C151, same in blonde \$495 (\$595).

Prices include tax and 90-day set warranty, but not tube warranty of \$4-\$8. Unchanged were GE's 16-in. combinations—the AM-FM-3 speed 16K1 at \$520 & 16K2 at \$540. The 24-in. full-door console also stays at \$775.

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New RCA Victor line will consist of 17 & 21-in. models only, marks departure from 14 & 16-in., will be promoted with "Picture Power" as catch-words. No combinations are included. Line starts with 17-in. table Bristol (17T153) at \$279.95 in mahogany, \$289.95 in blonde; 17-in. table Preston (17T155) at \$299.95 mahogany or walnut, \$309.95 blonde—base offered with each at \$20 extra. The 17-in. console Hampton (17T160) is \$329.50 in choice of mahogany, walnut or oak; 17-in. console Kendall (17T174) is \$389.50 in mahogany, walnut or oak.

RCA's first 21-in. models are all consoles: Suffolk, colonial (21T176) at \$425 in mahogany or walnut, \$445 oak; Donley, modern (21T177) at \$450 in mahogany or walnut, \$470 oak; Rockingham, Regency (21T178) at \$475 in mahogany or walnut; Clarendon (21T179) in mahogany, walnut or maple at \$495.

Trade Miscellany: Philco plans to erect plant at Frederick, Md. to make electronic tubes for defense contracts dropped permanently, due to change in orders . . . Sprague Electric's fifth branch plant will be located in Kingston, N. Y., building of 12,000 sq. ft. to be constructed to employ about 100 starting next year . . . Electronic Devices Inc. has purchased Precision Rectifier Corp., will operate Brooklyn plant as division producing selenium rectifiers . . . Striking Tele-tone workers, out since June 26, began going back to work Aug. 21, agreement calling for election to decide whether UEW or IUE shall represent them . . . June exports of radio apparatus totaled \$14,472,601, more than double the \$6,019,463 same month last year . . . North American Philips has purchased A. W. Haydon Co., Waterbury, Conn., maker of electronic devices, timing motors, etc.; will operate it as division.

Merchandising Notes: New Zenith sets due to be shown shortly after Labor Day . . . Trav-Ler releases 7 new TVs, 9 new radios Aug. 29-30 at distributor meetings in Chicago offices . . . Hallicrafters not discontinuing its 14-in., but has cut list on 14-in. table from \$200 to \$150, on 16-in. table from \$200 to \$180, on 17-in. table from \$250 to \$200; is offering new 19-in. mahogany console at \$280 . . . Arvin bidding for high ranking in TV-radio with its biggest ad campaign yet, sharply increasing cooperative newspaper space and point-of-sale material, buying 25 pages for TV, 20 for radios in 16 slick magazines from Sept. thru Dec. 5 . . . Arvin to distribute through Goodyear retail stores, detailing Leslie M. Graham to liaison job, Thomas E. Davis replacing Graham as Indiana-Michigan TV-radio mgr. . . Stromberg-Carlson's new TVs & radios to be promoted with 51 ads in 10 leading consumer magazines, plus local cooperative newspaper and TV-radio advertising—biggest ad campaign in firm's history.

No new DuMont line is in early prospect, though company has unloaded most of high-priced models recently offered at one-third off list. Fall marketing plans are to be discussed with sales chief Walter L. Stickel Aug. 30-31 at factory meetings with field men. DuMont's 30-in. sets (Vol. 7:26) have all been sold, and new run is planned—probably somewhat lower in price.

Three-pound saving in airborne radar is DuMont's claim for its automatic focusing "Selfocus" CR tubes (Vol. 7:20-21, 33).

Trade Personals: Barton K. Wickstrum promoted to v.p. & gen. sales mgr. of Sylvania, effective Sept. 1, up from gen. sales mgr. of lighting div.; he succeeds sales v.p. Robert H. Bishop, who resigned to become v.p. of E. F. Drew & Co., and is succeeded in lighting div. by Charles A. Burton . . . Bernard Hecht, ex-RCA and International Resistance, new gen. mgr., Starrett, under president Frank D. Langstroth . . . R. C. Freytag, Scott Radio v.p., elected to board . . . J. B. Farr, recently with Tradeways Inc., named mgr. of sales training, GE receiver dept.; R. M. Lutz promoted to supervisor of cooperative advertising . . . Harold Karlsruher, New York State regional sales representative for Emerson, named president of new Emerson-owned subsidiary in Detroit, to be called Emerson-Michigan Inc. and succeed Merchants Wholesale Distributing Co. . . . C. J. Ward, ex-Crosley N. Y. zone mgr., named branch mgr., Crosley Distributing Corp., Albany . . . Sydney J. Mass has resigned as Jerrold sales mgr., his duties taken over temporarily by president Milton J. Shapp and adv. director E. D. Lucas . . . Howard L. Bredlow named Chicago district mgr., Hoffman Radio, planning warehouse there . . . Eugene F. Haines, asst. treasurer, RCA Victor, retires Aug. 31 at age 65 after 50 years with company.

Paradoxes and Marvels

'Electronics Production for Defense'

Factors Involved in the Mobilization of TV-Radio and Related Industries

Salient Excerpts from Address by Glen McDaniel, RTMA President, San Francisco, Aug. 23, 1951

Before Western IRE Convention and Pacific Electronic Exhibit sponsored by West Coast Electronic Mfgs. Assn.

Editor's Note: Total of \$3.8 billion in electronics contracts let during first fiscal year after Korean outbreak . . . estimated \$3.8 billion more to be let during current fiscal year . . . present annual rate of production, under \$1.5 billion, due to reach going rate of \$4 billion yearly by next summer—and who knows what else in light of current war situation? Why, then, the paradox of idle plants and unemployment in an industry accomplishing such miracles of military production and materials conservation? RTMA's president Glen McDaniel spells out the whys and wherefores in a speech significant enough to merit close reading by everyone in the industry.

THE American industrial machine is being called upon to perform an unprecedented task in this period of partial mobilization because it is required to do four things all at the same time.

First, it must produce the arms and equipment that will make us strong enough to discourage would-be aggressors from starting World War III.

Second, it must provide large amounts of scarce materials for stockpile, to be used if all-out war should come.

Third, it must substantially increase our capacity to produce military equipment.

Fourth, it must maintain the civilian economy at as high a level as possible so that we may follow a pay-as-we-go policy and also protect the kind of life we are fighting for.

Today I should like to talk mainly about the first of these tasks—production of military articles. I might say in passing that we in the electronics industry are helping on the second task—stockpiling—through our industry-wide program for the conservation of critical materials. It is a very active and well organized program that hastens development of methods enabling us to make the same high quality radio and television sets with less of the scarce war materials like copper and nickel.

As to the third task of increasing plant capacity, I believe the job is being done in electronics. For example, of 300 applications so far filed for Certificate of Warranty in our industry, 132 have been granted covering expansions costing \$107,000,000. Close to half of this amount is for tubes, which provide many special and difficult problems in military equipment. We have plenty of plant capacity of the civilian assembly type. I believe that the plant expansion problem is not as critical in electronics as in certain primary products like steel.

On the fourth task of maintaining and expanding civilian production I shall have a few words to say later.

The Challenge of Electronics Production for War

In considering our problem under the first task of producing electronics equipment for the military services, we must first make sure we understand the seriousness—I might even say the gravity—of our responsibility.

The dual rise of electronics in military operations and television in civilian life should make us all pause and consider our tremendous responsibilities to our nation and to our generation. Seldom, if ever, has an industry been faced with such far-reaching requirements within a single decade.

As Edwin T. Gibson, of the Defense Production Administration, recently pointed out: "Modern weapons and modern machines of war are vastly bigger, faster, and more complex than they were in World War II. They have, in many instances, outstripped the ability of the human mind to control them. The answer," he said, "lies in remote controls provided by the electronic genius which has so greatly changed our way of life in the brief span of 30 years."

One of your West Coast aircraft officials recently said this to me: "In World War II, electronics equipment was considered as an aid to the personnel operating an airplane; today, the airplane is a platform to carry the electronics equipment which does the fighting."

The truth of this statement is indicated by several objective facts. You may have noticed Charles E. Wilson's statement last week that in some instances the cost of the electronics equipment for a military airplane is more than the total cost of the plane in World War II. Both government officials and aircraft manufacturers say that in some airplanes 60% of the total cost represents electronics equipment, and I am reliably informed that

of the average cost of all combat airplanes 32% represents electronics equipment.

General Carl Spaatz, former Chief of Staff of the Army Air Force and one of the military leaders who directed our successful air operations during World War II, recently wrote in *Newsweek*:

"Electronics played a far more important part in the fight for air supremacy in the second world war than is so far realized . . . But these achievements of electronics in the second world war are nothing to what is ahead if there is a third world war. In another war, superior electronics would be decisive."

This statement by such an eminent military authority puts in plainest terms the vital role of electronics in modern warfare. I do not know how he could have expressed the challenge more clearly than by using the word "decisive."

Is the electronics industry being called upon to meet the challenge of producing equipment that may be "decisive" in the next war? The figures would certainly indicate so.

Our latest information is that the military services awarded contracts for electronics and communications equipment and parts totaling \$3.8 billion during the first fiscal year after the Korean outbreak. That seems to be a startling figure when you recall that the industry's total commercial business in 1950, its peak year, was only \$2.5 billion.

Moreover, authoritative defense officials estimate that another \$3.8 billion in electronic contracts will be let during the current fiscal year.

Total appropriations, voted and expected, for electronics and communications products in two years of rearmament represent three-fourths of expenditures in the same category for the entire period of World War II.

Of course, the timing and extent of the impact of these huge contract commitments depend on delivery schedules, and many of the schedules go into 1953 and 1954.

Yet the military services are demanding rapidly accelerating electronics deliveries. The current annual rate of production is under \$1.5 billion, and officials say it must reach a going rate of \$4 billion yearly by next summer if electronics is to keep pace with the other phases of the defense program.

Defense Production Administrator Charles E. Wilson told the House Appropriations Committee that the production of electronics equipment for the military services increased three-fold during the first half of 1951 but that another three-fold increase is necessary and expected during the second half.

