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THE 'HAVE NOTS' NOW WILLING TO LISTEN: As this true believer in the TV destiny sensed things at NBC's affiliates convention at Boca Raton this week, main conclusion emerging from the miasma of facts, figures and forecasts set forth was this:

The relatively few TV "haves" are sitting pretty, the "have nots" living in hopes -- cherished hopes that their still-flourishing radio broadcasting businesses won't go to pot; that the TV freeze will end very soon; and that they will be among lucky ones to latch onto TV channels they spurned only a few years back.

For the simple fact is that, though NBC may have TV affiliates in all 63 TV markets (mostly non-exclusive because most are in one-station areas), mere 34 of NBC's 182 AM affiliates have local TV outlets. And 5 of these are NBC-owned.

In other words, very few heeded the advice urged upon them at NBC's convention in Atlantic City just 4 years ago: "Get into TV."

Among the AM affiliates, indeed, were several major ones who now frankly rue the day they actually turned in TV construction permits they once held!

"I told you so" recriminations weren't the order of the day at Boca Raton, of course, but NBC president Joseph McConnell did take occasion to recall Atlantic City and did advise:

"For those of you who haven't made up your minds yet, this is the time of decision. Maybe some of you think TV is too big for you, or that it is not economically possible in your market. Don't take that for granted. Look into the facts closely and carefully. Weigh the risks and consider the rewards if you do go in, and the results if you stay out.

"If there is a prospect for developing a profitable TV operation in your market, find out about it and make the right decision. It will probably be the most important decision you will ever have to make."

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Of NBC's 150-odd "have nots", it's now fair to assume that all, or nearly all, will be applicants for TV channels, if they're not already. And to encourage their serious consideration of uhf, where vhf may not be available, an RCA-NBC crew had a working uhf transmitter installed a mile or so from convention hotel, with eight 21-in. RCA sets equipped with external converters yielding excellent pictures.

Chief questions asked, of course, were: (1) How effective is uhf? (2) How much will it cost me to go into TV? There were many ifs & buts, of course, but the answers in simplest terms were:

(1) Uhf works like a charm, particularly over certain kinds of favorable terrain. For details, read the chapter titled "Television's New Horizons" in new RCA booklet just off the press, titled "The Story of Television".

(2) Basic transmission equipment for a new TV station, either vhf or uhf, costs anywhere from \$150,000 upward. Other factors, such as studio equipment and real estate, are as variable as in radio -- though generally much more costly.

And to get ideas how to get going, what it costs, etc., RCA-NBC placed their operating and research experience at affiliates' disposal -- and of course there's the obvious advice that they consult existing stations in comparable markets.

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"Are all those bullish stories about skyrocketing grosses, neat profits and tremendous advertising impact really true or merely ballyhoo?" a group of "have nots" asked one of NBC's top vice presidents, "or is the press, particularly Television Digest, just whooping things up to build TV at expense of our radio business?"

Before the 3-day convention ended Friday, there were plenty of statistical and other answers to add to the many we've published over the last few years. The answers came not only from a super-confident NBC hierarchy, exuding all the cockiness of a winning team, but from still more testimony of the "haves". For example:

McConnell told a newsman that by 1955 the telecasting industry as a whole will enjoy billings, including programs and production, of a cool \$1 billion -- making it by all odds the No. 1 medium.

This year alone, he said, national TV network & national TV spot time, plus program sales, will run \$325,000,000. That doesn't count local.

Compare that with the \$350,000,000 in AM network & national spot (plus programs) as estimated by McConnell for this year. He further frankly told the convention that NBC-radio last year earned a profit of \$3,500,000, but this year will lose \$500,000 and next year is expected to lose \$1,000,000.

Not that he or anyone else at NBC wants to sell radio short; indeed, much of convention was devoted to pep talks about radio's future, including plans for spending \$500,000 to "merchandise" network radio and to hold hard-won gains of 25 years.

Proposed readjustments of station rates was a major topic, but that's another long story -- involving many ramifications too thoroughly treated in your radio trade press to require space here.

* * * *

McConnell verified our recent report that the NBC-TV network, quite aside from its own nicely profitable stations, is now slightly in the operating black (Vol. 7:46). But he said the margin is still much too narrow to reduce the 24 hours of so-called "free time" per month now required of affiliates. Those 24 hours still don't pay off the high cost of interconnection and kinescope services, he said.

NBC's youthful president is the one topkick in the RCA army, let alone the whole field, who has consistently insisted that network TV can be made to pay -- though he's quick to say, as did CBS-TV vice president Joseph Ream not long ago (Vol. 7:36), that real profits in TV as in radio must come from owned stations.

It's well known now that only a handful of stations among the 108 on the air are still in the red, and it's now a fact that any with gross revenues under \$1,000,000 are exceptions. There are several "pushing" \$5,000,000 grosses, and NBC's New York key WNBT is reliably said to be enjoying current billings in excess of an \$8,000,000 rate (Vol. 7:36).

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TV stations are becoming increasingly reluctant, quite understandably, to divulge their gross and net figures -- but enough of these are being disclosed to give a pretty good idea of the trend. McConnell himself, for example, cited the case of a TV station "north of Chicago" which he told the convention reaped sales of about \$2,000,000 during 10 months of this year, thus probably earned profit before taxes of at least \$850,000. Year's gross profit, he calculated, should about equal the station's original investment.

Reference obviously was to Milwaukee's WTMJ-TV, one of first to hit the black -- and there was much conjecture why McConnell singled out this one for such publicity, albeit in closed session. It's understood Milwaukee Journal and WTMJ are subject of article in forthcoming Fortune, citing these and other statistics.

Another pioneer station, which we're not free to name, admitted in corridor conversation that its gross will go well over \$2,000,000 this third year of operations; it's alone in a major Midwest market. Another, in a very much smaller market

and as yet non-interconnected, boasted that it's currently operating at a gross rate of \$1,800,000, will actually do \$1,500,000 this year, expects to achieve \$3,000,000 within 2 years.

Exactly what TV stations did financially in 1950 will be known in about two weeks when FCC issues official report, with breakdowns on the 93 non-network-owned stations. Commission will do for TV what it has long done for AM & FM (which report will include) -- analyzing operations in terms of: (1) Capital and operating costs. (2) Revenues -- national, local, network. (3) Profits before taxes.

As for mounting valuations on TV franchises, auguring what will turn out to be a mad scramble for such golden facilities when freeze ends, there's case of an AM-TV combination in a major Midwest market (not Chicago) whose chief owner said he had recently turned down an offer of \$9,000,000!

FCC SETTLING DOWN TO FREEZE PARLEYS: FCC mounts first full-scale attack on freeze next week, having set aside 2 full days for job. Where freeze goes from there, and how fast, depends very considerably upon whether FCC "buys" staff's work to date.

Discussions will cover gamut of issues, from general principles to specific allocations. Target date for final decision is Feb. 1, with grants to start April 1, according to Chairman Coy, who gave those dates to Baptist convention in Washington this week. Some at FCC agree dates are "targets", but consider them optimistic. Next week should produce better basis for guesstimates.

Though Commission is preoccupied with decision-making process, it has had "open door" for suggestions on handling applications post-freeze. Last week, Communications Bar Assn. came across with first industry recommendations:

- (1) Adopt the "one pot" theory in mixed vhf-uhf cities and consider all applications and channels together -- unless applicant stipulates vhf or uhf only.
- (2) Give 60 days for filing new applications and amending those on file.
- (3) Provide "cut-off" date at end of those 60 days -- no applications filed thereafter to be allowed into hearings with those already on file.
- (4) Extend from 20 to 40 days the "protection" afforded applicants set for hearing. Present rules permit applicant to join hearing any time up to 20 days before start of hearing.

Bar Assn. made no recommendation on how to handle those applications which went through hearings before freeze. Commission sources don't even speculate about chances for special consideration for these, but one particularly well-informed industry attorney says: "Not a chance. They'll start from scratch with everyone else. Those hearings are 3-4 years old. In some cases, the channels they were seeking won't be there; people die; finances change; engineering is brand new; programming is entirely different. What else can the Commission do?"

* * * *

Question of adequate materials for station construction was raised during Baptist convention, and RCA's A.R. Hopkins ventured there would be some shortages in late 1952, early 1953. But he said he was figuring on some 200 TV grants during first full year after end of freeze -- an unusually optimistic forecast.

Coy foresaw no greater materials bottleneck than the delays caused at FCC by numerous hearings, limited manpower. He expected 1000-1200 stations to be built by end of 1956 -- assuming no worsening of materials situation.

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The "satellite" idea has piqued imaginations of more people since Comr. Sterling commented favorably on them in recent speech (Vol. 7:44). Satellites are simply stations serving small or sparsely populated areas -- programmed solely by network or big-station feeds. Asked about such stations by Baptist group, Coy's answer was definitely negative:

"You can't get local expression that way. That is more important than merely adding a lot of people to the service area of some big-city station. We must first see whether channels are taken up by regular stations in these small towns. What would happen if we parceled out these channels now, only to find later that people are ready to build regular stations in these towns?"

NETWORK EXTENSIONS ACCELERATING: When new TV markets open, will AT&T be far behind? As new stations go on air, will they be able to tap immediately into TV's microwave-coaxial arteries for infusion of network programs? What's more, when can existing non-interconnected stations expect boost network service always brings?

There are no blanket answers to those, naturally, but there's reason to believe AT&T may make somewhat better time than it has officially indicated so far. Ever-conservative AT&T is last one to stick out its neck, always beats completion dates by weeks or months -- as it did with Omaha-San Francisco link (Vol. 7:36).

Three main extensions to existing markets are currently in works: (1) Kansas City to Oklahoma City, Tulsa, Ft. Worth, Dallas, San Antonio and Houston. (2) Jackson, Miss., to New Orleans. (3) Jacksonville to Miami.

"Second half of 1952" has been AT&T's official estimate for completion of those links. But this week, Carl Wideberg, eastern mgr., Long Lines Div., told Nov. 27 meeting of Southern Baptist Convention in Washington that he hoped extensions would be completed in 6 months. Queried after meeting, he said target is actually Oct. 1, but "we hope to do it in 6-8 months. We'd like to have them operating by time of the political conventions next year [July]."

Some AT&T engineers are very dubious about the "6 months" estimate, saying Oct. 1 still looks like the date. FCC's common carrier experts venture that Miami could be linked "in very short order -- about 2 months" since coaxial is now in; that October may or may not be good guess for other 2 extensions. There's this exception: Dallas could conceivably be fed via coaxial from Jackson "in couple months" if AT&T released channel currently used for telephone maintenance.

Sometimes forgotten in considering new links is fact some are going through sizable non-TV cities. Virtually everyone knows microwave hits Denver, but not so well known is fact it also passes through Sacramento, or that extension from Kansas City will hit Wichita and Austin.

It isn't mere flip of the wrist, however, to tie in even these new cities. According to AT&T engineers, company must have adequate prior notice for time to install terminal equipment and local loops.

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How fast AT&T can get to other markets not on its announced agenda depends primarily on these criteria, according to AT&T spokesman:

- (1) Prior notice. "The minute a station operator has any idea when he'll want service, he should come to us. Only then can we plan."
- (2) Equipment availability. "There's no limitless stockpile of microwave and coaxial equipment. It has to be built. We have to know how much to build."
- (3) Distance and "density". Lonely station, hundreds of miles from existing network facilities, undoubtedly has long wait. On other hand, group of big-city stations within 50-100 miles of each other are bound to get snappy action. But AT&T insists "a 3-hop microwave relay may very well take no longer than a single hop."

Privately owned microwave relays, operated by stations themselves, are another possibility. FCC will still grant them, but warns stations they must be prepared to amortize them quickly by time AT&T brings service to town. Operating such links today are: WTTV, Bloomington; WJIM-TV, Lansing; WKZO-TV, Kalamazoo; WSM-TV, Nashville; WSAZ-TV, Huntington.

Another technique for "anticipating" AT&T is that of picking neighboring station's signal off air -- as do San Diego's KFMB-TV and Grand Rapids' WOOD-TV.

TV MONEY LURING MORE 'A' PICTURES: Top-Hollywood-films-to-TV issue continued toward climax this week with disclosure that one of most important independent producers of "A" pictures -- David O. Selznick -- is offering some of his best and not-too-old properties for showing on TV screens (Vol. 7:31).

Other first-grade pictures were finding their way to TV, meanwhile, via the bank foreclosure route -- some at prices hitherto regarded as fantastic. Big movie studios, still withholding their old films, were watching heavy coin change hands, possibly mulling this \$64,000 question: Can TV pay the price?

And cries of anguish, predictions of impending doom were emanating from the theatre owners, who would suffer most from any large-scale release of films to TV.

Most significant film deal to date -- if it comes off -- will be release of 12 big Selznick films to TV for \$2,000,000 for 4 showings in 2 years in 63 markets. If Selznick gets what he wants, more producers undoubtedly will be convinced that TV income is worth "making the break."

Deal includes "Third Man," "Since You Went Away," "A Bill of Divorcement," "Intermezzo," "Rebecca," "Portrait of Jennie," "I'll Be Seeing You," "Spellbound."

Selznick has granted 90-day option on films to Bruce Eells & Associates, transcription firm, according to Nov. 28 Variety. Eells, says Variety, "is tied in the deal with some of the biggest men in the radio-tele station field. They include Tom O'Neil, head of Yankee Network; Frank Schreiber, WGN & WGN-TV, Chicago, and George Storer [owner of 4 TV stations]."

This group is trying to set up organization of TV stations to finance purchase of the 12 films, and possibly also some films-for-TV to be made by Selznick. Says Variety: "Difficulty is...that the sum is far beyond what the best of features now available for tele are bringing. The \$2,000,000 would average about \$166,000 per film. With 63 markets available...the average cost per station would be about \$2650. Since even the big New York stations pay only about \$2000 per picture, Selznick's demand is considered high."

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More "A" features are coming to TV from the banks, which aren't particularly concerned with problems of producer-exhibitor relationships and movies-vs.-TV. What they're interested in is recouping their losses, and TV sponsors' money is just as good as anyone else's. Matter of fact, there are some who feel it's natural for banks to look to new medium to help recover their investments in big films that did not pay their way at the boxoffice.

Highest priced film-to-TV deal to date resulted from recent bank auction. Charles Weintraub's Quality Films, of Hollywood, this fall bought TV rights to some 58 pictures from New York's Chemical Bank & Trust Co. Quality recently leased 26 of them to DuMont for 3 runs in 20 markets at whopping price of \$1,800,000.

A top feature film can net about \$64,000 on TV if it's shown in 64 markets and proper sales methods are used, Weintraub estimates -- taking issue with George T. Yousling, v.p. of Los Angeles' Security-First National Bank, who holds that the most a film can reap from TV is \$20-25,000 (Vol. 7:46).

Evidently plenty others disagree with Yousling. Bank of America is putting up some 25 high-budget theatre films for auction to TV. Some were produced as late as 1947 and feature James Stewart, Jane Wyman, Charles Boyer, John Garfield.

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Strongest opponents of feature-films-to-TV, of course, are the theatre owners. Unanimously, they see disaster lurking in any such move. The authoritative Motion Picture Herald put this question to several hundred exhibitors, large and small, rural and urban:

"What would happen to your business if the producers were to sell motion pictures made for theatres for use on TV (either regular or subscriber-fee TV)?" Here are some typical replies:

"Ruinous." "It would close our doors." "A crusher -- to both producers and exhibitors." "Theatre business would be destroyed." "Mediocre TV programs have been responsible for our inability to operate at a profit. Improvement of these programs would be even more disastrous." "Pictures should be at least 3 years old before being shown on TV." "If [TV stations] ever get quality pictures, even as old as 3 years -- brother, we are in trouble!"

From 25% to 90% of theatres would be shut down if Hollywood pictures were sold freely to TV, exhibitors variously estimated.

Theatre owners themselves -- especially big chains -- have grandiose plans for TV -- theatre TV, that is. Oft-expressed wish of the exhibition magnates is to

revive the "2-a-day" on nationwide basis, with "stage shows" via big-screen TV to supplement film fare simultaneously in hundreds of cities.

This idea may get 2 tests before Christmas. Fabian chain hopes to pipe Judy Garland's hit stage show from New York's Palace to theatres in the hinterlands via closed circuit. And Nathan Halpern's Theatre Network TV is known to be working on similar plan involving Radio City Music Hall's annual Christmas pageant. One of the biggest obstacles in both cases is negotiating pay scales with talent unions.

FCC CHAIRMAN WAYNE COY commended efforts of telecasters "who have initiated the movement for a realistic and effective code for TV," speaking at Nov. 27 meeting of Radio Commission of Southern Baptist Convention in Washington. Code is scheduled to be formally adopted at NARTB TV board meeting in Washington Dec. 5, which will be followed Dec. 6-7 by meetings of full board.

Mr. Coy told Baptists that Commission received 448 complaints regarding TV & radio last month. "In TV," he said, "chief cause of complaint pertained to indecency, obscenity or profanity. This elicited 76 complaints out of a total of 149, or 51%." Advertising of alcoholic beverages led all radio complaints, totaling 240 out of 299, or 83%, but for TV these complaints totaled only 48 out of 149, or 32%. Only 5 of the TV complaints alleged refusal to grant broadcast time for expression of particular points of view (vs. 9 radio complaints), none charged attacks on religious faiths (vs. 4 on radio). "I believe," FCC chairman declared, "that a conscientious effort on the part of the industry would be sufficient to clear up 99% of the offensive material on the air."

In response to question from floor, Mr. Coy said telecasters are sensitive to public protests, expressed hope that TV code will "achieve better results" than radio code. "There are only 108 TV stations, compared with some 2500 radio stations. Therefore, these relatively few TV stations may be able to set a standard which new stations will be able to follow," he said. "It's a lot different from trying to get agreement among 2500 stations."

Patent No. 2,571,386, granted RCA chairman David Sarnoff and described in October *Official Gazette* of U. S. Patent Office, covers an "automatic early warning system" for national defense. System, says RCA, "combines the principles of TV, radar, microwave relay and the latest methods of detection and direction-finding." Patent involves string of planes relaying information to a central headquarters, includes: (1) Method of dispatching fighter aircraft, directing them to enemy planes, etc. (2) Method of intercepting control signals of enemy guided missiles and jamming them or "counter-controlling" the missiles. (3) "An improved radar fence with a greater depth of protected area." For peacetime service, system is designed to transmit TV, Ultrafax, etc., overseas. Gen. Sarnoff first mentioned possibility of using chain-of-planes for transoceanic TV during unveiling of Ultrafax (Vol. 4:43).

New appointments in FCC's Broadcast Bureau, which have been in effect for months, were announced officially this week: Broadcast Bureau—Lavelle W. Hughes, administrative asst. TV Facilities Div.—Joseph N. Nelson, chief, applications branch; Hart S. Cowperthwait, chief, technical branch. Aural Facilities Div.—David S. Stevens, chief, new & changed facilities branch; Wallace E. Johnson, chief, existing facilities branch; Bruce S. Longfellow, chief, allocations branch. Renewal & Transfer Div.—Walter R. Powell, chief, transfer branch; Sol Schildhause, chief, renewal branch; LeRoy Schaaff, chief, compliance branch. Hearing Div.—Robert J. Rawson, asst. chief. Rules & Standards Div.—Arthur Scheiner, asst. chief.

SWEEPING PATENT-DISCLOSURE rule proposed by FCC this week is designed to enable Commission to fulfill its anti-trust duties under Communications Act, according to Commission sources. Proposal is undoubtedly aftermath of lengthy grilling FCC gave RCA, concerning its patent pool and licensing procedures, during color hearing (Vol. 6:18-19), but there's serious question whether Commission is equipped to give subject kind of attention it presumably wants to. It has but one attorney, William Bauer, with lengthy patent experience.

Just how extensive rule would be is apparent from reading of proposal (Public Notice 51-1151, Doc. 10090), which covers just about everyone and every patent concerned with any service under Commission's jurisdiction. On each patent, FCC would require lists of uses, licensees, agreements and statement of licensing policies.

Comments and briefs on proposed rule will be accepted until Jan. 5, after which Commission will consider whether to conduct oral argument.

Exclusive use of TV Channels 5 & 6 (76-88 mc) and FM Channels 251 to 300 (98-108 mc) by Mutual Telephone Co. of Hawaii is contemplated in notice of proposed rule-making (Public Notice 51-1166, Doc. 10094) issued by FCC this week. Phone company had petitioned Commission on June 8, 1951, claiming that cables couldn't be used and that it achieved unsatisfactory results in tests of 30-50 mc, 460 mc, 2000 mc, 3700 mc and above. Company says new allocation would leave plenty of TV and FM channels for "full and ultimate development" of the services in Hawaii. FCC's proposed allocation plan (see *TV Factbook No. 13*) includes no assignments on Channels 5 or 6; no FM stations are operating or applied for in Hawaii. FCC will accept comments on proposal until Jan. 11, replies 20 days later.

Famed, bitter Richards case (Vol. 7:22,24) came to close this week, with FCC's renewal of licenses of 3 stations owned by late G. A. (Dick) Richards—KMPC, Hollywood; WJR, Detroit; WGAR, Cleveland. Commission ruled that Richards' death, May 28, 1951, rendered moot the question of whether he directed that newscasts be slanted, and accepted statement of Richards' widow to effect stations would adhere to "an exemplary code" in future operations. Comrs. Coy and Hennock concurred, but said they wanted it made clear they frowned on "conduct which manifests a disregard of the goal of objectivity in news presentation . . ." Comr. Walker dissented on grounds hearing examiner should have issued findings and conclusions before Commission decided whether to dismiss case.

NTSC compatible color field test specifications, which NTSC hopes will prove satisfactory for submission to FCC in shape of proposed standards early next year, are reprinted and included herewith (*Supplement No. 75*) in handy form for use of technical staffs.

How FCC's technical "detectives", in Monitoring Division, track down outlaw stations is subject of 2-part article by Robert M. Yoder, starting in Dec. 1 *Saturday Evening Post*.

To test FM pulling power, Zenith's national hearing aid spot campaign employs identical transcriptions for AM and FM stations, but asks listeners to write to different box numbers.

All-Industry Participation

NTSC Color Field Test Specifications

Technical Details of Signal to Be Tested During Forthcoming Months

Released for Publication Nov. 26, 1951, by Dr. W. R. G. Baker, Chairman, National Television System Committee

NATIONAL Television System Committee (NTSC) this week released detailed technical specifications of the signal to be used in field tests of compatible color TV. Among stations to broadcast the test signals during forthcoming months are:

RCA-NBC's WNBT, New York, using experimental call letters KE2XJV on Channel 4; DuMont's KE2XDR (708-714 mc), New York, employing signals originated by station and signals microwaved to station from Little Neck, L. I., by Hazeltine Electronics Corp.; Crosley's WLWT (KQ2XBO), Cincinnati, Channel 4; GE's KE2XHX, Syracuse, using any desired vhf or uhf channel; RCA-NBC's WNBW (KG2XDE), Washington, Channel 4; RCA-NBC's KG2XAK (529-535 mc) and KG2XCY (850-856 mc), Bridgeport; Philco's WPTZ (KG2XDU), Philadelphia, Channel 3; Zenith's KS2XBS (Channel 4) and KS2XBR (512-528 mc), Chicago.

In releasing the information, NTSC chairman Dr. W. R. G. Baker stated that the specifications were unanimously adopted by the Committee, which consists of technical experts of the industry. The specifications will serve as the basis of tests to investigate field performance of compatible color TV.

The purpose of publishing the specifications in the technical press is to permit all segments of the radio-television industry, manufacturers, consulting engineers, broadcasters, servicemen, amateurs and experimenters to participate in the tests. Reports of such participation are solicited and should be sent to Dr. Baker, care of the General Electric Co., Electronics Park, Syracuse.

The test specifications are divided into 2 groups—first comprising the FCC standards now authorized for black-and-white TV service; second consisting of supplementary specifications relating to the transmission of color values.

The full text of the specifications follows:

TEST SPECIFICATIONS—GROUP I (Summary of FCC Standards)

(1) The image is scanned at uniform velocities from left to right and from top to bottom at 525 lines per frame, 60 fields per second, interlaced 2-to-1.

(2) The aspect ratio of the image is 4 units horizontally and 3 units vertically.

(3) The black level is fixed at 75% ($\pm 2.5\%$) of the peak amplitude of the carrier envelope. The maximum white (brightness) level is not more than 15% of the peak carrier amplitude.

(4) The horizontal and vertical synchronizing pulses are those specified in Appendix I of the *FCC Standards of Good Engineering Practice Concerning Television Broadcasting Stations* (for black-and-white transmissions, dated Dec. 19, 1945, as amended Oct. 19, 1950), modified to pro-

vide the color synchronizing signal described in Specification 21 (Group II).

(5) An increase in initial light intensity corresponds to a decrease in the amplitude of the carrier envelope (negative modulation).

(6) The television channel occupies a total width of 6 mc. Vestigial-sideband amplitude-modulation transmission is used for the picture signal in accordance with Appendix II of the *FCC Standards of Good Engineering Practice*.

(7) The sound transmission is by frequency modulation, with maximum deviation ± 25 kilocycles, and with pre-emphasis in accordance with a 75-micro-second time constant.

(8) The radiated signals are horizontally polarized.

(9) The power of the aural-signal transmitter is not less than 50% nor more than 150% of the peak power of the visual-signal transmitter.

TEST SPECIFICATIONS—GROUP II (Supplementary)

(10) The color signal has the following composition

$$E_m = E'_y + \frac{1}{1.14} \left\{ \frac{1}{1.78} (E'_B - E'_y) \sin \omega t + (E'_R - E'_y) \sin(\omega t \pm 90^\circ) \right\}$$

where

$$E'_y = 0.59 E'_G + 0.30 E'_R + 0.11 E'_B$$

Notes: In this expression the symbols have the following significance:

E_m is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E'_y is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color signal, corresponding to the given picture element. This signal carries all of the luminance information.

E'_G , E'_R , and E'_B are the gamma-corrected voltages corresponding to the green, red and blue signals intended for the color picture tube, during the scanning of the given picture element.

ω is 2π times the frequency of the color carrier. The phase reference of this frequency is such that the color synchronizing signal (See Specification 21 below) corresponds to an amplitude modulated signal of the form $\cos \omega t$. t is the time.

The plus or minus sign (\pm) near the end of the expression indicates that the phase of this component is alternately advanced and retarded by 90 degrees on successive scanning fields with respect to the stationary color phase alternation axis (see Specification 20 below).

The portion of the expression between brackets represents the color subcarrier signal which carries the chromatic information.

It is recommended that field-test receivers incorporate a reserve of 10 db gain in the chromatic channel over the gain required by the above expression.

(11) The primary colors referred to by E_R' , E_G' , and E_B' have the following chromaticities in the I. C. I. system of specification:

	x	y
Red (R).....	0.67	0.33
Green (G).....	0.21	0.71
Blue (B).....	0.14	0.08

(12) The color signal is so proportioned that when the color subcarrier vanishes, the chromaticity reproduced corresponds to illuminant C ($x=0.310$, $y=0.316$).

(13) Gamma correction is such that the desired pictorial result is obtained on a display device having a transfer gradient (gamma exponent) of 2.75. However, the equipment used is capable of an overall transfer gradient of unity. The voltages E_y' , E_R' , E_G' and E_B' in the expression in Specification 10, above, refer to the gamma-corrected signals.

(14) The color subcarrier frequency is $3.898125 \text{ mc} \pm 0.001\%$, with a maximum rate of change not to exceed 1/3 cycle per second per second.

(15) The horizontal scanning frequency is 2/495 times the color subcarrier frequency. This corresponds to 15,750 cycles per second.

(16) The bandwidth assigned to the monochrome signal E_y' is in accordance with the FCC standard for black-and-white transmissions, as noted in Specification 6 above.

(17) The bandwidth assigned prior to modulation to the chromatic signals ($E_B'-E_y'$) and ($E_R'-E_y'$) is not less than 1 mc at 6 db attenuation. A gradual cutoff characteristic is used.

(18) The bandwidth assigned to the modulated color subcarrier extends to at least 1 mc at 6 db attenuation below the color subcarrier frequency and to at least 0.4 mc at 6 db attenuation above the color subcarrier frequency.

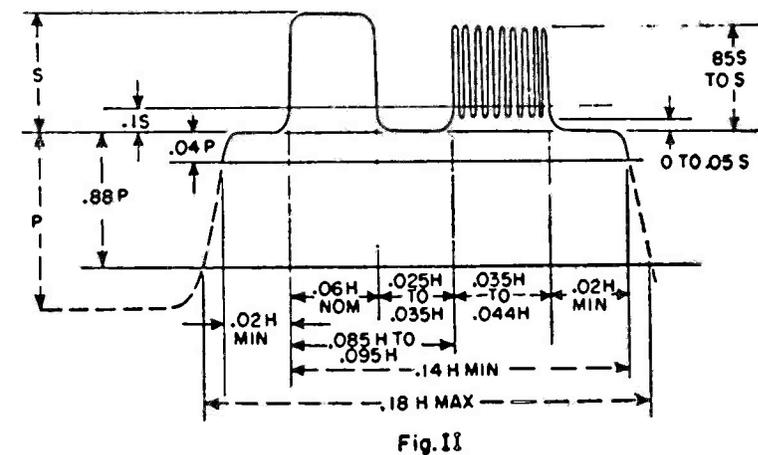
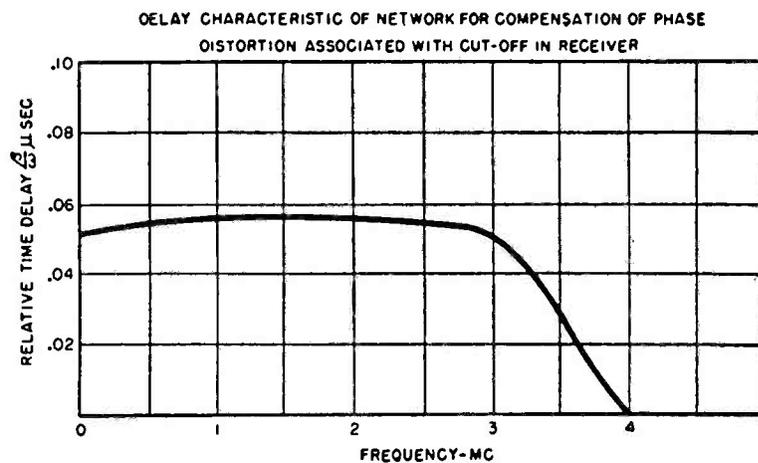
(19) To assure that all the components of the color signal shall coincide in time at the second detector of the receiver, delay compensation is used such that a sinewave, introduced at the transmitter color-signal input terminals, produces a radiated envelope having a relative time delay vs. frequency characteristic within $+30\%$ and 0% of that specified in Fig. 13 of RMA report TS 1.2-3005-A (Figure I herewith), except that the ordinate scale may be multiplied by a factor of 1.0 to 1.5.

(20) The color phase alternation implied by the (\pm) sign in Specification 10 is such that the color subcarrier phasor representing ($E_R'-E_y'$) shall lead the phasor representing ($E_B'-E_y'$) during the scanning field following the vertical sync pulse in diagram (1) of Appendix I of the *FCC Standards of Good Engineering Practice Concerning Television Broadcasting Stations*,

Dec. 19, 1945, and shall lag following the vertical sync pulse shown in diagram (2) of that Appendix. The stationary axis of the color phase alternation corresponds to the ($E_B'-E_y'$) phasor.

(21) The color synchronizing signal is that shown in Fig. II. This signal corresponds to amplitude modulation of a continuous sinewave of frequency $\omega/2\pi$.

(22) Signals outside the assigned channel shall be attenuated at least 60 db below the peak visual signal amplitude.



Notes on Figure II:

- (1) This waveform is that which exists at the studio before transmission over limited bandwidth circuits.
- (2) The burst frequency shall be $3.898125 \text{ mc} \pm 0.001\%$ with a maximum rate of change not to exceed $\frac{1}{3}$ cycle per second per second. The horizontal scanning frequency shall be $\frac{2}{495}$ times the burst frequency.
- (3) The burst follows each H. pulse. It is omitted following the equalizing pulse and during the broad vertical pulse.
- (4) Vertical blanking 0.07 to 0.08V.

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 Westinghouse Electric Corp.—Ralph M. Harmon.
 WMAR-TV, Baltimore, Md.—E. K. Jett.
 Zenith Radio Corp.—Joe Spindler.