Idle Plants and Unemployment—a Paradox

With this enormous amount of military contracts outstanding, the average citizen would think that every plant in the country capable of producing or assembling electronic equipment would be humming with production.

Yet, information submitted recently by RTMA member-companies in response to a questionnaire indicate that, on an average, set and parts manufacturers in June 1951, were utilizing only half of their plant capacities in both defense and non-defense production. This was broken down roughly as 11% in defense work and 39% in non-defense manufacturing. An earlier RTMA survey showed losses of employment of 50,000 workers among Association members alone in an industry that normally employs about 200,000. The great IBEW Local 13 in Chicago, whose membership is largely confined to radio and television plants, recently reported that over one-half of its 26,000 members were unemployed.

Perhaps this situation would not be so alarming if it merely involved survival of the fittest in normal commercial competition.

However, much more than that is at stake: the ability of the electronics industry to meet its responsibility when and if a third world war comes.

To those not familiar with our industry this situation would seem incredible. Certainly it is anomalous. To those in the industry, however, it is no cause for alarm. People who have been living through the meteoric rise of electronics know that the process of rapid industrial growth is not without its pitfalls, and is often accompanied by dislocations in industry patterns and practices. We are now going through one of those periods of dislocation or relocation, but I am confident that our industry, noted as it is for resourcefulness, will emerge stronger than ever before.

We realize that civilian business went into a slump and military business failed to take up the slack. Here is what happened:

First, the fear of wartime shortages developed into a wave of buying that drove television receiver sales to record heights during the latter half of 1950. People bought in 1950 many of the television sets that would normally have been purchased in 1951.

Second, consumer credit controls, higher taxes, higher living costs, and other economic factors resulting from our partial mobilization program along with normal seasonal influences, slowed down consumer buying with the result that TV set production in 1951 dropped to a quarter of its 1950 peak.

Third, despite large appropriations for military procurement of electronics products, most radio-television manufacturers have been unable to obtain enough defense contracts to offset their losses in civilian business.

Why Military Production Does Not Take Up Slack

All of you will have your own ideas as to why military production has not taken up the slack in civilian production. I will mention some of the factors bearing on the point:

(1) Electronic developments have been so great since World War II that the whole character of manufacturing requirements has changed.

Citing the highly complex electronic fire control and radar equipment developed since World War II, Mr. Edwin T. Gibson said recently that the radar equipment used in World War II was more easily adapted to mass production methods common to the radio-television industry. The number of radar units needed by our armed services today is numerically only a small fraction of the number of TV sets which our industry is equipped to build, but it requires much more time, more engineering, and more labor.

Officials estimate that not more than 20% of military electronics contract commitments will be spent for items which can be manufactured in normal mass-production fashion. Included, for example, are radar equipments costing \$400,000 which use less than 350 separate components. Obviously, such equipment cannot be assembled on a production line basis. Assembly might be done by a total of 60 people, of whom half must be engineers.

Here is another example cited the other day by one expert: in \$1000 worth of civilian electronics equipment, the manufacturer solders in 700 resistors. In \$1000 worth of military equipment, he solders in 37.

The manufacturer of mass production radios and TV sets is likely to find that the biggest order he can get for a military item is 50,000 or 60,000 units. He could handle the job in 10 or 15 days of production, but it takes him 18 months to prepare for the production run.

If we use the 20% yardstick, the \$7.6 billion I spoke of is reduced to about \$1.5 billion for a two-year period, which is little more than could be expected in normal peacetime periods before Korea. It is in the assembly plants that most of the idle capacity and unemployment occurs.

(2) The complexity of the apparatus often places it beyond the engineering or production capacity of many companies to cope with. It is totally different from the products they are used to making. One of your California aircraft manufacturers recently gave expression to this point by saying that while most aircraft his industry is called upon to build is a modification of or closely related to earlier models, the electronics equipment presents novel engineering and production problems which are, as he termed it, "fantastically difficult." Another of your aircraft builders also illustrated the point by saying that the military services must come to the realization that electronics equipment requires more lead time for production than does aircraft.

Clearly, it is not every company which has the engineering skill and production experience that will permit it to assume responsibility for delivery of some of this complex apparatus.

(3) A substantial portion of military electronic contracts go to companies not normally considered a part of the electronics industry. I refer to aircraft companies, automobile companies, and various others, like Eastman Kodak and Minneapolis-Honeywell. The development by these many companies of interest and skill in electronics is very significant. It is another example of the increasing and widespread importance of the electronics art. It suggests that electronics may be a necessary part of any business of manufacturing mechanical apparatus, and that perhaps in the end it will be difficult to define the electronics industry. Perhaps

we shall all be in one branch or another of the electro-mechanical industry.

(4) The military purchases do not offer as much business for the electronics industry as would at first appear. The statistics for "electronics" often include other equipment such as trucks upon which the gear is mounted. Also, even in items generally considered to be electronics, it has been estimated that about one-half of the dollar volume comes from outside the electronics industry. This refers to such things as foundry work for mounts and frames, and various kinds of precision machinery and mechanical gear forming a necessary part of electronics equipment. Recent studies indicate that 35% of the dollar volume of component parts of military electronics equipment, which parts makers are called upon to furnish, represent articles not normally considered as electronics. When spare and replacement parts are also considered, it seems that the 50% estimate for non-electronic components is not far afield.

Conclusions to be Drawn

From this situation it seems clear that two conclusions can be drawn:

(1) We must continue searching for practical methods of spreading the military load and enlisting the facilities and manpower of manufacturers whose plants are either idle or operating far below capacity.

RTMA is trying to do something about this situation. We have established a Small Business Committee and are setting up a liaison between large prime contractors and small manufacturers to facilitate more subcontracting. We compile and issue information leading to subcontracting opportunities. We are trying to anticipate future shortages so that new opportunities may be uncovered.

The larger prime contractors within our industry are already subcontracting on an average of 50% or more of their defense business, according to a survey made by our Association. A large proportion of these subcontractors are in the "small business" category as defined by the Government. That is, they employ less than 500 employees.

Of course, in spreading the work load there is no substitute for shoe leather. I have never seen it better expressed than in the following unofficial quotation on Charles E. Wilson's remarks in response to a question before one of the committees of Congress:

"You have to work for it. Too many people wait for this to come to them on a silver platter. I have not seen that platter myself. You go get it and you work intelligently at it, and you may have to give a considerable amount of help to the departments that are going to place it. That is the way you get it. It is not hard. It is there to get."

"Small business operators should know what they can produce and then should work on the prime contractors. Some of the little fellows got rich during the last war and they are going to get rich all over again."

"They are the ones who make money out of the big corporations. The big corporations are not going to make any money out of it, I hope—not more than a nominal profit."

(2) The second conclusion is that, short of an all-out war, manufacturers equipped only to do assembly operations will probably not be able to get sufficient military business to keep their plants busy. Therefore we must do everything possible to keep our civilian business strong and healthy, thus keeping our industry intact for a greater emergency and doing our part in the fourth task I mentioned earlier.

TV Sales Outlook Is Encouraging

Fortunately, the outlook is encouraging for a steadily rising production of TV receivers during the approaching fall and winter, with greater increases to follow as the "freeze" is lifted and new TV areas open.

Recent upswings in sales of television receivers at the retail level have followed the relaxation of consumer credit controls which Congress effected at the behest of our industry. All indications are that this improvement will continue and that inventories will gradually get back to normal. In fact, in the light of tightening materials controls, TV receivers may again be in short supply before Christmas.

From a long range point of view, we have every reason to be optimistic. Many new TV areas will be opened up within the next few years, and better service will be offered in numerous areas now having only one or two TV stations. Higher power for TV transmitters, now being allowed by the Federal Communications Commission, already is expanding present markets.

New export markets are opening up as other countries, especially in Latin America, are turning to television as they did formerly to American movies. American manufacturers, with a head start on most foreign radio-television producers, should be able to supply these new world markets as well as the expanding home markets.

Thus it appears that while the pattern of military production of electronics equipment is changing, there will be enough civilian business to keep the industry busy once television is permitted to extend its boundaries.

Mobilization Notes: Happy over kudos it's getting for the striking full-page institutional ads it placed in big dailies Aug. 21, relating how big business must team with little, RCA policymakers frankly hope other big electronic contractors join in explaining to public that they can't "hog the govt. business" even if they wanted to. Ads captioned "Mr. K. A. Swanstrom, of Doylestown, Pa., teams up with RCA for national defense" won praise of Sen. Sparkman (D-Ala.), chairman of Senate Small Business Committee, who inserted it in *Congressional Record* with these remarks:

"The advertisement calls attention to a very important fact in the economy of this country; that is, that the very lives of so-called big businesses or big corporations depend upon hundreds of and thousands, and in some cases tens of thousands of small businesses." He then went on to praise RCA president Frank Folsom for his World War II work in procurement for Navy and WPB, and urged "careful reading" of the RCA ad.

Ad relates how Mr. Swanstrom's Penn Engineering & Mfg. Co., employing only 26, is contributing to defense effort by work on new light-weight walkie-talkie, along with 118 other suppliers of precision parts—87 classified by Govt. as "small business." It tells how RCA calls on "literally thousands of small companies" to help with its military contracts, cites 3 current Air Force contracts "requiring the skills and facilities of 560 different suppliers." It winds up:

"This same kind of teamwork in peacetime has made more and better TV and radio sets, records and transmitting equipment. It has contributed materially to our standard of living—the highest the world has ever known.

"We are proud to tip our hat to our 5000 suppliers . . . Together, in peace and in war, we serve America."

* * * *

To ease manufacturers' transition to CMP in fourth quarter, NPA this week issued 7 changes to basic CMP, steel, aluminum and copper orders. Idea is to avoid disruption of normal flow of those metals from mills to consumer durables manufacturers, such as TV-radio, while manufacturers await their allotments from NPA. Thus, until Sept. 10, metal producers are to give "unrated" orders equal preference with authorized controlled materials (ACM) orders. But manufacturers are warned to convert unrated orders to ACM status by Sept. 10, since mills are directed to cancel all orders unconverted by that time. NPA is also riding herd on steel-aluminum-copper producers to see to it that they don't delay accepting or rejecting NPA-authorized orders. This is to give manufacturers time to get on mill schedules of other producers in time for fourth quarter deliveries. New orders are: Dir. 3 to CMP Reg. 3, Dir. 3 & 4 to M-1 (steel), Dir. 2 & 3 to M-11 (copper), Dir. 1 & 2 to M-5 (aluminum).

* * * *

W. W. Watts, DPA deputy administrator on leave from duties as RCA Victor engineering products v.p., has returned to company on part time basis. He's now spending 2-3 days weekly in Washington, assisting new deputy administrator Clay P. Bedford, Kaiser-Frazer executive v.p. Bedford also takes over chairmanship of DPA's powerful Production Executive Committee, authority of which was expanded this week. Edmund T. Morris, chief of NPA's Electronics Div. and member of the committee, gets additional title: Asst. DPA Administrator for Electronics.

Nickel situation is "awful rough," according to NPA officials. "Up to now," says Electronics Div. director Edmund Morris, "the tube makers having been living off the fat. The fat's all gone. CMP allotments should help some next quarter, but manufacturers are going to be in bad shape pretty soon unless we can find more nickel."

MOVE of NPA Electronics Div. to Temporary Bldg. T, 14th St. & Constitution Ave., has brought new lineup of room and phone numbers. For handy reference, here are assignments of top officials; phone numbers are extensions of STerling 5200:

Director: Edmund T. Morris Jr., Room 2362, ext. 3585; deputy director, Donald S. Parris, 2354, ext. 3587.

End Equipment Branch: chief, J. A. Milling, 2350, ext. 5911 & 4305; radio & TV receivers section, Lee Golder, 2343, ext. 4498; radio communications equipment, W. E. Dulin, 2331, ext. 3300; broadcast & sound equipment, J. Bernard Joseph, 2339, ext. 4541; broadcast equipment unit, Donald Cooper, 2339, ext. 4541; military equipment, N. C. Harris, 2335, ext. 3911.

Components Branch: chief, Louis H. Niemann, 2314, ext. 3750; capacitor & resistor section, R. D. Parker, 2324, ext. 3769; transformers, E. MacDonald Nyhen, 2331, ext. 3300; electron tubes, N. H. Stewart, 2316, ext. 3909; special components, Delmus J. Fagge, 2310, ext. 4611.

Programs & Requirements Branch: chief, James A. Mendenhall, 2346, ext. 3929; CMP section, O. W. McDaniel Sr., 2351, ext. 4338; programs & statistics, Eric D. Bovet, 2338, ext. 5608; foreign, Robert R. Burton, 2416, ext. 3380; plant expansion, Wm. J. Bapst, 2323, ext. 5602; conservation, E. W. Glacy, 2420, ext. 3429.

* * * *

NPA eased metal allotment restrictions on production runs of laboratory models of various products by amending order M-71. Companies may apply to NPA, on form NPAF-109, for authority to make trial production runs "only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use."

Selenium has dwindled to 3-day supply for some rectifier makers, industry group told NPA recently. NPA said it will work on new allocation method to replace present system after Sept. 30.

Financial & Trade Notes: International Resistance Co.'s interim report to stockholders last week shows total income of \$7,310,208 first half of 1951 (Jan. 1-June 24), compared with \$4,689,803 for comparable 1950 period. Net profit after providing \$870,055 for taxes was \$522,160 (49¢ a share) as against \$340,346 (37¢) after \$371,366 taxes for same 1950 period. IRC's total 1950 sales were \$11,085,109, profit \$1,056,638 (\$1.01). Strong demand for resistors will follow summer dip, report says, and statement by president Earnest Searing predicts "good year" despite materials shortages, govt. regulations and tax increases.

Wilcox-Gay Corp. (Majestic) reports net income of \$260,986 (8¢ a share) on net sales of \$6,236,052 for first 6 months of 1951. First quarter profit was \$355,787 on sales of \$3,707,658 (Vol. 7:18). Comparable 1950 figures are not available, but in first 8 months of 1950, prior to merger with Garod-Majestic, Wilcox-Gay sales were \$1,953,397 and loss \$444,720, and consolidated statement for all 1950 showed sales of \$8,002,572, net profit \$28,205 (Vol. 7:13).

Dividends: Sylvania, \$1 on pfd., 50¢ on common, payable Oct. 1 to holders of record Sept. 30; Sprague Electric, 50¢ payable Sept. 14 to holders Aug. 30; Oak Mfg., 35¢ payable Sept. 25 to holders Sept. 10; Stewart-Warner, 35¢ payable Oct. 6 to holders Sept. 14; Globe-Union Inc., 25¢ payable Sept. 10 to holders Sept. 1; I-T-E Circuit Breaker, 40¢ payable Sept. 1 to holders Aug. 23; Aerovox, 15¢ payable Sept. 15 to holders Sept. 1.

Raytheon placed new \$4,000,000 note issue this week with New England Mutual Life Insurance Co. and State Mutual Life Assurance Co., due serially 1952-64; proceeds are for plant expansion and refund of \$2,000,000 notes previously sold to same companies.

Network TV-Radio Billings

July 1951 and January-July 1951

(For June figures, see *Television Digest*, Vol. 7:29)

NETWORK gross TV time billings, including DuMont's for first time, rose to \$8,964,581 for July, up from June's \$8,432,462 minus DuMont (Vol. 7:29) and comparing with only \$1,533,096 in July 1950. Billings for first 7 months of 1951 have reached \$64,190,075, making it virtually certain networks will surpass predicted \$100,000,000 for year (Vol. 7:32). Significantly, for first time, CBS-TV challenged NBC-TV's dollar leadership in July, reporting \$3,434,659 billings vs. NBC-TV's \$3,529,975.

Network radio billings in July were \$11,733,804, considerably down from June's \$14,872,111—CBS's \$4,401,797 comparing with its June radio billings of \$6,220,959 and NBC's \$3,718,869 comparing with its June \$4,739,193 (Vol. 7:29). January-thru-July network radio billings went to \$107,232,580 from \$109,231,899 same period last year. Radio reduction is accounted for not only by usual summer slump but by fact that lowered network rates were in effect. It's noteworthy that, during July, NBC-TV's dollar volume came within about \$200,000 of its radio volume, and it's safe to assume its TV will overtake and exceed its AM within matter of month or so.

The Publishers Information Bureau figures:

NETWORK TELEVISION				
	July 1951	July 1950	Jan.-July 1951	Jan.-July 1950
NBC	\$ 3,529,975	\$ 941,243	\$ 30,246,722	\$ 8,442,479
CBS	3,434,659	380,906	20,503,987	4,985,302
ABC	1,354,588	210,947	9,733,441	2,137,481
DuMont	645,359	*	3,705,925	*
Total	\$ 8,964,581	\$ 1,533,096	\$ 64,190,075	\$ 15,565,262
NETWORK RADIO				
CBS	\$ 4,401,797	\$ 4,512,915	\$ 43,650,557	\$ 40,574,812
NBC	3,718,869	4,455,431	33,718,905	37,365,474
ABC	2,265,297	2,267,233	19,655,369	21,740,769
MBS	1,347,841	1,057,200	10,207,749	9,550,844
Total	\$11,733,804	\$12,292,779	\$107,232,580	\$109,231,899

* Figures for 1950 not available.

First labor union to apply for TV outlet is Chicago Federation of Labor (AFL), operator of commercial AM station WCFL, which filed this week for Channel 11, the educational channel FCC proposes to allocate to Chicago. United Auto Workers (CIO), operating FM station WDET, Detroit, has indicated intentions of applying for Detroit (Vol. 7:23), but hasn't filed as yet. Only other new TV applicants this week are WNOK, Columbia, S. C., seeking Channel 10, and WMOX, Meridian, Miss., Channel 11. These bring total applications now pending to 435.

Boxing fans are irate over capture of much-anticipated Sept. 12 Robinson-Turpin bout by Theatre Network TV (Vol. 7:33), asking what happened to coalition of TV set makers which nailed down July 18 Charles-Walcott fight for home TV (Vol. 7:28-29). Though no one is saying much, there's every indication manufacturers will be in there bidding for future fights. Some observers say manufacturers are showing they don't intend to be "played for suckers," outbidding everyone every time bait is dangled.

Dr. Philip Litvin, 45, husband of Mrs. Fanney Neyman Litvin, FCC examiner, was drowned Aug. 21 in rapids of Clarks Fork River in Montana when his canoe capsized. He was vacationing with his wife, who saw the accident, in which Montana broadcasters Ed Craney and Vern Totten managed to swim ashore after Dr. Litvin, who could not swim, was torn by force of water from Craney's grip. Dr. Litvin was a Washington psychiatrist, a lieutenant-colonel in Army medical reserve, and associate professor of neurology at Georgetown U.