Telecasting Notes: One of radio's most venerable programs, 21-year-old *Carnation Contented Hour* on NBC, ends in January, dropout attributed to TV since Carnation is making *Burns & Allen* show weekly instead of bi-weekly; another top-rated program, General Food's (Maxwell House) *Father Knows Best*, on CBS for 2½ years, also leaves air first of year, its budget going to bolster *Mama* on CBS-TV . . . Gian-Carlo Menotti's 50-min. religious opera *Amahl and the Night Visitors*, commissioned by NBC 2 years ago, will be premiered by NBC-TV during Christmas holidays. Menotti is now casting for 10-year-old Amahl . . . CBS-TV is promoting summer time sales with 50-page presentation titled *It Takes Four Quarters to Make a Dollar*, pointing out that all major CBS-TV advertisers remained on air this July and August, retained large audiences—"in many cases larger than the average for the October-April season"—while getting 10% annual discount by buying 52 weeks. Discount means advertiser gets 5.2 weeks free out of 8 during summer, says CBS . . . WGN-TV, Chicago, signs to carry certain CBS-TV shows for which WBKB can't clear time; *Chicago Tribune* station remains basic DuMont outlet, however . . . Good example of TV as against radio personnel (and cost) requirements: Gulf's *We the People* needed staff of only 45 for radio version, now uses up to 194 for TV . . . Western Reserve U courses in psychology and literature over WEWS, Cleveland, have attracted audience of some 50,000 on 27,500 sets, according to Dean John P. Barden, who announced new series will begin Dec. 17 and March 17 . . . Radio Televisao Paulista, second outlet in Sao Paulo, Brazil, licensed to publisher Jao Baptista of *Sao Paulo Recorde* on Channel 9 (Vol. 7:42), began air tests Nov. 22, with "excellent reception," plans start of regular programming Dec. 24, reports consulting engineer Joe Herold . . . KNXT, Los Angeles, Dec. 1 raised base hour rate from \$1200 to \$1500, one-min. from \$225 to \$300 . . . WBTV, Charlotte, effective Jan. 1, raises base hour rate from \$400 to \$500, one-min. from \$65 to \$110.

Personal Notes: Fred M. Thrower, ex-ABC v.p. in charge of TV sales, named v.p. in charge of CBS-TV sales, succeeding David V. Sutton, resigned; Arthur E. Duram, CBS-TV sales mgr., joins Fuller & Smith & Ross Inc. as TV-radio director . . . Harold Burke Dec. 31 resigns as mgr., WBAL & WBAL-TV, Baltimore, and Victor F. Campbell has been named program director, Hearst Radio Inc., under v.p. D. L. Provost . . . D. Lennox Murdoch promoted to mgr. KSL-TV, Eugene M. Halliday to mgr. KSL, Frank B. McLatchy to mgr. regional network being formed by KSL . . . Harry R. Lipson promoted to new post of general sales mgr., WJBK & WJBK-TV, Detroit . . . Sylvester L. (Pat) Weaver, NBC-TV v.p., subject of "Business and Finance Leaders" sketch in Nov. 26 *New York Herald Tribune* . . . James M. Orchard, ex-program director, KOTV, Tulsa, joins Paramount Television Productions Inc. . . . Arthur B. Donegan named mgr., ABC publicity dept. . . . Paul Huth, acting mgr. of media dept., Procter & Gamble, named director of media as of Dec. 1 . . . James Neu, ex-CBS attorney in New York and Washington, joins Marshall F. Kiser in new law firm of Kiser & Neu, Plymouth, Ind. . . . Samuel Northcross promoted to v.p. & business mgr., TV dept., William Esty Co. . . . Robert C. Wood, ex-TV-radio director, Victor Van der Linde Co., N. Y. agency, named Chicago national sales rep, Fort Industry Co. (Storer) stations, succeeding the late Reynold Kraft . . . Dr. Max Jordan, ex-NBC foreign correspondent, to be ordained Catholic priest Dec. 8 in Wurtemberg, Germany.

Elias I. Godofsky, 39, owner WHLI, Hempstead, L. I., former operator of WLIB, New York, died Nov. 27 of heart attack while driving car.

Station Accounts: Electric Companies Advertising Program (group of electric light & power companies) buys new film series of half-hour dramatic shows for presentation on 31 TV stations starting last week in Jan., thru N. W. Ayer & Son, N. Y. . . . J. Wiss & Sons Co. (shears, scissors) sponsoring DuMont network show *Hands of Destiny* on WABD, N. Y., Tue. 10-10:30, thru Ellington & Co., N. Y. . . . Heet Div. of Demert & Dougherty, Chicago, planning campaign for its Ice Breaker (windshield de-icer) & Cleeron (plastic spray for ignition systems), thru Ruthrauff & Ryan, Chicago . . . Cribben & Sexton for its 1952 Universal Gas Range, signs Sarra Inc. to produce 20-sec. and one-min. spots . . . Eastside beer sponsoring *Boxing from the Olympic* on KTLA, Hollywood, alt. Tue. 10 p.m. to finish . . . Among other advertisers reported using or preparing to use TV: Beam Products Co. Inc. (Silver Polish'n Plate & Beam Crystals), thru Ritter, Sanford & Price Inc., N. Y.; Rustaway Corp. (Metalure polish & cleaner), thru Blackstone Co., N. Y.; Shave-Less Products Corp. (Shave-Less talc-cream), thru Harry Paul & Associates Adv. Agency, Boston; Fisk-Gillette Tires, Div. of U. S. Rubber Co. (Fisk tires), thru Fletcher D. Richards Inc. and Robert Otto & Associates, both N. Y.; Fisher Brewing Co. (beer), thru Gillham Adv. Agency, Salt Lake City; Lennox Furnace Co. (gas, oil, coal heating systems), thru Henri, Hurst & McDonald, Chicago; SOS Co. (Tuffy dishwashing aid), thru McCann-Erickson, San Francisco; Beloit Dairy (Old Fashioned ice cream), thru Cruttenden & Eger Adv. Agency, Chicago; Hershel California Fruit Products Co. (Contadina tomato paste), thru Brisacher, Wheeler & Staff, Los Angeles; Durkee-Mower Inc. (Marshmallow Fluff), thru Harry M. Frost Co., Boston; Pan American Coffee Bureau (coffee), thru Cunningham & Walsh, N. Y.; Dearborn Stove Co. (stoves & coolers), thru Rogers & Smith, Dallas (WDSU-TV).

Network Accounts: S. C. Johnson & Son Inc. (Johnson's wax products) starts alt. week sponsorship of *Robert Montgomery Presents* Jan. 7 when show goes weekly on NBC-TV, Mon. 9:30-10:30; time is being vacated Dec. 10 by Tintair's *Somerset Maugham Theatre* . . . Susquehanna Waist Co. (Ship'n Shore blouses) Dec. 18 takes 8:15-8:30 portion of *Frank Sinatra Show* one time on CBS-TV, Tue. 8-9, thru Mervin & Jesse Levine Inc., N. Y. . . . Longines-Wittnauer Watch Co. joins one-shot Christmas Day sponsorships with holiday variety show on CBS-TV, Tue. 5:30-6, thru Victor A. Bennett Co. . . . Fred W. Amend Co. (Chuckles candy) Dec. 22 expands Midwest show *Hail the Champ* to 7 more stations on ABC-TV, Sat. 6-6:30, thru Henri, Hurst & McDonald, Chicago . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) starts *My Friend Irma* Jan. 8 on CBS-TV, Tue. 10:30-11, thru Wm. Esty Co., N. Y. . . . Lucky Strike reported readying *Stop the Champ* on ABC-TV, Thu. 9:30-10, thru BBDO, N. Y.; show will originate from Army & Navy bases and feature amateur service boxers . . . Gruen Watch Co. moving *Gruen Guild Theatre* from ABC-TV, Thu. 9:30-10 to DuMont, time & date unannounced . . . Nash-Kelvinator Corp. (kitchen appliances) Dec. 8 cuts *Paul Whiteman TV Teen Club* to half-hour on ABC-TV, Sat. 8-8:30 . . . Kaufmann Bros. & Bondy Inc. (Kaywoodie pipes) has canceled plans for Dec. 9 one-shot from Hollywood on CBS-TV, Sun. 5-6.

"Aural radio will be a very great factor during the lives of all of us here." That was FCC Chairman Coy's response to query at Nov. 27 Washington TV conference of Radio Commission of the Southern Baptist Convention. "At one time," he added, "I thought aural radio was doomed. I've changed my mind. TV just isn't needed for such programs as news and good music—with the exception of Toscanini." He also looked for increased importance of FM.

PUZZLING ASPECTS OF TV TRADE PICKUP: TV industry's ablest minds are still baffled by these unanswered questions: How big is current trade upsurge? How good is today's "good business"? What happens after New Year's Day?

Production continues at relatively high levels. Factory inventory has been sliced, industry-wide, to less than 3 weeks' supply. Big brand-name manufacturers tell us their inventories are now insignificant. Philco, for example, says it has only 2-3 days' supply on hand at plant.

Yet industry leaders admit market has no real "zing". This feeling was evident at Nov. 27 meeting of representative TV-radio manufacturers' group with NPA.

There were few complaints about the slim allocations of materials for first quarter 1952 (Vol. 7:46). Indeed, some smaller manufacturers said they had good-size materials carry-overs from third to fourth quarter, and will carry some fourth-quarter materials and parts into 1952. One said he needs customers, not materials.

Big manufacturers, by and large, have depleted most of their inventories of materials, as well as finished sets. But they have plenty of tubes and components in stock -- no shortages. And those at NPA parley didn't seem very worried about materials for first half 1952. Their concern was directed at third quarter.

They asked NPA to try to shake loose more materials in third quarter, because of seasonal nature of TV-radio industry. NPA people replied there's strong possibility more steel and aluminum will be available then, but copper will be as seriously short as ever. (For other highlights of NPA meeting, see p. 11).

For first and second quarters, manufacturers seem resigned that there will still be selling job to do, despite stringent production cutbacks. As to present situation, one big manufacturer told us this week:

"Sure, factory inventories are going down, but they're not as meaningful as what's in the pipelines. If there's more than a million sets in wholesale-retail channels -- that's dangerous." Forthcoming Dun & Bradstreet October retail survey should provide some clues.

* * * *

TV factory inventories showed big 41,985 drop in RTMA statistics for week ended Nov. 24 -- down from previous week's 308,897 to 266,912, lowest since March 23 week (Vol. 7:13). Production of 100,103 TVs (4879 private label) was remarkably good for 4-day Thanksgiving week with its usual Friday absenteeism. Previous week saw 115,722 TVs produced.

Radio output went down to 171,563 (57,809 private label) from preceding week's 218,905. Factory inventory was 346,183, up about 8000 units. Week's radios were 117,823 home receivers, 12,873 portables, 40,867 auto.

RTMA's revised figures for first 10 months are 4,382,724 TVs and 10,953,201 radios. October TV output was revised upward to 411,867, radio downward to 874,723. These compare with 838,300 & 1,229,900 respectively for same 1950 month.

FACTS IN ADMIRAL-NORGE NEGOTIATIONS: Disclosure that Admiral Corp. is dickering to buy Norge Div. of Borg-Warner Corp. points up trend of TV-radio manufacturers to go deeper into lucrative white goods field as hedge against TV's seasonal nature.

All that's admitted by the principals is that negotiations are "under way".

Admiral isn't first TV manufacturer to cast sheep's eyes at Norge, one of "big 6" of home appliance field. RCA had been dickering for purchase of Norge with its ready-made line of quality white goods. And recently Addison Industries Ltd., Canadian TV-radio-appliance manufacturing and merchandising firm, tried to buy it but gave up because it felt price was too steep.

Norge is estimated to be sixth-ranking firm in home appliance industry, once turned out 10% of nation's household refrigerators, slipped to 6%. Admiral sells about 3½%. Norge is third in gas ranges, sixth in electric ranges.

These are most valuable assets Admiral would acquire, in opinion of source long familiar with appliance field and close to Norge operations:

(1) Top-notch distribution setup, with 72 independent distributors, serving 14,000 dealers. One of stipulations of sale, if it's consummated, will be that "Norge manufacturing and sales organizations be maintained as a separate division" by Admiral, Borg-Warner announced in statement confirming rumors of negotiations.

(2) Four plants, including modern range and washing machine factories in Eppingham and Heron, Ill., old refrigerator plant and service factory in Muskegon, Mich. Even with its new Galesburg, Ill. plant, Admiral reportedly makes but half its own refrigerators (buying balance from Seeger Refrigerator Co.), makes none of its own ranges.

(3) Entree into home laundry market via Norge's fast-selling new low-priced automatic washer. Norge also makes home freezers and electric water heaters.

(4) Valuable tools, dies, good NPA materials base for home appliances, many basic appliance patents. Frigidaire, which holds license from Norge to manufacture "Rollator" refrigerator motors, would become licensee of Admiral.

Topics & Trends of TV Trade: "Get tough" policy toward TV ad abuses has been adopted by Washington Better Business Bureau following complete collapse of BBB-newspaper-retailer self-censorship pact (Vol. 7:14). BBB told dealers, distributors, ad agencies and newspaper ad departments it plans to prepare evidence of unfair TV-radio-appliance advertising and turn it over to local and federal authorities for prosecution. BBB said many TV-appliance chains have violated last April's voluntary standards agreement or refused to make pre-publication corrections suggested by BBB, and consumers' complaints have increased steadily since last summer. "TV," said a BBB official, "is by far the worst offender." Meanwhile, Hartford, Conn., BBB issued code for TV-radio-appliance dealers and service men, developed with cooperation of local dealers. It covers such long-standing trouble spots as free offers, "floor samples," extra charges, guarantees & warranties, "bait offers," tube sizes, performance claims.

First factory-run service center handling all major appliances as well as TV-radio will be opened Dec. 3 by Westinghouse in Cleveland. Some 250 dealers will be served by 19,000 sq. ft. center at 4505 Euclid Ave. Consumers may call center direct or place service call through dealers. Big advantage of centralized servicing, says Westinghouse service mgr. L. K. Baxter, is that "it places responsibility for fast and satisfactory service in the hands of Westinghouse and frees dealers of this work, permitting the dealer to concentrate on doing a selling job."

TV-radio-phono manufacturers needn't compute new price ceilings under CPR 22 (Vol. 7:45). New amendment 4 to Supplementary Regulation 12 exempts most electronic end products makers from necessity of filing Capehart ceilings "so that [they] may avoid the double burden of computing ceiling prices under CPR 22 and later under a tailored regulation." Tailored regulation for TV-radio industry (Vol. 7:43) is expected early next year.

NARDA convention Jan. 13-15 at Chicago's Conrad Hilton (Stevens) Hotel, coinciding with Winter Furniture Market, will hear talks by RTMA president Glen McDaniel, Dr. Allen B. DuMont, Philco TV-radio sales v.p. Fred D. Ogilvy and Thomas F. Joyce, v.p. of Raymond Rosen & Co., Philadelphia RCA distributor.

Hoffman adds 2 new 20-in. sets to line, mahogany table at \$299.95, blonde \$309.95, and mahogany console, half doors, \$399.95, blonde & maple \$409.95. Slightly changed and repriced is 20-in. open-face console, \$369.95 in mahogany, \$379.95 in blonde. Rest of line is unchanged, except for "minor escutcheon alterations."

Trade Miscellany: Some 200 manufacturers' representatives expected to be present for space drawing in New York Dec. 14 for 1952 Electronic Parts Show, scheduled May 19-22 in Chicago's Conrad Hilton (Stevens) Hotel . . . John Meck Industries now becomes John Meck Industries Div. of Scott Radio Laboratories Inc. under recent merger (Vol. 7:46) . . . Trans-Vue Corp., sales agency for Jackson Industries Inc., has purchased inventories and tools of Tele-Tune booster antenna from City Tool Accessories Corp., Chicago, expects to turn out 300,000-350,000 booster antennas in next year . . . J. H. Keeney & Co., coin-machine firm, 2600 W. 50th St., Chicago, reported planning to manufacture home and coin-operated TV sets, with sample run of 25 sets, 30-in., scheduled in "few weeks" . . . Scott adding 2 blonde combinations to line, 17-in. Stuart at \$695 and 20-in. Selkirk, \$725 . . . RCA has added Caldwell, Model 17-T-162, to line—open-face console, 17-in. rectangular, \$349.50 in mahogany or walnut, \$359.50 in limed oak.

* * * *

Canadian RTMA reports 29,825 TVs sold for \$15,573,898 in first 10 months 1951. Inventory total Oct. 31 was 17,289, compared to 17,936 as of Sept. 30 (Vol. 7:45). Toronto-Hamilton area took 39% of 10 months' sales, Windsor 35%, Niagara Peninsula 20%. October sales rose substantially, with 5182 sets sold for \$2,538,780, compared with 3286 in September; Toronto-Hamilton area took 40% of Oct. sales, Windsor 29%, Niagara Peninsula 23%. Overall total (from start of count) came to 67,648 valued at \$31,850,481.

Pandora's box of TV headaches has been designed by GE to demonstrate service troubles to distributors, dealers. Demonstrator duplicates 33 types of TV-set troubles and simulates special local problems. Lecturer can dim, shrink, ripple, or compress picture at flick of switch, while chart shows cause of each trouble. Twenty demonstrators are in use across country. GE also has a new *TV Receiver Service Guide* available at \$1.

Merchandising Notes: Hoffmann Radio budgets \$1,000,000 for 1952 advertising, thru new agency, Foote, Cone & Belding . . . Eleven TV distributors in Richmond, Va., area cooperatively sponsoring 8 pre-Christmas full-page newspaper ads plugging "a TV set under every roof" . . . Arvin cuts two 21-in. table models by \$20 each, mahogany now \$350, blonde \$380, including tax but not warranty.

Four more hotel TV installations—Dallas' Adolphus, Baker & Stonleigh and Charlotte's Barringer—are scheduled by Master Video Systems Inc., New York, using RCA's Antenaplex. Company recently completed Waldorf-Astoria setup (Vol. 7:45).

Trade Personals: H. Brainard Fancher promoted to mgr. of engineering for commercial equipment products, GE commercial dept.; Clare C. Lasher named mgr. of manufacturing, GE govt. equipment dept. . . . E. W. Merriam, RTMA service mgr., ex-DuMont, appointed Sylvania TV-radio service mgr. . . . R. M. Macrae, RCA Victor N. Y. asst. regional mgr., to head new Northeastern region, including upstate New York and New England, starts Jan. 1 . . . Fred H. Garcelon, ex-Westinghouse, appointed Eastern sales mgr. of CBS's Hytron Div. . . . Murray Fiebert, ex-v.p. of Lanagan & Hoke, test equipment firm, and one-time govt. procurement official, named mgr. CBS-Columbia government contract division . . . H. A. Williams, sales mgr., promoted to mgr., electronic components div., Stackpole Carbon Co. . . . Milton R. Benjamin, Majestic sales v.p., has resigned, will disclose plans after short vacation . . . Frank H. Edelman appointed technical director in charge of resistor div., Electronic Devices Inc., Brooklyn . . . John A. Wortmann, since 1931 with Borden Co., named RCA trade-mark attorney, succeeding late Abe Greenberg . . . Brig. Gen Tom C. Rives (ret.) appointed manager of GE's new Advanced Electronics Center at Cornell U (Vol. 7:42).

Benjamin Singer, 45, manager of special engineering products, Emerson Radio, former Tele-tone and Air King chief engineer and 25-year veteran of electronics industry, died Nov. 28 at Memorial Hospital, New York.

Dividends: Sylvania, 50¢ payable Dec. 20 to holders of record Dec. 10, quarterly \$1 on \$4 pfd., 42.8¢ on new \$4.40 pfd., payable Jan. 2 to holders Dec. 19; Bendix, 75¢ payable Dec. 27 to holders Dec. 10; Arvin, 50¢ payable Dec. 27 to holders Dec. 10; Stromberg-Carlson, 35¢ payable Dec. 28 to holders Dec. 10, 50¢ quarterly pfd., payable Jan. 1 to holders Dec. 10; Wells-Gardner, 15¢ payable Dec. 15 to holders Dec. 4; Muntz, special 10% stock, payable Dec. 24 to holders Dec. 15; Aerovox, 15¢ payable Dec. 15 to holders Dec. 10; Canadian GE, quarterly \$2 and extra \$4 payable Jan. 1 to holders Dec. 14; Aircraft Radio, 30¢ payable Dec. 18 to holders Dec. 7; Avco, 56¼¢ on \$2.25 pfd. payable Feb. 1 to holders Jan. 16; Capitol Records, 25¢ payable Dec. 20 to holders Dec. 10, 65¢ quarterly pfd. payable Jan. 1 to holders Dec. 15; Republic Pictures, 25¢ pfd. payable Jan. 2 to holders Dec. 14.

Motorola Inc. has increased borrowing from Prudential from \$1,335,000 to \$7,500,000 in form of 15-year 3¾% note; proceeds were used to prepay existing indebtedness to Prudential, with \$6,165,000 added to working capital.

Financial & Trade Notes: Westinghouse, in one of biggest private loans on record, has arranged to borrow \$250,000,000 with option for additional \$50,000,000. Loan will finance company's \$296,000,000 expansion program and provide working capital for increased business volume. Electronics will represent "substantial portion" but considerably less than 50% of expansion program, a company official said. Included will be 97 projects to increase Westinghouse capacity 50%. Among electronics plants—all of which have been announced previously—are new Baltimore aircraft electronics plant, TV-electronics plant at Raritan Township, N. J., electronic tube plants at Elmira & Bath, N. Y. Biggest project is Columbus, O., jet engine plant.

Loan is subject to approval by stockholders, at special meeting in Pittsburgh Dec. 14, of proposal to increase authorized indebtedness from \$150,000,000 to \$500,000,000. Borrowing will be in installments as funds are needed. Against these advances, company will issue 3½% debentures due 1981, redeemable beginning in 1956. Acting for Westinghouse are investment firms of Kuhn, Loeb & Co., First Boston Corp. and Drexel & Co., largest institutional buyers being Metropolitan Life Insurance Co., Equitable Assurance Society and New York Life Insurance Co. Other buyers include pension funds, savings banks and universities.

* * * *

Tung-Sol Electric's sales are expected to top \$30,000,000 in 1951, up from \$29,425,022 in 1950, but earnings will be about \$4.50 a common share vs. \$6.61 last year. H. M. Darling, v.p.-treas., makes that estimate, with observation that "taxes will make the difference in earnings this year, but they are less onerous than would be the case if we did not come under the growth company formula owing to our position in the growing TV field." Mr. Darling said govt. work rose from 10% of Tung-Sol's output prior to Oct. 1 to 30% shortly thereafter.

National Coin TV System, formed 6 months ago, has been incorporated with 100,000 shares of common stock, par value \$1; president J. Matt Thompson says firm will install 4000 coin-operated TVs in next 12 months.

American Television Mfg. Co. is new firm headed by U. A. Sanabria, president American Television Inc., to "carry govt. contracts," has 100,000 shares of no par stock; charter says firm will "deal in cathode ray tubes, radio, TV, & electrical devices, merchandise, etc."

Muntz TV reports sales of \$2,634,648 for October, 12% increase over same month last year. For 7 months to Oct. 31, Muntz reports profits of 33¢ a share vs. 60¢ in 1950.

TELEVISION-ELECTRONICS Fund Inc., in statement accompanying annual report for fiscal year ended Oct. 31, disclosed that total net assets reached \$10,000,000 mark Nov. 14. Annual report shows total assets at cost were \$9,125,551, at value \$9,792,619 (\$12.91 per share) as of Oct. 31. Net assets at value compare to \$5,560,022 (\$12.01) for 1950 fiscal year, \$2,780,796 (\$9.32) for 1949, \$274,983 (\$9.11) for 1948, \$112,500 (\$9) as of first report, June 1948.

First open-end investment trust in TV-electronics field added several new shareholdings to portfolio, listing following investments as of last Oct. 31 (new-company holdings in italics):

TV & Electronics (38.79%)—Aerovox 7000 shares, ABC 6000, American Phenolic 4000, AT&T 2500, Bendix 5000, CBS "A" 4000, Cornell-Dubilier 4000, Erie Resistor 2000, Fansteel 3000, GE 5000, General Instrument 5000, Hazeltine 4000, International Resistance 3000, LaPointe Plascomold 5000, Muter 4000, Oak Mfg. 6000, RCA 19,000, Raytheon 7000, Sprague Electric 4000, Sylvania 10,000, Tung-Sol 2000, Westinghouse 10,000.

Electronics Other Than TV (26.57%)—*Aircraft Radio Corp.* 8000, *American Bosch* 20,000, *Clark Controller* 4000 common & 1000 pfd., *Consolidated Engineering* 2000, *Consolidated Vultee* 3000, *Eureka Williams* 6000, *Fairchild Camera* 2000, *Hammond Instrument* 1000, *IBM* 1000, *Minneapolis-Honeywell* 5000, *Northrup Aircraft* 5300, *Remington Rand* 7000, *Sperry* 5000, *Telecomputing Corp.* 3000, *Thompson Products* 2000, *Tracerlab* 2000, *Webster-Chicago* 9000, *Westinghouse Air Brake* 12,000.

Primarily TV (19.59%)—*Admiral* 10,500, *DuMont* 6000, *Emerson* 23,000, *Motorola* 8000, *Philco* 14,000, *Zenith* 3000.

Miscellaneous (12.52%)—*Eastman Kodak* 6000, *Federal Enterprises* 5000, *General Controls* 2100, *Haloid* 2500, *I-T-E Circuit Breaker* 1000 pfd., *Kellogg Switchboard* 4000, *Otis Elevator* 4000, *United Specialties* 2100, *Walt Disney Productions* 6500, *Western Union* 5000.

Affiliated Companies (2.53%)—*Conrac* 9000, *Indiana Steel Products* 12,000, *Television Associates* 2400. Govt. securities cost value is given as \$1,296,648.

Mobilization Notes: No compulsory conservation, standardization or simplification orders for TV-radio industry are imminent (Vol. 7:45), NPA spokesman told radio & TV manufacturers industry advisory committee meeting Nov. 27 (see story, p. 8). Other highlights of meeting: (1) Committee recommended NPA survey TV-radio manufacturers to determine "mix" of TVs, radios, combinations, etc., as guide to allocation of materials for components. Following meeting, Electronics Div. began preparing form to solicit this information. (2) NPA said copper, nickel, tungsten, cobalt, selenium will remain scarce through 1952.

There was detailed discussion on preparation and filing of CMP forms, NPA obviously dissatisfied with results to date. Manufacturers were urged to submit second-quarter applications before Dec. 22 deadline. NPA officials said only 30 first-quarter applications were in hands of Electronics Div. by Oct. 1 deadline; 576 were in by Oct. 12; 870 Oct. 21; 991 Nov. 26. Also stressed was importance of giving full information on applications, including estimated requirements for third and fourth as well as second quarter. Lee Golder, chief of NPA radio-TV-receiver section, presided at meeting, attended by:

Dorman Israel, Emerson; Jack Marks, Fada; John Meck, Scott Radio; Robert W. Galvin, Motorola; William H. Chaffee, Philco; John H. Cashman, Radio Craftsmen; J. Friedman, Trav-Ler; L. C. Truesdell, Zenith.

* * * *

Certificates of necessity for tax-aided expansion were granted by DPA to these electronic and related firms from Nov. 6-16 (5-year amortization on 65% of project cost except as noted): Westinghouse, electronic tubes at Pittsburgh, \$5,668,840; aircraft parts at Metuchen, N. J., \$4,540,735; high-temperature alloys at Newton, Pa., \$137,090; GE, Ashland, Mass., aircraft parts, \$222,000; Grant Pulley & Hardware Co., Flushing, N. Y., electronics, \$183,138 (70%); Sigmund Cohn Corp., Mt. Vernon, N. Y., aircraft instruments, \$125,000; Clifton Precision Products Co., Berwin, Pa., electrical control mechanisms, \$38,296 (70%); Westbrook Welding Co., Westbrook, Conn., electronics, \$30,679.

Third major Signal Corps training center will be established Dec. 15 at San Luis Obispo, Cal., under command of Brig. Gen. Harry Reichelderfer, now commanding general of Ft. Monmouth, N. J. Maj. Gen. K. B. Lawton, Deputy Chief Signal Officer since 1948, will take over command of Ft. Monmouth. Brig. Gen. James D. O'Connell, signal officer of Second Army, becomes Deputy Chief Signal Officer. Camp San Luis Obispo will employ some 450 civilians, including electronics and communications instructors. Other Signal Corps training centers are at Ft. Monmouth and Camp Gordon, Ga.

Materials relief for TV servicemen is forthcoming in form of amendment to CMP Regulation 7 repairmen's order (Vol. 7:28). Order, as written, permits repairmen to self-certify controlled materials and parts for repair purposes, but none for installation. TV repairmen's principal use of controlled materials is in lead-in wire for antenna installations. New amendment will permit self-certification of installation materials.

Subcontracting opportunities have been compiled by General Motors in booklet listing principal products made by each of its 39 manufacturing divisions. *Selling to GM* is available from GM procurement & schedules dept., Room 14-262, General Motors Bldg., Detroit 2.

Continental Can Co. will make control elements for guided missiles being developed by Bell Telephone Labs and produced by Western Electric. About 300 persons will be employed in new Chicago plant.

Small Defense Plants Administration, under Telford Taylor, moves Dec. 3 to old Washington Post Bldg., 1337 E St. N.W.

"Dangerous lag" in production of military electronics, guided missiles, planes and tanks was reported Nov. 29 by Senate Preparedness Subcommittee under Sen. Lyndon B. Johnson (D-Tex.). Highly critical of mobilization progress, report said dollar deliveries of guided missiles from April through June fell 70% below expectations, other electronics items 30% short of goal. Aircraft and tank deliveries were 34 and 40% behind target, subcommittee said. Report blamed big materials allocations for "non-essential civilian goods" and "our failure to make immediate defense hard-goods production the top claimant upon our industrial capacity." It recommended creation of defense production and procurement czar, suggested Munitions Board chairman John Small. It also urged: (1) Elimination of bottlenecks in military production at all costs. (2) Use of all new machine-tool production for military output. (3) Greater use of small business in military program.

Lawrence color tubes can be produced despite ban on color production (Vol. 7:47)—so long as they're not placed in sets capable of receiving color. That's NPA's interpretation of its order M-90, officials pointing out that tube's backers say it will work equally well with black-&-white. Order bans products or parts "designed *solely* to permit or facilitate, or capable *only* of permitting or facilitating, reception of color TV" (italics ours). Chromatic TV Labs president Richard Hodgson said he's inquired at NPA, is awaiting clarification. Chromatic has received NPA materials allocations to make picture tubes and TV sets, "but we certainly have no intention of making black-&-white sets," Hodgson declared. He said tube is now in prototype production and "very close" to full production stage.

Uhf has great future, untroubled by most vhf interference problems, according to Wells Chapin, chief engineer of WIL, St. Louis, who writes in Nov. 26 *Broadcasting*: "The FCC was exactly right in establishing the now famous TV freeze. The only objection is that it should have been put on before so many sets had been built for the present channels." Anticipating great competition for vhf channels after freeze, he says: "In the meantime, other hardy souls will pioneer the new band and be on the air years before those desiring Channels 2 to 13. In the new TV towns, or those with 1 or 2 stations, this pioneering should not be any more difficult than opening up the very first station. It probably will be much easier because the viewers, their appetites whetted by some good shows, will be anxious to receive new stations . . ."

Govt. has never ruled on legality of NCAA college grid TV restrictions, Yale athletic director Bob Hall, member of NCAA TV committee, told press Nov. 30. Furthermore, said Hall, NCAA hasn't heard word from Govt. since April when Justice Dept. anti-trust div. began study of NCAA plan. He thus directly denied govt. statement last week that NCAA was warned 3 times of illegality of its TV restrictions (Vol. 7:47). Meanwhile, Philadelphia Federal court set Dec. 17 for argument on motion to dismiss anti-trust suit against National Football League (Vol. 7:41), which Govt. hopes will establish illegality of all sports leagues' anti-TV rules.

Subscription TV for sports events is OK with at least half of Minnesota's set owners, according to *Minneapolis Tribune* (Cowles) Minnesota Poll. TV owners were asked if they'd be willing to pay to see "football games, boxing, basketball and other sports" on their home sets. Of those interviewed, 50% said yes; 5% yes, if it didn't cost too much; 43% no; 2% undecided. Those polled showed greatest interest in football, boxing and baseball on pay-as-you-look basis, least in wrestling. Nearly two-thirds of men interviewed—but less than half of women—said they'd be willing to pay to see their sports.

Network TV-Radio Billings

October 1951 and January-October 1951
(For September report, see *Television Digest*, Vol. 7:43)

THOUGH NETWORK TV billings in October continued steep rise—going to \$14,469,284 from September's \$11,925,516—they failed to duplicate feat of surpassing month's radio billings, first accomplished in September (Vol. 7:43). Ten months' TV billings of the 4 networks were just shy of \$100,000,000—\$99,854,288—compared with \$27,371,607 same 1950 period.

Radio billings also showed sharp increase in October, rising to \$14,966,436 from September's \$11,849,246, though down from \$16,169,808 in October 1950. Worth noting is fact that all networks' combined TV-radio billings in October was \$29,435,720, considerably over the \$22,611,250 year ago, while networks' grand TV-radio total for first 10 months of 1951 reached \$245,595,466 vs. \$179,263,135 same 1950 period.

The Publishers Information Bureau figures:

NETWORK TELEVISION				
	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
NBC	\$ 7,165,225	\$ 3,007,771	\$ 46,147,808	\$ 14,840,925
CBS	4,704,775	2,211,898	33,102,526	8,444,185
ABC	1,846,408	1,221,773	14,643,504	4,086,497
DuMont	752,876	*	5,960,450	*
Total	\$14,469,284	\$ 6,441,442	\$ 99,854,288	\$ 27,371,607
NETWORK RADIO				
CBS	\$ 5,615,074	\$ 6,676,037	\$ 58,248,614	\$ 57,744,701
NBC	4,411,380	4,945,307	45,662,244	51,293,402
ABC	3,180,514	3,013,938	27,209,667	29,431,370
MBS	1,759,468	1,534,526	14,620,653	13,422,055
Total	\$14,966,436	\$16,169,808	\$145,741,178	\$151,891,528

* Figures for 1950 not available.

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

NETWORK TELEVISION					
1951	ABC	CBS	DuM	NBC	Total
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
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213*	738,578	5,405,243*	11,925,516
Oct.	1,846,408	4,704,775	752,876	7,165,225	14,469,284
NETWORK RADIO					
1951	ABC	CBS	MBS	NBC	Total
Jan.	\$3,099,418	\$6,833,626*	\$1,542,887	\$5,215,947	\$16,691,878
Feb.	2,702,721	6,097,737*	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966*	1,648,006	5,085,636	16,418,947
April	2,930,183	6,487,717*	1,539,801	4,897,882	15,905,583
May	2,991,227	6,744,098*	1,510,818	5,329,752	16,575,895
June	2,720,268	6,201,963*	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193*	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261*	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,979*	1,324,061	3,713,235	11,849,246
Oct.	3,180,514	5,615,074	1,759,468	4,411,380	14,966,436

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

Slated primarily for TV chores at Motion Picture Assn., though "no firm decision on the appointment has been reached yet," is Edward Cooper, currently assistant to Senate Majority Leader McFarland. He would take over about Jan. 1. Newsman Cooper first came to Senate from Montana in 1939 with Sen. Burton K. Wheeler, served as communications staff assistant to Interstate & Foreign Commerce Committee from then until he joined Sen. McFarland last January (Vol. 7:3). Eric Johnston is strengthening staff in preparation for return to job as MPA head after serving as ESA administrator, recently added Cecil Dickson, former coordinator of information of House.

BASEBALL IS still little affected by TV, concluded researcher Jerry Jordan in third annual survey, reiterating his findings in previous studies (Vol. 6:19). In fact, report says regularly telecast major-league teams fared better than those restricting TV; 9 clubs maintaining regular TV had total attendance increase of 234,169 last season (though 5 showed decreases); 7 teams restricting or banning TV showed 1,485,070 decline (5 showing losses).

"These figures would offer substantial evidence of TV's promotion value," Mr. Jordan said, "except for the fact that the clubs televising consistently had a better performance record as a group. And performance . . . is usually the major factor at the gate . . . Regular TV did not hurt the teams that were putting on an exciting performance, and eliminating or reducing it did not help the others."

TV cannot be major factor in continued sharp decline in minor-league attendance (20% from last year), he said, because less than 10% of the 400-odd teams are near enough to TV areas to be affected. He cited case of Wilkes-Barre club (non-TV area), which lost 50% in attendance while winning 2 straight pennants.

He also pointed out that major-league clubs received \$4,562,312 for TV rights (including World Series and All-Star game) in 1951, nearly equal to total National League gate receipts in biggest pre-war year (1940), and forecast much more TV income for baseball as new stations are built and theatre TV spreads.

* * * *

Spectacular new remote-telecasting devices now being developed in RCA labs may some day make TV nearly as mobile and flexible as radio. NBC-TV technical operations v.p. Robert E. Shelby gave NBC affiliates convention at Boca Raton, Fla., glimpse into the future when he revealed work on: (1) Disaster mobile unit, with no external wire connections, carrying film developer, microwave and projection equipment. (2) Flying boxcar, to carry "mini-mobile" TV transmitter near site of any event. Mobile unit would drive from plane to scene, relay picture directly to studio or to relay in plane. (3) Helicopter-borne TV camera and microwave for disasters, floods, sports events, etc. (4) Remote-controlled camera, operated electronically "like robot plane," controlled from studio or theatre. Shelby said RCA laboratories are engaged in active developmental work on 2 new projects assigned by chairman David Sarnoff to his scientists (Vol. 7:39). "Magnalux," electronic light amplifier, he said, would "provide comfortable, effortless viewing outdoors, even in sunlight." "Videograph," TV tape recorder, would permit storing of programs for re-use, with no deterioration in quality.

Flurry of 7 TV Applications this week brought total pending to 460 of which 21 are uhf. Only uhf filed was from Texas oil man W. W. Lechner for Channel No. 35 in San Antonio. Other 6 were: WKYB, No. 6 in Paducah, Ky.; KEYD, No. 9, Minneapolis; KROC, No. 10, Rochester, Minn.; KECK, No. 7, Odessa, Tex.; KGBX, No. 3, Springfield, Mo.; KOPR, No. 4, Butte, Mont. [For further details, see *TV Addenda 13-T* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Stations can't censor political speeches, regardless of State libel laws or anything else. Such was FCC's pronouncement in renewing license of WDSU, New Orleans, this week. Action was prompted by Jan. 26, 1950 complaint of Alvin A. Cobb, mayoralty candidate whose speech station refused to carry unless certain "libelous and defamatory" portions were deleted. Commission said it was renewing WDSU's license because action wasn't "willful violation," but from now on "we will not accept the plea of doubt and uncertainty in the state of the law . . ."

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

Television Digest

with **ELECTRONICS** REPORTS

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In this Issue: { TV Program Code Becomes Reality, page 1. Latest 'Balance of Trade' Figures, page 6.
FCC Tests 'Anti-Freeze' in New England, page 1. Civilian Output Pinch—Tighter & Longer, page 7.
Whither Time Sales? An Expert's Views, page 2. Mobilization and Trade Notes, pages 8-9.

Full Text of New Television Code Published with This Issue

TV PROGRAM CODE BECOMES REALITY: Telecasters at long last got their code of program standards this week -- strict enough to satisfy most would-be censors, but lenient enough to allow plenty of flexibility in programming. [For full text of code, see Supplement No. 76, sent herewith to all full-service subscribers; extra copies \$1.]

Newly drafted addenda to the code (Appendix A) include enough legal safeguards to assure the most finicky legalists that its enforcement provisions won't be applied arbitrarily or capriciously.

NARTB-TV board's promulgation of code substantially as approved by 64 telecasters in Chicago Oct. 19 (Vol. 7:42) came as surprise to few in industry. Changes in wording were minor. Self-imposed rules become "official" Mar. 1, 1952 after NARTB president Fellows chooses 5 "representative" telecasters to serve as Review Board.

Any telecaster, whether or not member of NARTB, may subscribe to code upon payment of fee to defray administration costs. In return, he's given privilege of displaying seal of approval. Seal, now being designed, is in form of laurel wreath, with legend "Seal of Good Practice," and words "entertainment, education, culture, information," together with NARTB initials.

Enforcement of code is Review Board's job. It's empowered to withdraw seal from offending subscriber in cases of "gross, willful and continued violation" -- but only after full-dress hearings.

Drawn up to meet objections expressed by some radio attorneys, new addenda guarantee such legal safeguards as right to representation by counsel at hearings, right to cross-examine witnesses, requests for rehearing, etc.

To supplement code, board has list of words and phrases "considered unsuitable for use on TV." It will be sent to all code subscribers.

One TV board member, asked whether TV stations are now conforming with all provisions of the code, said: "I doubt if any of them now conforms with every section. I know mine doesn't. I think everyone will have to make changes."

FCC TESTS 'ANTI-FREEZE' IN NEW ENGLAND: Outlook for quicker freeze-end brightened at week's end when, after solid Dec. 6-7 meetings, FCC pounded out "tentative" New England allocations and instructed staff to allocate rest of country.

Since New England is tightest, toughest area of all, Feb. 1 target date for final decision looks better than it has for some time.

Though FCC won't release results of this week's deliberations, inasmuch as it plans to issue whole decision in one final package, treatment of New England may be augury for rest of country:

(1) Educational reservations are holding their own -- neither increasing nor decreasing. This week, much discussion centered on educational reservations and use of flexibility channels in each city. Comr. Hennock is still plumping assiduously

for pet project she put across, still feeling educators aren't getting enough.

(2) Number of vhf channels currently stands about same -- though there's still talk of reducing co-channel separations from 180 to 165 miles. Uhf may be narrowed from 165 to 155 miles. Whatever minima are chosen for New England, the Gulf and West Coast allocations will undoubtedly have greater separations. Consideration is area-by-area, and blanket minima may well go by the boards. Watch Pittsburgh.

Commission's 8 staff teams -- one for each area -- now go to work in earnest. Some general principles may be formulated now, others to be laid down after whole allocation has been made.

Everyone at FCC appeared heartened by week's progress, with eagerness to "get on with the decision" manifest. For present, speed is up to staff, and commissioners are pleased with its work under Paul Dobin, chief of Rules & Standards Div.

Chairman Coy apparently feels free enough, in fact, to take off Dec. 20 for St. Petersburg, Fla., for vacation with family until Jan. 3 or 7, and Comr. Sterling will be gone, to New Orleans and Houston, for inspection and hearing Dec. 10-18.

* * * *

Post-freeze handling of applications, as recommended by Communications Bar Assn. (Vol. 7:48), has met with some criticism from a few members. They contend:

(1) Acceptance of FCC's principle of allocation by rule-making is an "abdication" of Assn.'s stand previously taken (Vol. 7:26).

(2) Delays may be inherent in conducting hearings with all applicants, vhf and uhf, consolidated in one hearing. Say critics: "Although an applicant might propose a channel in the vhf band and an appropriate site therefor, such applicant might be found eligible for a grant on some other channel concerning which he had submitted no engineering proof at the hearing, with the result that other applicants would not have opportunity to cross-examine with respect thereto."

To get all members' views, in light of objections, bar group has asked all members to comment by Dec. 21.

* * * *

Arguments for pre-freeze applicants involved in hearings (Vol. 7:48) have been summarized by WFOX, Milwaukee, through brief filed by attorneys Haley, McKenna & Wilkinson. Brief analyzes the 9 cities concerned, involving 26 applicants in Milwaukee, San Francisco, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harrisburg, Easton-Allentown-Bethlehem. Applicant points to:

(1) "Huge investment in time, effort and money by the applicants [and FCC]."

(2) Time element "is of particular significance...with the Commission forced to operate on a reduced budget and faced with a hearing calendar beyond equal as soon as the freeze is lifted. And the public at large also has very substantial stake in the proceedings, since scuttling of the hearing records and opening of the proceedings to 'johnnies-come-lately' undoubtedly would delay by a year or more the commencement of broadcasting by the successful applicants, not to mention further possible delays resulting from court litigation."

(3) "New applicants have no grounds for complaint, inasmuch as the channels would have been assigned heretofore but for the freeze and since uhf channels, a service not allocated at the time of hearings, will not be involved."

WHITHER TIME SALES? AN EXPERT'S VIEWS: Looking ahead to the post-freeze day when there are enough stations so that TV networks can really operate full-blown, instead of being the wide-gapped makeshifts they now are, will TV advertising, already very expensive, price itself out of business?

Can ever-increasing rates and fabulous costs of programs be maintained when there are more markets served by more stations? Are the networks justified in contemplating another rate hike? Where's this fantastic business of telecasting heading, revenue-wise?

Everyone likes to forecast, though in TV very few have guessed right thus far about the remarkable time-selling achievements of TV's scant handful of stations -- now frozen at 108. But when the crystal-gazing is done by an authority like

NBC-TV sales v.p. Edward D. Madden, the observations are worth hearing. These are some of things he said in closed session at NBC's Boca Raton convention last week:

"Our 1951 gross sales for the NBC-TV network, including package programs, production facilities and film syndication, will total approximately \$75,000,000 -- three times our 1950 volume...

"Total national advertising volume in 1951 will be \$1,775,000,000 for magazines, newspapers, radio and TV, including time, talent, art and mechanical costs.

"National advertising volume in TV for 1951 will total about \$325,000,000, including time and talent for network and national spot...Radio will attain a volume of approximately \$350,000,000, including time and talent for network and national spots. Magazines and newspapers will each attain a volume of about \$550,000,000...

"By 1955, we estimate national advertising volume in TV, network & national spot, time and talent, will total \$775,000,000 and that TV will be the indisputable No. 1 choice of advertisers. By 1955, it is estimated total national advertising volume in all 4 media -- TV, radio, magazines & newspapers -- will be \$2.5 billion.

* * * *

"While this is pleasant to report, it also calls for sober reflection as to what is happening to total time and talent costs for individual advertisers and what our future planning must encompass...Sales results must keep pace with rising TV advertising costs. Suppose we take a look at TV costs as they are today, and where it appears they are going:

"Time and talent for the hour-long 'All Star Revue' costs \$100,000 per week or \$4,400,000 for 44 weeks. This bill is shared by 3 advertisers. An alternating half hour of the Kate Smith night-time show is \$50,000 a week or \$1,000,000 for 20 weeks for one advertiser; 4 advertisers split the total bill of \$4,000,000. A half hour of 'Show of Shows' costs \$56,000 a week or \$2,200,000 for 39 weeks. Six advertisers split the bill of \$6,000,000...

"The average time & talent cost of NBC half-hour night-time shows today is \$29,000, and by 1955 this unit will cost \$56,000. This means \$2,200,000 for only 39 weeks for the 50 largest markets. But the cost of daytime TV will also rise sharply.

"The average cost of time & talent for daytime half hours will rise from \$12,000 today to \$19,500, or \$1,014,000 for 52 weeks in 1955 for the 50 largest markets. A 15-minute daytime strip, Class C time, and talent, costs today \$35,000 a week, and will rise to \$68,000, or \$3,536,000 for 52 weeks for 50 largest markets.

* * * *

"I know that we can justify rates in terms of cost-per-thousand potential and actual circulation in TV homes. I know that as TV homes increase and rates rise we will justify these increases by the same yardstick of cost-per-thousand...

"But total TV costs are already straining the seams of total advertising budgets of relatively large budget advertisers. And if we look ahead 5 years, we will see that the country's largest advertisers cannot support TV schedules even approaching those they have for years used in radio...

"During the radio broadcasting season of 1948-49, just 13 large advertisers accounted for 66% of the combined NBC-CBS time billing on 165 stations for a total of \$84,000,000, including time & talent. If these same 13 advertisers, several years from now, bought TV to the same extent, that is, 66% of the NBC-CBS time billing, it would cost them \$237,000,000 a year. This is considerably more money than the total of their present combined advertising budgets for all media..."

The answer? Partly this, in Madden's view: "More multiple sponsorship programs to attract moderate budget advertisers" and "exchange of commercial time by alternating week advertisers."

* * * *

There you have the thinking of one of network TV's key executives, anticipating network of 126 stations by 1955, assuming too, presumably, that it costs no more to program for that many stations than for today's 50 or so interconnected. He didn't discuss spot and local, which in radio far exceed network dollar volume, and probably will do so eventually in TV too.

Whether contemplating network, spot or local, however, Madden's excellent

discourse pointed up the problem, could serve as a warning against hell-in-a-hack rate-pace. And he certainly spoke a mouthful when he added:

"I believe we must bridle, to some extent, the unrestrained enthusiasm for piling rate increase upon rate increase, or face the possibility of pricing ourselves out of the market."

Personal Notes: Sen. Edwin Johnson (D-Colo.), chairman of Senate Interstate & Foreign Commerce Committee, has accepted another 3-year term as president of Western Baseball League; he had intended not to, in fact had resigned, but League named an executive v.p. to take burden of details . . . Parker D. (Bud) Hancock, chief of FCC's Office of Formal Hearing Assistants, joins Washington law firm of Hogan & Hartson . . . Donald Manson, asst. gen. mgr. since 1944, promoted to gen. mgr., Canadian Broadcasting Corp., succeeding Dr. Augustin Frigon, retiring due to ill health; J. Alphone Ouimet, chief engineer & coordinator of TV, named asst. gen. mgr. . . . Leslie H. Peard, asst. to mgr., promoted to mgr. of WBAL & WBAL-TV, succeeding Harold C. Burke, resigned . . . David Lasley, ex-NBC Chicago, named DuMont Central div. sales mgr. . . . Robt. L. Werner, RCA gen. attorney since April, elected v.p. & gen. attorney, Ernest B. Gorin, treas. since Sept. 1949, elected v.p. & treas., at RCA board meeting Dec. 7 . . . Harrison M. Dunham, ex-mgr. of KTTV, Los Angeles, joins with Maurice H. Hindin to form law firm at 111 W. 7th St., Los Angeles . . . John K. Herbert, NBC-radio sales v.p., named head of Brand Names Foundation conference set for next April 16 in New York's Waldorf-Astoria . . . Read Hamilton Wight, TV-radio director, elected v.p., J. M. Mathes Inc. . . . Edward H. Benedict, ex-asst. ABC-TV sales mgr., joins J. M. Mathes Inc. as contact man on Canada Dry account . . . Norman Grant, NBC-TV mgr. of staging services, Chicago, joins N. Y. staff Dec. 10 as art director, handling set & costume designing, titles, graphics, etc. . . . Don G. Hallmann, ex-WXYZ-TV & CBS-TV, joins WWJ-TV, Detroit, as director . . . Robert Hayward, ex-TV-radio director, Bank of America, named director of program development, KTTV, Los Angeles . . . Kevin B. Sweeney, ex-KFI & KFI-TV (now KHJ-TV), named BAB v.p. in charge of radio promotion & sales . . . Ralph T. Braun promoted to promotion mgr., WMAR-TV, Baltimore.

First FM station shifted from non-commercial to commercial status is Indiana U's WFIU, Bloomington, granted change from 90.9 mc to 103.7 mc for novel reason: Bloomington residents had been squawking at length because strong FM signals interfered with weak TV signals from Indianapolis' WFMB-TV on Channel 6 (82-88 mc), leading university to close down station at 6 p.m. daily. No higher non-commercial FM channel was satisfactory, therefore school decided to move to commercial channel, but indicated no desire to operate commercially.

Defense Dept. hasn't abandoned use of TV-radio advertising in Armed Forces recruiting campaigns, asst. Defense Secretary Anna Rosenberg told NARTB in statement Dec. 7. She refuted assertion last week by Defense Dept. deputy general counsel Fred Korth that funds earmarked for TV-radio advertising for remainder of fiscal year had been withdrawn. NARTB board earlier had asked Secretary Lovett to rescind this discriminatory action.

Dec. 1 sets-in-use reported since NBC Research's census of Nov. 1 (Vol. 7:47): Miami 93,800, up 15,800; Omaha 105,843, up 8843; Richmond 98,820, up 6520; Memphis 108,780, up 4780; Dallas-Ft. Worth 145,412, up 4412; Utica 60,000, up 3800; Washington 312,000, up 11,000; Norfolk 91,191, up 5491; Greensboro 89,138, up 4138.

WBAL, Baltimore, sister of WBAL-TV, goes on 24-hour-a-day basis as of Dec. 10.

Telecasting Notes: "Wave of the future" may see more and more AM network affiliations following TV. When New Haven's WNHC (sister of WNHC-TV) joined NBC radio network Dec. 1, it was year's third such new affiliation by radio station operated by same interests as TV. Others: WDSU, New Orleans (WDSU-TV), from ABC to NBC; WJIM, Lansing (WJIM-TV), ditto, along with WGFG, Grand Rapids, owned by same interests . . . New Haven affiliation on NBC-AM caused some concern to 50-kw WTIC, Hartford, longtime NBC affiliate which always claimed that area . . . Elliott Roosevelt deal for purchase of Crosley's WINS, New York (Vol. 7:47) fell through this week—"for time being, at least"; price of around \$600,000 wasn't stumbling block . . . In addition to 7-9 a.m. *Today*, Mon.-thru-Fri., starting Jan. 7 with Dave Garroway—frankly experimental effort on part of TV v.p. "Pat" Weaver to win early morning audience over to programs that can be either heard or seen (Vol. 7:47)—NBC-TV is adding some 25 hours per week to its network schedule as of that date to fill up all time to 1 p.m., starting 10 a.m.; left to stations for local sponsor is 9-10 a.m., though schedule allows for plenty of local spots and ad-jacencies . . . Know-how pays off: CBS's KNXT, Hollywood, acquired for \$3,600,000 last year (Vol. 6:52), which switched to CBS-TV as of April 1 and moved to new Mt. Wilson site Oct. 28, increased national spot billings more than 300% between April & October, reports gen. mgr. Wilbur S. Edwards, citing also improved ratings . . . Some TV shows "going AM": Kellogg (for Pep) to sponsor *Tom Corbett*, *Space Cadet* on ABC radio network Tue. & Thu., 5:30-5:55, starting Jan. 1; *Howdy Doody* goes on NBC radio starting Dec. 15, Sat. 8:30-9:30 a.m. Both staying on TV, but no simulcasts . . . Bank of America reported to have foreclosed on some 20 movies, costing \$25,000,000, of which 40% came from bank loans, and to be probing TV potential. Among features from defunct Enterprise Pictures are *Arch of Triumph*, with Charles Boyer & Ingrid Bergman; *Ramrod*, Joel McCrae & Veronica Lake; *The Other Love*, David Niven & Barbara Stanwyck; *Body and Soul*, John Garfield & Lilli Palmer; *Four Faces West*, Joel McCrea, Frances Dee, Charles Bickford . . . Lee Newspapers' WTAD, Quincy, Ill., longtime TV applicant, hires DuMont closed-circuit setup for Dec. 5-9 celebration of its 25th anniversary.

Chicago TV originations—"a young Goliath"—have been "clubbed insensible" by networks, particularly NBC-TV, according to J. Hugh E. Davis, executive v.p. of Foote, Cone & Belding. In Nov. 28 talk to joint meeting of Chicago's Radio Management Club and TV Council, he insisted that Chicago originations have produced and would produce cheaper and better shows—with higher ratings. He cited *Zoo Parade*, *Kukla, Fran & Ollie*, *Hawkins Falls*; then told how Dave Garroway was dropped because network moved him to spot where only 9 stations could be cleared. Enlarging on what Chicago could do better than New York, Davis said: "For my money, there is no argument that the people composing the cast of *Down You Go* represent much more a variety of American types of people than do *Leave It to the Girls* group of metropolitan mesdames whose claim to fame rests on a certain degree of mammarial magnificence plus a group of acid tongues nurtured on the gossip of plush booze parlors. But in this case I don't even have to base it on my own opinion. The ratings prove it."

Station Accounts: Movie producers and exhibitors are showing more and more inclination to utilize TV as major exploitation medium, Hollywood reports indicating they're not only willing now to permit contract stars to appear on TV but also inclined to buy more local spots and trailers to plug individual films . . . RKO is buying TV time for Walt Disney's *Snow White*; Lippert has just spent \$5200 for Los Angeles TV spots to exploit new film *FBI Girl*, as it did for *Steel Helmet* earlier in year—indicating movies may become prime sponsors on TV outlets . . . Standard Oil of California to sponsor *Chevron Theatre*, weekly half-hour drama films being made for MCA by its subsidiary Revue Productions, Hollywood, at Eagle Lion studios, somewhat similar in format to famed *Fireside Theatre*; budgeted at reported \$15,000-\$25,000 per film. California Esso has Western rights, will place shows for at least 26 weeks in all Western TV markets, thru BBDO. Sears Roebuck is sponsor in Chicago (WENR-TV), may tie up Midwest rights . . . Arvin (TVs & radios), Gates Motors (DeSoto-Plymouth) and Gibson Co. (appliances) jointly sponsoring 7 *Indianapolis Symphony Orchestra* concerts on WFBM-TV, starting Dec. 18 . . . Buick Dealers of So. Calif. buy 21 USC & UCLA basketball games on KHJ-TV, for which station paid reported \$33,000; Farmers Insurance Co. sponsors the half hour preceding each game, with plenty of spots and adjacencies being sold . . . Chinchilla rancher E. J. Donovan has bought Sun. 4:15-4:30 for film series titled *Fur Fun* on KNXT, Los Angeles, designed to sell the animals at \$1650 a pair . . . Special sum has been set aside out of Florida Citrus Commission's ad budget to promote Florida temples via TV starting in January, thru J. Walter Thompson Co. . . Hudson Motor Car Co. sponsoring UP-Movietone News films 4 nights weekly on WXYZ-TV, Detroit . . . Among other advertisers reported using or preparing to use TV: Martin Motors, Div., National Pressure Cooker Co. (outboard motors), thru Melamed-Hobbs Inc., Minneapolis; Charles of the Ritz Distributing Corp. (cosmetics), thru Peck Adv., N. Y.; Bostwick Laboratories Inc. (fire extinguishers, plastic spray), thru Grey Adv., N. Y.; Sea Breeze Laboratories Inc.

(antiseptic), thru BBDO, Pittsburgh; Giuseppi's Frozen Pizza Pie (frozen pizza), thru Weightman Inc., Philadelphia; William Horn & Co. (Sea Feast salmon), thru Ted Workman Agency, Dallas; Moeller Mfg. Co. (bottle stoppers), thru Jacobson & Tonne Adv., Chicago; Frosty Creme Products Inc. (Cemi-Curl home permanent wave), thru Roman Adv. Agency, St. Louis; Loma Linda Food Co. (Gravy Quik), thru Elwood J. Robinson Adv., Los Angeles.

Network Accounts: Pitchman Sid Stone leaving *Texaco Star Theatre* after Xmas Day show, and Milton Berle will vacation from Jan. 8 & 15 shows . . . Chesterfield starts *Dagnet* Jan. 3 or 10 on NBC-TV, Thu. 9-9:30 when *Ford Festival* cuts to half-hour; show will be previewed Dec. 16 on NBC-TV, Sun. 7-7:30 during time being vacated by Chesterfield's comedy show, *Sound Off Time* . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) Dec. 5 started *Cavalier Theatre* on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y.; show will run 4 weeks only . . . Stokely-Van Camp Inc. (food products) Jan. 4 starts sponsorship of 2:15-2:30 Fri. portion of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2:30, thru Calkins & Holden, Carlock, McClintou & Smith, N. Y. . . Hall Brothers Inc. (Hallmark greeting cards) sponsors Christmas Eve premiere of Gian-Carlo Menotti's opera *Amahl and the Night Visitors* on NBC-TV, Mon. 9:30-10:30; work was commissioned especially for TV 2 years ago by NBC . . . Crosley Div., Avco Mfg. Corp., starting Jan. 7, shares alt. week sponsorship with Speidel of *What's My Name?* on NBC-TV, Mon. 8-8:30, thru Benton & Bowles, N. Y. . . Rosefield Packing Co. (Skippy peanut butter) Dec. 10 expands sponsorship of its West Coast show *You Asked for It* to ABC-TV, Mon. 9-9:30, thru Guild, Bascom & Bonfigli, San Francisco . . . General Electric cuts *Fred Waring Show* Jan. 13 to half-hour on CBS-TV, Sun. 9-9:30 . . . Gruen Watch Co. moves *Gruen Theatre* from ABC-TV to DuMont, alt. Thu. 9-9:30, effective Jan. 17 . . . California Fruit Growers Exchange (Sun-kist citrus fruits) reported readying sponsorship of *Corliss Archer* on CBS-TV, Thu. 8-8:30, thru Foote, Cone & Belding, Los Angeles.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for October: Irving B. Babcock sold 2000 Avco options for common in October, 7500 in September, holds 68,750 options, 797 common, 25 pfd.; James Bruce bought 800 Avco (Jan.), holds 1000; I. James Youngblood sold 200 Clarostat, holds 100; Frank L. Driver bought 100 Driver-Harris, holds 38,180; John H. Briggs gave 150 Gabriel Co. as gift, holds 14,788 common, 2750 pfd.; Sidney J. Weinberg bought 100 GE, holds 300; Adolphe A. Juviler sold 100 Olympic (Sept.), holds 85,540; Harold W. Butler gave 30 Philco as gift, holds 11,215; John S. Timmins gave 40 Philco as gift, holds 5460; William Gammell Jr. gave 100 Raytheon as gift, holds 13,958; James O. Burke gave 5400 Standard Coil as gift, holds 341,660; Robert E. Peterson gave 400 Standard Coil as gift, holds 200,680; Arthur Richenthal received gift of 1000 Standard Coil, holds 1000; Glen E. Swanson gave 800 Standard Coil as gift, holds 419,410; Curtis A. Haines sold 100 Sylvania, holds 43; Frank A. Poor sold 300 Sylvania, holds 6900.

National Union Radio Corp., planning to seek \$5,000,000 in equity or loan capital shortly in connection with expansion program, reports sales for 10 months ended Oct. 30 at \$11,243,343 vs. \$11,327,293 for same 1950 period. Estimated profit was under \$400,000, compared with \$823,085 in the 1950 period. Company has purchased 44-acre tract in Philadelphia for projected 145,000 sq. ft. plant, mainly to produce tubes for military, reports military backlog now \$6,000,000.

Electronics & Nucleonics Inc. is offering 1,998,000 shares of 1¢ par common stock at 15¢ a share, underwritten by Israel & Co. New firm has acquired assets of Kinetic Electronics Corp. and Kinetic Radio Corp. at 503 W. 33rd St., New York, plans to make military electronics equipment, including TV "cameras, transmitters, receivers . . . color or black-&-white," and develop and build color theatre-TV system invented by John M. Cage. Delaware corporation is capitalized at 10,000,000 shares, of which 2,000,000 are outstanding, having been issued to officers and directors. Directors are: Irving F. Kornfeld and Hyman Zarett, former sole owners of Kinetic, president and v.p. respectively; Edward B. Randolph, secy.; John B. Milliken. Consultants are Mr. Cage, inventor and engineer, and Emil J. Simon, inventor of Simon Radio Guide, electronic aircraft locator.

Dividends: Admiral, 25¢ payable Dec. 28 to stockholders of record Dec. 17; Zenith, 50¢ payable Dec. 31 to holders Dec. 14; Collins, 68¾¢ payable Jan. 2 to holders Dec. 21; Paramount Pictures, 50¢ payable Dec. 24 to holders Dec. 14; Raytheon, 60¢ payable Jan. 2 to holders Dec. 15; Muter Co., 15¢ payable Dec. 31 to holders Dec. 15; Arvin, 50¢ payable Dec. 27 to holders Dec. 10; Corning Glass, 25¢ regular plus \$1 extra payable Dec. 26 to holders Dec. 13; Davega, 25¢ payable Jan. 2 to holders Dec. 17; Decca, 17½¢ payable Dec. 28 to holders Dec. 17; Erie Resistor, 20¢ payable Dec. 15 to holders Dec. 7; Electrical & Musical Industries Ltd., 6¢ payable Dec. 21 to holders Dec. 12; WJR The Goodwill Station Inc., 40¢ payable Dec. 20.

LATEST 'BALANCE OF TRADE' FIGURES: This year's TV production will go well over the 5,000,000 mark -- very likely will hit 5,200,000 or better.

Final November week's output of 125,745 units (8000 private label) brought month's total to 562,198 and total for 48 weeks thus far to 4,944,922, subject to RTMA statisticians' later revisions.

Of remaining 4 weeks of 1951 to be counted, Xmas week won't be very productive but other 3 should bring year's total beyond most predictions.

Factory inventories continued downward, were 255,867 as of Nov. 30, about 11,000 less than preceding week. It was 18th consecutive week of reducing inventory from peak of 768,766 as of last Aug. 3. In other words, during that span of time the manufacturers curtailed holdings about 513,000 units.

Radio output for week ended Nov. 30 totaled 196,222 (71,694 private), about 25,000 more than preceding week (Vol. 7:48). Radio inventory went down to 312,218 from preceding week's 346,183. Month's radio output was 977,463, so that year's to Nov. 30 was 11,930,664. Week's radios: 122,773 home, 16,129 portable, 57,320 auto.

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Just about everyone in the trade agrees wholesale & retail movements of TVs and radios were good during November, but it will be whole month before statistical confirmation is forthcoming. Meanwhile, RTMA's end-of-October distributor inventory figures were released, as was Dun & Bradstreet survey of October retail sales and inventories. This is the story they tell:

Distributor inventories of TVs were 645,312 as of Oct. 26, not much change from the 652,742 at end of September. Radio inventories were 1,038,990 -- 843,260 home sets, 195,730 battery portables -- as against 1,048,666 at end of September.

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Retail TV sales totaled 505,000 during October, home radios 538,000, portables 94,000. For the 4 months of Dun & Bradstreet surveys, July-thru-October, they indicate 1,702,000 TVs sold, 1,773,000 home radios, 440,000 battery radios.

Dun & Bradstreet-estimated inventories at dealers went up slightly -- some 24,000 more table models, 16,000 additional other types -- from end of September. At end of October, it calculated there were 300,000-350,000 table TVs in dealer hands, 500,000-600,000 other models.

Home radios in dealers' hands were estimated at 1,250,000-1,500,000, battery radios 250,000-300,000, as of end of October -- very little change in month.

Reason October retail inventories stayed high is said to be that dealers were stocking up for pre-Xmas trade. Big drop is forecast when November is reported.

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Admiral's Ross Siragusa, speaking before American Bankers Assn. national credit conference Dec. 3, estimated that total TV inventories of all manufacturers, distributors and retailers are now 1,500,000 as compared with peak of 2,500,000. He obviously had made his own projection for end-of-November result, for at October's end the sum of factory (255,000), distributor (645,000), dealer (800,000-950,000) inventories was somewhat nearer 2,000,000.

"The industry's readjustment has been pretty well completed," he declared, "and TV prices are now at an irreducible minimum, especially since costs are again pointing upward." He estimated industry's capacity at about 400,000 sets a month under present materials restrictions, and predicted post-Xmas production "will be adequate to maintain a reasonably even balance with sales for the next 3-6 months."