Telecasting Notes: Only big league baseball team that never permitted telecasts, Pittsburgh Pirates, has relented for 3 away games to be sponsored on WDTV jointly by TV dealers and Sealtest, thru Ketchum, McLeod & Grove, Pittsburgh; first is Aug. 26 game with Dodgers from Ebbetts Field, Brooklyn, next are Sept. 22 & 23 with Reds from Cincinnati . . . Seven Detroit area AM stations, emulating CBS & NBC (Vol. 7:31-32), have joined for campaign to "sell radio" with newspaper, car card, radio promotion—using slogan "Wherever You Go—There's Radio" . . . Associated Tulsa Broadcasters, 6 AM stations headed by KVOO's William B. Way, has been formed to do same sort of promotion . . . NBC-Radio out with brochure titled *NBC Radio in TV Areas*, study of impact of TV on radio, with text, maps and charts designed to prove network radio is still good buy even in TV areas . . . "Takeover day" for KFI-TV, Los Angeles, whose \$2,500,000 sale (Vol. 7:23) to Don Lee Enterprises has been approved by FCC (Vol. 7:32), is due on or about Sept. 1, after which call letters will be changed to KHJ-TV . . . Call letters for Atlanta's new outlet, scheduled to begin operation Oct. 1, subject to current dispute (Vol. 7:32-33), are to be WLTV—the WCON call to be abandoned . . . Denver's KLZ, TV applicant, is telling its constituents city's first commercial video won't be offered until March 1, 1953 . . . Long-term contract for *The Goldbergs* has been signed by NBC-TV, time and sponsor not yet announced . . . Ten pre-1948 Paramount releases produced by Wm. Pine & William Thomas, who own rights, being released to TV via MCA—ABC reported paying \$175,000 for 2-run rights on its own 5 stations. Films are: *Wildcat*, *Wrecking Crew*, *Caged Fury*, *Tornado*, *Take It Big*, *Dangerous Passage*, *Follow That Woman*, *Swamp Fire*, *Fear in the Night*, *Shaggy* . . . Los Angeles Times' KTTV reported to have paid \$225,000 for rights to 175 Republic films (minus Gene Autry & Roy Rogers items) . . . With NBC-TV relinquishing 11-12 midnight *Broadway Open House* time to stations, Camels has taken it for *Camel Film Theatre*, with releases from TV Films Inc., on NBC's WNBT, WNBW, WNBQ . . . New musical *Top Banana*, with Phil Silvers, opening in N. Y. about Nov. 1, has ABC-TV & MCA owning small pieces (trade press says \$7000 each), following example of RCA-NBC in backing *Call Me Madam* . . . Philadelphia's WFIL-TV has asked FCC permission to install temporary 3-hop microwave from Atlantic City to carry Sept. 8-9 "marathon" from Convention Hall, on behalf of cerebral palsy campaign . . . KPIX, San Francisco, Sept. 1 raises base rate from \$450 to \$600 an hour, new Rate Card No. 4 granting discounts up to 20% for 260 or more times; Class B time now \$450; one-min. spots \$120 Class A, \$90 Class B . . . Harold Gross' WJIM, Lansing, and WGFG, Kalamazoo, switch from ABC to NBC Sept. 30; he's owner also of WJIM-TV.

CBS will virtually rebuild Mt. Wilson installation of KTSL, Los Angeles, to which it expects to move within 60 days. This week it applied for and received FCC approval for reconstruction and move. Grant specifies reduction of powers from 9.3 kw visual, 6 kw aural, to .5 kw visual, .3 kw aural—per FCC's freeze-grant policy. Upon completion, station will undoubtedly ask for STA for increase under recent temporary power hike ruling (Vol. 7:30-33). CBS said present installation is "engineeringly unsound" in that tower is too close to building and transmitting equipment is poorly located. Another important reason is that FCC was considering whether station was constructed by original owner Don Lee before obtaining CP, was thus illegal. FCC grant indicates "taint" removed. CBS estimates cost of project at \$130,569.

FCC loses 10% of appropriations in bill that cuts its budget to \$6,116,650 for fiscal 1952 (July 1, 1951-June 30, 1952) from \$6,600,000 of preceding fiscal year.

Television Digest

WITH AM FM REPORTS

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In this Issue: { Program Rivalry—Public the Winner, page 2. Demand Up, Stocks Down, Output Low, page 8.
 Status of 'Silent' Freeze Hearing, page 3. Shortages of TVs Still in Future, page 9.
 Videotown Figures, Handle with Care, page 4. Trade, Mobilization & Financial Notes, pages 10-11.
 Football on CBS Color—NTSC & RCA Plans, page 5. Count of TV Sets-in-Use by Cities, page 12.

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

RCA chairman David Sarnoff renewed his campaign for dual standards—FCC authorization of compatible system alongside CBS's—with statement this week, reading:

"Neither pride nor prejudice, nor politics, nor the private interests of any member of the industry will make the final decision on this vital question. If given the opportunity to do so, the public can and will make that decision. I strongly favor giving the public such an opportunity . . . Only [with dual standards] can the public have the opportunity to see both systems in actual operation, to reach its own decision, and to make its own choice."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

As for defense-induced shortages, read story below.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Count of TV Sets-in-Use by Cities

As of August 1, 1951

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

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

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>					
Ames (Des Moines)	1	61,000	Omaha	2	80,900
Atlanta	2	122,000	Philadelphia	3	874,000
Baltimore	3	308,000	Pittsburgh	1	312,000
Binghamton	1	41,300	Providence	1	157,000
Birmingham	2	59,300	Richmond	1	85,100
Bloomington, Ind.	1	17,000	Rochester	1	86,100
Boston	2	754,000	Schenectady	1	161,000
Buffalo	1	210,000	St. Louis	1	300,000
Charlotte	1	84,400	Syracuse	2	126,000
Chicago	4	942,000	Toledo	1	100,000
Cincinnati	3	263,000	Utica	1	47,000
Cleveland	3	486,000	Washington	4	278,000
Columbus	3	150,000	Wilmington	1	74,800
Davenport-Rock Island ..	2	59,500	Total Inter-connected	81	11,205,500
Dayton	2	132,000	<i>Non-Interconnected Cities</i>		
Detroit	3	526,000	Albuquerque	1	9,400
Erie	1	50,000	Dallas	2	126,000
Grand Rapids	1	79,500	Fort Worth	1	84,100
Greensboro	1	71,700	Houston	1	84,100
Huntington	1	48,000	Los Angeles	7	1,002,000
Indianapolis	1	151,000	Miami	1	75,000
Jacksonville	1	35,000	New Orleans	1	59,500
Johnstown	1	104,000	Oklahoma City	1	92,300
Kalamazoo	1	42,500	Phoenix	1	38,500
Kansas City	1	127,000	Salt Lake City	2	49,300
Lancaster	1	106,000	San Antonio	2	48,800
Lansing	1	57,000	San Diego	1	104,000
Louisville	2	94,500	San Francisco	3	210,000
Memphis	1	89,000	Seattle	1	88,800
Milwaukee	1	251,000	Tulsa	1	77,500
Minneapolis-St. Paul	2	271,000	Total Non-Inter-connected	26	2,066,200
Nashville	1	35,100	Total Interconnected and Non-Inter-connected	107	13,271,700
New Haven	1	168,000			
New York	7	2,455,000			
Norfolk	1	72,800			

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

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

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

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

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

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

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

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

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

Television Digest

WITH AM FM REPORTS

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Radio output stayed at about same level as preceding weeks -- 226,013 units (112,236 private label) as of Aug. 31, compared with 222,263 week earlier. Factory inventories went down to 383,604 from preceding week's 418,304. Week's radios were: home sets, 110,419; portables, 21,416; auto, 94,178.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

WITH AM FM REPORTS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Good Use of Good Idea

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

WITH AM FM REPORTS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

WITH AM FM REPORTS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Count of TV Sets-in-Use by Cities

As of September 1, 1951

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

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

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

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

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

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

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

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

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

Network TV-Radio Billings

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

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

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

The Publishers Information Bureau figures:

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

* Figures for 1950 not available.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

COLOR REPORT:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"I was very much impressed with the technical progress that RCA has made. I was also apprised of the progress the NTSC has made. It appears quite clearly to me that we now have the technical answers that we did not have at the time of the FCC hearings, that we have a system in the NTSC that will best serve the ultimate consumer and give the industry latitude in which to grow."

Even Tele-tone president S. W. Gross, who has shown some enthusiasm for CBS system, says he has doubts about marketability of color units. He reports "dozen or so" Tele-tone 10-in. (magnified) "slave units" out in the field, with dealers inviting orders. Unit is unpriced, but Gross says \$199 is a "very rough guess."

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Conflicting color claims were rehashed in this week's fair trade practice conference conducted by Federal Trade Commission (see p. 13). CBS attorney Richard Salant insisted most manufacturers can't claim that their sets are "adaptable" to CBS color. Sylvania counsel John Harvey was equally insistent that they can. CBS's competitors asked that ads claiming "convertibility" describe size of screens on converters. Salant called that unfair, saying no one knows what sizes future converters will be.

"THE MANAGEMENT of this paper believes that TV and the newspapers are in no sense competitors in the news field. They are 2 media of information, just as bourbon and water are 2 liquids; and, as many editors know, neither will replace other, but they're fine together." —Phil North, *Fort Worth Star-Telegram* (WBAP-TV).

Foregoing pretty well expresses attitude of most of the 40-odd publishers already in TV (see *TV Factbook No. 13*), but it was only one of various expressions of opinion on impact of TV on newspapers made public at Sept 27 AP Managing Editors' Assn. meeting in San Francisco.

Consensus was that "TV had sharpened the interest of readers in outstanding news events that had been televised," said AP report, several citing Japanese treaty conference as proof. And *Des Moines Register & Tribune's* Frank Eyerly held there was "no truth whatever" to predictions that widespread ownership of TV sets would spell doom of daily newspaper. However, *New York News' (WPIX)* Richard Clark said:

"If, in the next few years, TV improves in quality as rapidly as in the last 2, I believe it will be increasingly difficult to sell newspapers in New York [where] practically all sales are made at news-stands . . . TV tends to keep people at home."



Ever cynical about TV programs, Sept. 29 *New York Herald Tribune* observes editorially on RCA chairman David Sarnoff's challenge to his scientists to produce 3 major new inventions (see p. 3): "Considering the generally inferior quality of present-day TV programs, many people will feel indifferent to an invention that would make TV pictures any bigger, and will see no use whatever for any gadget that would record them for future use. But by 1956, when Mr. Sarnoff will celebrate his fiftieth anniversary in radio, the industry perhaps will have met this other and bigger challenge—to give the public better programs. Since that night of April 14, 1912, when as a young Marconi wireless operator Mr. Sarnoff picked up atop the John Wanamaker store the first message of disaster from the *Titanic*, he has seen come to pass far greater miracles than these he now asks for. In fact, Mr. Sarnoff helped greatly to bring them about. We congratulate him on his anniversary."

"Are the British taking over American television?" asks *New York Times' Jack Gould* in Sept. 26 column. They aren't doing badly, he concludes, reporting "conservative estimates" that British movies comprise 20% of feature film TV fare in larger cities, 10% for TV stations nation-wide, while theatres carry "barely measurable" percentage of British imports. Good English product derives about \$20,000 yearly from American TV, enjoying "consistently good" ratings except in South and Southwest. "By happy coincidence," Gould says, "what American TV especially wants, the British are most adept at making: films stressing adventure, intrigue and mystery." What complaints there are seem directed at "incomprehensible dialogue and the English propensity for staging climatic scenes in virtual darkness." Hollywood may not yet be worried over "millions of Americans being conditioned to foreign films," he says, "but already there are whispers of producers in France, Spain and South America hoping to get on the video bandwagon."

Some 200 women executives and broadcasters have submitted entries for *McCall's Awards to Women* in Radio & TV contest which closed Sept. 10—one to be for service to community, 3 each for service to women and children, judges to be Sen. Margaret Chase Smith (R-Me.); Dr. Earl J. McGrath, U. S. commissioner of education; Mrs. Dorothy Deemer Doughton, president, General Federation of Women's Clubs; Mrs. Harriet Sabine, board, American Women in Radio & TV; Otis Lee Wiese, publisher of *McCall's*.

Financial & Trade Notes: Magnavox sales were \$41,177,645 and net earnings \$2,233,237 (\$3.01 a share on 723,437 shares outstanding) for year ended June 30, both the largest in its history. They compared with \$31,716,630 sales, \$2,007,982 net profit (\$2.81 on 703,764 shares) for preceding fiscal year. Provision for Federal income tax was \$2,590,000, plus \$735,000 excess profits tax, as against preceding year's total \$1,200,000.

Backlog of military orders totals \$35,000,000 reports president Frank Freimann, shipments of war products now running \$1,000,000 a month and due to reach \$2,000,000 by December. By year's end, \$1,000,000 expansion program will be completed, including 40,000 sq. ft. added space in Ft. Wayne and 65,000 sq. ft. in Greeneville, Tenn.

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Hazeltine, Motorola & Zenith are listed with 36 others as "candidates for stock splits"—or else for large stock dividends—by Sept. 24 *United Business Service*. It adds, however: "There can, of course, be no assurance that such action will follow in the near future, but the logic of the situation suggests it in each case. The stocks have all enjoyed substantial advances in market price, earnings are large, and growth in recent years have been noteworthy."

Allied Electric Products Inc. reports net of \$354,733 on sales of \$9,585,301 for fiscal year ended June 30, compared to \$160,814 net on \$4,950,284 gross in preceding fiscal year. President Nathan Chirelstein's report notes that \$1,052,956 was spent on new equipment and improvements during year, that company's electron tube output is now 5000 daily, will go to 25,000 a day by November.

Oak Mfg. Co. reports profit for first 3 months of new fiscal year ended Aug. 31 was 46¢ a share based on current tax rates, compared with 61¢ same quarter last year. (For last full fiscal year report, see Vol. 7:35.) Billings first quarter were off 10%, partly due to longer vacation shut-downs and preparation for defense orders. Trend is upward, so that "total shipments for the first half of fiscal year will be well ahead of last year."

Sparks-Withington ended fiscal year June 30 with net earnings of \$879,320 (95¢ a share) compared with \$458,083 (47¢) for preceding year. Sales were \$23,978,292 compared with \$17,020,259 preceding year.

Dividends: Emerson, 25¢ payable Oct. 15 to stockholders of record Oct. 5; American Phenolic, 20¢ payable Oct. 26 to holders Oct. 12; Electric & Musical Industries Ltd. (London), 8% stock as of June 30; Technicolor, 50¢ payable Oct. 22 to holders Oct. 10; Clarostat, 10¢ payable Oct. 15 to holders Oct. 10.

Improvement in appliance markets, after soft late spring and summer, is reported by Avco president Victor Emanuel in report for 9-months ended Aug. 31 showing net income of \$7,660,372 compared with \$7,712,538 for same period last year. This is equal to 84¢ a share, after preferred, on the 8,755,353 shares of common outstanding, as against \$1.08 on 6,751,700 shares year ago. Sales totaled \$210,947,060 as against \$160,330,491.

Outlays of the 1629 firms which spent \$20,000 or more on major media advertising during first 6 months of 1951, as tabulated by Publishers Information Bureau, were as follows: magazines, \$225,403,891; network radio, \$95,453,605; network TV, \$55,055,611; Sunday newspaper supplements, \$30,060,063. Total of \$405,973,170 covers 93.8% of all advertising in those media and 4443 products.

Even photo-engravers see TV as "serious threat"—their recent AFL union convention in New York was told by J. B. Fisher, chairman of its negotiating committee, that TV money isn't coming out of new ad budgets but is being taken from present advertising, local and national.

BOOM TIMES ARE AHEAD for the infant theatre-TV equipment industry. Initial successes of theatre TV have resulted in backlog of orders estimated at more than 200 (see p. 2)—and many firms, old and new to TV industry, are reported preparing to enter theatre-TV field.

Theatre-TV equipment is priced from about \$35,000 for General Precision Laboratory's 16mm inter-film system to \$2000 for a portable direct projection system reportedly in works by Katz & Snaider Co., Brooklyn.

If all manufacturers' claims are taken at face value, there should be some 250 equipped theatres by year-end.

RCA has installed more than any other company—some 16-18 out of the 28. RCA's direct projection set sells for \$16,500 plus about \$2000 for installation. RCA has at least 100 firm orders, hopes to fill them all by end of year.

Paramount's 35mm inter-film system accounts for 6 installations. It costs \$25,000 plus \$1500-\$2000 installation. Film company says 10 are in production, will be delivered in few months.

General Precision Laboratory reportedly has some 30 firm orders for its new Simplex direct projection system, which costs approximately same as RCA's, and 14 orders for its inter-film system. Production of the Simplex begins next month.

Trad TV Corp., manufacturer of projection sets for bars and clubs as well as standard-type private label receivers, says it has materials and capacity to turn out 100 of its new Tradivision theatre units before Jan. 1. Trad promises 90-day delivery on 2 direct projection models—one with spare receiver for switchover in event of trouble at \$7650, single-receiver model at \$5850. Installation cost is listed as "under \$1000." First Trad unit is in use at Walter Reade's Asbury Park theatre, and Trad says Reade chain has ordered 9 more.

GE plans to manufacture Eidophor projection TV system—using CBS color—for 20th Century-Fox, but no production schedules or costs have been announced.

Other manufacturers reported preparing to make theatre-TV units are Air-Marshall Corp., New York TV set maker, said to have unit for 8x12-ft. screen, to cost less than \$5000, and Katz & Snaider Co., Brooklyn, developing \$2000 portable. Philadelphia's Royal Theatre has temporary installation of pilot model of new unit of unknown make, which reportedly cost \$3500, throws image on 9x12-ft. screen and is said to be one of 4 such units already manufactured, but only one in use. Skiatron Electronics & TV Corp., promoter of Subscriber-Vision, has promised inexpensive set for rental to small theatres.

Theatre TV will be hot subject at Society of Motion Picture & TV Engineers convention in Hollywood Oct. 15-19. On agenda are reports on development of high-definition theatre-TV system, by RCA tube dept.'s Otto H. Schade; new direct-projection system, by General Precision Laboratory's F. N. Gillett; TV camera for theatre network use, by GPL's Blair Foulds and E. A. Hungerford Jr.; high-speed theatre-TV optical system, by RCA engineering products dept.'s Lawrence Sachtlaben. Papers will also be presented on TV studio lighting, kine recording, TV film scanning equipment.

Theatre TV as mass training device, tested Sept. 15 by Federal Civil Defense Administration (Vol. 7:36), was such "huge success," says Jesse Butcher, director of FCDA audio-visual division, that plans are being made to use it on regular basis. Extent of use depends on appropriations to be voted by Congress, "but we'll do as much as possible with available funds," agency spokesman said. Sept. 15 program originated in studios of WMAL-TV, Washington, was sent to theatres in Baltimore, Philadelphia, New York, Washington.

SETS MOVING, SHORTAGES AGAIN FORESEEN: TV business is so much improved that they're talking set shortages again -- estimates of when varying from the end of November to sometime during first half of 1952.

Undoubted fact of materials restrictions as defense production accelerates (Vol. 7:36 et seq), considered along with greater public demand for receivers and steadily reducing inventories, cause very few to scoff now at "cry shortage".

Second Dun & Bradstreet report on dealer inventories shows 800,000-900,000 sets in dealer stocks as of Sept. 1, regarded as "healthy reduction" from 900,000-1,150,000 estimated as of Aug. 1 (Vol. 7:35) and bearing out general trade feeling that things are picking up nicely. And RTMA disclosed this week that end-of-August distributor inventory (Aug. 24) stood at 680,862, up from end-of-July's 640,393 and highest of year. But distributor inventory isn't regarded as having same index importance as monthly dealer figure and weekly factory output figure.

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Factory inventories took another dive week ending Sept. 21, RTMA reporting 510,100 as against 560,044 preceding week (Vol. 7:38) and 622,436 week before that (Vol. 7:37). This means more than 250,000 inventory has been moved by manufacturers since Aug. 3 peak of 768,766 (Vol. 7:32) -- aside from their current production.

Output went up to 78,548 (1030 private label) for week ending Sept. 21, highest of any week since end of May, up from 62,548 the week before. Thus, 12 of third quarter's 13 weeks have resulted in output of approximately 570,000 sets, as against first quarter's 2,200,000 and second's 1,145,000.

Radios totaled 240,494 (104,726 private), up from 222,406 as of Sept. 14 and highest since the 375,066 reported for week ending July 20 (Vol. 7:30). Factory inventory of radios was 388,919, up from 381,139 on Sept. 14. The radios were: 136,281 home receivers, 81,915 auto, 22,298 portable. Total radios thus far this quarter are approximately 2,500,000 vs. 4,343,600 first quarter, 3,813,046 second.

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So many predictions have proved wrong -- who, for example, foresaw bottom dropping out of TV market so precipitately last March? -- that most industry leaders have been conspicuously cautious in recent months. A few are speaking out again:

RCA's J.B. Elliott, consumer products v.p., has been making flat statement in speeches and interviews that there will be shortages of "quality receivers" by mid-December. He estimated another 1,500,000 output before end of this year, but only 1,800,000 first half of next year, 3,000,000 second half if materials problems are partly solved. These won't be enough to meet demand, he said.

Philco's Fred Ogilby, TV-radio sales v.p., foresees rationing of at least his company's receivers by end of November. Company reports production and sales now "on consistently good basis."