CIVILIAN OUTPUT PINCH—TIGHTER & LONGER: Future trends in controls, shortages and military orders are geared to today's headlines -- expansion of aircraft and atomic programs...progress toward Korean truce...and this "great debate":

Is rearmament program going too slow, too fast or just right?

As gleaned from discussions with govt. production people on both policy and operations levels -- and subject always to change by Congress, the military, the bureaucrats, fortunes-of-war and public pressure -- here's today's best sizeup:

Civilian production will be cut again in second quarter, despite earlier assurances that first quarter's slice would be "the limit". Cuts won't exceed 10% -- may be half that -- but you can count on one thing: No matter what some politicians and military men demand, civilian production won't be snuffed out -- unless U.S. goes to war or reaches brink of total war.

How's mobilization program going? Answer depends on which Congressional Committee report you read. Senate Preparedness "Watchdog" Subcommittee, under Sen. Lyndon Johnson (D-Tex.), says military production is far behind schedule, blames the high level of civilian output (Vol. 7:48). The Defense Dept. concurs, singling out radar, jets, tanks, bombsights among items lagging.

Opposite view is taken by Joint Senate-House Defense Production Committee, led by Sen. Burnet Maybank (D-S.C.), which praises job done by mobilizer Charles E. Wilson & DPA-NPA chief Manly Fleischmann, and adds: "There is no need to be alarmed at the unconfirmed reports of failures to maintain a minimum of national safety."

As debate rages, mobilizers are quietly pushing full-military-strength target date further into future to meet new higher goals set by Congress and military. Program's maximum impact was originally to have come early in 1952. Now they're talking late 1952. Target for maximum strength has been shoved from '53 to '54.

Air Force and atomic energy sights are being aimed higher. This will mean longer and more severe shortages of copper and the alloying metals -- nickel, tungsten, cobalt -- less for TV-radio, other civilian hard goods. Joint Chiefs of Staff approved 143-wing Air Force by late 1954, vs. now-authorized 95 wings and actual current force of 90. AEC is looking toward third expansion program, to cover step-up in tactical atomic weapons production.

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"Guns and margarine" is phrase now used by defense mobilizer Wilson -- a variation of "guns and butter" shibboleth. And civilian producers are expected to be told early next year they'll have to make "margarine", not "butter" -- by means of compulsory conservation, standardization and simplification orders (Vol. 7:45).

Opinion within control agencies is divided on this subject. One school of thought says: "Why should we tell manufacturers how to run their businesses? Just give them the material and let them use it as they wish." Others reply: "It's our duty to get maximum production from minimum materials, thereby prevent shortages of civilian goods and help hold down inflation and unemployment.

As for TV-radio, such orders may be forthcoming -- but they're still only a gleam in the eyes of high DPA policymakers. It's known that no such orders are as yet under active consideration within NPA's Electronics Division.

NPA compliance investigations will be stepped up. Some tire companies are already being disciplined -- through reduced rations -- for alleged deliberate miscalculations of rubber quotas.

Reorganization of mobilization setup is also in wind. Wilson is reported favoring naming of production & procurement czar -- either Munitions Board chairman John Small or new Defense Undersecretary.

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Charge that defense program is moving too fast, first such public criticism by a leading industrialist, came from GE chairman Philip D. Reed. He says "peak of rearmament program is too high...and it comes too soon," asks Govt. to consider if it should be "re-phased, the peak taken off and spread over 2-4 additional years."

Now that someone has broken the ice (notably an industrial colleague of Wilson's!), you'll hear more of this type criticism, based on view that "inflation

and misery which lie along the road [of too-rapid mobilization] are no less formidable enemies than the rulers of Russia." Reed says military has been overstating its needs and Congress playing politics by approving blindly everything Pentagon asks.

If Korean fighting stops, advocates of more gradual mobilization program may gain influence. But as of today, military plans are being expanded -- toward a higher-level rearmament, to be achieved over longer period, with consequent tighter and longer pinch on civilian production.

Mobilization Notes: Top 100 defense contractors of fiscal 1951 include 17 electronics and related firms which received 10% of dollar value of all military contracts. Newly revised tabulation by Munitions Board is more accurate and includes more companies than earlier estimates given Senate Small Business Committee July 18 (Vol. 7:29). The 100 companies listed received 61.5% of all military prime contracts during fiscal year—or \$18 billion out of total of nearly \$30 billion.

General Motors leads list with \$2 billion, or 8% of year's contract placement dollar volume. Only firm generally regarded as "electronics" in first 10 is GE, fifth with \$654,200,000, or 2% of total. Other 8 make aircraft.

It should be noted that many aircraft and other "non-electronic" firms make some electronic equipment and many "electronic" companies make some non-electronic equipment. Much of the orders on list were subcontracted to other firms. Following are electronics and related firms in list of first 100, their position on list, dollar value of their prime contracts in fiscal 1951 and their percentage of year's total military contracts:

GE, fifth, see above; AT&T, 14th, \$400,700,000 or 1.3%; Bendix, 16th, \$368,700,000 or 1.2%; Sperry, 17th, \$343,300,000 or 1.2%; Westinghouse, 18th, \$324,400,000 or 1.1%; IT&T, 23rd, \$179,300,000 or .6%; Avco, 29th, \$153,600,000 or .5%; RCA, 31st, \$144,600,000 or .5%; Collins Radio, 39th, \$102,100,000 or .3%; Philco, 42nd, \$94,500,000 or .3%; Raytheon, 49th, \$79,800,000 or .3%; Hazeltine, 63rd, \$55,500,000 or .2%; Gilfillan Bros., 63rd, \$55,500,000 or .2%; American Bosch, 70th, \$48,500,000 or .2%; Stewart-Warner, 77th, \$41,500,000 or .1%; Sylvania, 91st, \$31,500,000 or .1%; Radioplane Co., 95th, \$29,500,000 or .1%.

During first 4 months of fiscal 1952, Defense Dept. obligated \$10.5 billion for "hard goods." Using general 10% rule-of-thumb, it's good guess that \$1 billion of this was for electronics-communications. Military "hard goods" obligations for 16-month period following Korean outbreak total \$40.6 billion.

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Home TV-radios may be "blacked out" unless more selenium, nickel and aluminum are made available to meet replacement rectifier needs, selenium rectifier manufacturers warned NPA at recent meeting. They said production will be cut 50% as current materials inventories are used up, and most of this output will be required for defense production. They added shortage could be relieved by diverting more selenium from such users as glass industry, which uses it for coloring. Rectifier makers estimated about 30,000,000 are now in use and 1,500,000 replacements are needed annually to keep home TV-radios working.

Multi-million dollar reliability program for military tubes was outlined to Pentagon electronics experts by GE officials in Washington Dec. 5. GE tube dept. sales mgr. E. F. Peterson told defense electronics personnel GE will be able to turn out 20,000,000 high-reliability tubes annually by end of 1953, with full support of armed forces. He said company has already increased capacity for turning out reliable tubes from less than 500,000 a year at time of Korean outbreak to 5,000,000 annually now. Earlier,

Electronics Production Board member J. A. (Shine) Milling, chief, NPA electronics end equipment branch, told meeting of RTMA-NEMA Joint Electron Tube Engineering Council (JETEC): "I don't know of a single problem at the present time that is more urgent or which holds more promise for a real contribution to the defense effort than a realistic program of standardization for reliable or ruggedized tubes."

Trade Personals: Lee McCanne, ex-Stromberg-Carlson v.p., resigns Dec. 21 as asst. director OPS Consumer Durable Goods Div., to become general secretary of Rochester Chamber of Commerce; he'll continue on Stromberg-Carlson board . . . Lloyd Dopkins, Crosley direct dealer sales mgr., named gen. mgr. of New York branch, W. J. O'Brien being appointed appliance div. mgr. and Paul A. Hilton electronics div. mgr. . . . Michael Kory elected president, Emerson-New Jersey Inc., succeeding Samuel Gross, retired . . . Edward L. Pincus, ex-v.p. & gen. mgr., named president, Motorola-Philadelphia Inc. . . . Thomson A. Moore, ex-sales mgr., Ford Motor Co. export operations in U. S., appointed asst. to F. R. Deakins, president, RCA Victor Co. Ltd., Montreal . . . Herman S. Sacks, ex-Hudson-Ross, Chicago, joins Bendix Radio Jan. 1 as asst. gen. sales mgr., newly created post . . . Brooks Kafka named GE purchasing supervisor for CR tubes . . . Martin L. Scher, Emerson national sales mgr., appointed gen. mgr., Emerson-New York Inc. . . . Paul Hines, ex-Raytheon, named director of engineering, Workshop Associates div. of Gabriel Co., in charge of new lab being built at Natick, Mass. . . . Charles H. Griffin, radio sales div. mgr., appointed gen. sales mgr., International Resistance Co. . . . David Kapp, ex-Decca v.p., appointed director of popular artists & repertoire, RCA Victor record dept. . . . Anthony H. Lamb named v.p. manufacturing, Weston Electrical Instrument Corp. . . . Milton R. Benjamin, ex-Majestic, named gen. sales mgr., Jewel Radio Corp., now expanding into TV field . . . Remhold W. Schmidt promoted to asst. manufacturing mgr., DuMont CR tube div., take place of William Carlin, now manufacturing mgr.; Ellsworth S. Doe named supervisor, mechanical & electrical maintenance.

Trade Miscellany: Norge-Admiral deal (Vol. 7:48) "still cooking" this week, should reach climax within next few weeks . . . Admiral convention at Chicago's Drake Hotel Jan. 3-5 will feature refrigerators, include junket to Galesburg (Ill.) plant . . . Philco convention now definitely scheduled for Fri. & Sat., Jan. 4-5, in Chicago's Palmer House . . . Crosley broke ground Dec. 1 for new \$5,500,000 defense plant in Cincinnati's Evandale section, one-story structure on 73-acre tract including 360,000 sq. ft. of space and expected to employ 2000 "as early in 1952 as possible" on Air Force & Navy equipment . . . DuMont's 8¢ general pay increase goes into effect Dec. 10, maximum allowed, plans to ask Wage Stabilization Board to permit additional 2¢; some 3500 employees in E. Paterson, Clifton & Passaic plants affected . . . Imperial Television Mfg. Co., Los Angeles, introducing its first 21-in. open-face console with new cylindrical tube face (Vol. 7:47) . . . Motorola completes \$1,000,000 order for 1400-mi. Chicago-to-Hungerford, Tex. microwave-relay system for Texas-Illinois Natural Gas Pipeline Co.

Topics & Trends of TV Trade: General Electric Supply Corp., looking to market for appliances, TVs, radios and supplies that by 1954 will be 50% ahead of 1950's record sales (industry total: 7,500,000 TVs, 14,500,000 radios), is being reorganized by establishing 11 new sales districts, more than 70 new places of business. GE Supply's volume this year will exceed \$500,000,000, or 5½ times that of 1940.

Plan sets up 4 market areas, each under a v.p. as follows: Northeast region, headquarters at Bridgeport, under Charles T. Shropshire, ex-v.p. & asst. to president; North Central, Chicago, Donald B. White, ex-mgr., Buffalo district; Southeast-Southwest, Atlanta, Robert A. Clark, ex-Atlanta district mgr.; Western, Los Angeles, Harry C. Gerster, ex-Los Angeles district mgr.

Sales districts will be increased to 47 through subdivision of existing districts. New districts: Memphis, Jacksonville, Bridgeport, San Antonio, Lubbock, Tex., Rockford, Ill., Grand Rapids, Wichita, Phoenix, Little Rock, Sacramento. New branch houses will be opened in New York, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Los Angeles, Newport News, Va.; Greenville, S. C.; Albany, Ga.; Tyler, Tex.; Burlington, Vt.

Said president Charles R. Pritchard: "We are enlarging our organization in order to serve [GE & Hotpoint] more aggressively, efficiently and economically, as well as to improve our service . . ."

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Merchandising Notes: November TV-radio sales in 5 New York City dept. stores surveyed by *Herald Tribune* went up 18, 36, 69, 77 & 89% in dollar volume, compared with same 1950 month; went down in 6 other stores 12, 12, 23, 40, 41 & 51% . . . Philco establishing factory branch, to be known as Philco Los Angeles, as of Jan. 1 under temporary presidency of Phil Gough, president of Gough Industries Inc., who was feted at party in Pasadena Civic Auditorium Dec. 9 attended by more than 3000 State dealers and families . . . DuMont offering new CR tube guarantee to manufacturers, effective for 6 months from date of actual installation of receiver in home . . . Majestic out this week with 3 new models—17-in. table in cordovan leatherette cabinet, \$200; 20-in. Regency console, mahogany, two-third doors, \$340; same 20-in. oak, \$360 . . . Masterpiece TV Manufacturing Co., 725 Sutter Ave., Brooklyn, N. Y. (R. R. Marantz, president) offering "custom" cabinets for 20-in. picture tubes, 30-tube chassis, so that customer can virtually design own receiver from choice of dozen woods, 6 color schemes, varying accoutrements.

October 10% excise tax collections on TVs, radios, phonographs & components jumped to \$7,611,859 from \$6,227,593 in September, and compared with \$5,892,095 in October 1950. Phonograph records excises totaled \$1,018,711, up from \$388,442 in September, \$568,002 in October 1950. Refrigerators, air conditioners etc. paid \$4,338,270, up from \$3,293,847 in September, down considerably from the \$6,484,099 of October 1950.

October receiving tube sales of 34,137,519 brought total for first 10 months of 1951 to 314,932,875—of which 211,273,000 were shipped for use in new sets, 78,940,247 sold for replacements, 5,681,734 sold to govt. agencies, 19,037,876 exported. In October 1950, RTMA reports, sales were 40,105,611 units, and for first 10 months of 1950 they were 304,910,357.

Annual RTMA membership list and trade directory, listing association's officers, directors, committees and detailing companies, products they make, trade names, came off the press this week for distribution to members.

LOTS OF TALK about CBS-Columbia Inc. plans to increase TV set production, launch big advertising-merchandising drive, buy up other companies with aim of taking one of top places in TV-radio manufacturing industry. But rumors that it's acquiring Majestic, Muntz, Meck, Philharmonic, et al., are discounted by principals. Said CBS-Columbia president David Cogan:

"There have been at least a dozen companies offered to us, and we've talked to them but have made no decisions. Why do you think they want to sell? Are they in such bad way? Another thing—we're having our lawyers try to get a clearer interpretation of NPA's rules on purchase of plants—whether we could move facilities to new plants, etc. If we bought any, we'd probably temporarily produce at the existing plant."

CBS-Columbia several weeks ago acquired old Mack Motors plant in Long Island City, 275,000 sq. ft. (Vol. 6:47). Its appeal for more materials from NPA, indefinitely postponed, is now being held in abeyance at own request. "After all," said Cogan, "we may not have the new plant in production for 8 months or so, and the materials situation may be different by then. But we're selling all the sets we can make now and, of course, we'd like to make more. As I've said before, our plans are long-range."

Private-label business is being kept at "exactly the same percentage of our production it has always been," Cogan said. "In fact," he went on, "we've even cut CBS-Columbia brand production to keep it up. It's very valuable to us, and I think it's only fair to our customers."

"Private-label business has given us a good 'flat' production. In the summer, we maintain a high production curve and warehouse sets for such organizations as Sears. That has given us an advantage, compared with companies of similar size which have an extremely rough time in the summer."

"Furthermore, such large private-label customers give us an excellent field-testing organization. One of the big reasons for keeping our present plant is because of private-label business."

Zenith paid \$50,000 to James P. Finnegan, St. Louis Collector of Internal Revenue now under indictment for bribery, solely for purpose of getting feature films for Jan.-March 1951 Phonevision tests—not because of any tax difficulties. So stated Zenith president Eugene McDonald after *St. Louis Globe-Democrat* this week broke story of fee. McDonald said number of people, including Finnegan, had approached him when it was apparent film producers wouldn't provide films, assuring him they could get them. He retained Finnegan, and producers offered films shortly afterwards. McDonald said he didn't know what, if anything, Finnegan did to shake pictures loose. It's been generally assumed that word from Justice Dept., hinting "conspiracy," had much to do with film producers' release of films; speculation is that Finnegan sparked interest of Justice Dept. In Los Angeles this week, meanwhile, H. C. Bonfig, Zenith v.p., plumped for Phonevision in talk to Sales Executives Club, saying FCC petition will be filed soon and that NCAA and outstanding universities have offered support for subscription TV.

New 8½-in. portable scheduled for production in 2 weeks under Gotham trade name by Harold Shevers Inc., New York, weighs 29 lbs., lists at \$199.95 in airplane cloth, also available in leather.

Though Hazelton, Pa. has estimated 2500 sets in use, Mountain City TV Corp. (Tristram F. Lucian, president) hopes to double number by installing community antenna system. City Council recently gave company go-ahead.

Testimonial to uhf potential is fact Westinghouse Radio Stations Inc., operating WBZ-TV, Boston, and pre-freeze applicant for vhf in Pittsburgh, Ft. Wayne & Portland, Ore., where it has AM stations, will shortly file for uhf in Philadelphia. Of 5 applications filed with FCC this week, 3 were for uhf: WCHA, Chambersburg, Pa., seeking Channel No. 46; WHKP, Hendersonville, N. C., No. 27; Grace S. & C. W. Rogers, theatre owners of Carbondale, Ill., No. 34. Two sought vhf: WCSC, Charleston, S. C., No. 5; WLOS, Asheville, N. C., No. 13. That makes 465 applications now pending, of which 24 are for uhf. [For further details about foregoing applications, see *TV Addenda 13-U* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Eighteen TV stations in Mexico are envisaged in plans of Romulo O'Farrill, Mexico City industrialist who owns XHTV there and XELD-TV, Matamoros, in addition to AM station XEX, the *Mexico City Novedades*, *Mexico City News* (English-language newspaper) and country's Packard Motor Co. assembly and distribution organization. His third TV is already under construction at Cortez Pass, a fourth is planned at Tijuana, and he has just set up Inter-American TV to produce and distribute kinescope and film shows and promote interchange of programs with U. S. Placed in charge is Monte Kleban, ex-KTRH, Houston, and WOAI, San Antonio, presently mgr. of XELD-TV, who will have offices at Alfonso Herrera 67, Mexico City, D. F.

First paid transcontinental color TV transmission came Dec. 7, when CBS leased lines to transmit delicate heart operation from Los Angeles County General Hospital to U of Chicago Medical Center and CBS New York headquarters. Doctors at New York receiving point carried on conversation with surgeon who had microphone in mask. AT&T says that transmission is first paid cross-country color TV event, but that experimental transcontinental (and equivalent, in loops) transmissions of both RCA and CBS color have been accomplished by AT&T engineers many times. This includes tests during RCA's Oct. 16-18 New York theatre-TV showings (Vol. 7:41-42).

FCC turned thumbs down on uhf experimental application of WHUM, Reading, Pa., this week (Vol. 7:33, 38, 43, 45, 47) after mulling series of caustic petitions filed by WHUM and WEEU, Reading—latter opposing grant. Commission wrote letter to WHUM, saying station probably wouldn't be built before end of freeze, and since it would have "all the characteristics of a commercial TV station," grant would be "contrary to the spirit and purposes" of freeze. WHUM had proposed to build station with 200-kw ERP, 1000-ft. tower. It has 20 days to ask for hearing.

Following FCC's ruling on political broadcasts (Vol. 7:48), wherein Commission said stations can't censor candidates' talks, regardless of state libel laws, NARTB board this week passed resolution endorsing Horan bill (H.R. 5470) which would exempt stations from liability for candidates' utterances.

Softer, more human TV pictures, as well as glare reduction, are claimed by Bausch & Lomb Optical Co. for new "TV eyeglasses" developed after year of research.

Bit-of-brag dept.: "Your Dec. 1 issue is very interesting," writes gen. mgr. Philip G. Lasky, KPIX, San Francisco, "particularly the 'Have Not' story on page 1 & 2. Not only have you been a True Believer, but a Prophet as well; I recall how earnestly you begged broadcasters to get into TV. The year now closing has been very satisfactory for KPIX, and during the month Dec. 15 to Jan. 15 we will be moving into our new building on Van Ness Ave., truly the last word in TV plants, according to the many visitors we have had."

Eidophor color theatre-TV (Vol. 7:42, 45-46) will be installed in 73 to 100 Southern California theatres within year, said National Theatres president Charles P. Skouras in Hollywood this week. He also revealed he plans to produce own shows for Swiss-developed theatre-TV system, GE making all equipment from cameras to projectors. But National Theatres and 20th Century-Fox, which jointly own Eidophor, still have hurdles to overcome, not least being NPA's order M-90, which bans commercial production of color TV equipment, including color theatre TV (Vol. 7:47-48). One suggestion under consideration is that the CBS-type color components used in Eidophor could be made in Switzerland or elsewhere overseas, rest of equipment in U.S., without violating M-90. Joint meeting of theatre-TV proponents in New York Dec. 7—including Motion Picture Assn., Theatre Owners of America, Allied, Theatre Network TV, National Exhibitors Theatre-TV Committee—took up question of M-90, referred it to legal committee for study and clarification.

Petition to enlarge issues in Feb. 25 theatre-TV hearing will be filed with FCC—probably next week—by theatre-TV exponents, including National Exhibitors Theatre-TV Committee, MPAA, TOA, Allied. FCC will be asked to consider whether, with slight modification of FCC rules, present frequency allocations to motion picture industrial radio services can be used for transmission of TV programs to theatres. Petition backing this idea was filed Sept. 11 by 20th-Century-Fox (Vol. 7:36), but it's believed industry-wide petition won't ask assignment of the frequencies, but will merely request that hearing be broadened to include the issue. Fox is expected to modify its petition to conform with industry proposal.

FCC sustained Comr. Sterling this week, in his ruling as motions commissioner, by refusing to permit intervention of Fanchon & Marco theatre chain (St. Louis, Los Angeles) in Paramount hearing (Vol. 7:41, 47). Chain is protesting proposed ABC-United Paramount Theatres merger (Vol. 7:21), alleging it's victim of monopoly practices by old Paramount company, and fearing results of merger. Commission will permit F&M to offer testimony, even though denying it intervention. Comr. Jones dissented, saying that since Justice Dept. hasn't offered to intervene, FCC can use help from such organizations as F&M. Chain came right back Dec. 7, asked for reconsideration of decision.

Sharply curtailing TV-radio broadcasts of its baseball games, New York Yankees Dec. 5 bowed to plea by minor league chief George M. Trautman. He told minor league convention in Columbus that small clubs are folding up because of TV-radio broadcasts of major league games in minors' territory. Of TV, he said: "Its impact upon professional and other sports already has generated a chilling fear in the hearts of most club officials." Yankees announced they'll abandon all network broadcasts, including game-of-the-day radio coverage. Home games will continue to be telecast on WPIX. Minor league convention wound up Dec. 7 after passing resolution demanding 50% of proceeds from major league TV-radio rights.

Additional data on Lawrence tri-color tube (Vol. 7:48) is supplied by December *Electronics*, which indicates that new 3-gun version provides an answer to use of tube with compatible color system. Engineers had been wondering how one-gun tube, which handles field-sequential system, could be made to work with high color subcarrier frequency (3.89 mc) of compatible system.

U. S.-Mexican border allocations (Vol. 7:45) are none too pleasing to number of southwestern applicants. As result, NARTB board this week decided to ask for reopening of negotiations and future participation in negotiations—through FCC hearings.

Full Text of NARTB-TV

Code of Practices for Television Broadcasters

Adopted Dec. 6, 1951 by Television Board of National Assn. of Radio & Television Broadcasters *
 Including Procedures Relating to Administration, Hearings and Decisions

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television

* Membership of Board: Eugene S. Thomas, WOR-TV, New York, chairman; Robert D. Swezey, WDSU-TV, New Orleans, vice chairman; Campbell Arnoux, WTAR-TV, Norfolk; Harry Bannister, WWJ-TV, Detroit; Harold Hough, WBAP-TV, Fort Worth; Clair R. McCollough, WGAL-TV, Lancaster, and WDEL-TV, Wilmington, Del.; Paul Raibourn, KTLA, Los Angeles; W. D. Rogers Jr., KEYL, San Antonio; George B. Storer, Fort Industry Co. (WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio); Frank M. Russell, NBC, Washington; C. J. Witting, DuMont.

Members of Code Committee: Directors Swezey (chairman), McCollough, Raibourn, Hough, Bannister. Also, Davidson Taylor, NBC; James L. Caddigan, DuMont; Donald W. Thornburgh, WCAU-TV, Philadelphia; Leonard Reinsch, WSB-TV, Atlanta, and WHIO-TV, Dayton; Walter J. Damm, WTMJ-TV, Milwaukee; Henry W. Slavick, WMCT, Memphis; James D. Hanrahan, WEWS, Cleveland; Thad H. Brown Jr., NARTB director of TV and counsel to TV board.

broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

(a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

(b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

(c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

(a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

- (b) (i) Attacks on religion and religious faiths are not allowed.
- (ii) Reverence is to mark any mention of the name of God, His attributes and powers.
- (iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.
- (c) (i) Contests may not constitute a lottery.
- (ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests)
- (d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.
- (e) Illicit sex relations are not treated as commendable.
- (f) Sex crimes and abnormalities are generally unacceptable as program material.
- (g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.
- (h) The administration of illegal drugs will not be displayed.
- (i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.
- (j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.
- (k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.
- (l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.
- (m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.
- (n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.
- (o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.
- (p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.
- (q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.
- (r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.
- (s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

- (t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- (u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- (v) Suicide as an acceptable solution for human problems is prohibited.
- (w) The exposition of sex crimes will be avoided.
- (x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

- (a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- (b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- (c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- (d) In eliminating reference to kidnaping of children or threats of kidnaping.
- (e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- (f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.
2. News reporting should be factual, fair and without bias.
3. Commentary and analysis should be clearly identified as such.
4. Good taste should prevail in the selection and handling of news:
Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.
5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.
6. Pictorial material should be chosen with care and not presented in a misleading manner.
7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.
8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.
9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.
2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop, with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.
2. The provision of time for this purpose should be guided by the following principles:
 - a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
 - b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.
2. The following principles should be followed in the treatment of such programs:
 - a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
 - b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
 - c. Religious programs should be presented by responsible individuals, groups, and organizations.
 - d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.
3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.
 - (a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.
 - (b) A sponsor's advertising message should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.
 - (c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.
 - (d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.
 - (e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.
 - (f) Television advertisers should be encouraged to devote portions of their allotted advertising messages

and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

(g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of hard liquor should not be accepted.

(b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

(d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

(e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

(f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with special emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is unacceptable.

(g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

(a) A television broadcaster should not accept adver-

tising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

(b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See Time Standards for Advertising Copy.)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs Day and Night	All Other Programs Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The times set forth above do not affect the established practice of reserving for the station's use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state

of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

Regulations and Procedures

THE following Regulations and Procedures shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I—NAME

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II—PURPOSE OF THE CODE

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III—SUBSCRIBERS

Section 1, Eligibility: Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non-television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Sec. 2, Certification of Subscription: Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Tele-

* "Television Board. The Television Board is hereby authorized: . . . (4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; . . .". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2.B.(4).*

vision Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Sec. 3, Duration of Subscription: Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Sec. 4, Suspension of Subscription: Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming including commercial copy which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors, at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for).

Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final.

Sec. 5, Additional Procedures: The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Sec. 6, Amendment and Review: Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Sec. 7, Termination of Contracts: All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV—RATES

Each subscriber shall pay "administrative" rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V—THE TELEVISION CODE REVIEW BOARD

Section 1, Composition: The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed

of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification, of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service: A person shall not serve consecutively as a member of the Review Board for more than two years.

Sec. 2, Quorum: A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Sec. 3, Authority and Responsibilities: The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities: The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings: The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

Appendix A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISIONS *

THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

[Reference: *Television Code, Regulations & Procedures*, V, Sec. 3]

Section 1, Preferring of Charges—Conditions Precedent: Prior to the preferring of charges to the Television Board of Directors concerning violation of the Code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such

* Reference: By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); *Television Code, Regulations and Procedures*, III, section 5.

subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber and (3) shall have served upon the subscriber by Registered Mail a Notice of intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action, based upon such written reply as the subscriber may care

to make, or upon such action as the subscriber may care to take programwise in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

A. Notice of Intent: The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time: In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Sec. 2, Confidential Status: Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Sec. 3, The Charges: The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefore together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

[Reference: *Television Code, Regulations & Procedures*, III, Sec. 4]

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1. A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Sec. 2. A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogation.

Sec. 3. Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors, in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Sec. 4. A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to inspection unless otherwise provided by the party respondent in the proceeding.

Sec. 5. The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Sec. 6. At hearings, the Television Code Review Board shall open and close.

Sec. 7. The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories shall satisfy this right.

Sec. 8. The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference: *Television Code, Regulations and Procedures*, III, section 4).

Sec. 9. Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Sec. 10. Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Sec. 11. The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusions reached.

Sec. 12. A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

Sec. 13. Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Sec. 14. At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Sec. 15. Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

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

Television Digest

with **ELECTRONICS** REPORTS

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UP-TO-DATE DIRECTORY OF THE FCC: Our new directory of FCC personnel, sent to all full-service subscribers herewith (Supplement No. 56-C), should help you orient yourself in light of the considerable reorganization the Commission has undergone since our last compilation. Moreover, FCC itself hasn't issued any recent listing.

An important aspect of the directory is the organization and composition of the 3 major bureaus -- Broadcast, Common Carrier, Safety & Special Radio Services. Names, titles, etc. are as supplied by heads of bureaus and offices.

You may notice, incidentally, the relative stability of commissionership tenures -- no changes since Comr. Hennock's appointment in 1948. But rumors persist, some well-founded, some baseless, that changes are imminent. Matter of fact, you hear plenty of emphatic opinions that several commissioners, if not majority, will leave during the 1952 election year.

Appended to FCC directory, we've added listing of Senators and Congressmen, with staffs, of Congressional committees handling radio legislation.

Note: Shortly after New Year's Day, we'll have ready for all subscribers an Index to Contents of 1951 Newsletters; and full-service subscribers will receive our TV Factbook No. 14 and our 1952 AM-FM Directory. Orders for extra copies of Factbook (\$2.50) and AM-FM Directory (\$7.50) should be placed by subscribers now.

UHF—SILVER LINING OF THE TV FREEZE: There was reason for imposition of the freeze, but no one has found any good in the way it has dragged on -- for more than 3 years. Yet there's one worthwhile byproduct that can't be blinked:

Uhf has risen from little more than theory to a proven art.

Manufacturers have seized upon the hiatus, unwelcome as it has been, and made uhf work. Had it not been for freeze, 400-500 vhf stations in 200-300 markets might have been on air by now -- and uhf would be facing almost insuperable odds. Upshot of uhf's 3-year "break":

(1) RCA-NBC's experimental Bridgeport station has been on air for 2 solid years, rebroadcasting excellent signals (from New York's WNBT) day in and day out with fewer "outages" (breakdowns), if anything, than some vhf stations.

(2) GE has produced prototype klystron-powered transmitter and helical antenna good for full 200-kw ERP proposed by FCC, and others won't be far behind.

(3) Virtually all tuner makers and set builders have designed units with good performance, at reasonable cost -- and are champing at the bit for uhf stations.

(4) FCC has amassed enough uhf propagation and interference information to fashion uhf standards and allocations with which few engineers find serious fault.

Freeze's effect on station economics has also worked to sweeten uhf. With receivers concentrated in relatively few markets, there has been a quick answer to question of whether TV can be profitable. It's hard to believe, but TV losses were a fearsome thing mere 3 years ago. Today, TV station of any kind looks good.

Reason why uhf should succeed is simple, now that most technical bogies have been laid low:

No TV service, or very limited service, will be available to large portion of population if uhf isn't put to work.

A glance at FCC's proposed allocation table (TV Factbook No. 13) confirms that. While table may be changed somewhat in final decision, note that following cities of first 50 markets have no vhf at all: Hartford, Worcester, Youngstown, Bridgeport, Springfield-Holyoke, Allentown-Bethlehem, Wilkes-Barre-Hazleton, Fall River-New Bedford. Then consider the scores of cities where uhf will outnumber vhf. It's 3-to-1, for example, in Montgomery, San Jose, Flint and Austin.

Result is that dam is breaking. Of 466 applications on file, 23 are uhf -- and proportion will increase rapidly. Westinghouse is willing to try uhf in such an "old" vhf town as Philadelphia. Dr. DuMont hankers for uhf in some areas. The multiple owners, such as RCA-NBC, eagerly hope FCC follows through on suggestion 2 or 3 uhf may be added to string of 5 vhf. Even for Denver, largest city without TV and earmarked for 4 vhf & 2 uhf channels, big interests will soon ask for uhf.

Everyone would prefer vhf, sure. It's the bird in the hand. But the stark facts are that:

Only 557 vhf stations in 342 cities are possible on the 12 vhf channels under FCC's proposed plan -- 108 of these already operating in 65 cities. On other hand, literally thousands of uhf may be built on the 70 uhf channels -- everywhere. Final decision will probably squeeze in a few more vhf, but increase will be minor.

TV CONSTRUCTION COSTS—NARTB's TALLY: A comprehensive analysis of TV station costs, one of industry's urgent needs, has finally emerged. It comes from logical source -- NARTB. It was prepared by Neal McNaughten, director of engineering, is based on data and prices of major manufacturers, has been checked and approved by them and by representative TV station operators.