Admiral president Ross Siragusa said: "Admiral dealers are selling more TV sets than the 5 Admiral electronic plants are producing. Govt. orders, together with reduced allocation to civilian use of strategic materials, have combined to make it necessary for us to keep our 5 plants going night and day, Saturday included, to meet demand occasioned by new models introduced in mid-August.

"Sales are so strongly up in TV & refrigerators that we have no inventories beyond a half-day to a day's need at the factory level. Our field inventories show that we are less than 3 weeks ahead in TV sets and less than 4 weeks ahead in refrigerators. It's keeping us humping to keep ahead of demand. The first of the year will see a shortage of TV sets of the better known brands."

Magnavox's president Frank Freimann, in annual report released this week (see Financial Notes), asserts retail sales "have been on the ascendancy since mid-

August and are accelerating at a rate that points to a probable shortage of merchandise by the end of the year."

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Wholesalers and retailers, after taking bad beatings for nearly 6 months, are inclined to be somewhat more cautious than manufacturers -- but they generally tell of better sales, unloaded inventories, bright outlook for rest of year. As to shortages, they're not as well versed as the manufacturers, but William Warsaw, who heads Washington's Lacy's chain, calls trade "steady and healthy".

And George Wasserman, who heads George's big Washington chain, and who does not often lean to the optimistic side, now feels so buoyant that he says: "I believe the last quarter of 1951 will surpass last quarter 1950 by 20% at the retail level."

Washington is regarded in trade as far from "typical" -- but echoes of this attitude are manifest in conversations with dealers in other cities and in what they are quoted as saying in the merchandising trade press. There was only one saying he thought October -- despite World Series, football, better programs generally -- might not be so hot. Reason: Three business days lost because of the Jewish high holidays.

STILL MORE COPPER-ALUMINUM CUTS LOOM: NPA is preparing to wield the axe again -- to take another chop at the supply of materials for TV-radio and other consumer durable goods in the fourth quarter.

Allotments of copper and aluminum -- already cut below third quarter's figure (Vol. 7:38) -- are due to be sliced by as much as 10%.

This was publicly confirmed by an NPA official for first time Sept. 27 when Controlled Materials Plan boss Walter C. Skuce said in New York speech that rations of the 2 metals to civilian producers may have to be cut by 10% "unless inventories [at the mills] are adequate to make up the deficit."

Plain fact is that Govt. has issued allotment paper for about 10% more copper and aluminum than it expects to be available in fourth quarter. And when a high NPA official, in a prepared speech, mentions a "possible" cut -- you can interpret that as "probable" or even "virtually certain".

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TV-radio production for rest of year now appears to hinge almost solely on availability of materials, trade slump having ended and set output figures showing week-by-week rise (see p. 11).

It's difficult and risky to venture a guess on fourth quarter TV-radio output -- even on basis of exact materials allocations figures. Big unknown quantity is the "carry-over" of processed materials and subassemblies from third quarter.

TV-radio industry didn't use up its whole ration of third quarter materials -- simply because there wasn't any market for TV sets. While govt. inventory controls limit carry-over of third quarter materials, as such, to fourth quarter, there is no ceiling on carry-over of "subassemblies" or "processed materials".

When sheet steel is pressed into chassis blanks, it's no longer a "material" -- it's been "processed". Same is true of hookup wire when it's cut into convenient lengths. Fourth quarter TV-radio production depends, to large extent, on size of industry's stock of such processed materials and subassemblies.

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Conservation, too, will play important part in stretching production. But most spectacular materials-saving measures are still in future. RTMA engineering study just presented to NPA gives results of conservation to date, and notes:

"A great deal of [conservation] work...by the parts, material and end-product manufacturers...requires the use of new materials, new circuit designs and new mechanical arrangements. Much of it will not be reflected into apparatus until 1952, because of design work, the time required to prove out new materials, components and products and the time for tooling and manufacture of the new items."

Some substantial savings in critical materials have already been effected, RTMA report shows. Based on production rate this year of 5,920,000 TVs, 11,600,000 radios -- 20% less than last year's 7,400,000 and 14,500,000 -- RTMA estimates these savings in tons this year over last: Aluminum, 1324 or 21%; cadmium, 66 or 23%;

cobalt, 229 or 36%; copper, 9687 or 24%; lead, 239 or 21%; nickel, 367 or 28%; iron & steel, 54,058 or 24%; tin, 266 or 25%; zinc, 4117 or 26%.

While Govt. regards industry's voluntary conservation program as laudable, there are easily discernible indications that control agencies haven't dropped the idea of compulsory conservation, simplification and standardization.

There are reports Govt. is looking askance at the ever-mushrooming variety of receiving and TV picture tube types. RTMA's tube div. reportedly is investigating possibility of voluntary tube standardization program.

Steel cabinets used on TV sets, radios and juke boxes, too, are being viewed by some high materials control officials with jaundiced eye, best sources indicate. Wood is plentiful, steel is woefully short, these officials say -- wondering why some "new 1952 models" are encased in the precious metal.

EVERYBODY GOT CHANCE to blow off steam, but nothing substantive was decided, at second TV industry conference on proposed trade practice rules held by Federal Trade Commission Sept. 26-28. Discussions were often heated, covered whole gamut of alleged "deceptions," led only to decision to call third conference (probably early in 1952) after which public hearings will be held before FTC issues rules binding on the industry.

Third conference was requested by RTMA president Glen McDaniel and NARDA president Mort Farr. Louis B. Calamaras, v.p., National Electronic Distributors Assn., was named to head interim committee for further work on the 34 rules prepared by FTC staff (Vol. 7:34).

Though some of the 33 industry and Better Business Bureau executives and counsel attending plumped for rules as proposed by FTC, even asking "greater protection" than they afforded consumers and dealers, manufacturers generally opposed them as going beyond govt. jurisdiction. Mr. McDaniel, for example, opposed suggestion by U. A. Sanabria, American Television Inc., that minimum TV receiver performance specifications be written into the definitions—demurring on the grounds that minimum standards should not be set by the Govt. and that "good sense of the public" would drive inferior sets off the market.

Questions of tube-size designations, rebuilt tubes sold as new, "adaptability" and "convertibility" of sets to color, price and warranty deceptions, tie-in sales, trade-in allowances, private-label representations, price-fixing to suppress competition, etc., were among those which often occasioned acrimonious discussion. TV color issue was rehashed, got so confusing to FTC folk that long and involved explanations ensued. Sanabria even protested use of "CBS-Columbia" brand name as "unfair competition" since it uses govt.-granted facility to plug own product.

Besides spokesmen for trade associations and Better Business Bureaus, those attending included counsel for CBS, Richard Salant; Philco, Henry Weaver; Admiral, Richard Oberly; DuMont, Robert McLaughlin; along with John Harvey, Sylvania; J. M. Wiseman, Belmont; H. F. Guenin Jr., H. Osterling, D. Create, J. Williams, RCA Victor; Matthew Roth, Davega; Samuel Sosenko, Bronx Radio.

TV will overshadow telephone as tool for business executive of future, DuMont's receiver sales manager Walter L. Stickel told Rochester Sales Executives Club Sept. 11. "In the not-too-distant future," he said, "2-way TV communication between various phases of business operations, which will enable executives to see as well as hear their associates, will be a commonplace thing in the business world . . . TV will be the greatest sales tool ever devised for American business."

"We owe TV a vote of thanks for showing, Hollywood to the contrary, that homely people also have some talent"—Burton Hillis, in Sept. *Better Homes & Gardens*.

Trade Personals: George W. Henyan, going on leave as asst. to GE's Dr. W. R. G. Baker, Oct. 1 becomes chief of components branch, NPA Electronics Div., succeeding Louis H. Niemann, who returns in mid-October to Sylvania as mgr. of field engineers . . . Edmund T. Morris Jr., chief of DPA Electronics Production Board and NPA Electronics Div., on leave from Westinghouse, will wed Miss Ruth H. Tadde of Washington at Roanoke, Va., Oct. 3. Couple will leave next day for Europe, where Mr. Morris is being sent on govt. mission . . . Ernest W. Heilmann, official of A. G. Spalding Bros., named acting director of OPS consumer durable goods div. "until a director is appointed" . . . Joseph H. Gillies, Philco operations v.p. for TV-radio div., appointed v.p. & gen. mgr., govt. & industrial div., with Wm. J. Peltz named v.p. for TV-radio div. Robert F. Herr, v.p., continues to head sales activities of Gillies' division . . . Palmer M. Craig promoted to v.p.-engineering, Philco TV-radio div., reporting to president Larry Hardy . . . Raymond S. Perry promoted from gen. commercial sales mgr. to v.p. & director, Federal . . . Frank Hogan named v.p.-sales mgr. of newly created Emerson Radio of Michigan Inc., 1301 W. Lafayette, Detroit (Vol. 7:34), wholly owned subsidiary, under Harold E. Karlsruher, president . . . I. E. Christman, ex-Goodyear TV-radio buyer, joins CBS-Columbia Inc. as district mgr. for Ohio, Ky., W. Va., western Pa. . . . Leo J. Galanek, ex-Regal chief engineer, now president of Gem Radio & Television Corp. . . . Louis Grodsky has resigned as controller and asst. treasurer, Tele-tone . . . Ed Altshuler named director of adv.-public relations, Kaye-Halbert . . . W. L. Parkinson, GE, appointed chairman RTMA service committee, succeeding E. W. Merriam, DuMont. . . . Don Haines, ex-Sentinel chief engineer, joins Belmont as asst. to Wm. Garstang, engineering director . . . Wm. W. Cone resigns as sales v.p., Krich-New Jersey.

"Don't overlook the possibilities of industrial electronics," said GE's Dr. W. R. G. Baker at NEDA Cleveland convention Sept. 10, echoing report in Sept. *Fortune* (Vol. 7:36). "I know it is hard to look at the electronics picture without being blinded by the reflected glare of TV . . . TV may be many things to many people in addition to being the most dazzling development of present day electronic science. But when some historian of science, a few centuries from now, weighs the various developments in the light of their contributions to the advancement of human society . . . industrial electronics may far overshadow TV in its effect upon standard of living and way of life." Note: Good example of "industrial" use of TV was cited in AP dispatch from London Sept. 13, relating how underwater TV apparatus located sunken submarine *Affray* after 2 months at bottom of English channel. Equipment used by Admiralty was much same as that used for ordinary outdoor telecasting, with camera in watertight container operated by remote control.

Topics & Trends of TV Trade: New York City's drastic measure for licensing TV servicemen, agreed upon in committee of City Council Sept. 27 and due to go before full Council in November, may be bellwether for other communities—outgrowth of this attitude, as expressed in bill itself:

"The business of selling service contracts and servicing television receiving apparatus has become the subject of great abuse, with the result that the public has been and is being victimized by irresponsible sales methods, unethical and financially unstable service organizations and inferior installation, maintenance and repair."

Unsalariated supervisory board of 7 named by Mayor, including experts from industry, will be set up to encourage "self-regulation." Bill provides for annual license fees of \$15 for technicians, \$5 for apprentices, \$25 for service contractors, \$25 for service dealers. Violators would be guilty of misdemeanor and punishable by fine not to exceed \$500 or 6 months imprisonment, or both.

Companion measure, somewhat along lines of bill defeated in State Legislature recently, proposes to protect TV purchasers from losses through bankruptcies of service contractors by requiring latter to place full service fees in escrow in a bank, drawing out only specified amounts each month, deposits to assure carrying out of contracts in event of failure.

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DuMont's anticipated TV receiver production is set at 40% of last year's total, "because of needs of raw materials for defense." Accordingly, areas on 2 of E. Paterson plant's 4 conveyor production lines (over 2 miles long) have been reserved for military electronics components manufacture, reports president Allen B. DuMont. Newly named manufacturing operations chief is Paul Eshleman, who was production control manager during World War II and who supervised conversion of the former Wright aero plant for TV. Its 480,000 sq. ft. capacity, DuMont claims, makes it "world's largest TV receiver plant."

False advertising of coin-operated TV sets is charge against Covideo Inc., New York, and its president Sidney I. Horwatt and v.p. Louis Brown, in Sept. 23 Federal Trade Commission complaint. FTC alleges that, contrary to Covideo's advertisements, "the respondents do not own or operate a place where they make TV-radio sets or parts; they do not maintain a staff of competent engineers and technicians with adequate facilities for research in TV..." Horwatt and Brown must answer complaint in 20 days and appear at hearing in New York Nov. 5.

Reflecting summer production cutbacks, Treasury Dept. excise tax collection from TV-radio industry dipped to \$5,165,031 in August from July's \$5,859,679. Uncle Sam took \$4,760,964 from industry in August 1950, but that figure doesn't include TV sets, which were untaxed at time. During August, refrigerators, freezers, air conditioners paid \$5,664,944 vs. \$8,626,740 for August 1950; phonograph records \$518,711 vs. \$293,880.

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Merchandising Notes: No TV as yet in Rockford, Ill., 80 miles from Chicago, but 21 of city's retailers and servicemen have banded as Certified TV Installation & Service Assn. Inc., took full-page ads to tell public how it backs up service; Hartford pattern is followed... Hallicrafters names Edgar Morris, ex-Zenith, as distributor for Washington area... "Unusual is usual" in Los Angeles, says *Wall Street Journal*, noting that gas stations are selling TV sets there... Hallicrafters distributor McCollum-Law Co., Denver, announces 50 sets, all 20-in., will be placed in 5 locations to pick up World Series, piped via Denver's AM outlet KFEL by special arrangement whereby it's tapping transcontinental microwave.

Trade Miscellany: Sarkes Tarzian shows new uhf tuner in Bridgeport Oct. 3, stressing that it tunes full 470-890 mc, costs no more than vhf—"less than the cost of adding 2 or 3 channel strips piecemeal"... DuMont reports 30-in. tube production now at full capacity of present facilities, selling some to 4 undisclosed "large" manufacturers; company is also experimenting with 27-in. metal-cone rectangular, hasn't decided on its future... Esquire Radio Corp., specializing in clock radios, now operating in new plant at 62-01 Fifteenth Ave., Brooklyn; president is A. R. Lieberman, ex-gen. mgr. & chief engineer, Jewel Radio, and a major stockholder is his brother J. P. Lieberman, onetime owner of Air King (now CBS-Columbia) which he sold to Hytron... Thomas Electronics Inc., Passaic, N. J., CR tube maker, says it's planning to go into receiving tube manufacture... General Fuse Co., South River, N. J., making glass tube fuses for automotive and TV industries, opening new 10,500 sq. ft. plant in Villalba, Puerto Rico... Antenna Research Laboratory, Columbus, O., sold to Thompson Products Inc. this week, price undisclosed, plans large-scale antenna production at new plant.

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Philadelphia TV-radio servicemen have drafted, through joint committee under secretary Paul V. Forte, 50-point operating program aimed at improving service methods. Program includes suggestion that manufacturers standardize tube sizes, mark all parts in legible, permanent manner and offer better distribution of technical information to servicemen. Dealers are urged to eliminate misleading advertising about service possibilities or receiver performance and to establish uniform warranty ticket. Parts distributors are advised to end wholesaling to retail buyers, and all groups encouraged to expand cooperative advertising.

Electronics exports continue way ahead of last year's—7 months' total running \$77,930,118 vs. \$35,624,177 same 1950 period, according to Census Bureau and RTMA. July figures accentuate increase—\$17,857,932 vs. \$6,689,189 year ago. Of larger identified categories in July, radio sets were \$1,808,833, receiving tubes \$1,397,562, parts for transmitting-receiving sets \$1,778,501. "Special category," presumably including radar, etc., amounted to \$8,614,955. TV sets won't be reported separately until first of 1952.

Simon Benin, president of Industria Meublera S.A., Mexico City (Industrial Furniture), reports TV is reviving that industry in his country; his company alone will turn out 45,000 TV and radio cabinets valued at \$2,500,000, mainly to house chassis imported by GE, RCA, Philco, Zenith. Last year it turned out 47,000 cabinets valued at \$500,000, but these were mainly for radio.

TV receiver advertising in newspapers, due largely to eager effort to hypo waning market, went to 37,177,098 lines for Jan. thru June period, up 24.9% over same 1950 period; radio figure was 3,650,116, down 4.5% same period. Media Records report covers 38 TV markets. Of TV total, manufacturers placed 9,353,551 lines, up from 4,711,022.

September *Electrical Merchandising* is devoted mainly to TV, calls industry's present position good, future prospects tremendous. Included are articles on retail sales problems & practices, fringe area selling, community antenna systems, color TV—each article offering examples of successful merchandising techniques.

August receiving tube sales reached 23,761,252, after July's low of 13,185,567. Though year's total to date is well above same period last year—252,849,145 vs. 227,773,373—RTMA report shows July-August rate of sales under last year's, when July figure was 21,128,017, August 36,269,435.

Mobilization Notes: Approximately \$4,500,000 in electronic plant expansion has been approved by DPA in addition to previously-listed certificates for rapid tax amortization totaling some \$135,000,000 (Vol. 7:36). Certificates granted since "moratorium" began Aug. 18 (Vol. 7:33)—emergency cases or cases which required approval before Sept. 23 under federal law: Standard Tool & Mfg. Co., Arlington, N. J., electronic equipment, \$666,429, of which 80% is to be amortized over 5-year period; RCA, Camden, military items, \$465,000 at 75%; Globe-Union, Milwaukee, electronic parts, \$398,700 & \$190,789, both at 75%; P. R. Mallory, Indianapolis, military items, \$384,561 at 75%; Magnavox, Ft. Wayne, military items, \$350,000 at 75%; Federal Telecommunication Labs, Belleville, N. J., military items, \$323,000 at 90%; Raytheon, engineering services at Newton, Mass., \$87,208 at 75%, electronics equipment at Bedford, Mass., \$8000 at 75%; G. H. Leland Inc., Dayton, electronic parts, \$70,876 at 85%.

These certificates have been issued over period of time, but haven't been listed in DPA releases (percentage of amortization undisclosed): Sylvania, tube components at Warren, Pa., \$361,000, tubes at Salem, Mass., \$346,893; Westinghouse, Pittsburgh, radar, \$285,000; RCA, Camden, military equipment, \$223,912; Oak Mfg. Co., Chicago, components, \$155,443; Barry Corp., Watertown, N. Y., vibrators, etc., \$76,703; D. S. Kennedy & Co., Cohasset, Mass., radar components, \$53,399; Plastic Mfrs. Inc., Stamford, Conn., components, \$24,398; Stabie Engineering Inc., Plainfield, N. J., research & development, \$14,365; Globe-Union, Milwaukee, printed circuits, \$1250.

Thirty-five applications for aid in building electronic plants valued at \$7,000,000 were rejected this week. Among them: Cornell-Dubilier, 4 applications totaling \$1,013,332; Pacent Engineering Co., New York, \$1,000,000; International Resistance, \$987,278; Remington-Rand, \$900,000; Jefferson Electric Corp., Bellewood, Ill., \$818,000; Aerovox, \$751,969; Wilcox-Gay, \$506,000; Raytheon, 5 applications totaling \$351,973.

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TV-radio-phonos aren't covered by NPA's new consumer durable goods order M-47B, which permits manufacturers of 4 selected groups of civilian products to shift production from one item to another in the same group. Under Controlled Materials Plan, any manufacturer may shift production among any items in same official product class code—hence TV-radio makers may shift between TVs, home, portable & auto radios, combinations, phonos, color slave units, juke boxes, etc. But they can't shift between TV-radio and other appliances such as refrigerators and washing machines, as they could in third quarter under now-revoked M-47A.

Govt. limitation on use of selenium may result from recent copper strike, NPA officials say. A by-product of copper smelting and refining, 1951 output of the chemical will be less than the 1,000,000 lbs. originally anticipated—because of strike and because one prime producer has stopped making selenium. Unavailability of selenium rectifiers is just one more headache for conservation-minded TV-radio manufacturers—since the rectifiers are heart of voltage-doubler circuit which can be used in place of power transformer to save copper and steel.