"Television Construction Costs, December, 1951" is title of booklet which goes to printer about first of year, to be distributed to NARTB members. ✓

Study is no complete substitute for individual station analyses; NARTB doesn't pretend that it is, but the basic costs are there. Full attention is called to many variables -- legal & engineering fees (including hearings), cost of land, construction of new buildings and towers or alteration of old, different tower requirements due to climate, terrain, etc. And NARTB says that certain figures are subject to slight revision, based on data to come.

Dollar figures cover both minimum and maximum powers contemplated by FCC. Where building construction is involved, NARTB warns: "Based upon \$1 to \$1.50 per cubic ft., it is obvious that this study doesn't contemplate a plush nickel-plated layout." Here are the figures for vhf:

* * * *

(1) In cities under 50,000 (1-kw ERP, 300-ft., minimum): (a) \$135,000 for station with no studios, programmed by network and/or film originations; (b) \$159,000 if building or alterations needed; (c) \$219,000 if studio with dual-camera chain added. If 300-ft. self-supporting tower is used instead of guyed structure, add \$12,500 to foregoing estimates.

(2) In cities 50,000-250,000 (2 kw, 500 ft.), figures for same 3 groups as above are: (a) \$184,750, (b) \$211,750, (c) \$274,000.

(3) In cities 250,000-1,000,000 (10 kw, 500 ft.), the estimated costs are: (a) \$200,000, (b) \$237,500, (c) \$299,750. If remote pickup truck (without its own camera) is added, total is \$332,250.

(4) In cities over 1,000,000 (50 kw, 500 ft.), figures are: (a) \$244,500, (b) \$292,000, (c) \$356,250. If complete remote truck (with camera) is included, the figure would be \$438,250.

In last 3 groups, if 500-ft. self-supporting tower is employed in lieu of guyed, add \$38,500 to each figure.

But few applicants want minimum powers. In fact, McNaughten is now analyzing recent applications from our summaries in weekly (blue) addenda to TV Factbook

No. 13, finds most requesting powers nearer maximum. Therefore, for "the works" in station power, cost is \$593,500 for 100 kw (Channels 2-6) and \$587,500 for 200 kw (Channels 7-13) -- including remote truck, double-hop microwave, other refinements.

* * * *

Uhf costs "are not altogether reliable at this time," report says, pointing out that all manufacturers' plans aren't yet final. However, following figures are adduced for situations paralleling the 4 vhf categories above -- in powers, in heights and in programming facilities:

(1) Cities under 50,000 -- \$136,500, \$160,500, \$220,500. If 300-ft. guyed tower is used, add \$15,000; if self-supporting tower, add \$27,500.

(2) Cities 50,000-250,000 -- \$160,500, \$187,500, \$249,750.

(3) Cities 250,000-1,000,000 -- \$176,000, \$213,500, \$308,250. Last figure includes remote truck without camera.

(4) Cities over 1,000,000 -- \$251,000, \$298,500, \$439,750. Last figure includes truck with camera.

In last 3 groups, add \$31,500 for 500-ft. guyed tower or \$70,000 for self-supporting structure.

No estimate for 200-kw uhf operation is given, since equipment and prices haven't yet shaken down in final form.

* * * *

Foregoing figures comprise nub of study. In addition, there are detailed breakdowns of component parts of a station, illustrations of various transmitter-antenna combinations for achieving same ERP, maps of network facilities, table of transmission-line losses, graph of tower costs, graph of receiver production, etc.

With NPA in mind, McNaughten lists copper and steel requirements for transmission lines and towers of various sizes.

To derive average equipment prices, McNaughten took "packages" offered by various manufacturers, broke them down, added them up again -- since each has its own way of pricing and "lumping" equipment.

Probably most important thing to remember in using the NARTB study is fact few people are thinking in terms of minimum power. Very few are asking for as little as 1, 2 or even 10 kw in ERP.

* * * *

Outlook for station equipment at freeze's end isn't bad (Vol. 7:11,16,34). But NPA desires more exact picture, has called transmitter manufacturers to Dec. 19 conference in Washington. NPA Electronics Div. chief Edmund T. Morris will supply estimate of 1952 materials availability, get industry reports on equipment on hand, productive capacity, labor supply, defense contracts.

WILL THEY LOOK-&LISTEN, 7-9 a.m.? Not so many months ago, there were doubts whether daytime TV could be put over -- yet afternoon time sells nicely on most stations now, and even some (late) morning time.

Still, there's many a skeptical eye on NBC-TV v.p. Pat Weaver's latest and most ambitious network telecasting project -- Mon.-thru-Fri. 7-to-9 a.m. show titled "Today" that starts Jan. 14 and promises all-things-to-all: live & film news, including pickups from world capitals, even facsimiles of front pages of same morning's newspapers around country flashed on screen; up-to-minute theatrical & book reviews, with interviews with principals; and of course plenty of hit recordings, with stars as guests.

It's a super-news-plus-disc-jockey show designed "to change the listening habits of the nation." Or as the ebullient Mr. Weaver envisions its larger aspects: "We want the public to be well-informed, to be amused, to be lightened in spirit and in heart, and to be reinforced in inner resolution through knowledge. 'Today' will do this by weaving a pattern of sound & picture that can be utilized by the majority of the American people."

Background of show, which Dave Garroway should be able to m.c. neatly out of his wealth of background as a radio newscaster and disc jockey, let alone his TV

experience, will be 2 large clocks showing EST & CST at all times to viewers on the 36 or more TV stations NBC-TV hopes to line up for its "noble experiment".

Most TV stations don't sign on as early as 7 a.m., few even at 9 a.m., so part of NBC's chore is to sell them on idea -- to say nothing of prodigious task of selling sponsors. If there's full lineup of stations, cost runs about \$7000 per 15-minute segment, including flat \$650 talent charge; 10-minute segments will also be sold, with 5 minutes every half hour left for local sponsorship.

Not being publicized, but obvious aim, is effort to wean away portion of radio's big early-morning news-disc jockey-spot announcement audience -- via simple device of programming "Today" so that it's listenable without necessity of rising out of bed or abandoning shaving mirror or kitchen stove to look at the TV set. But Garroway may be expected every once in a while, for sake of his sponsors at least, to adjure his audience to "come have a look at this".

Telecasting Notes: Network rate raises are known to be contemplated, but *Advertising Age* is first to report "probability" that WCBS-TV, New York, will boost base hourly rate from \$4000 to between \$4500 & \$4700. Reference is to network rate; local rate of WCBS-TV went to \$3750 last Sept. 1 from \$3250 last Jan. 1, from \$2500 as of Sept. 1, 1950 . . . Decision on NBC-TV network rate rise is expected momentarily, covering 52 interconnected stations, to be justified by nearly 2,000,000 added sets-in-use since last increase of July 1. NBC Research's count then was 13,088,600 (Vol. 7:28); as of Nov. 1, it was 14,555,800 (Vol. 7:46); as of Jan. 1, it's certain to go well over 15,000,000 . . . Whichever increases rates first, CBS & NBC New York key station rates expected to be identical . . . On the AM front, NBC apparently is determined to go ahead with its "basic economic study" plan, whereby radio affiliate rates are reappraised—each to be told its status after Jan. 1, effective July 1. This in face of 72-22 vote against new rate formula at recent Boca Raton convention . . . CBS-Radio has promulgated new "selective facilities plan," effective Jan. 1, 1952, whereby advertiser is offered any combination of affiliates for 15 min. or longer on 13-week cycles, provided (a) advertiser's program is made available to entire CBS radio network, and (b) show can be sponsored by another non-competitive advertiser on "unused" stations without payment to original sponsor . . . "Must reading" for TV-radio commercial staffs: 64-p. "Special Broadcasting Section" of Dec. 10 *Advertising Age*—chockful of excellent reference data on TV and radio, success stories, news, etc. . . . Dean Martin & Jerry Lewis reported to have enjoyed NBC-TV audience of 28,960,000 Nov. 4, whereas their average film plays to around 20,000,000; American Research Bureau says their audience is largest for any regularly scheduled program, giving Milton Berle higher rating but fewer viewers-per-set . . . With Radio Televisao Paulista, Sao Paulo, Brazil, now testing 10-midnight daily, planning formal inauguration Dec. 24, still another Brazilian TV project is reported under way by firm called Radio Record, said to have contracted with GE for equipment, including 24 cameras . . . CBS-TV leases for one year, with options, Hollywood's Earl Carroll's Theater which features 2 revolving stages . . . West Point chapel recipient of donation of organ from NBC . . . Bob Trout, lately with NBC, rejoins CBS Jan. 1 under long-term contract . . . Norsk Swedish Co., Stockholm, has formed Scandinavian-American TV, to market for TV sponsorship (reported price \$200,000) exclusive movies of Winter Olympics in Oslo, Feb. 14-25, with hint that Scandinavian Airlines might be willing to go along as co-sponsor.

Katz Agency, TV-radio station reps, has published 1952 edition of its now-standard *Calendar of Expiration Dates*, showing at glance the expiration date of any 13, 26, 39 or 52-week schedule. It's available on request; address 488 Madison Ave., N. Y.

Personal Notes: William S. Paley, CBS chairman, won't be able to wind up duties as chairman of President's Materials Policy Commission before early spring, when report on survey of nation's raw materials resources should be ready; now dividing his time between Washington and New York, he returns then to CBS fulltime, bringing back with him William Ackerman, on leave from CBS to be Commission secretary . . . Joseph A. McDonald, ex-ABC v.p., new treasurer of NBC, reporting to Joseph V. Heffernan, financial v.p. . . . Wm. H. Fineshriber Jr., program v.p., promoted to Mutual executive v.p. . . . William A. Wood, State Dept. chief of Radio, TV & Visual Media, appointed director of CBS-TV news & public affairs, Washington . . . James I. Meyerson, ex-KOME, Tulsa, new mgr. of KOB & KOB-TV, Albuquerque, succeeding Phil Hoffman, now with KECA-TV, Hollywood . . . George R. Dunham, Eastern sales mgr., CBS-TV spot sales, named gen. sales mgr., WCBS-TV, New York . . . J. R. McKenna leaves staff of Millard Garrison, Washington consulting engineer, to join Motorola's research labs in Phoenix, headed by Joseph Chambers, onetime partner of Garrison's . . . Garo Ray, consulting engineer, has sold his stockholdings in WNHC-TV, New Haven, taken on added business called Cine-Video Productions Inc., Hilltop Drive, Stratford, Conn., producing TV and industrial films . . . Robert Alter, Federal, supervising installation and tests of 5-kw transmitter of new Radio Televisao Paulista, Sao Paulo, Brazil (Vol. 7:42, 48) . . . Robert J. Winburn, ex-Dow, Lohnes & Albertson, has opened own law offices in Kass Bldg., Washington . . . Charles Dilcher promoted to Chicago mgr., John Blair & Co.; Harry B. Simmons, ex-Raymer, named head of Detroit office . . . Max Lerner, ex-Legal Aid Society, joins TV division of ABC legal dept. under acting gen. attorney Geraldine B. Zorbaugh; James A. Stabile, ex-William Morris Agency, also joins legal staff . . . H. W. Risser, head of NBC Chicago scenic construction, named mgr. of TV staging services, succeeding Norman Grant, transferred to New York as art director . . . Leonore Silvan, ex-ABC magazine editor, named TV-radio editor of *Look Magazine* . . . Norman G. Gort named TV-radio director on Chesterfield account, Cunningham & Walsh . . . Karl Schullinger promoted to mgr. of TV-radio production, Young & Rubicam, under Nat Wolff; Elizabeth Hart named casting director . . . Edward E. Benham promoted to chief engineer, KTTV, Los Angeles.

Newly named U. S. Senator Fred A. Seaton, 42, appointed to succeed late GOP floor leader Senator Wherry of Nebraska, is third Senator owning radio stations. He's publisher of *Hastings (Neb.) Daily Tribune*, operating local KHAS, and with his family also owns KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan., and various other Midwest newspaper and printing enterprises. Other station owners are Senators Kerr (D-Okla.) and Lyndon Johnson (D-Tex.).

NEW TYPE OF TV BOOSTER station was injected into all the recent talk of satellites, boosters, community antennas, etc.—lately given impetus by Comr. Sterling's speech (Vol. 7:44, 48)—in form of application from WSM-TV, Nashville. Experimental proposal is likely to command sharp Commission attention, though fruition may take years.

WSM-TV asks permission to test concept of John H. (Jack) DeWitt Jr., noted engineer now president of station, who would supervise experiments. He proposes that 5-watt receiving-transmitting station be set up in Lawrenceburg, Tenn., 67 miles from WSM-TV, to rebroadcast WSM-TV's full program schedule on same frequency as main station—Channel 4 (66-72 mc).

Key to operation is fact booster's signals would be vertically polarized, thus minimizing interference with WSM-TV's horizontally polarized emissions. Aim of tests is to determine whether main station's signal maintains polarity at great distances. DeWitt says he's encouraged by measurements to date.

Booster would radiate 10-20 watts ERP, directionally, and cover some 7000 people within 3 miles of site. Nearest co-channel TV stations are in Birmingham, 122 miles, and Memphis, 153 miles. Satellite equipment costs \$5288; operation would be unattended.

Whole purpose, says DeWitt, is to "provide more efficient channel utilization." He points out that allocation studies by Bureau of Standards' Kenneth Norton and FCC's Harry Fine show that TV stations can give interference-free service to maximum of only 12% of given area, under optimum power-height-separation conditions.

DeWitt has discussed proposal with Commission people who are intrigued with idea. They concede that if such boosters can raise channel efficiency significantly, FCC must authorize them. But they point to "terrific administrative problems" such as: "Who will own and operate boosters?" Reason FCC is obligated to encourage experiment is that booster would use no new spectrum.

"DeWitt is way ahead of his time," said one Commission official. "He's that kind of a guy."

BLASTING NCAA grid TV "experiment" as unnecessary and dangerous, RTMA sports committee urged colleges to study TV's value in promoting attendance and building goodwill. Analysis by N. W. Ayer v.p. C. L. Jordan, mailed by RTMA this week to college presidents, quotes NCAA's own research as showing "1950 gate receipts for colleges in TV areas were 3.9% above the so-called pre-TV years of 1947-48." Report said attendance at U of Pennsylvania games dropped 17.7%, or average of 8165 per game, from 1950 to 1951—despite fact that Penn televised its games last year and participated in NCAA's control plan this year.

Jordan's analysis said controlled TV destroys freedom of individual schools to televise their own schedules in their home towns, favors big schools at expense of smaller ones, courts bad public relations, "probable court action."

Eastern College Athletic Assn., biggest regional group in NCAA, voted Dec. 14 in favor of continuing controlled TV, after tabling Penn proposal to permit unrestricted live televising by member colleges. Resolution, adopted by big voice vote, prohibits any one of ECAA's 91 member schools from entering into any TV contract pending action by NCAA at Cincinnati next month. Big Ten and Pacific Coast Conferences were expected to follow suit, but whole issue of controlled TV may be academic if Govt. wins anti-trust case against National Football League (Vol. 7:41).

West Coast schools released report saying attendance at games increased 13.6% over 1950 in controlled TV areas, but conceded that rise of Stanford and UCLA as grid powers in TV areas had more effect than TV restrictions.

Station Accounts: AT&T Long Lines Dept. sponsoring *Spirit of Christmas*, half-hour film relating "The Nativity" and "Night Before Christmas," with Mabel Beaton Marionettes, on 80 TV stations in 66 cities, thru Cunningham & Walsh, N. Y. . . . Universal Pictures, announcing expanded budget for "greatest promotional effort" in its history, includes "use of TV for point-of-sale showmanship" . . . Best Foods to sponsor 5-min. film series titled *The Private Lives of Cliff Norton*, starring comic on old Dave Garraway show; feature will continue for Procter & Gamble on WBKB, Chicago, but about 30 other markets are planned for Best Foods thru Benton & Bowles . . . Yellow Cab Co., Philadelphia, sponsoring weekly afternoon variety show titled *Yellow Cab Time* on WFIL-TV, thru Al Paul Lefton Co. . . . Block Drug Co. (Ammident tooth paste) sponsoring *Dick Tracy* on WABD, N. Y., Fri. 7:30-8, thru Cecil & Presbrey, N. Y. . . . Knudsen Creamery Co. of California buys *The Weather*, daily 6:55-7 p.m. forecasts, on KTTV, Los Angeles, thru Heintz & Co., Los Angeles . . . Winston Stores (TVs-radios-appliances) sponsoring *Calling All Women*, audience-participation quiz, Mon.-Wed.-Fri. 2-2:30 p.m. on WPIX, New York . . . Southern Biscuit Co. (cookies & crackers) sponsoring *Cartoon Party*, drawings and stories by artist Pauline Comonar, Sat. 11-11:15 a.m. on WPTZ, Philadelphia, starting Jan. 5 thru Lindsey & Co., Richmond, Va. . . . Among other advertisers reported using or preparing to use TV: M. Hohner Inc. (harmonicas), thru Bobley Co. Inc., N. Y.; Chambers & Robinson (Texas Tavern canned Mexican dinners), thru Ley & Livingston, San Francisco; Lindsay Ripe Olive Co., thru Mogge-Privett Inc., Los Angeles; Marlon Confections Co. (Teens & TV candies), thru Scheck Adv. Agency, Newark (WABD); Cone Export & Commission Co. (cotton textiles), thru Robert Winternitz Adv., N. Y.; Keebler Weil Baking Co., Div. of United Biscuit Co. of America (Town House cookies), thru McKee & Albright Inc., Philadelphia.

Network Accounts: Heavy run of cigarette advertising on TV is pointed up in third quarterly *Rorabaugh TV Report* showing 20 brands using the medium—7 sponsoring 10 shows on CBS-TV, 5 sponsoring 6 on NBC-TV, two 2 on DuMont, one 1 on ABC-TV. In all, 11 of the 20 used network, 4 exclusively; 7 used both network and spot; one used 4 network shows, 2 used 3 each, 2 used 2 each, 6 used one. Spot users: Camel, Cavalier, Chesterfield, Encore, Kool, Lord, Lucky Strike, Marlboro, Old Gold, Pall Mall, Parliament, Raleigh, Sano, Spud, Viceroy . . . Camel starts *Pantomime Quiz* Jan. 2 on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y. . . . U. S. Steel, using TV for first time, joins list of Christmas day one-shot sponsors with Sir Ralph Richardson in *A Christmas Carol* on NBC-TV, Tue. 9-9:30, thru BBDO, N. Y. . . . Pontiac reported readying sponsorship of 10:45-11 portion of *Original Amateur Hour* being vacated by Old Gold on NBC-TV, Tue. 10-11 . . . Arthur Murray Inc. (dancing) moves *Arthur Murray Party* Jan. 6 from alt. Wed. to weekly on ABC-TV, Sun. 9-9:30 . . . Gruen starts *Gruen Playhouse* Jan. 17 on DuMont, alt. Thu., 9-9:30 . . . M & M Ltd. (candy), Jan. 6 starts *M & M Candy Carnival* on CBS-TV, Sun. 12:30-1 p.m., originating from WCAU-TV, Philadelphia, thru Wm. Esty Co., N. Y.

U. S. Supreme Court ruled 7-0 this week that *Lorain (O.) Journal* violated anti-trust laws in "forcing advertisers to boycott a competing radio station." Only newspaper in town, it refused to accept ads from merchants who advertised on WEOL, and Dept. of Justice brought action. Govt. has similar action pending against *Mansfield (O.) News-Journal*, same ownership, in Cleveland Federal court. FCC has denied applications from both newspapers for radio stations.

APPARENT TRENDS IN PRICES AND TUBES: Increased prices of TV sets are betokened by fact bellwether RCA has notified distributors of approximate 5% hike in list on its four 21-in. models, effective with Dec. 24 deliveries. Tax and 90-day warranty are included. Increase was forced by higher manufacturing costs, it was stated.

Coming just before new models are shown by RCA and others at January furniture marts in Chicago, action would seem to presage higher-scaled prices on all new sets -- though there's still heavy enough wholesale-retail inventory of most present models, brand-name and otherwise, to preclude likelihood of across-board increases.

Though consumer demand has steadied, inventories cut, those shortages of brand merchandise forecast for end of year probably won't materialize -- not until pipelines are further cleared and materials bite really becomes acute. Now they're saying the tough going will come in second quarter 1952.

Market currently is described as "spotty" by several of largest set makers, who admit they're none too happy about sluggishness of demand in a few metropolitan areas. But by and large they say trade is quite healthy.

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Models upped by RCA: Suffolk (21T176), mahogany & walnut, list increased from \$425 to \$450, oak from \$445 to \$470; Donley (21T177), mahogany & walnut, from \$450 to \$475, oak \$470 to \$495; Rockingham (21T178), mahogany & walnut, from \$475 to \$495, no oak; Clarendon (21T179), mahogany, walnut & maple, \$495 to \$525. All these models came out last August.

Line's five 17-in. consoles are unchanged at \$350 to \$380, nor were 17-in. metal-table at \$280 or wood at \$300 changed. Only 3 or 4 new models will be shown at January Furniture Mart, no new combinations.

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Aside from prices, if there's any other trend indicated it's toward speedy acceptance of cylindrical-face picture tube (Vol. 7:46). They're really taking hold, says Dr. Allen B. DuMont, really minimize reflections from room lights. Practically all 17 & 21-in. tubes being shipped by DuMont are this type. Sylvania is also making them, though in limited quantity, and Philco has been trying them out. It's likely to be major item next year. RCA has no cylindricals, is still stressing 21-in.

Increasing demand for 24-in. rounds is also noteworthy, with tube-makers saying more and more set makers are ordering it. But some set people think it's too large, also say its price and that of set must come down to level of 20 & 21-in. to win big merchandise push. Now luxury item, very likely it will come "down to earth" by next summer, appealing to consumers ready to replace old 16, 17 & 21-in. models.

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There were no RTMA production-inventory statistics this week, due to inability of accountants Haskins & Sells to meet usual deadline.

METALS SUPPLY—WORSE BEFORE BETTER: Further cutbacks in materials for TV-radio and other civilian goods in second quarter on top of first quarter's steep cuts -- and probably an additional slice in third quarter.

That's what's in the cards, said top govt. mobilization aides this week.

Military production will chew up more metal in second quarter than planners anticipated -- and the pinch will last considerably longer than originally planned because of expanded aircraft and atomic programs, as we noted last week (Vol. 7:49).

TV-radio industry will chafe under materials squeeze in first quarter. Its supply of steel will be cut to 50% of base period use (first half 1950), copper wire 40%, aluminum 35% (Vol. 7:46). For comparison, consider these figures:

Maximum of 1,000,000 TV sets can be produced first quarter, govt. experts

think. This compares with some 2,200,000 in first quarter of 1950 and an estimated 1,375,000 in current fourth quarter 1951. You can expect to see output shrink to 900,000 or less in second quarter -- on basis of these newly revealed facts:

Aluminum, originally expected to begin easing in mid-1952, will be tightest in last 3 quarters of 1952. Steel, which was to have passed shortage climax first quarter, will be scarcest during second, with some improvement in third and fourth. No copper relief is in sight. These predictions are from DPA-NPA chief Fleischmann.

New jet-plane program will sharpen the crisis in nickel -- not one of the 3 "controlled materials," but vital to TV-radio-electronics and alloy steel production. A high DPA official says it now appears there'll be hardly enough for the aircraft production program alone. But all mobilization officials, from Charles Wilson down, insist they won't snuff out civilian production, and NPA has assured industry some nickel will be shaken loose for TV-radio tubes and components.

Another thorn in side of "non-essential" production is NPA's new program to expedite production of military components. New policy is to use special directives liberally as form of super-priority to assure that no materials bottlenecks stand in way of military component production. Extra materials shunted to component makers will, in effect, be taken from rations of civilian manufacturers.

Topics & Trends of TV Trade: More and more distributor meetings are being scheduled to coincide with Chicago furniture marts, Jan. 7-18. Besides previously reported Admiral convention in Drake Hotel Jan. 3-5, Philco in Palmer House Jan. 4-5, Westinghouse indicated this week it would hold meetings Jan. 14, CBS-Columbia Jan. 4, DuMont Jan. 5-6 (in its Palmolive Bldg. offices)—and many more are expected to fix dates. All will show at American Furniture Mart; others, notably GE, Crosley, Magnavox, at the Merchandise Mart.

RCA's "3 or 4" new models were shown its field men at Atlantic City meetings this week; it holds no conventions, though does show at Chicago. There's nothing spectacular about them, it was said . . . Philco's convention and Admiral's, they say, will accent white goods . . . DuMont has entire new line of 9 TV models, all 17 & 21-in. but one 17-in. using new cylindrical face tube . . . CBS-Columbia has new line coming up for first showing at Furniture Mart . . . Sylvania holds series of regional meetings, starting with Midwest distributors meeting in Hot Springs, Jan. 4-5 . . . Hoffman Radio plans distributor conference Jan. 2-8 in Huntington Hotel, Pasadena, though San Francisco's Western Merchandise Mart dates are Feb. 4-8.

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No "roll-down" of TV-radio price ceilings is being considered, say OPS officials, denying current rumors. Even though most TVs are selling well below ceilings, they point out, OPS is pledged not to freeze abnormally "depressed" prices. After manufacturers have been surveyed, TV-radio will get new tailored price regulation (Vol. 7:43)—not expected before February.

October picture-tube sales showed big increase over September, RTMA reports. Total was 455,636 valued at \$9,388,382, compared with 294,951 in September; 97% were rectangular 16-in. or larger. First 10 months' total was 3,601,809 valued at \$88,241,336, compared with 5,934,391 in same 1950 period.

Phillips of Holland reported entering international record field (other than U. S.), making deal with Columbia Records which is parting company with EMI of England—presaging battle in still 78-dominated foreign countries between Columbia's LPs and RCA's 45s.

Admiral-Norge deal (Vol. 7:48-49) reported off in word received at Norge Chicago distributors convention Dec. 14. No official announcement was forthcoming from either company, however.

Trade Personals: William J. Halligan Jr., radio sales mgr., and Kenneth C. Prince, gen. counsel, elected to board of Hallicrafters . . . A. A. Wilkes, ex-Canadian Federation of Farm Equipment Dealers, succeeds Frank Quartermaine as secretary-mgr. of Canadian Assn. of Radio & Appliance Dealers, Toronto . . . Kent Burton, ex-RCA, named mgr. of manufacturing of new Westinghouse electronic tube div. . . . Warren E. Albright promoted to gen. plant mgr., RCA Victor home instrument dept.; John B. Davidson named mgr. of dept.'s newly created purchasing div. . . . Gus W. Wallin, ex-Motorola, joins Webster-Chicago as engineering v.p. . . . Thomas Brusk, ex-Tele King, named director of distributor sales for Starrett, sales director Herbert Frank and private-label sales mgr. George Smith resigning Jan. 1—Mr. Frank to join Jewel Radio, Mr. Smith Philharmonic Radio . . . John H. Riddell, ex-Admiral, named mgr. of market research dept., Capehart-Farnsworth . . . George J. Beier, ex-Philco Distributors of Chicago, named Scott-Meck merchandising mgr. . . . John L. Lyon, ex-Admiral distributor, Los Angeles, named gen. sales mgr., Kaye-Halbert; Ed Altshuler promoted to marketing director; Spencer Glaspell, ex-Packard-Bell, named gen. mgr., Kaye-Halbert National Service Corp. . . . Jack Gaertner named new sales mgr., Emerson-New Jersey Inc. . . . Fred Gusler, RCA regional communications sales mgr. in Kansas City, shifts to same post in Chicago . . . Rear Admiral T. A. Solberg, USN (ret.) named general consultant to Arma Corp., Brooklyn electronics manufacturer . . . Albert J. Lubin, ex-deputy director of public information, DPA-NPA, named director of public information, Small Defense Plants Administration, under Telford Taylor . . . Bert Rice named mgr. of DuMont's new New York factory distributorship, succeeding Rowland Guildford, transferred to factory sales . . . Ben Loewy, ex-production mgr., Columbia Records, named president of Audio-graph Studios Inc., TV filming & sound recording.

Landlord has every right to keep tenants from using roof for TV antennas, according to Dec. 14 decision of Brooklyn Supreme Court Justice Murray Hearn. Ruling nullifies opinion of State Rent Administrator Joseph D. McGoldrick, who had held that use of roof was an "essential service" which landlords were obliged to provide.

FM promotion campaign scheduled by RTMA-NARTB in 3 test areas (Vol. 7:46) will start in North Carolina Jan. 21, continue for month; in Wisconsin Feb. 4; District of Columbia March 1,

Mobilization Notes: Current spot shortages of some receiving tube types aren't direct result of materials shortages, but of tubemakers' scheduling and capacity limitations. So NPA told parts distributors Dec. 10 after survey of wholesalers and tube manufacturers.

Distributors didn't agree on which specific tube types were scarce, but they did concur that shortages were concentrated among various metal and loktal types; also among the "dogs"—rarely used and obsolete types. Manufacturers agree demand for loktal and metal tubes is greater than supply, but they say these shortages are dictated by production scheduling and military orders. They add that while materials haven't been limiting factor in output of these tubes, metal shortages might develop if additional units are put into production of metal and high-nickel-consuming loktal tubes.

While NPA officials feel spot tube shortages are here for the duration, they say they don't see this situation as forerunner of general tube shortage.

National Electronic Distributors Assn. survey shows wire cable is still hard-to-get item, but previously reported shortages of TV antennas and test equipment (Vol. 7:43) appear to be easing. Separate NPA survey found distributors concerned about supply of TV twin-lead wire, panel meters and telephone-type relays.

NPA told distributors new amendment to CMP Reg. 5 (maintenance, repair & operating supplies) will raise limitation on minor capital additions from \$750 to \$1000 a quarter. New separate MRO quota will be established for installation of equipment, and will permit purchase of installation materials in any quarter up to 10% of quarterly MRO quota or \$1000, whichever is greater. In effect, it will allow small users of controlled materials \$3000 worth of MRO materials per quarter—\$1000 each for actual MRO, minor capital additions and installation. Another new regulation will make it mandatory to use ratings on orders for MRO copper materials.

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Govt.-aided expansion of electronics industry totaled \$152,000,000 as of Nov. 1, on basis of certificates of necessity issued by DPA and NSRB for rapid tax amortization. This is increase of \$17,000,000 over \$135,000,000 authorized as of July 31 (Vol. 7:36). Some 54% of total, or \$82,000,000, was for end equipment facilities (principally fire control equipment, guided missiles, VT fuses), 30% or \$46,000,000 for tubes, 14% or \$21,000,000 for components (resistors, capacitors, transformers, etc.), 2% or \$3,000,000 for miscellaneous parts.

NPA has allotted 4620 tons of structural steel for expansion of electronics-communications productive facilities in first quarter 1952. This is 97.8% of the 4722 tons requested for this purpose. Certificates of necessity approved by DPA Nov. 17-23 for expanded electronic and related production facilities (5-year amortization on 65% of project cost except as noted): P. R. Hoffman Co., Carlisle, Pa., electronics, \$227,150; Servomechanisms Inc., Westbury, N. Y., \$185,000; Technology Instrument Corp., Acton, Mass., electronics, \$150,000; H. G. Machine & Tool Co., Long Island City, N. Y., electronic equipment, \$6446 (80%).

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Supply of copper for wire and brass mills should improve slightly in first quarter 1952, NPA told wire & cable industry Dec. 11—yet civilian industries will receive far less copper because military demands are steadily increasing (Vol. 7:43-44, 46). During fourth quarter 1951, wire mills were allotted 167,700 tons of copper, brass mills 151,760. NPA estimates these will be the allotments for 1952: Wire mills—first quarter 180,000 tons, second 173,000, third 179,000, fourth 179,000. Brass mills—first quarter 165,000, second 163,000, third 166,000, fourth 166,000.

Satisfaction with way defense electronics work is being spread among smaller concerns was expressed by A. D. Plamondon, Indiana Steel Products Co., and Glen McDaniel, RTMA president, following 10-day tour in an Air Force plane as chairman and secretary, respectively, of Air Force's committee on small business. They returned to Washington Dec. 11 with other committee members: Louis Ruthenberg, chairman, Servel Inc.; Howard Williams, v.p., Washington Mills Abrasives Co. and president of the Small Business Assn.; Kennard Weddell, chief of Air Force Office of Small Business. They were accompanied by Lt. Col. Goodman Griffin, executive officer of Undersecretary R. L. Gilpatrick, visiting plants of Bendix Radio, Hughes Aircraft, Boeing-Wichita, Lockheed, North American Aviation, Douglas, Weber Aircraft, Consolidated Vultee, Texas Engineering. Tour resumes in January with visits to Republic and Wright plants, after which committee will render report.

Selenium was placed under allocation by NPA Dec. 10. New order M-91 specifies that everyone using more than a pound a month must apply to Govt. for monthly allotment. Order also limits inventories to normal 30-day supply and specifies that use of selenium be held to "practical minimum." Selenium's principal electronic use is in rectifiers. Used in voltage-doubler circuits, selenium rectifiers eliminate need for power transformers in TV sets and are used by many TV manufacturers.

Manufacturers who have difficulty placing authorized controlled materials orders with producers of steel, copper or aluminum will be aided under new procedure of NPA Metals & Minerals Bureau. Application for assistance should be made on new NPA Form 148, available at Commerce Dept. field offices.



Golden anniversary of first transatlantic radio reception was observed Dec. 12. The 25-year-old Guglielmo Marconi had set up a 25-kw transmitter in Poldhu, Cornwall, sailed for St. Johns, Newfoundland, 2000 mi. away, where he picked up "S" in Morse code, and marked "Sigs. at 12:30" in his diary. Transmitter was over 100 times as powerful as any previously built, constructed under eye of Prof. J. A. Fleming. First transmitting antenna array erected, twenty 200-ft. masts, was destroyed by gale a few days after completion. Fan-shaped array suspended between two 150-ft. masts was final setup. First receiving antenna was supported by balloon which blew away; second was kite which was also carried away. Another kite held.

Zenith's \$50,000 went "down the drain," if company paid that fee to get films for Phonevision tests (Vol. 7:49). So testified Attorney General McGrath this week, explaining to House Ways and Means subcommittee investigating tax frauds that Justice Dept. had prodded film producers, by anti-trust hint, into giving Zenith the films—without any urging from James P. Finnegan, who got the fee. Finnegan is former St. Louis Collector of Internal Revenue under indictment for bribery. What effect to-do will have on Skiatron's efforts to get films for similar tests of its Subscriber-Vision system of subscription TV, is anyone's guess. *Variety* says survey of major producers shows they believe Justice Dept. won't bother them any more.

President Truman this week signed order (No. 10312) delegating to FCC authority to control electromagnetic radiations under new amendment to Communications Act (Vol. 7:38, 41). Order safeguards stations by prohibiting FCC from: (1) Controlling program content. (2) Taking over or using stations or removing their equipment. (3) Acting without concurrence of Defense Secretary and NSRB chairman. Order also provides that stations be restored to normal operations as soon as possible after interruption for security purposes.

1952 Personnel List

Federal Communications Commission Directory

Major Bureau Heads and Staff

New Post Office Building, Washington 25, D. C. Telephone: EXecutive 3620.

With Membership of Congressional Committees Handling TV-Radio Legislation

Commissioners

- ¹ WAYNE COY, *Chairman* (Dem., 1947-1958)
Assistant to the Chairman: Earl Minderman; *Confidential Assistant:* Farrell McGonigal; *Secretaries:* Johanna Oswald, Helen Wisler; *Clerk:* Grace Miner.
- ² PAUL A. WALKER, (Dem., 1934-1953)
Legal Assistant: Walter B. Emery; *Confidential Assistant:* Phyllis Hancock; *Secretaries:* Josephine L. Curren, Mattie P. Henderson.
- ³ ROSEL H. HYDE, (Rep., 1946-1952)
Legal Assistant: Benito Gaguine; *Confidential Assistant:* Minnie Sparks; *Secretary:* Vera F. Nordness.
- ⁴ EDWARD M. WEBSTER, (Ind., 1947-1956)
Legal Assistant: Robert M. Koteen; *Secretary:* Ruth Koppiakly.
- ROBERT F. JONES, (Rep., 1947-1954)
Confidential Assistant: Elizabeth L. Dannelly; *Secretary:* Mary L. Moose.
- ⁵ GEORGE E. STERLING, (1948-1957)
Legal Assistant: David W. Warren Jr.; *Confidential Assistant:* Neva Bell Perry; *Secretaries:* Ethel Herriman, Helen Gillespie.
- FRIEDA B. HENNOCK, (Dem., 1948-1955)
Legal Assistant: Arthur Stambler; *Secretaries:* Naomi E. Lamon, Kathryn Chester.

Broadcast Bureau

- CURTIS B. PLUMMER, *Chief*.
Secretary: Estelle J. Bunn; *Administrative Assistant:* Lavelle W. Hughes.
- JOSEPH M. KITNER, *Asst. Chief*.
Secretary: Frances R. Jarvis.

TELEVISION FACILITIES DIVISION

- CYRIL M. BRAUM, *Chief*. Helen D. Donovan, *secretary*.
Applications Branch—Joseph N. Nelson, *Chief*. Earl R. Stanley, *attorney*; McIvor L. Parker, Harold G. Kelley, *engineers*; William H. Hunter, *accountant*.
- Technical Branch—Hart S. Cowperthwait, *Chief*. Julian T. Dixon, Hideyuki Noguchi, *engineers*.

AURAL FACILITIES DIVISION

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- FM—E. Theodore Mallyck, *attorney*; Edward H. Hackman, *engineer*.
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- ¹ Reappointed for full 7-year term in 1951.
² First appointment for 5 years; reappointed 1939, 1946.
³ Appointed for remainder of term of late William H. Wills.
⁴ Reappointed for full 7-year term in 1949.
⁵ Reappointed for full 7-year term in 1950.

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District No. 1—Customhouse, Boston, Mass. Hubbard 2-6200. [Vacancy.]

District No. 2—Federal Bldg., New York City. Watkins 4-1000. Arthur Batcheller, *Engineer-in-Charge*.

District No. 3—U. S. Customhouse, Philadelphia, Pa. Market 7-6000. Roger A. Phelps, *Engineer-in-Charge*.

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District No. 5—New Post Office Bldg., Norfolk, Va. Norfolk 24983. Edward Bennett, *Engineer-in-Charge*. Ship Office, Room 106, U. S. Post Office Bldg., Newport News, Va. [Vacancy.]

SOUTH ATLANTIC REGION—Federal Annex, Atlanta, Ga. Walnut 3396. Paul H. Herndon Jr., *Regional Manager*.

District No. 6—Federal Annex, Atlanta, Ga. Walnut 3396, W. D. Johnson, *Engineer-in-Charge*. Suboffice, Post Office Bldg., Savannah, Ga. Savannah 7602. Andrew R. Bahlay, *Radio Engineer*.

District No. 7—Federal Bldg., Miami, Fla. Miami 9-3900. Arthur Fish, *Engineer-in-Charge*.

Suboffice, Post Office Bldg., Tampa, Fla. Tampa 2-1773. Chalmer H. Neeb, *Radio Engineer*.

District No. 22—Federal Bldg., San Juan, Puerto Rico. San Juan 2-4562. Arthur T. Cilve Jr., *Engineer-in-Charge*.

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Suboffice, U. S. Courthouse & Customhouse, Mobile, Ala. Mobile 2-3641. George E. Franklin, *Radio Engineer*.

District No. 9—U. S. Appraisers Bldg., Houston, Tex. Woodcrest 1906. Louis L. McCabe, *Engineer-in-Charge*.

Suboffice, Post Office Bldg., Beaumont, Tex. Beaumont 28141. Eric D. Coburn, *Radio Engineer*.

Ship Office, 406 Post Office Bldg., Galveston, Tex. Galveston 5-8943. Wayne E. Hall, *Radio Engineer*.

District No. 10—U. S. Terminal Annex Bldg., Dallas, Tex. Randolph 5943. John H. Homsy, *Engineer-in-Charge*.

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Suboffice, U. S. Customhouse & Courthouse, San Diego, Cal. Franklin 9-4101. Ney R. Landry, *Radio Engineer*.

Ship Office, Room 326, U. S. Post Office & Courthouse Bldg., San Pedro, Cal. Terminal 22389. James Homsy, *Radio Engineer*.

District No. 12—Customhouse, San Francisco, Cal. Yukon 6-4141. Francis V. Sloan, *Engineer-in-Charge*.

District No. 15—Customhouse, Denver, Colo. Keystone 4151. William E. Clyne, *Engineer-in-Charge*.

NORTH PACIFIC REGION—Federal Office Bldg., Seattle, Wash. Seneca 3100. G. V. Wiltse, *Regional Manager*.

District No. 13—Fitzpatrick Bldg., Portland, Ore. Beacon 4563. James M. Chapple, *Engineer-in-Charge*.

District No. 14—Federal Office Bldg., Seattle, Wash. Seneca 3100. Herbert H. Arlow, *Engineer-in-Charge*.

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District No. 17—Fidelity Bldg., Kansas City, Mo. Harrison 6464. Harold T. Callaher, *Engineer-in-Charge*.

District No. 18—U. S. Courthouse, Chicago, Ill. Harrison 4700. H. D. Hayes, *Engineer-in-Charge*.

GREAT LAKES REGION—New Federal Bldg., Detroit, Mich. Cherry 9330. Emery H. Lee, *Regional Manager*.

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District No. 20—U. S. Postoffice, Buffalo, N. Y. Washington 1744. Paul A. Holloway, *Engineer-in-Charge*.

HAWAIIAN REGION—Box 1142, Lanikai, Oahu, T. H. Kailua 611. Lee R. Dawson, *Regional Manager*.

District No. 21—Stangenwald Bldg., Honolulu, T. H. Honolulu 56879. Paul R. Fenner, *Engineer-in-Charge*.

ALASKAN REGION—Federal Bldg., Anchorage, Alaska. Anchorage 25501. Charles T. Manning, *Regional Manager*.

District No. 23—Shattuck Bldg., Juneau, Alaska. Juneau 721. Harold D. DeVoe, *Engineer-in-Charge*.

Suboffice, U. S. Post Office & Courthouse, Anchorage, Alaska. Anchorage 25501. [Vacancy.]

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Kingsville, Tex.—Box 632. William R. Foley, *Engineer-in-Charge*.

Millis, Mass.—Box 458. Edward W. Sanders, *Engineer-in-Charge*.

Santa Ana, Cal.—Box 744. William Hoffert, *Engineer-in-Charge*.

Laurel, Md.—Box 31. Adolph Anderson, *Engineer-in-Charge*.

Livermore, Cal.—Box 989. George McLeod, *Engineer-in-Charge*.

Portland, Ore.—Box 5165. Robert A. Landsburg, *Engineer-in-Charge*.

Powder Springs, Ga.—Box 4. Henry B. Dunphey Jr., *Engineer-in-Charge*.

Lanikai, Oahu, T. H.—Box 1142. Lee R. Dawson, *Engineer-in-Charge*.

Anchorage, Alaska—Box 719. Edwin G. Forsyth, *Engineer-in-Charge*.

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Twin Falls, Ida.—Box 499. John L. Kurdeka, *Engineer-in-Charge*.

Fort Lauderdale, Fla.—Box 187. Earl G. Coston, *Engineer-in-Charge*.

Lexington, Ky.—Box 99. James E. Gilfoy, *Engineer-in-Charge*.

Muskogee, Okla.—Box 1448. John F. DeBardeleben, *Engineer-in-Charge*.

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Financial & Trade Notes: Industrial profits receded for the third successive quarter this year, in contrast to last year's consistently upward climb, reports *New York Times*. Even with improved fourth-quarter results, *Times* says earnings for all 1951 will shrink further when final tally of taxes is made.

Combined net income of 510 companies in 60 different manufacturing divisions are totaled as \$4,357,650,379 after taxes for first 3 quarters, down 10% from the \$4,839,550,379 for same 1950 period. Radio-TV-records are listed as one of the divisions, 9 companies reporting \$46,212,000 profits, down 43% from \$81,437,000 for same 9 months of 1950. Eight electrical supplies & equipment companies reported \$139,781,000, down 18% from \$170,686,000. Nine home appliance & machine firms reported \$19,010,000, down 37% from \$30,029,000.

Taxes were principal pinch in profit picture, absorbing average of 62% operating income (compared with 44% year ago), and "will continue as a major obstacle in recording better returns." Curtailed earnings were also affected by rising operating costs, lower profit margins, material shortages and smaller inventory profits than in 1950. Large inventories were another contributing factor, reflecting consumer indifference to buying.

* * * *

Although Allen B. DuMont Laboratories Inc. showed net loss of \$319,547 for 40 weeks ended Oct. 7 (Vol. 7:46), it will earn profit of about \$500,000 for full year, said president Allen B. DuMont to Assn. of Customers Brokers Dec. 12. In 1950, net profits were \$6,900,788—this year's drop being attributed to TV inventory losses and shift to defense work. Firm has \$68,000,000 in defense contracts on the books, Dr. DuMont said, with real peak in defense work expected in spring of 1952. He estimated this year's volume at about \$52,000,000, as against \$76,000,000 last year; next year the volume should go to \$100,000,000 to \$125,000,000, of which about \$47,000,000 will be commercial sales (TVs, transmitters, tubes, etc.).

FCC's new-station freeze was called major deterrent to TV industry profits, but Dr. DuMont said he expects ban to be lifted by February or March. His company owns 3 stations (in New York, Washington, Pittsburgh), has applications pending for Cincinnati and Cleveland. He revealed that the 3 stations are carried on DuMont books at \$1,500,000 and that offers for them totaling \$16,000,000 have been turned down.

* * * *

Hazeltine, formed in 1924 as research and patent-holding firm, now a major factor in electronics development and production, will top its 1950 net profit of \$1,428,431 (\$4.08 a share) despite bigger tax bite, said president Jack Binns to *Wall Street Journal* Dec. 13. Company doesn't issue quarterly reports. Most of its output now is for Govt., including \$6,000,000 electronic weather control system for Civil Aeronautics Administration. Because of large capital requirements, Mr. Binns indicated dividend isn't likely to be increased; it has been 25¢ first 3 quarters, \$1 at year-end.

BRITISH FILM MAKERS are invading U. S. films-for-TV market with 30-minute features made especially for American home screens, writes correspondent Mitchell Gordon in London dispatch to *Wall Street Journal* Dec. 10. British product is now being tested on East Coast stations, and producers are "rushing plans for more than a score of half-hour celluloid mysteries and musicals tailored especially for U. S. TV entertainment," says Gordon. He adds British films can be priced at least 25% below Hollywood product because of lower labor and production costs. Currently, series of 3 mysteries, *The Eyes*, from Film Producers Guild Ltd., is making rounds of Eastern U. S. stations; Craft Films Ltd. plans release soon of new film based on ballet *Giselle*; coming from G.H.W. Productions is Biblical film, to be timed for Christmas season.

Next fall, says Gordon, at least 26 British-made films will be available to American TV stations. Included will be 13 Scotland Yard movies by Monarch Studios Ltd. They'll be shown first as shorts in U. S. theatres next summer, then released to TV. Grand National Pictures Ltd. plans mystery series for fall. These additional British studios are listed as entering or planning to enter TV film production: Renown Pictures Corp., Exclusive Films Ltd., Associated British Picture Corp.

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Combined theatre-TV interests oppose proposal to classify theatre TV as an "industrial radio service" and assign it to present industrial frequencies on shared basis with other industries—but they're asking FCC to include issue in theatre-TV hearings, scheduled to begin Feb. 25. Petition, due to be filed next week by Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre-TV Committee, is considerably less enthusiastic about idea than one filed Sept. 11 by 20th Century-Fox (Vol. 7:36). "Theatre TV," says petition, "can best serve the public interest if, and only if, it is granted an assignment of exclusive frequencies." Any allocation of shared frequencies to theatre-TV industry "would be, at most, a decision of expediency," say petitioners, explaining that as theatre-TV service expanded new problems would "arise each day and multiply as time goes by."

Not much hope for private TV stations in Canada soon was held out by chairman of Canadian Broadcasting Corp., A. D. Dunton, testifying this week before House of Commissions committee. CBC won't authorize any, he said, until CBC itself is ready to offer "national service," and its own first 2 stations—in Toronto and Montreal—won't be ready until "summer of 1952." Plan is to link them with U. S. networks via Buffalo, then build in Ottawa, Quebec, Winnipeg, Vancouver. Cost of each station is estimated at \$1,000,000. Meanwhile, private TV applicants are still chafing to get going but apparently hopelessly caught up in the bureaucratic web. At least 9 bids are known to be in "secret" CBC files (Vol. 7:35).

Mexico's "Mr. Radio," Emilio Azcarraga, preparing to dedicate his \$3,000,000 new "Televicentro" late this month, and TV-radio rival Romulo O'Farrill, are subjects of article titled "TV in Mexico" in Dec. 17 *Newsweek*. Country's biggest movie theatre owner, Azcarraga is putting lots of eggs in TV basket, thinks TV set ownership will rise from present 10,000 to 60,000 by end of 1952. Unworried lest this cut into movie attendance, he's quoted as saying that if it does "we'll put new seats into the theatres—foam-rubber ones—then air conditioning. And if that doesn't do the trick, why, we'll give every customer a lollipop. You watch; they'll come."

Permission to field-test compatible color over its WHAM-TV, Rochester, was requested of FCC this week by Stromberg-Carlson. Already making such tests, using NTSC specifications (Supplement No. 75) are: RCA, DuMont, Hazeltine, Crosley, GE, Philco, Zenith.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, \$25 per volume.

LIST of "naughty words" and phrases removed from draft of code at last October's Chicago meeting of NARTB TV members (Vol. 7:42) was designated last week by TV board as an "unprinted" appendix to code (Vol. 7:49), available for guidance of code Review Board members and telecasters. NARTB points out that list is not all-inclusive, but is merely intended as "guide". Most of words were taken from Motion Picture Assn. of America's movie code. Here is full wording of the section deleted from code and now used as guide:

"No approval shall be given to the use of words and phrases including, but not limited to, the following: Alley cat (applied to a woman); bat or broad (applied to a woman); Bronx cheer (the sound); chippie; cocotte; God; Lord; Jesus Christ (unless used reverently); cripes; fanny; fairy (in a vulgar sense); finger (the); fire, cries of; Gawd; goose (in a vulgar sense); 'hold your hat' or 'hats'; hot (applied to a woman); 'in your hat'; madam (relating to prostitution); nance; nerts; nuts (except when meaning crazy); pansy; razzberry (the sound); slut (applied to a woman); S.O.B.; son-of-a-; tart; toilet gags; tom cat (applied to a man); traveling salesman and farmer's daughter jokes; whore; damn; hell (excepting where use of said last 2 words shall be essential and required for portrayal, in proper historical context, of any scene or dialogue based upon historical fact or folklore, or for the presentation in proper literary context of a Biblical, or other religious, quotation, or a quotation from a literary work provided that no such use shall be permitted which is intrinsically objectionable or offends good taste)."

MORE ADVICE on handling applications after freeze was handed FCC this week. Joint Committee on Educational TV disagreed with recommendation of Federal Communications Bar Assn. that all applications, vhf & uhf, be thrown into single hearing in each city where applicants outnumber available channels (Vol. 7:48).

"Adoption of the Bar Assn.'s proposal," JCET stated, "would guarantee as a practical matter that no uhf grants could be made in any city of substantial size until the consolidated competitive hearing was concluded. Since such hearings may well take 2 or more years after the lifting of the 'freeze' and another year or so would be required for construction, the JCET believes that to delay the development of uhf service at the outset may well deliver it a blow from which it may never recover."

JCET also pondered those cities in which educational station may be only TV outlet or only vhf station for some time, came up with suggestion that such stations carry commercial programs until commercial stations' signals penetrate such areas. JCET lists 14 cities where FCC proposes to give educators only available TV channel, 17 more where schools would get only vhf channel in town.

Commission this week repeated its "no" to those hearing parties asking oral hearing or argument. It went to considerable legal length in opinion and order (Public Notice 51-1216) giving its reasons to Philadelphia's Daily News TV Co., Philadelphia's WIP, Oakland's KROW, Milwaukee's WFOX. FCC stated that law doesn't require oral presentation; that parties' contentions can be handled adequately by written comments; that "the procedure of written presentations . . . is a recognition that the great public interest in an early nationwide TV service, which is by no means at odds with the numerous private interests represented before us, will not be served by needlessly paralyzing procedural hurdles."

Two more New York-Washington TV network circuits, via Philadelphia and Baltimore, are provided for in application to construct new 9-station microwave relay, at cost of \$2,480,000, filed with FCC this week by AT&T.

First instance of 2 rival local radio stations joining to form corporation to apply for one TV outlet came to FCC attention this week, with filing of Channel 6 application by Red River Valley Television Corp., Fargo, N. D. Equal stockholders are KFGO, ABC outlet in Fargo, N. D., and KVOX, MBS affiliate in Moorhead, Minn., just across Red River. WDAY, Fargo NBC outlet, recently applied for Channel 6 also. City also has Channel 13 tentatively assigned, plus 2 uhf. Only other application this week was from KARK, Little Rock, Ark. (NBC), for Channel 4. Application of Grace C. & C. W. Rogers, Carbondale, Ill., seeking uhf channel No. 34 (*TV Addenda 13-U*), was returned because it failed to stipulate antenna specifications. Total applications pending now number 466, of which 23 are for uhf. [For details about foregoing applications see *TV Addenda 13-V* herewith; for listing of all applicants to date, see *TV Factbook No. 13* with all Addenda to date. Consolidated list of all applications will be published in *TV Factbook No. 14*, due off presses about Jan. 15, 1952.]

Suit to force United Artists to sell certain pictures to TV was brought in Los Angeles Federal Court this week by independent producers James & George Nasser. Test case raises issue whether TV has become "commercial practice" under terms of contract reading that, in event TV became a commercial practice, distributor would sell pictures on TV market or permit producers to do so. Bank of America joined in procedure, having attached assets of Nassers in bankruptcy proceeding in July. Pictures involved are: *Don't Trust Your Husband*, with Fred MacMurray & Madeleine Carroll; *Kiss for Corliss*, Shirley Temple & Wm. Bendix; *Cover Up*, Wm. Bendix; *Without Honor*, Laraine Day & Dana Clark.

TV-radio coverage of major league baseball received another blow this week as N. Y. Giants became third club to turn down game-of-the-day or any similar national radio broadcasts in 1952. Yankees and Pittsburgh Pirates had previously abandoned network broadcasts. Giants will continue home TV coverage over WPIX, home radio broadcasts over WMCA. Trend is expected to continue in other big league cities, with St. Louis Cardinals reported next in line, following minor league chief George M. Trautman's Dec. 5 plea to protect minors (Vol. 7:49). Giant president Horace Stoneham said his club plans to form small subsidiary radio network for territory adjacent to N. Y. area.

Louis G. Caldwell, 60, prominent Washington radio attorney and first general counsel of original Federal Radio Commission, 1928-29, died of a heart ailment Dec. 11 at his home. He was Washington resident partner for 22 years of Kirkland, Fleming, Green, Martin & Ellis, Chicago law firm representing *Chicago Tribune* among many other interests. He was a graduate and trustee of Amherst College, law graduate of Northwestern U, won Croix de Guerre while serving with French Foreign Legion during World War I. Survivors are his mother, daughter, 3 grandchildren, divorced wife. Both FCC and FCC Bar Assn. adopted resolutions paying tribute to Mr. Caldwell's pioneering contributions to radio regulation.

Copies of the TV Code

Each full-service subscriber to *Television Digest*, with our last issue, received one copy of full text of finally-adopted NARTB Code of Practices for Television Broadcasters (Supplement No. 76). Extra copies are available to subscribers at \$1 each, or 50¢ per copy in quantities of 20 or more.

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

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with **ELECTRONICS** REPORTS

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NPA TOUGH ON FIRST-QUARTER BUILDING: NPA will allot no materials to begin new large-scale TV-radio station construction or alteration projects in first quarter 1952.

Materials will be available only for station projects which are more than 19% completed or which require not more than 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum during first 3 months of new year.

New policy won't conflict with post-freeze TV station construction, since even if FCC adheres to its schedule, no new grants are expected before mid-1952 at earliest. Best NPA estimates indicate building materials should be somewhat more plentiful in second half of 1952.

In second quarter 1952, new set of criteria will be used to judge broadcast construction applications. TV-radio stations were reclassified as "industrial" projects late in October (Vol. 7:43), too late to change their status for first-quarter allotments. But in second quarter, materials for broadcast stations will be doled out by NPA Industrial Expansion Div., which handles industrial building, rather than Construction Controls Div., which handles commercial construction.

Industrial Expansion Div. allots bigger share of materials than Construction Controls Div., and uses "essentiality" scale as criterion for allotments. It's too early to tell whether broadcasters will fare better or worse under this arrangement.

First quarter's no-new-construction policy applies across-the-board to all civilian construction classified as "commercial". But broadcasters get an advantage over commercial projects even in first quarter, since they're permitted to self-authorize materials orders which don't require more than 25 tons of steel, 2000 lbs. copper, 1000 lbs. aluminum per quarter. Commercial self-authorization limit is 2 tons of steel, 200 lbs. of copper, no aluminum. Under self-authorization procedure, builder may write own priority and allotment tickets without applying to NPA.

So far as TV is concerned, first-quarter policy means postponing or scaling down of big plans by existing stations for enlarged studio space or new towers.

Because of the new self-authorization limits for broadcast stations, more small TV-radio station construction and alteration jobs probably will be undertaken in first quarter than were in fourth, despite NPA's tough policy on applications.

Self-authorization can provide enough materials to build modest new radio stations and take care of most moderate-size alterations.

But the bigger jobs -- those which depend on NPA allotments for materials -- just won't be begun in first quarter, and probably not in second. On list of about two-thirds of its construction actions for first 3 months of 1952, NPA tallied only 3 TV-radio projects as approved, and all these jobs already are well under way.

NPA denied 15 station construction applications, almost all of them on the grounds construction wasn't far enough along. During fourth quarter, 16 TV-radio projects were okayed, 7 denied (Vol. 7:37-40) -- but some were smaller jobs now exempt from filing applications with NPA.

For list of NPA allotments, denials, etc., see article on p. 3.

AFTER THE TV FREEZE—THE DELUGE: You're going to see so many applications filed for new TV stations, once FCC formally thaws the freeze in early 1952, that it's hard to see how any communities of appreciable size (maybe some even as small as 50-75,000) can get grants out of hand -- that is, without going through competitive hearings.

Though 80 grants or so by July 1, in very small markets, were regarded as possibility by FCC's Curtis Plummer (Vol. 7:44), industry generally considers figure much too high. A slight chance of achieving that many lies in separate handling of uhf -- cutting uhf loose from vhf in cities allocated both. FCC gives no inkling of such procedural plans, if it has any.

Short of calling together the plethora of applicants for any one community, suggesting they go into huddle and come up with no more applications than channels available, FCC faces an apparently endless task of holding the required competitive hearings with present paucity of examiners and small staff.

Whether Commission will urge such joining of rival local forces, we simply don't know yet -- but it's logical, and it's one way to circumvent long and costly hearings. And the lawyers say there's ample legal precedent in customary pre-trial conferences, agreements, stipulations, even court decisions.

Whatever FCC, lawyers & engineers do, fact is that right now they're preparing for veritable rush of new applications -- probably number equal to or more than the 470 already on file (for complete list see TV Factbook No. 13 & weekly Addenda to date). Those 470 represent an accumulation of only 170 since freeze was imposed Sept. 30, 1948, when there were some 300 applications pending, exactly 87 CPs outstanding, only 37 stations in operation (Vol. 4:40).

FCC had asked applicants to hold off filing until end of freeze, stressing then -- and repeating since -- that old applications have no priority rights, that it will promulgate "filing period" at end of freeze (60 days seems the accepted figure now) in which new applications may be filed and old ones brought up to date.

Symptoms of forthcoming "wave rush" are already apparent in the increasing number of applications filed in recent weeks (see TV Addenda 13-T, 13-U & 13-V in particular). In compiling a consolidated list of TV Applications Pending for our TV Directory No. 14, due off the presses in January, we find more than 50 new applications were filed since TV Factbook No. 13 of July 15, 1951.

Another factor conducing to forthcoming heavy filings, and probable bitterly fought hearings, is fact fewer and fewer of the 108 existing stations will be up for sale at prices anybody is willing to pay.

Tax situation is such, according to industry attorneys, that profitability of stations, lush as it may appear at moment, simply doesn't justify asking prices. "Suppose a station is netting \$1,000,000 before taxes now," asks one lawyer, "what happens in a few years when the pie is sliced by 500 stations instead of 100? Sure, the pie will get bigger, but how much bigger can it get?" His conclusion:

"If I thought I had a fair chance in a hearing, I'd far prefer to get my station that way. Why, I think it's even cheaper to get a uhf and sweat out 4-5 years of losses rather than lay out the kind of dough stations are bringing."

FORECASTING FUTURE CAN BE FATAL: Lucky for the industry that FCC, back in September 1948, didn't also freeze construction of stations for which construction permits had already been issued. Indeed, it actually "pushed" some CP holders into building on pain of losing their CPs. In case of one laggard CP holder, in trouble with FCC on another score, it literally forced him to build-or-quit -- and a common joke around FCC was that this constituted real "punishment" since the radio operator was manifestly loath to embark on so costly and risky an enterprise as TV and really was agreeing to do so primarily because he thought it would please the Commission.

In those days, not much more than 3 years ago, FCC was literally "begging" enterprisers to apply and build, and it was quite an occasion when somebody really got on the air. When freeze was imposed, it was regarded entirely as a temporary technical expedient; no less than the FCC chairman lost 4 consecutive friendly wagers over next year or so about its imminent lifting, and nobody dreamed that the color imbroglio would arise to prolong it by several years.

There were 87 CPs on FCC's books at time of freeze, yet only 71 went ahead -- 16 giving up their CPs for one reason or other, main reason being fear of "losing shirts" in the then very unprofitable business. Only 37 stations were on the air.

Those 16 were particularly unlucky, as things turned out, though most made their own voluntary choices -- simply dropped CPs despite such "glowing" predictions as this one from the then NBC president Niles Trammel at Sun Valley convention of affiliates: "Approximately 11,500,000 TV receivers...by 1953" (Vol. 4:39). And this forecast by parent RCA: that 935,000 TV sets would be made and sold by end of 1948, 1,600,000 more in 1949, 2,400,000 in 1950, 3,200,000 in 1951, 4,000,000 in 1952.

How far short their predictions fell is now history; actually, by end of 1948 there were well over 1,000,000 TVs in use; by end of 1949, well over 3,500,000; end of 1950, about 11,000,000; end of 1951, more than 15,000,000.

* * * *

Who were the hapless 16 who wouldn't plunge? It must be said that 4 gave up through force of circumstance: KARO-TV, Riverside, Cal., because FCC eliminated Channel No. 1; WJAX-TV, Jacksonville, city-owned, which got into financing snafu; KRTV, Minneapolis Star & Tribune (Cowles), due to tangle over interlocking stockholders with also-granted WTCN-TV; WRTB, Raytheon Mfg. Co., Waltham, Mass. (Boston), hesitating to proceed with construction, then unable to secure authority to sell.

The dozen others who held the precious franchises, yet feared to venture: E.F. Peffer's KGDM-TV, Stockton, Cal.; Jacksonville Journal's WJHP-TV (Perry Newspapers); WPDQ-TV, Jacksonville; WEEK-TV, Peoria, Ill.; WMBD-TV, Peoria; New Orleans Times-Picayune's WTPS-TV; Maison Blanche's WRTV, New Orleans (operating pioneer AM station WSMB in partnership with Paramount); WAGE-TV, Syracuse (Wm. T. Lane, mgr., now mgr. of Atlanta's WLTV); Portland Oregonian's KTVU -- all radio station operators. And these non-radio operators: WSEE, St. Petersburg, granted to company headed by dept. store tycoon Robert R. Guthrie; WTVL, Utica Observer-Dispatch (Gannett); WUTV, Indianapolis, granted to Wm. Block dept. store.

FIRST-QUARTER MATERIALS were allotted by NPA for these 3 continuing telecasting projects (see story page 1):

(1) CBS's \$5,330,000 "Television City" studios on site of Gilmore Stadium in Los Angeles. Project also received allotment in fourth quarter (Vol. 7:40).

(2) WCAU & WCAU-TV studios in Lower Merion Township, Pa. Suburban building, now 60% complete, will cost \$2,740,000, was allotted 35 tons of steel, 15,500 lbs. copper for first 3 months of 1952.

(3) DuMont's new \$1,750,000 studio building at 205 E. 67th St., New York, 23% completed. It got allotment of 149 tons of steel for first quarter, tentative o.k. for 96 tons in second quarter, 25 tons in third. DuMont request for 10,000 lbs. of copper was denied.

Four applications to remodel existing structures for use as NBC studios in Manhattan and Brooklyn were listed by NPA as exempt—meaning it wasn't necessary to have filed them in first place, since materials needed may be self-authorized.

Three of the applications were submitted by NBC itself, covering alterations to cost \$92,000 (TV), \$30,000 (radio) and \$8500 (TV). Fourth was from Anco Enterprises Inc., which will lease TV studios at 214 W. 42nd St. to NBC after completion of alterations, expected to cost \$21,000.

Six other NBC-TV studio remodeling jobs drew denials, on grounds they were new jobs on which construction wasn't sufficiently under way: (1) Colonial Theatre, 62nd St. & Broadway, owned by RKO Theatres, alterations 2% complete as of Oct. 1, to have cost \$135,000. (2) Three Radio City studios, to have cost \$90,000, \$85,000 and \$75,000, not started yet. (3) Studios at Avenue M & E. 14th St., Brooklyn, \$115,000, no start. (4) Hollywood studios, scheduled to cost \$67,000, no start.

ABC, which received fourth-quarter allotment to build

\$600,000 TV-radio studios at 273 Golden Gate Ave., San Francisco, was turned down for first quarter on same project because there was "no evidence" construction had started.

Other TV turndowns: WNBF-TV, Binghamton, office and TV studios, \$300,000, rejected because construction hadn't started; WTMJ-TV, Milwaukee, tower, \$307,936, no start; Desert TV Co., Las Vegas TV applicant, station to cost \$173,000, no start.

WHUM, Reading, Pa., AM station which received fourth-quarter allocation of 46 tons of steel for experimental uhf tower (Vol. 7:37-38) got turndown on application for first-quarter materials. Its request for experimental uhf grant had been rejected by FCC early this month anyhow (Vol. 7:49).