Threat of severe tungsten shortage seems to have eased. Govt. officials told tungsten and molybdenum wire and rod producers imports and domestic production should about balance consumption during first half 1952, but the amount going into govt. stockpile will create proportionate deficit in industrial supplies. Inventories of tungsten and molybdenum—both used in electronic tubes—are sufficient to meet "current needs," producers say.

Maj. Gen. Harold M. McClelland, ex-director of communications-electronics for Joint Chiefs of Staff who retired from Air Force Sept. 1, named asst. director of Central Intelligence Agency, under Gen. Walter B. Smith. Col. C. J. King promoted from asst. chief to chief, engineering & technical div., Office of Chief Signal Officer, succeeding Col. E. R. Petzing, now commanding Signal Corps Engineering Labs, Ft. Monmouth, N. J.

Melpar Inc., Alexandria, Va., prime military contractor for electronics gear, sold to Westinghouse Air Brake Co.; Thomas Meloy continues as president, heading staff of 150 engineers in Alexandria and Cambridge, Mass.

DuMont will use World Series as peg for big nationwide receiver promotion, built around formation of dealer-level "World Series Clubs" whose members can watch complete Series on 19-in. sets installed free at place of their choice. "Club" members can get the sets by registering in groups of 5 or more with DuMont dealers. DuMont also plans to install sets in barbershops, stores, hotels, train, bus and plane terminals, restaurants "and any reasonable place for viewing the series within the area where the dealer does business."

National Assn. for Better Radio & Television is new name of Southern California Assn. for Better Radio & Television, headed by Clara S. Logan, 882 Victoria Ave., Los Angeles. This is group that found "horror stuff" dominant on TV, got publicity play on protests last year. Its aim is to raise social and educational standards "without recourse to legal censorship." A new director is Dr. Dallas Smythe, ex-FCC, now U of Illinois communications research professor. Dr. Richard Atkinson is first v.p., Dr. Lee deForest second v.p.

College students aren't yet affected much by TV, reports National Advertising Service, representing college newspapers, after sampling 2201 students at 25 colleges in 21 TV areas. Only 13% owned TV sets at college, only 26% said they look at one or more TV programs regularly while at college. More than half (52.6%) said they spent no time at all on TV, 36.3% spend up to 5 hours weekly, 6% five to 10 hours weekly, 4% more than 10 hours weekly.

Normal room lighting, with no reflections on screen, is again emphasized as most comfortable for good viewing. Advice came recently from Dr. Carl F. Shepard, Northern Illinois College of Optometry, in talk to meeting of New Jersey Optometric Assn. in Atlantic City. Dr. Shepard, TV consultant to American Optometric Assn., reiterated that there's nothing fundamentally harmful in watching TV.

Offer to install community antenna system for unnamed upstate New York entrepreneur was made recently by New York Telephone Co. It's first such offer by a telephone company, would cost local operator \$5500 per mile for installation, \$80 per-mile-per-month for maintenance. No agreement has been reached. Alternatively, poles are offered on rental basis under stringent conditions, similar to arrangements in other towns (Vol. 7:2 et seq).

FCC denied WABD's request to use 16.7-kw ERP on Empire State Bldg. pending decision on protest by WNHC-TV, New Haven, that 16.7 kw on adjacent channel would reduce latter's coverage. WABD's CP specifies 2.5 kw, but it wants higher power under FCC's temporary power increase ruling (Vol. 7:30 et seq). Installation of WCBS-TV antenna on Empire State began this week.

Another attack on "immoral" TV shows by Boston's Archbishop Cushing (Vol. 7:9), inserted in Sept. 25 *Congressional Record* by Rep. Lane (D-Mass.), advises parents to censor children's viewing, protest to sponsors. His first blast was accompanied by Rep. Lane's request that FCC be given power of censorship.

Rough going for Comr. Frieda Henneck, seeking confirmation of appointment to New York Federal judgeship, was indicated after parade of opposition witnesses testified Sept. 27-28 at closed sessions of Senate Judiciary Committee. Hearing resumes Oct. 2 when her supporters appear. Unusually long proceedings for a confirmation were carefully guarded from press—but *New York Times* dispatch Sept. 28 reported: "The belief in some responsible quarters was that if Miss Henneck did not request President Truman to withdraw her name the nomination would be pigeon-holed by [the Committee] or killed by a strong vote on the floor of the Senate." Her qualifications as an attorney, judicial temperament, character—all were attacked by representatives of American Bar Assn., New York State Bar Assn., City Bar Assn. (latter's judiciary committee chairman Louis Loeb being counsel for *New York Times*). RCA counsel John Cahill was only Henneck supporter to testify so far. Witnesses to appear for her next week are expected to include FCC Chairman Coy, an FCC Bar Assn. representative, and numerous women's bar groups, judges, educators, etc.

Deal whereby WOW & WOW-TV, Omaha, were sold for \$2,525,000 to Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines (*Better Homes & Gardens, Successful Farming*), was approved Sept. 27 by FCC. Meredith interests thus acquire second station, having built WHEN, Syracuse. Sale approval came just before one-fourth owner Francis P. Matthews, ex-Secretary of Navy, departed for Ireland as Ambassador. Estate of founder, late John J. Gillin, also held about one-fourth interest. Deal is complex one (Vol. 7:32), in which buyers assume 25-year rental lease from Woodmen of the World at \$160,000 a year, 19 years yet to go, and also acquire \$20,000 surplus account.

Another case of TV "have" tying up with "have not": WKRC & WKRC-TV, Cincinnati (Taft) buys 20% of Gilmore & Lindsay Nunn's WBIR, Knoxville, TV applicant; WTCN & WTCN-TV, Minneapolis, recently bought "piece" of WEMP, Milwaukee (Vol. 7:38). And WDSU-TV, New Orleans, whose AM affiliates with NBC Oct. 4, has joined with *Mobile Register and Press* (WABB) to form Mobile Television Corp., soon to apply for TV there in lieu of newspaper's present Channel 8 application. Chairman is Edgar Stern Jr. (WDSU), president is R. B. Chandler, publisher of newspapers. WDSU's Robert Swezey & Louis Read and newspapers' Wm. J. Hearin and Walter Bellin-grath are vice presidents.

Two more radio stations received NPA go-ahead and materials allocations for alterations during fourth quarter under Controlled Materials Plan (Vol. 7:37-38). They are: WQAM, Miami, alterations to tower, to cost \$42,050; WFRG, Athens, Ga., antenna tower, \$15,500. Bulk of fourth quarter list hasn't been released yet; more TV-radio construction approvals are expected. NPA has prepared list of 71 interpretations of its construction regulations. For copy, write for NPA release No. 1266.

Help Wanted—Newsmen

RADIO NEWS BUREAU, publisher of *Television Digest*, has several openings for additional newsmen—reliable reporters, facile writers, who are intelligent, willing workers. Prefer age 30-35, with Signal Corps, Navy or industry experience who already know TV-radio-electronics rudiments and terminology. This fast-moving, expanding organization moves shortly to new quarters in Washington's new Wyatt Bldg. Reply should give all details, including references and starting salary expected.

New WLTV, Atlanta (see p. 1) goes on air Sept. 30 with nice backlog of commercials, primarily as an affiliate of ABC-TV, plus film schedule at outset. Live local productions are planned by end of year. Station is being hailed with special sections of local newspapers, dealers expecting upsurge of set sales with advent of area's third outlet (others: WSB-TV & WAGA-TV). WLTV operates on Channel 8. Corporate name is Broadcasting Inc., address 15 Forsyth St. S.W. Executive staff comprises William T. Lane, mgr.; Arch Ragan, sales mgr.; Harvey J. Aderhold, technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic mgr.; Winifred C. Brown, accounting mgr.; Madelin Chace Maddox, public relations.

Petition to commercialize Phonevision still hasn't arrived at FCC from Zenith (Vol. 7:38). Timing may have been affected by fact FCC postponed theatre-TV hearing from Nov. 26 to Feb. 25 (see p. 2), a definite indication Commission can't possibly get into subscription TV question for many months. In meantime, Zenith president E. F. McDonald continues making most of public dissatisfaction over fact Robinson-Turpin bout was carried exclusively on theatre TV (Vol. 7:37-38). In new series of 3 telegrams—to TV-radio stations and manufacturers, sports promoters, sports editors—he insists: "We must have subscription TV if great events are to be kept on the air." He's using almost same words FCC Chairman Coy did in speech before Assn. of National Advertisers last year (Vol. 6:39), when Coy said he favored any experiment "which looks toward the development of a method of keeping everything that is good in America on TV." At that time, Coy went on to say that he would "give just as much encouragement to a union of advertisers . . . paying cost of these events through entrepreneurial arrangement."

President's new telecommunications adviser, Haraden Pratt, ex-v.p. of American Cable & Radio Corp., says he expects to have offices in National Security Resources Board headquarters set up within 3 weeks. With no date set yet for officially taking over job, Mr. Pratt says he'll be in and out of Washington, finishing up former job and "getting acquainted" in Washington, after summer business-vacation trip to Europe. As Presidential adviser, he'll act as sort of "one-man FCC" for govt. radio users, largely military (Vol. 7:31).

Telford Taylor, onetime FCC general counsel, who held rank of brigadier general in the Army while prosecuting Nuremburg war trials, was nominated Sept. 28 to be Administrator of the Small Defense Plants Administration, set up to channel more govt. orders to smaller manufacturers and to encourage subcontracting of prime contracts. He's presently a New York lawyer, presumably will relinquish his practice, including representation of the organized educators in quest for TV channels.

McFarland Bill to "streamline" FCC (Vol. 7:4 et seq) this week underwent second week's consideration by House Interstate & Foreign Commerce Committee; meetings resume Oct. 2. Bill's chances of being reported this session are slim, but it's first time House committee has worked towards reporting bill, though Senate has passed it in several sessions.

Excess profits tax relief for telecasters (Vol. 7:37-38) appeared even more probable this week, after Senate approved it on Sept. 28. Little opposition is now anticipated in forthcoming Senate-House conference. Senate rejected all Administration efforts to stiffen tax in any respect.

TV signals came rolling in recently when cold front had troposphere kicking up all along Eastern seaboard. One FCC engineer in Washington picked up pictures on all 12 channels, from Boston on down coast.