Radio-station rejections: WHEC, Rochester, \$419,023; WBT, Charlotte, addition, \$145,515; WFAH, Alliance, O., towers, \$50,000; WLFH (CP), Little Falls, N. Y., \$11,000.

One community antenna project was approved, another rejected. Telephone Service Co. of Wyoming Valley, Wilkes-Barre, Pa., was granted 7000 lbs. copper for \$75,000 project, 90% complete. Application of Mathews Inc., Carlisle Borough, Pa., was rejected although project is 60% finished. NPA said construction was begun last August "without authorization from us."

Community antennas are "receiving stations"—not broadcasting stations—in NPA's book, and thus don't come under the more liberal self-certification procedure which applies to TV-radio stations.

Joseph J. Weed elected president of National Assn. of Radio & TV Station Representatives, succeeding Robert Meeker. Other officers: Eugene Katz, v.p.; Adam J. Young Jr., secy.; William H. Weldon, Blair-TV Inc., treas. Directors are Joseph F. Timlin, Branham Co.; Russell Woodward, Free & Peters; Mr. Meeker.

Network Accounts: Motorola is employing DuMont Network for first showing of its new 1952 line of TV sets, sponsoring 33-station hookup carrying Shrine charity's annual East-West all-star pro football game from San Francisco Sat., Dec. 29, from 4:30 p.m. EST, thru Ruthrauff & Ryan . . . General Tire & Rubber Co. sponsors 4:15-4:30 EST Ted Husing Show on DuMont, just preceding Dec. 29 East-West game, thru D'Arcy Adv., N. Y. . . Miller Brewing Co. (High Life beer) Dec. 23 is to sponsor Cleveland Browns-Los Angeles Rams national pro football championship from Los Angeles on DuMont, Sun. 4 p.m. EST, thru Mathiesson & Associates, Milwaukee . . . General Foods (Jell-O, Swans Down, Birdseye frozen foods) will sponsor Wed. & Fri. segments of *Bert Parks Show* starting Jan. 14 when it moves from NBC-TV to CBS-TV, Mon.-Wed.-Fri. 3:30-4, thru Young & Rubicam, N. Y. . . General Foods (Swans Down cake mixes, instant Maxwell House coffee) Jan. 6 begins *Claudia: The Story of a Marriage* on NBC-TV, Sun. 6:30-7, thru Young & Rubicam for Swans Down, Benton & Bowles for Maxwell House . . . R. J. Reynolds Tobacco Co. (Camel cigarettes) Jan. 2 starts *Pantomime Quiz* on NBC-TV, Wed. 10:30-11, thru Wm. Esty Co., N. Y. . . C. H. Masland & Sons (rugs, carpets) starts alt. week sponsorship Jan. 25 of *Tales of Tomorrow* on ABC-TV, Fri. 9:30-10, thru Anderson & Cairns, N. Y. . . Hall Brothers (Hallmark greeting cards) Jan. 6 starts *Sarah Churchill Show* on NBC-TV, Sun. 3:30-4, thru Foote, Cone & Belding, Chicago . . . O-Cedar Corp. (waxes, polishes, mops) Jan. 7 starts sponsorship of Mon. 2:15-2:30 segment of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2:30, thru Young & Rubicam, Chicago . . . Serutan Co. (Serutan, Geritol) Jan. 1 starts *Battle of the Ages* on DuMont, Tue. 9-9:30, thru Franklin Bruck Adv. Co., N. Y. . . U. S. Rubber Co. buys time vacated by Chesterfield's *Sound Off Time* on NBC-TV, Sun. 7-7:30 for *Abbott & Costello*, starting date unannounced . . . Ronson Art Metal Works (lighters) Jan. 10 moves *Star of the Family* from Sun. 6:30-7 to alt. Thu. 8-8:30 on CBS-TV . . . Colgate-Palmolive-Peet Co. reported sponsoring *Big Payoff*, quiz show, starting Dec. 31 on NBC-TV, Mon.-thru-Fri.

3-3:30 . . . Riggio Tobacco Corp. (Regent cigarettes) Jan. 6 replaces *Leave It to the Girls* with *Cameo Theatre* on NBC-TV, Sun. 10:30-11, thru Brooke, Smith, French & Dorrance, N. Y.

Station Accounts: Split-sponsorship trend already manifest on networks may be extending to stations. Example: Horn & Hardart, New York, to cut costs, drops second half of high-rated *Children's Hour*, Sun. 10:30-11 a.m. on WNBT, and segment is picked up from Jan. 20 by Hoffman Beverage Co. . . Three sponsors using *Spade Cooley Show* on KTLA, Los Angeles, starting Jan. 5: Chesterfield, first 15 min.; Minute Maid, second; American Home Products, next half hour. It may be relayed also to San Francisco . . . Lo-Calory Food Co. (BDX reducing aid) buys *Mary Kay's* sign-off chatter after midnight on WNBT, thru Roy S. Durstine Inc. . . Gold Arrow Trading Co., Los Angeles (profit-sharing stamps) to test TV on KNXT, Los Angeles, extend if successful, thru Walter McCreery Inc., Beverly Hills . . . Agua Caliente race track sponsoring *Tom Harmon* sports segment of *CBS-TV News* on KNXT, Los Angeles, Sun.-thru-Fri. 10-10:30 p.m., thru Roche-Eckhoff, L. A. . . Seven realtors join to sponsor *Homes for Sale*, films being shot each week by station, on WBNS-TV, Columbus, Sun. 4:15-4:30 . . . Adam Scheidt Brewing Co. sponsoring *Exit '51* and *Sports Highlights of '51*, combined for full hour, on both WPTZ & WFIL-TV, Philadelphia, Dec. 28 & 31, thru Ward Wheelock; the INS-Telenews shows also sold to KMTV, WAAM, WNAC-TV, KGO-TV, KTTV for local sponsorships . . . Among other advertisers reported using or preparing to use TV: U. S. Air Conditioning Corp. (window air conditioner), thru Alfred Colle Co., Minneapolis; Carpenter-Morton Co. (household & industrial paints), thru John C. Dowd Inc., Boston; Mason & Mason Inc. (Mason's root beer), thru Irving J. Rosenbloom Adv., Chicago; Campbell Cereal Co. (Malt-O-Meal cereal), thru Campbell-Mithun Inc., Minneapolis (WNBQ); Southern California Gas Co. (natural gas), thru McCann-Erickson, Los Angeles (KNXT); Casco Products Corp. (automotive accessories), thru Norman D. Waters & Associates, N. Y.

Personal Notes: Edward Cooper on Jan. 2 takes over as head of TV Dept. for Motion Picture Assn. of America (Vol. 7:48); he has been staff director of Senate Majority Policy Committee under Sen. McFarland since January, was communications assistant to Senate Interstate & Foreign Commerce Committee since 1939 . . . Sam Cook Digges, CBS-TV Spot Sales Midwest sales mgr., becomes Eastern sales mgr. as of Jan. 1, replacing George R. Dunham Jr., now WCBS-TV gen. sales mgr.; Mac Lean Chandler is promoted to Midwest sales mgr., his staff adding Theodore Shaker, ex-Katz Agency . . . David Sutton, ex-CBS-TV sales chief, joining Music Corp. of America as TV executive . . . Scott Donahue Jr. promoted to TV sales mgr., Morris S. Kellner to AM sales mgr., Margaret Alcott to TV-radio service mgr., Katz Agency, all reporting to v.p. George W. Brett, now holding title of director of radio & TV sales policy . . . Donald G. Buck promoted to regional mgr., ABC-TV stations dept.; Malcolm (Bud) Laing named mgr. of ABC-TV station clearance dept., succeeding Buck . . . Jack Hetherington, ex-Gardner Adv., named mgr. of St. Louis Office, Adams Young rep firm . . . Henry I. Christal to head new radio station rep firm bearing his name, with offices at 300 Park Ave., N. Y.; Chicago office, 333 N. Michigan Ave., will be headed by James Thompson, ex-O. L. Taylor Co. . . William T. Crago, ex-ABC, named TV-radio director, Leonard Shane Agency, Los Angeles . . . Robert McNell, ex-Biow, now TV-radio director, Earl Bothwell Inc. . . Angus W. Mackintosh, ex-TV-radio director, Ward Wheelock, named sales director, Mack Good-

son-Bill Todman Productions . . . Roger Bowman named TV-radio director, Turner & Dyson, N. Y. . . George H. Sandifer has resigned as NBC Washington controller to become TV-radio director, U. S. Chamber of Commerce; Arthur Hamilton, NBC accountant in N. Y., is successor.

Republicans have named McIntire Faries, Los Angeles lawyer, as chairman of TV-movies subcommittee, and Ohio Rep. Clarence J. Brown as chairman of press-radio subcommittee for next year's convention. Democrats won't appoint counterparts; jobs will be handled by publicity staff. TV-radio sponsorship of both conventions is considered definite (Vol. 7:46); agreement with networks on "code" for handling telecasts, which awaits "clarification of minor details," is expected in 2-3 weeks. Both parties say "sizable" portion of national budgets will go to TV-radio, to be split about 50-50 between the 2 media. Democrats expect to announce selection of ad agency in January, GOP after convention. Both parties are preparing TV-radio handbooks for candidates.

Eventual harmony between TV and motion pictures is expected by veteran producer Hal Roach Sr. in Dec. 12 *Daily Variety*. He predicts: (1) 75% of film stars will come from TV. (2) Studios will substitute TV films for B productions to develop talent, absorb excess of stars not working. (3) TV will help solve show business unemployment since it requires "5 times as many people" as in movies. Roach, now heavily in TV film production, advises majors to produce 10-min. "teaser" TV films to build up stars.

EIDOPHOR-CBS COLOR theatre-TV proponents appear to have new ally—color-conscious Sen. Edwin Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee—in their efforts to persuade NPA to lift ban on manufacture of equipment (Vol. 7:47). At time general color ban was imposed, Johnson said he thought that there was something “phony” but that he didn’t intend to do anything about it (Vol. 7:43).

Now he says that he wants more information, that he’s “confused” about NPA’s action, that “I’m specially interested in the Swiss thing—the Eidophor system; I want to know why production can’t go ahead.” He doesn’t have any immediate plans for investigation or hearings, but says: “I don’t know what the committee might want to do. No one has complained to me about this; I’m just keeping my own eyes open.” He hasn’t conferred with Defense Mobilizer Wilson.

All-industry theatre group (MPAA, TOA, et al) has directed counsel to prepare arguments against ban; lawyers expect to file protest in couple weeks.

Skiatron expects to conduct press-public demonstrations of its “Ultrasonic” theatre-TV gear in few weeks. President Arthur Levey says optical system has just been redesigned by Rochester U’s Prof. Brian O’Brien, now gives 5 times previous brightness. System is mechanical, employs carbon arc. Equipment is “easily adaptable to CBS color system,” according to Levey, who adds, “We have a method for the compatible system, too.” He says company will enter appearance in FCC theatre-TV hearing due to start Feb. 25.

RCA this week announced that more than 50 theatres are now equipped with its PT-100 gear, 34 of these since early fall. This rate of increase, says M. F. Bennett, theatre equipment sales manager, “justifies forecasts made some time ago that theatres capable of seating approximately 200,000 would be equipped by early 1952.”

Skiatron’s quest for film fare to test its Subscriber-Vision system of pay-as-you-look TV this week took form of letters to 8 major producers, asking them to indicate, by Jan. 15, which recent pictures they’ll supply. Presumably, Skiatron will ask Justice Dept. for help if films aren’t forthcoming. Skiatron president Arthur Levey says he hasn’t slightest fear Justice Dept. will get cold feet because of recent Zenith-Finnegan disclosure (Vol. 7:49-50). Company’s new counsel is James M. Landis, substituting for Telford Taylor. Landis recently took over Gen. Taylor’s legal chores for Joint Committee on Educational TV (Vol. 7:47).

Some 200,000 doctors have seen Smith, Kline & French color TV demonstrations (CBS equipment) at 28 medical meetings over last 2½ years, says article in Dec. 15 *Journal of The American Medical Assn.* titled “Color Television as a New Medical Teaching Aid” written by Dr. Kendall A. Elson and G. Frederick Roll. Bright future for medium is forecast.

TV and movies are compatible under certain conditions, according to Dr. Ernest Dichter, psychological consultant to advertisers. In recent study, he concludes that TV viewers often stay home rather than risk going to poor movie; that TV-set owner isn’t theatre’s “lost audience”—movie industry itself failing to keep pace with TV viewer’s change of psychological attitude toward entertainment.

Screen Actors Guild (AFL) announced Dec. 4 it had signed union shop collective-bargaining agreements with these 13 TV film producers: Aladdin, B-M-D, C.G.S., D.N.S., Desilu, Des Moines Enterprises, Fidelity-Vogue, Raymond R. Morgan Co., Primrose, Screen-Televideo, TV Productions, Edmund J. Tingley Productions, Westminster.

Cuba’s Goar Mestre, operating Circuito CMQ out of Havana, also CMQ-TV on Channel 6 there, reports satellite station CMJL-TV, Camaguey, already operating on irregular schedule, using Channel 6, DuMont equipment, 2-kw visual ERP, 1-kw aural, antenna 325-ft. above average terrain. Also projected by Mestre interests, as part of TV chain plan, are 3 more outlets: CMKU-TV, Santiago, Channel 2, GE equipment, 16-kw visual, 8-kw aural, antenna 1760-ft. above sea level; CMHQ-TV, Santa Clara, Channel 5, GE equipment, 18-kw visual, 9-kw aural, antenna height 1020-ft. above sea level, 700-ft. above average terrain; and station in Matanzas, call letter unassigned, Channel 9, DuMont equipment, 3-kw visual, 1.5-kw aural, 760-ft. above sea level. Chief engineer Ventura Montes is supervising construction.

✓ Senator Wm. Benton’s willingness to sell his Muzak Inc., which has already closed down Elizabethtown, Ky., plant and sold W. 46th St. New York studios to RCA, is linked by *Variety* with antagonism of broadcasters toward his recent bill to establish advisory committee on TV-radio programming (Vol. 7:22), which they vigorously oppose. Muzak subsidiary is Associated Program Service, one of oldest transcription libraries, headed by ex-BAB chief and onetime CBS executive Maurice Mitchell, now being offered in parts instead of as full catalog. *Variety* says Muzak asking price is between \$2,000,000 & \$3,000,000 though Benton once reportedly turned down \$4,500,000.

✓ Televised Congressional hearings were assailed by New York State Bar Assn. civil rights committee as a form of “third degree” for witnesses. Committee recommended bar group go on record as favoring: (1) Banning of TV, radio, photos, movies of Congressional or executive hearings while any witness is testifying, except at public hearings on pending legislation. (2) TV, radio and photo apparatus at hearings on pending legislation be as inconspicuous as possible. (3) No telecasts or broadcasts of hearings be commercially sponsored. Committee said no “sound constitutional basis” had been found for assertion that TV cameras have legal rights to record hearings.

Mass teaching potential of TV is treated in new study available from Commerce Dept. Office of Technical Services (Document PB 105 493, 75¢). Report, second in series titled *Training by TV* (Vol. 7:36), details finding of study by Army, Navy and Fordham U in which 3000 Army reservists were given 8 weekly lessons via 10-city TV “network.” Stations participating: WNAC-TV, Boston; WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore; WOIC (now WTOP-TV), Washington; WHEN, Syracuse; WEWS, Cleveland; WJBK-TV, Detroit; WBNS-TV, Columbus; WKRC-TV, Cincinnati.

✓ How TV is affecting 2 different sports—in opposite ways—is related in 2 “survey” stories in recent issues of *Wall Street Journal*. Nov. 24 article treats hockey, says attendance in U. S. is down 15-20% from 1947-48 season, whereas most games in TV-less Canada still attract overflow crowds. “The biggest part of the answer seems to be TV,” article concludes. However, Madison Square Garden president Gen. John Kirkpatrick is quoted as feeling that in long run TV might create greater attendance. Gen. Kirkpatrick reveals that TV-radio rights to Garden events now bring in more revenue (15% of gross) than does hockey (10-12%, down from 18%). *Journal’s* Nov. 26 story gives TV heavy credit for upswing in attendance at wrestling matches—to tune of 9% hike in attendance, 11% gain in gate receipts over year ago. TV stations and sponsors are paying more for wrestling matches, too. Says story: “In 1946, a promoter usually got \$200-\$400 for the right to televise one of his wrestling shows. Currently, a promoter can get up to \$1500, [and for network shows] promoters [usually] receive more than \$20,000.”

Count of TV Sets-in-Use by Cities

As of December 1, 1951

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

AFTER ADDING 620,400 for November, NBC Research's monthly sets-in-use "census" as of Dec. 1 comes to 15,176,200—indicating that, in view of heavy December sales, figure will be closer to 16,000,000 than 15,000,000 when New Year begins. Higher rate of increase again reflected such developments as transcontinental interconnections (San Francisco showing 30,000 gain in month, Los Angeles 20,000); third station in Atlanta (which gained 14,000 in month); extended fringe coverage, due to higher powers and more sensitive receivers (New York area gained 90,000, Chicago 40,000, Philadelphia 30,000, Boston 24,000, St. Louis 21,000). November over-all increase was best for year, comparing with 552,300 in October (Vol. 7:47), 447,500 in September (Vol. 7:43), 284,300 in August (Vol. 7:35). Following is the Dec. 1 count (consult individual stations for their estimates of number of families within respective services ranges):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines)	1	71,000	Omaha	2	104,000
Atlanta	3	148,000	Philadelphia	3	970,000
Baltimore	3	350,000	Pittsburgh	1	350,000
Binghamton	1	47,200	Providence	1	180,000
Birmingham	2	81,100	Richmond	1	98,800
Bloomington, Ind.	1	18,000	Rochester	1	98,100
Boston	2	833,000	Salt Lake City.. ..	2	64,600
Buffalo	1	241,000	San Diego	1	110,000
Charlotte	1	106,000	San Francisco	3	298,000
Chicago	4	1,060,000	Schenectady	1	187,000
Cincinnati	3	300,000	St. Louis	1	348,000
Cleveland	3	548,000	Syracuse	2	153,000
Columbus	3	183,000	Toledo	1	137,000
Davenport- Rock Island ..	2	80,500	Utica	1	60,000
Dayton	2	162,000	Washington	4	312,000
Detroit	3	575,000	Wilmington	1	87,400
Erie	1	57,000	Total Inter-	connected	95 14,363,700
Grand Rapids ..	1	80,000	<i>Non-Interconnected Cities</i>		
Greensboro	1	75,000	Albuquerque	1	12,100
Huntington	1	62,500	Brownsville (Matamoros, Mexico)	1*	10,200
Indianapolis ..	1	182,000	{Dallas	2	145,000
Jacksonville ..	1	46,000	{Fort Worth	1	108,000
Johnstown	1	127,000	Houston	1	80,000
Kalamazoo	1	63,000	Miami	1	72,600
Kansas City	1	170,000	New Orleans	1	92,300
Lancaster	1	123,000	Oklahoma City ..	1	38,900
Lansing	1	70,000	Phoenix	1	58,900
Los Angeles	7	1,065,000	San Antonio	2	117,000
Louisville	2	118,000	Seattle	1	77,500
Memphis	1	109,000	Tulsa	1	
Milwaukee	1	294,000	Total Non-Inter-	connected	14 812,500
Minneapolis- St. Paul	2	289,000	Total Interconnected	and Non Inter-	connected
Nashville	1	48,300	109 15,176,200		
New Haven	1	212,000			
New York	7	2,720,000			
Norfolk	1	91,200			

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 67,648 up to Oct. 31, 1951, according to Canadian RTMA (Vol. 7:48). 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.

Good filmed TV programs may eventually pay for themselves through re-use . . . and even "build up a reserve to pay for [sponsor's] advertising in perpetuity," says Dec. 5 *Variety*, citing these examples: (1) Procter & Gamble, which is paying \$735,000 for 43 *Fireside Theatre* films, produced by Frank Wisbar, has received offer of \$430,000 plus 40% of revenue for re-runs of the films. (2) Bing Crosby Enterprises, which produced *Fireside* series last year and sold 44 films to P&G for \$350,000 but retained residual rights, is releasing series again this year under title of *Royal Playhouse*, has recouped all but \$200,000 of its original \$750,000 investment in the films. It's pointed out end of FCC station freeze will open vast new territory to films produced especially for TV and already shown in present TV areas.

BY ELECTION DAY, next November, there will be about 18,000,000 TV sets in use in the United States—reaching potential audience of more than 60,000,000 persons—"exceeding the total population when Grover Cleveland campaigned for the presidency in 1884." Authority is RCA's Gen. David Sarnoff.

Already, more than 15,000,000 sets are in use, according to latest count (see next column)—and year-end statements of manufacturers thus far indicate they think 1952 output and sales should approximate if not equal this year's. That means something like 5,000,000, so that end of 1952 may well show 20,000,000 sets in use in very nearly that many American homes.

Another noteworthy estimate by the RCA-NBC top-kick in year-end statement: "Based on the financial results of the first 10 months, the 1951 time billings of the 4 TV networks and 109 stations [including one on Mexican border] should reach at least \$250,000,000. This year, for first time, TV surpassed network radio in revenues."

Radio moved forward, too—added some 12,000,000 new sets that were sold during 1951, its Golden Anniversary year if measured from time of Marconi's first transatlantic wireless signal in 1901. Radios in use now total about 100,000,000; radio homes, about 43,000,000; autos with radios, 24,000,000—these served by 2400 AM and 680 FM stations.

And anomalous as it may seem, phono record business went up 15% in 1951.

Pocket wireless microphone-transmitter, particularly useful for TV performers, has drawn interest of CBS-TV, and ABC-TV, according to inventor Robert Stephens who demonstrated device to FCC Dec. 18. Microphone and 2-tube FM transmitter weigh 3 oz., fit into breast pocket; 5-oz. power supply fits into coat or trouser pocket, is good for 3 hours. Unit is FM, 50 mc, has 125-ft. range. Temporary use of 50 mc may be authorized by FCC, but rule-making is necessary for permanent allocation. Units are being made by Stephens Mfg. Corp., 8538 Warner Dr., Culver City, Cal.; distributor is RYB Inc., 251 S. Robertson Blvd., Beverly Hills, Cal. RYB representative Eddie Yuhl reports that Signal Corps has tested 3 units in Korea for 6 months, ordered more. Company counsel is W. Ervin James, formerly assistant to ex-Comr. Clifford J. Durr.

Helicopter measurements of WJZ-TV's antenna pattern from Empire State Bldg. (Vol. 7:47) showed deviation from circularity, according to ABC engineering v.p. Frank Marx, so his engineers reoriented and rephased elements to correct distortion. Marx says theoretical calculations by RCA, antenna's manufacturer, didn't hold up in actual operation. Currently, engineers are trying to determine whether conventional on-the-ground measurements show better pattern than indicated by helicopter recordings and how the two may be correlated. Included in program are helicopter measurements of WSB-TV, Atlanta. Marx has passed his findings and correction techniques along to RCA and other Empire State occupants: WABD, WCBS-TV, WPIX, WNBT.

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, \$25 per volume.

'MERRY CHRISTMAS' IN TRADE FIGURES: Two more statistical weeks to go for year -- and the industry's TV output total has not only gone well over 5,000,000 already but factory inventories have been worked down to 222,229 from mid-summer peak of nearly 770,000. The 222,229 wouldn't be much more than one week's output by 1950 and early 1951 standards; runs good 2 weeks by fourth-quarter 1951 standard.

That inventory should go down still more before New Year -- not only at the factories but at wholesale & retail levels -- is manifest from generally favorable reports around the trade. Said Dec. 21 New York Times: "Many retail dealers all over the country have increased their dollar sales volume for TV receivers in the last 4 weeks as much as 100%, store spokesmen reported yesterday."

Persistent price promotion and substantial assistance in the last week from holiday gift buying were given as reasons. But one store executive noted that gain isn't as impressive as seems, at first blush, because there was "beat-the-tax" buying rush for several weeks prior to Nov. 1, 1950 when 10% excise tax went into effect; then from Nov. 1 to end of 1950, there was a retail slump.

But any increase over any period in 1950 is regarded as welcome in a trade that suffered such serious summer and autumn doldrums this year.

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Its auditors having missed usual deadline last week, RTMA this week gave out figures for 2 weeks ending Dec. 7 & 14. Output for Dec. 7 week was 109,468 sets (4841 private label), inventory went down about 14,000 to 241,641. Output for week ending Dec. 14 was 117,047 (5100 private), inventory then went to 222,229. For the first 11 weeks of fourth quarter, output figure comes to 1,200,580 (subject to revision)--which, added to first 9 months' 3,970,857, gives 5,171,437 and 2 weeks to go.

Radio output for Dec. 7 week was 206,581 units (80,483 private label) and inventory was 297,471; radios turned out were 129,501 home sets, 17,280 portables, 59,800 auto. For week ending Dec. 14, radio output was 200,869 (73,055 private) and inventory was 287,016; sets were 124,208 home, 19,815 portable, 56,846 auto.

Thus radios for 11 of the 13 weeks of fourth quarter equalled 2,259,636 -- which, added to first 9 months' 10,077,478, total 12,337,114 and 2 weeks to go.

Trade Personals: William S. Schmidt, on leave from Monongahela Power Co., Fairmont, W. Va., named to NPA electrical equipment div. to direct priority system for supplying industry, military & Atomic Energy Commission with electrical components . . . Louis J. Collins promoted from Chicago sales mgr. to gen. sales mgr., Capehart-Farnsworth, succeeding E. Patrick Toal, resigned . . . Robert E. Lee, GE tube dept. finance mgr., Schenectady, named asst. mgr. of CR tube operations, Syracuse, succeeded by Randolph M. Duncan . . . H. A. Gumz, Webster-Chicago production mgr., elevated to v.p. in charge of all govt. orders . . . James Dales, ex-Motorola and Belmont, named chief TV-radio engineer, Hoffman Radio . . . Saul Decker promoted to chief TV engineer, CBS-Columbia Inc. . . . Wm. W. Paul elected v.p., Radio Condenser Co., Camden, N. J., continuing as secy.-treas. . . . Claire Chamberlain promoted to buyer of TVs, radios, musical instruments and related items for Spiegel Inc. mail-order div. . . . Hollis D. Bradbury appointed national mgr. of film recording sales, RCA engineering products dept., succeeded as Eastern mgr. by Everett Miller . . . Herbert Frank, who resigned recently as Starrett sales director to join Jewel Radio, now reported remaining with Starrett as sales v.p.; Frank D. Langstroth, Starrett president, and Bernard Hecht, gen. mgr., resigning as of Jan. 1, Jack Krieger be-

coming executive v.p. . . . William F. Cassidy Jr., ex-Kearfott Mfg. Co. gen. mgr., elected president of Aircraft Radio Corp.

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TV DX-ing pays off businesswise in Longmont, Colo., despite fact nearest stations are in Omaha, 500 miles away, according to appliance store owner Howard McKee. December *Radio & Television News* reports how store is cashing in on publicity and getting to be known as *the TV store* in Longmont in preparation for day when TV comes to area. McKee and technician Lawrence Pickerell have logged 24 stations, all low band, including those in Los Angeles, San Francisco, Atlanta, Charlotte, Greensboro. Best and most consistent signal is that from Houston's KPRC-TV. Among oddities noted is fact that best signal was achieved in 1950 by pointing antenna at 14,000-ft. mountain, but peak didn't help in 1951. Once, unusually good picture came when antenna was directed at cloud.

Novel experimental license on 32,000 mc, highest frequency yet authorized by FCC, was recently granted to Video Corp. of America, New York private-label TV receiver manufacturer, to test radar-like device for recording vehicle speeds. Grant specifies A-O (no modulation) emission, .02 watts, employing QK-290 klystron. Device measures phase difference of outgoing and reflected waves.

Topics & Trends of TV Trade: GE's Dr. W. R. G. Baker, who plays it by slide-rule, leans heavily on researchers for market data, knows the Washington score better than most manufacturers, says in year-end statement that "public demand for TV receivers in 1952 will be substantially the same as that which existed in 1951." As for radios, he thinks materials restrictions will reduce their 1952 sales volume to 6,000,000, down 27% from the 8,200,000 home & portable units expected to be sold in 1951.

"It is true," Dr. Baker's statement says, "that the [1951] sales of TV receivers in some of the large and older TV markets such as Boston, New York, Philadelphia, Washington, Chicago and Los Angeles were substantially less than in 1950, and that the trend may extend through 1952. We believe, however, that consumer demand in these older markets in '52 should hold up to the 1951 level as a result of obsolescence of small-size picture receivers, elimination of the confusion in the minds of the buying public concerning color TV, increased sale in the fringe areas due to the more sensitive type of receiver now available and the possibilities of increased transmitter power which may be effective for at least a portion of 1952.

"Officials of the NPA have indicated that the metals which will be made available to the TV industry in 1952 will allow the manufacture of 3,500,000 to 4,000,000 TV receivers. The industry estimates about 4,300,000. These quantities compare with approximately 7,500,000 in 1950 and 5,300,000 estimated for 1951.

"Estimates of industry production and retail sales for the last 2 months of 1951 indicate, with expected seasonal increased buying for Christmas, that only normal inventories of all makes of TV receivers will be on hand at the end of 1951 at manufacturing, distributor and dealer levels."

GE has stopped production of 17-in. sets to concentrate on expanding 20-in. line, executive v.p. Roy W. Johnson told New York press conference this week. He said 20-in. sets are now on allocation, but admitted "selling 17-in. receivers at present is a problem." He added that production of 17-in. probably won't be resumed until May. At same conference, GE president Ralph Cordiner predicted all GE consumer goods—with possible exception of TV—will be on allocation by May. And he made this rather surprising forecast: GE hopes to produce in 1952 three-quarters of the appliances it made this year, despite shortages. He said substitution and conservation of materials will account for high output; total would be only 50% of 1951 "without use of these alternate materials." He said GE's fourth-quarter production of consumer goods is 40% below levels of year ago; without conservation it would be 60% off. Some 20-25% of company's total billings are currently for defense, and defense business will reach 30-35% next year and "level off there," said Mr. Cordiner.

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Trade-practice rules for TV-radio industry (Vol. 7:39) took another step forward this week when All-Industry Committee on Trade Practice Rules met in Washington, approved most of rules it will recommend to Federal Trade Commission. Next is final committee session about Jan. 17, then third and final FTC public hearings, probably in February. Attending meeting: Louis B. Calamaras, National Electronic Distributors Assn., chairman; Glen McDaniel & Ray Donaldson, RTMA; Mort F. Farr, National Appliance & Radio Dealers Assn.; Edwin A. Dempsey, National TV Dealers Assn.; James R. Oberly, Admiral; Fred Walker, dealer in Alexandria and Arlington, Va.; Douglas Day & Robert E. McLaughlin, DuMont; Clifford J. Hunt, Stromberg-Carlson; Ray Saxon & Will Osterling, RCA; Max Balcom & Jack Harvey, Sylvania; Henry Weaver, Philco.

Admiral-Norge deal is "99% off," Norge president George P. F. Smith is said to be telling Norge distributors. Reports have it he's informing them: (1) Disclosure of negotiations by Admiral to buy Norge Div. from Borg-Warner (Vol. 7:48) was unpopular with Norge personnel and distributors who want to see Norge continue as autonomous organization. (2) Admiral and Norge drifted apart over "details," and it's doubtful whether they'll get together again. (3) Borg-Warner has been negotiating with other "blue-chip TV names, including RCA, Sylvania, Motorola." (4) Price of Norge was \$15,000,000, to include about \$6,000,000 worth of Norge's finished or convertible inventory. (5) Group of independent investors headed by Smith & Sampson, Chicago Norge distributor, is seeking to buy Norge, with Norge president Smith's blessing. Efforts to reach principals for statements were unavailing.

TV-radio distributors accepting chairmanships of RTMA Distributor TV Sports Committees are: Stanley Glasser, president, Sea Coast Appliance Distributors, Inc., Miami; John G. Gaines, John G. Gaines & Co., Inc., Kansas City; Allen S. Lasky, v.p., Mayflower Sales Co., St. Louis; Emanuel Zerega, president, Zerega Distributing Co., Seattle. Committees form phase of 12-point program by RTMA Sports Broadcasting Committee, headed by RCA's J. B. Elliott, aimed at boosting public attendance at 1952 sports events (Vol. 7:47).

TV "\$1 sales" hearing by Federal Trade Commission on charge against Electrical Center, Washington retailer (Vol. 7:45), was canceled this week pending "negotiated settlement" between firm and FTC, according to FTC. Dealer was accused of falsely stating that any purchase of TV, radio or appliance at regular price entitled customer to buy another article "of same kind and value" for \$1.

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Merchandising Notes: "If all installment buying ceased and consumer spending was suddenly placed on a cash basis, the national economy would probably stagger into a complete collapse," said RCA Victor distribution v.p. Robert A. Seidel, speaking Dec. 19 before Columbia U seminar on consumer-credit management; theme was that mass production means mass sales, which are impossible without extensive consumer credit . . . Admiral introducing new 17-in. TV-radio-phono (37-M) as mid-winter promotional item, to list at \$450 in walnut & mahogany . . . Stromberg-Carlson offering 2 new 24-in. consoles, full doors—"Newcastle," \$725, "Cathay," \$795, including tax . . . Westinghouse buying out Danforth Co., its Pittsburgh distributor, to be operated as own distribution agency.

Trade Miscellany: Freed Radio hearing under bankruptcy laws (Vol. 7:10) now set for Jan. 10, when firm will file proposed new operations plan . . . Raytheon leases one-story, 50,000-sq. ft. building in Waltham, where 400 more workers will be employed starting in May . . . Contract for community TV antenna system in Hancock, Md., has been awarded Electric & Telephone Construction Co., Philadelphia . . . Tel-O-Tube Corp. of America, CR tube maker, purchases Video Industry Products Co., Paterson, N. J., making TV & CR test equipment, which moves into new 10,000-sq. ft. plant at 159 Marshall St., Paterson.

An aid to makers of TV picture tubes, fluorescent lamps, etc., is Navy's new 40-p. *Survey of the Theoretical Aspects of the Luminescence of Inorganic Crystalline Solids* (PB 102 597). It's available at \$1 from Office of Technical Services, Dept. of Commerce, Washington, D. C.

Hundreds of electronic and electrical patents owned by Govt. have been made available to American industry for free use. Total of 2339 available patents are listed in booklet, *Govt.-Owned Inventions for Free Use*, for sale at \$1 by Supt. of Documents, Washington.

Mobilization Notes: German and Italian electronic components are available in sufficient quantity and quality to help relieve predicted shortages of American-made parts. Electronics Production Board chairman Edmund T. Morris Jr. and Lt. Col. Carl B. Lindstrandt, of Defense Dept.'s Electronic Production Resources Agency, reached that conclusion after visiting 12 European manufacturers, 7 in Western Germany and 5 at Milan, Italy. Among points made in report this week on October trip:

(1) "The importation of up to 500,000 German selenium rectifiers, using Swedish selenium, would help to avert an impending shortage of rectifiers needed by several important defense-supporting and civilian industries, and the home radio-TV receiver industry."

(2) While precision wire-wound resistor facilities are available in Europe, "production at present is extremely small due to lack of orders."

(3) Carbon resistors are available "in considerable quantities."

(4) Approximately 40 lbs. per month of fine enameled resistance wire is available.

(5) At least 2 potentiometer manufacturers are capable of producing precision variable resistors in quantity.

(6) "Most of the companies have both technical and production facilities equivalent to comparable companies in this country and several are carrying on interesting technical developments."

Technical details about foreign manufacturers and their products are available from NPA Electronics Div.

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Limiting factors in transmitter production—not only TV, but AM & FM and all other types—are delays in delivery of components and lack of engineering and technical personnel. That was consensus of 9 transmitter makers who met with NPA for first time Dec. 19. Allotments of controlled materials haven't held up manufacture of transmitters and related military projects as much as shortage of components, they said. Unanimously, the manufacturers agreed scarcest item is Mu-metal, high nickel content alloy used as shielding. Hardest-to-get components include relays, nickel-bearing transformer laminations, small electric motors, mica and gas capacitors, crystals, meters, coils and special tubes for military work. Manufacturers agreed most serious manpower headaches resulted from shortage of senior engineers, layout draftsmen, technicians (testers or troubleshooters), wiremen, toolmakers, machinists. J. Bernard Joseph of NPA Electronics Div. presided at meeting attended by:

R. H. Hollister, Collins Radio; Lester H. Carr, Continental Electronics, Washington, D. C.; C. E. Williams, DuMont; E. Labin, Federal Telecommunications Labs; Parker S. Gates, Gates Radio; Frank P. Barnes, GE; T. A. Smith, RCA; William Zillger, Standard Electronic Co., Newark; C. W. Miller, Westinghouse.

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Electronics Miscellany: Victoreen Instrument Co., Cleveland, as of Dec. 29 acquires all stock of Pioneer Electronics Corp., Salem, Mass., Pioneer to operate as subsidiary; Cyrus W. Haller, onetime Sylvania executive, now Pioneer president, elected president of Victoreen, succeeding Winfield Kendrick, retired . . . Robertshaw-Fulton Controls Co. buys out Fielden Instrument Corp., Philadelphia industrial electronics measurement equipment, which will be operated as subsidiary . . . Electronic Instruments Inc., Brooklyn (Harry R. Ashley, president), has purchased 6-story, 30,000-sq. ft. plant at 84 Withers St., Brooklyn to house offices and factory . . . Chatham Electronics Corp. to build 100,000-sq. ft. one-story plant on 17-acre tract at Route 10 & Okner Blvd., Livingston, N. J.

Metals forecast for 1952: DPA says defense and defense-related production and construction will take more than 40% of nation's supply of carbon steel, 60% of copper and aluminum. And these other developments this week provide clues to metals situation in coming year:

Nickel, for which defense requirements next year exceed total supply, will probably be most critical electronic material by end of 1952. But Dr. John F. Thompson, chairman of International Nickel Co., forecasts 30% increase in nickel supply by 1954 over pre-Korea level, due to expansion by established producers and opening of new mines. International Materials Conference announced U. S. will get slightly more of the free world's tungsten, a little less molybdenum during first quarter 1952 than current fourth quarter 1951.

At least 7,000,000 lbs. of aluminum will be lost as result of walkout this week at Reynolds' Troutdale, Ore. plant, NPA officials estimate. Cadmium producers, distributors and consumers urged NPA to relax order M-19, which controls use of the metal. Producers said they have 2-month supply on hand and defense demands haven't been as heavy as anticipated.

* * * *

TV servicemen got long-sought materials relief this week when CMP Regulation 7 (maintenance, repair & operating supplies) was amended to give them priority on materials needed for installations. Installers of all "domestic appliances" are included in regulation, which permits them to use their MRO quotas for installation materials (antenna lead-in wire, etc.). At same time, NPA amended CMP Regulation 5 to permit manufacturers to obtain materials for installation of equipment in existing buildings on priority basis. Order establishes separate minimum quarterly quotas of \$1000 each for MRO supplies, minor capital additions and installations.

Bottleneck-breaking regulation issued by NPA Dec. 19 is expected to be big help to defense electronic manufacturers and laboratories. New Direction 4 to Regulation 2 permits manufacturers of tubes and resistors to arrange delivery of small rated (priority) orders without regard to chronological receipt of orders. Only type order that can't be bumped by small order under new regulation is one carrying DX super-priority rating. Size of orders coming under Direction 4 is tightly limited. For example, no manufacturer is permitted to ship more than 50 tubes of any one type to any one customer in a month.

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Dividends: Motorola, quarterly 62½¢ and extra of 37½¢ both payable Jan. 15 to stockholders of record Dec. 28; Allied Electric Products (Sheldon), 11¼¢ payable Dec. 28 to holders Dec. 17; Canadian Admiral, 15¢ payable Dec. 29 to holders Dec. 17; IT&T, 20¢ payable Jan. 23 to holders Dec. 21; Technicolor, 50¢ payable Dec. 27 to holders Dec. 19; Reeves-Ely, 10¢ payable Dec. 28 to holders Dec. 14; Packard-Bell, 25¢ payable Jan. 25 to holders Jan. 10; Emerson, 25¢ payable Jan. 15 to holders Jan. 4.

International Resistance Co. holds stockholders' meeting Jan. 9 to vote on proposed increase in authorized common shares from 1,097,225 to 1,500,000. With 1,067,163 shares now outstanding, company plans to sell 250,000 more through F. Eberstadt & Co. and Zuckerman, Smith & Co., proceeds to be used for additional working capital and product development.

M. H. Cogan, president of Symphonic Radio & Electronic Corp., Boston, has sold controlling interest to New York group headed by Max Zimmer & Al Jacobs, Apex Electronics, and including Sidney Joffe, Pathe.

Electrical & Musical Industrial Ltd., London (EMI) reports net income of £838,122 for fiscal year ended June 30 vs. £456,666 for preceding fiscal year.

Telecasting Notes: NARTB's new TV code seal (Vol. 7:49), to be displayed by member stations conforming with newly promulgated *Code of Practices for Telecasters* (Supplement No. 76), due to be ready for distribution in early January, probably will be flashed on screens regularly by networks and stations as part of their identification signals . . . NBC-TV's 7-9 a.m. show *Today*, starting Jan. 14 (Vol. 7:50), actually will keep m.c. Dave Garroway and staff going 3 hours each weekday morning, for there will be repeat hour for piping to Central Time Zone so that it can hew to same 7-9 a.m. look-or-listen habit patterns contemplated by v.p. Pat Weaver . . . Added promotion gimmick for show is fact it will be staged in so-called "Studio of Tomorrow" in RCA Exhibition Hall, facing on 49th St., so that morning passersby can have a look—though city ordinances prohibit outdoor loud-speakers . . . Pittsburgh's WDTV, DuMont-owned, which as only station in one of top markets in country picks and chooses what it wants from the networks, now carries Milton Berle's *Texaco Star Theatre* alternate Tuesdays only, having cleared every other week for half hour of *Frank Sinatra Show* (Ekco Products, CBS-TV) and for Saturday Evening Post's *Keep Posted* (DuMont) . . . Sam Goldwyn, who has said he thinks film houses of future must compete on "qualitative" basis against "quantitative TV," and who hasn't released any of his oldies to TV yet, did relent to this extent for *Salute to Samuel Goldwyn* carried this week on KNXT, Hollywood: he appeared personally to introduce scenes culled from his films *Dodsworth*, *Pride of the Yankees*, *Best Years of Our Lives*, *Wuthering Heights* and, latest, *I Want You* . . . First unit of NBC's huge new TV housing project, on 50-acre tract adjoining Warner Bros. studios in Burbank, will be 2 studios, each seating 500, covering about 5 acres, costing some \$2,000,000; groundbreaking is due soon after New Year's, occupancy expected by next Oct. 1 . . . ABC fashioning dozen studios for AM out of old warehouse adjoining its TV Center on West 66th St., preparatory to moving out of RCA Bldg. in March when lease expires and NBC takes over all or most of its present space . . . Civil Defense Administration is distributing kinescopes of its 7-installment *Survival* series to all TV stations; series portrays effect of atomic bomb on cities, was shown on NBC-TV last summer . . . Tommy Henrich, another ex-New York Yankee great, joins Joe DiMaggio in TV sports-casting by signing of long-term WJZ-TV contract to share 11:10-11:20 p.m. Mon.-Tues.-Thur.-Fri. show with Russ Hodges, sponsor Sun Oil; DiMaggio will handle pre- and post-game shows for Yankees.

NBC is raising local rates of 3 of its 5 owned-&-managed TV stations as of Jan. 1: KNBH, Los Angeles, from \$1250 to \$1500 per Class A hour, from \$200 to \$300 per 1-minute or 20-seconds; WNBK, Cleveland, from \$750 to \$900 & \$150 to \$175; WNBW, Washington, from \$550 to \$650 & \$120 to \$135. Also planned are local rate increases for WNBT, New York, now \$3750 an hour, and WNBQ, Chicago, now \$1500—but these are as yet undetermined and not due until next Feb. 15.

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at \$2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at \$1 per copy.

THE FCC, Chairman Coy & Comr. Jones particularly, have been eyeing askance the trends in network-station fiscal relations lately—notably NBC's plan to readjust radio rate structure and payments to radio affiliates. Commission has instructed its legal and economic staffs to have a look, apparently suspecting deliberate attempt to depress AM for sake of TV.

However bitter toward one another competitively, it's axiomatic that none of the networks and very few stations want any govt. agency to meddle in their contractual relationship—a field definitely outside FCC's legal scope.

It's good guess that, faced with the prodigiously important job of ending its self-created and self-protracted TV freeze, to say nothing of staff shortage and the heavy pressures of the coming political year, this "probe" will merely create lots of work and annoyance, win some publicity, then simply go the way of FCC's famous "network equalization" plan of latter 1950 (Vol. 6:40 et seq).

That one proposed changing network rules to limit the number of hours TV stations in certain areas might take from any single network. It died on the vine, favored not even by the networks it was designed to help.

CBS-TV Division joins NARTB-TV this week, bringing with it wholly-owned stations WCBS-TV, New York, and KNXT, Hollywood. Part-owned (45%) station WTOP-TV, Washington, doesn't belong. Total TV membership now includes 76 stations (out of total of 108) and 3 networks. As network member, CBS-TV is entitled to directorship, presumably to be assumed by its president Jack Van Volkenburg. Parent company left old NAB several years ago in disagreement with policies, hasn't yet returned its radio network or stations. NARTB reports increase in radio memberships also—14 new ones this week bringing total to 1324—958 AM, 366 FM.

Nominations for 1951 duPont TV-radio awards for "outstanding public service" were invited this week (closing date Jan. 31) by O. W. Riegel, curator of duPont Foundation, Washington & Lee U, Lexington, Va. Winners in 3 categories—large station, small station, commentator—will get \$1000 each. Awards committee: Dr. Francis P. Gaines, president of Washington & Lee U, chairman; Mrs. Jessie Ball duPont (who established awards in 1942); B. M. McKelway, editor of *Washington Star*; Hadley Cantril, director of Princeton's Office of Public Research; Mrs. Hiram C. Houghton, president of General Federation of Women's Clubs.

Applications filed with FCC this week boosted total to 470. Ohio State U filed for non-commercial station in Columbus on Channel No. 12; KWTX, Waco, Tex., No. 11; WROL, Knoxville, Tenn., No. 6; KFOR, Lincoln, Neb., No. 10; KWWL, Waterloo, Ia., No. 7. Also filed but returned as incomplete, was request from Cache Valley Bcstg. Co. for No. 2 in Logan, Utah. [For further details, see *TV Addenda 13-W* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Grand total of 1497 filings in FCC's famed "paper" TV allocations hearing was received by final deadline date of Dec. 17. Though commissioners have been satisfied with staff's work to date (Vol. 7:49) and though big corps of engineers, attorneys, accountants and economists are doing almost nothing but "freeze" work, target date of Feb. 1 for final decision appears tough one to meet. Much depends on whether Commission continues to accept staff's recommendations with little change.

RCA offers new "special effects amplifier" to accomplish fades, dissolves, superpositions, wipes, insertions, etc., "at microsecond speed," expects it to supersede optical and mechanical techniques.

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

Television Digest

with **ELECTRONICS REPORTS**

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December 29, 1951

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1952 OUTLOOK FOR TV & ALLIED ARTS: We didn't do so badly in this space exactly a year ago, when we forecast a "cloudy" New Year that promised:

"(a) Prolonged national emergency, with diminishing TV-radio output as the industry swings over to defense production." In 1952, the industry's main preoccupation will continue to be electronics for defense.

"(b) Prolonged station freeze, with its prolongation of monopolies of the now-profitable telecasting facilities." In early 1952, freeze should be lifted -- but that doesn't mean more stations immediately, or even soon. (See below.)

"(c) Prolonged arguments about color TV, now a chimera without even the proverbial Chinaman's chance of emerging commercially during the emergency." That forecast for 1951, obvious then and even more obvious now, stands for 1952, too; everybody would prefer to forget the great color fiasco of 1951.

Looking a bit more closely into what 1952 promises, this is a summary of the best thinking of Television Digest's editorial staff:

* * * *

FREEZE: Final decision by March 1. First grant about June 1, total number of new stations authorized to be 25-50 for year, mostly uhf, because eager competition for scarce and valuable channels means many, many hearings. Very few of these stations to be on the air by year's end.

TELECASTING BUSINESS: To continue "terrific" for the 108 franchise holders, many enjoying freeze-created monopolies. Telecasting time sales of 1951, totaling some \$250,000,000 (about half network), to be exceeded by far in 1952 due to higher rates stemming from increased audience and greater acceptance of medium. Rough guess is that another \$250,000,000 was spent in 1951 on TV talent, production & facilities -- programs -- and it's a cinch that bill won't go down in 1952.

SET OUTPUT & TRADE TRENDS: NPA estimates 3,500,000 TVs. Manufacturers' consensus approaches 4,500,000. Best forecast is probably somewhere between the two -- but considerable new conservation measures will be necessary to achieve 4,000,000. Optimism of set makers isn't unnatural when you consider that they turned out about 5,300,000 TVs in 1951, as against forecasts of around 4,000,000 this time last year. Tube sizes are settling down to 17 & 21-in.; some 24-in. and a few 27 & 30-in. will sell in 1952. Trade should continue good at all levels, the servicing business especially so, with sales about equalling 1951's by reason of inventory carryovers.

MATERIALS SHORTAGES: Copper, aluminum and nickel to continue very scarce through 1952, with tightest pinch on civilian production in third quarter -- despite earlier govt. assurances that materials pinch would ease early in year. Military take of metals will force new second-quarter cut, probably 10%, in copper & aluminum for TV-radio and other "more essential" consumer durables, then another smaller cut in third quarter.

* * * *

That's the larger picture. Getting down to some of the important specifics in the telecasting and related fields, as seen from the Washington vantage:

Theatre TV: FCC hearing to be postponed from Feb. 25 for one or 2 months. Final decision near year's end. Much to-do all year about system vs. system, color vs. monochrome, etc., while number of installations (now about 60) mushroom to point where theatres become consistent factor as bidders against home TV for major events, still mostly sports.

Subscription TV: FCC too preoccupied all year with other more pressing matters, particularly problems flowing from "thaw" of freeze. It's unlikely to go into subject deeply. If there is hearing, decisions on basic principle involved in giving blessing to pay-as-you-look system, and on choice of system, are entirely unlikely by year's end.

Color: No Commission action at all, because of NPA ban on manufacture of color receivers. Lifting of ban unlikely for duration. NTSC to say it's ready with perfected compatible system any time FCC is prepared to consider it.

Network Service: AT&T to extend facilities to 8 more cities, mostly in second half 1952, namely: Oklahoma City, Tulsa, Fort Worth, Dallas, San Antonio, Houston, New Orleans, Miami. Only 4 stations to remain outside networks' scope -- in Albuquerque, Phoenix, Seattle, Matamoros, Mex.-Brownsville, Tex. Most, if not all extensions, to be completed by November elections.

Educational Channels: Few schools will apply for them, even though FCC's final decision will set aside flock of channels much as originally proposed. A few more schools will vie with commercial aspirants for regular channels.

Boosters & Satellite Stations: FCC to authorize only very limited experimentation with this effort to widen coverage of existing TV outlets. Consideration as commercial service unlikely during 1952, perhaps longer.

ABC-United Paramount Theatres Merger: Probably will go through after long hearings (due to start Jan. 15) and lots of legal byplay over charges of "stifled competition" and a rehash of Dept. of Justice's old Paramount anti-trust decree.

Station Construction: Structural steel shortage won't ease noticeably in 1952, as mobilizers originally forecast. Result is NPA will make few if any special materials allotments for construction of new stations, TV or other. Construction will be slowed, but not halted -- builders getting very little materials aid in addition to amounts of metals they're permitted to self-certify each quarter (now 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum; Vol. 7:51). A few stations may get on air using such very small amounts of metals -- simply through the addition of TV equipment to existing AM tower and buildings.

The FCC: One, 2 or 3 new faces before year is out, probably even more if Democrats lose November elections. Chairman Coy makes no bones about intention of quitting soon, meaning probably as soon as he can after freeze-lift order in spring. Several members can retire with benefits any time they wish, may elect to do so. Only term expiring is that of Comr. Hyde (Republican) next June 30. Comr. Hennock surely won't stick if GOP comes in; her unhappy experience with Senate Judiciary Committee, which wouldn't approve her judgeship appointment, may have repercussions in Congress -- especially with GOP seizing on every chance to discredit Democrats.

* * * *

Political year inevitably means squeezes upon FCC, particularly in light of the largess it can hand out in the way of TV channels now valued in millions; but in light of bad reputation it earned during color imbroglio and Hennock hearings, in light of current Washington scandals, it can be assumed Commission, however constituted, will renew efforts to keep itself aloof from politics and above reproach. At least, that would seem to be better part of simple prudence and plain common sense.

TV-AM-FM STATIONS AS OF JAN. 1, 1952: New Year carries TV freeze into 40th month, and likely to go full 4 years before any more stations are on the air. Old year saw only one new station go into operation -- Atlanta's WLTV (Vol. 7:39), the 108th and last authorized by FCC.

There were a few more among our Latin American neighbors, but only one held meaning for U.S. viewers -- XELD-TV, Matamoros, Mexico, just across Rio Grande from Brownsville, Tex., with audience mostly on our side of border and drawing revenues primarily from American sponsors.

For all practical purposes, therefore, year ends with 109 stations whose signals are within range of some 27,500,000 U.S. families (about 62% of the nation's total) already using some 15,500,000 TV sets. That doesn't include Canada & Mexico.

Detailed data on all these stations, plus list of the 473 applications for new stations pending before FCC, plus present & proposed allocation tables, digests of station rate cards, tabulations of sets-in-use by areas with market data, TV-radio production figures, directories of TV manufacturers, program syndicates, etc. -- all will be included in our TV Factbook No. 14, which goes into mails to all our full TV service subscribers shortly after Jan. 15, 1952. [Extra copies, \$2.50.]

* * * *

Our 1952 AM-FM Directory, ready about same time and made available to full subscribers [extra copies \$7.50], brings to light these facts about growth of radio:

(a) AM station authorizations totaled 2410 at end of 1951 (2306 licensees, 104 CPs), only 59 more than the 2199 licensees, 152 CP holders at end of 1950. This indicates rate of increase in number of radio stations is at long last slowing down. End of 1950 compared with 2246 total at end of 1949; 2131, end of 1948; 1961, end of 1947; 1579, end of 1946; 1056, end of 1945.

(b) Applications for new AM stations were up to 290 at end of 1951 from 259 end of 1950, but applications for new facilities were down to 172 from 224. Dropped during year were 13 licenses, 20 CPs.

(c) AM stations in other major North American countries didn't change much -- Canada now has 173 (vs. 162 last year), Mexico 298 (276), Cuba 104 (104).

(c) FM grantees totaled 654 at year's end, 640 of them on air. At end of 1950, total was 706, of which 672 were on air. There were 38 FM licenses dropped in 1951, and 28 CPs turned in. FM applications virtually ceased coming in, only 7 now pending. Same trend was apparent at this time last year when only 8 were pending.

RATES ON THE RISE—NETWORK & LOCAL: TV network and station rates are going up again -- despite self-expressed fears in the industry that time-&-talent costs are forcing TV advertising so high that it could price itself out of business (Vol. 7:49). Radio rates pale by comparison, actually are trending downward.

NBC-TV's new rate card, effective Jan. 1, 1952, quotes new Class A time on its affiliates (6-11 p.m.; Sat. & Sun. 1-11 p.m.) at \$25 to \$500 per hour more than did its preceding rate card of July 1, 1951 -- for an average increase of 9%.

Reasons cited for hikes: more sets-in-use, lower cost-per-thousand viewers.

A sort of 6-month cycle of rate-raising over last few years has kept pace with TV's meteoric rise to well over 15,000,000 sets-in-use (Vol. 7:51). Whither networks lead, the stations follow -- though local rate cards are at lower levels.

How local rates are climbing, too, is clearly manifest as we digest rate cards of all outlets (109 of them, including Matamoros-Brownsville) for next edition of our semi-annual TV Factbook (No. 14) due off presses around Jan. 15. The station that hasn't hiked local rates during last 6 months or so is exception; for typical current examples, see item about NBC-owned stations' new rate cards (Vol. 7:51).

* * * *

New NBC-TV rate card shows basic hookup of 41 stations -- "available only as a group" -- plus others that can be added if advertiser desires and if time can be cleared. For Class A hour, it costs advertiser \$39,975, whereas the 36 stations on old basic network cost \$31,150. All 52 interconnected stations cost \$44,700.

The new basic stations added are WNHC-TV, New Haven, at base rate of \$900; WOOD-TV, Grand Rapids, \$500; KDYL-TV, Salt Lake City, \$375; KRON-TV, San Francisco, \$1000; KNBH, Los Angeles, \$2050.

Heading basic list is network's own WNBT, New York, whose \$4000 up to \$4500 is highest of all the increases. Philadelphia's WPTZ goes from \$1900 to \$2100 and Chicago's WNBQ from \$2000 to \$2200. Most other hikes are smaller, e.g., St. Louis' KSD-TV from \$1100 to \$1250, Kansas City's WDAF-TV from \$700 to \$800. (For complete listing of all new NBC-TV station rates, see next page).

Closest rival CBS-TV hasn't yet announced increases, but its rate card has been undergoing gradual overhaul and new one probably will be forthcoming soon, too

-- especially since it serves many of same stations as NBC-TV. Its New York WCBS-TV is still listed at \$4000 (as is ABC's WJZ-TV); but Chicago affiliate WBKB is currently quoted at \$2000 as against \$1600 six months ago; WJBK-TV, Detroit, \$1500 vs. \$1000; WCAU-TV, Philadelphia, \$2000 vs. \$1600, etc. ABC-TV is now certain to up rates, too, as will DuMont.

All new network rates are subject to 6-month period of grace. For 5-6 p.m. Mon.-thru-Fri., the networks charge 75% of Class A rates; for all other times, 50%. New NBC rate card introduces new frequency discount formula, designed to encourage year-round use of medium. The 26-week discount is eliminated and there's slight reduction in 39-week (depending on size of period) -- but 52-week contracts get 10% added discount, so that scale now ranges from 15% for once-weekly 15-minute user up to 25% for user of 5 half-hours weekly.

NEW NBC-TV network rates, which go into effect Jan. 1, involve increases in network charges for its 41-station basic hookup to the following base hourly rates (Class A time); for previous rates, see *TV Factbook 13*:

WNBT, New York, \$4500; WBZ-TV, Boston, \$1750; WNHC-TV, New Haven, \$900; WJAR-TV, Providence, \$800; WRGB, Schenectady, \$825; WKTV, Utica, \$400; WSYR-TV, Syracuse, \$700; WPTZ, Philadelphia, \$2100; WDEL-TV, Wilmington, \$525; WBAL-TV, Baltimore, \$1100; WNBW, Washington, \$975; WTVR, Richmond, \$500; WTAR-TV, Norfolk, \$500; WGAL-TV, Lancaster, \$625; WJAC-TV, Johnstown, \$625; WNBK, Cleveland, \$1425; WBEN-TV, Buffalo, \$1000; WHAM-TV, Rochester, \$650; WSPD-TV, Toledo, \$725; WWJ-TV, Detroit, \$1525; WJIM-TV, Lansing, \$475; WOOD-TV, Grand Rapids, \$500; WLW-T, Cincinnati, \$975; WLW-D, Dayton, \$675; WLW-C, Columbus, \$725; WSAZ-TV, Huntington, \$425; WNBQ, Chicago, \$2200; WTMJ, Milwaukee, \$1075; KSD-TV, St. Louis, \$1225; WMCT, Memphis, \$625; WSB-TV, Atlanta, \$625; WBRC-TV, Birmingham, \$425; WAVE-TV, Louisville, \$575; WSM-TV, Nashville, \$375; WOC-TV, Davenport, \$450; KSTP-TV, Minneapolis, \$900; WOW-TV, Omaha, \$550; WDAF-TV, Kansas City, \$800; KDYL-TV, Salt Lake City, \$375; KNBH, Los Angeles, \$2050; KRON-TV, San Francisco, \$1000.

For interconnected stations individually available, NBC-TV quotes following base rates: WDTV, Pittsburgh, \$900; WICU, Erie, \$550; WTTV, Bloomington, \$200; WKZO-TV, Kalamazoo, \$500; WFMY-TV, Greensboro, \$450 (effective Feb. 1); WBTV, Charlotte, \$500; WMBR-TV, Jacksonville, \$400; WFBM-TV, Indianapolis, \$800; WBNF-TV, Binghamton, \$400 (Jan. 15); WOI-TV, Ames, \$400; KFMB-TV, San Diego, \$550.

For non-interconnected stations available via film or kine-recordings: WTVJ, Miami, \$600; WDSU-TV, New Orleans, \$525; KOTV, Tulsa, \$500; WKY-TV, Oklahoma City, \$600; WFAA-TV, Dallas & WBAP-TV, Fort Worth, \$750 (individually at \$475); KPRC-TV, Houston, \$600; WOAI-TV, San Antonio, \$400; XELD-TV, Matamoros, \$250; KOB-TV, Albuquerque, \$200; KPHO-TV, Phoenix, \$300; KING-TV, Seattle, \$650 (Feb. 1).

Seven women in TV-radio have been given first annual *McCall's* awards for outstanding community service: Elizabeth E. Marshall, Chicago Board of Education (top award for programs on WBEZ, WIND and WJJD); Kit Fox, WLW, Cincinnati; Sister Mary St. Clara, WKBB, Dubuque, Ia.; Edythe J. Meserand, WOR, New York; Bee Baxter, KSOO, Sioux Falls, S. D.; Helen Faith Keane, WABD, New York; Dorothy Gordon, WQXR, New York.

The \$100,000 sale of WCOL (AM & FM), Columbus, to Secretary of Commerce Charles Sawyer and family (owners of WING, Dayton, and WIZE, Springfield) was approved by FCC this week, Comr. Jones dissenting but issuing no opinion.

Personal Notes: Edward Kletter, ex-president of Product Advertising Corp. and v.p. of United Cigar-Whelan Stores Corp., appointed head of DuMont Network's merchandising & business development dept., newly set up to create and administer merchandising and point-of-sales promotion for sponsors . . . A. A. (Abe) Schechter rejoins NBC Jan. 1 as a general executive for TV, resigning as v.p. of Crowell-Collier Publishing Co. He left NBC in 1942 to join Army, was news & special events v.p. of Mutual after return. First NBC-TV chore will be supervision of 7-9 a.m. Dave Garroway show *Today* . . . Robert B. Hanna Jr., of GE's WRGB, WGY & WGFM, promoted to mgr. of GE's newly established broadcasting stations dept. . . . George W. Clark has resigned as Chicago mgr., John E. Pearson Co., to set up own rep firm to be known as George W. Clark Inc., 333 N. Michigan Ave., Chicago . . . Fred Brokaw has returned to Paul H. Raymer Co. as executive v.p. for radio, headquartering at N. Y. office . . . Harold Fellows, NARTB president, named chairman of new Commission on Mass Communications formed by National Conference of Christians & Jews . . . Donald W. Thornburgh, president of WCAU & WCAU-TV, Philadelphia, one of 8 radio-advertising executives cited by Big Brothers of America for public-service awards . . . Rodney Erickson, TV-radio mgr., Young & Rubicam, appointed chairman of national TV committee of 1952 Heart Fund drive headed by Bruce Barton; Thomas M. McDonnell, radio director, Foote, Cone & Belding, heads radio committee . . . Dr. Franklin Dunham, chief of radio & TV for U. S. Office of Education, awarded 1951 Award of the School Broadcast Conference "for meritorious service to educational radio and television" . . . Robert B. Hoag, ex-gen. sales mgr., KXNT, Los Angeles, transferred to CBS-TV Spot Sales, N. Y. . . . Fred Albin, recording engineer of KECA-TV, Los Angeles, elected president of Society of Television Engineers . . . Donald K. deNeuf succeeds Michael R. Hanna as gen. mgr. of Rural Radio Network to enable Mr. Hanna to devote fulltime to managership of WHCU, Ithaca, N. Y. . . . Robert L. Coe, ex-mgr. of KSD-TV & WPIX, appointed mgr., DuMont station relations dept., under direction Elmore B. Lyford . . . Warren Jennings, onetime WLW Eastern sales mgr., promoted to ABC-radio national spot sales mgr. . . . Dwight E. Rorer leaves Washington law firm of Dow, Lohnes & Albertson Jan. 1 to set up practice at 530 Washington Bldg., phone Republic 0727, continuing as member of Grant, Exselsen & Rorer, New York firm dealing primarily in inter-American corporate work . . . Bernard Koteen on Jan. 1 establishes own Washington practice at 536 Wyatt Bldg., phone Metropolitan 5711, leaving Cohn & Marks.

Duplication of magnetic tape at rate of 9 half-hour copies in 11 minutes is claim made for new machine developed by L. S. Toogood Recording Co., 221 N. LaSalle St., Chicago, and Rawdon Smith Associates Inc., 1710 Rhode Island Ave. NW, Washington.

Station Accounts: Marshall Field, big Chicago dept. store, dropping its thrice-weekly *Uncle Mistletoe* puppet show for children in favor of *Pace of Chicago*, starting Jan. 10, Thu. 9:30-10 p.m. on WBKB, said to be most elaborate and most expensive TV production yet put on locally. Show will be devoted to Chicago and its people, with "Editor Caleb" tying its segments together, including orchestra, dramatic vignettes, name stars, chorus, etc.; it uses 25-30 people, is budgeted at \$5000-\$10,000 per week, written by Douglas Johnson, author of *Hawkins Falls* and some of *Studs' Place* stories . . . California Machinists Non-Partisan Political League, offshoot of AFL's International Assn. of Machinists, Jan. 11 starts 52-week series titled *Without Fear*, devoted to public affairs and good citizenship, on KTTV, Los Angeles, Fri. 8:30-9 p.m.; kinescopes will then be placed on KFMB-TV, San Diego, Mon. 10-10:30 p.m., and KGO-TV, San Francisco, Tue. 9:30-10 p.m., thru Leonard Shane Agency, L. A. . . Marlon Confections Corp., thru Zlowe Co., New York, becomes second quarter-hour sponsor of *Roller Derby* on WCBS-TV, New York, starting Jan. 5, Sat. 4-5 p.m.; first sponsor signed was Philip Morris, thru Biow Co. . . Landers, Frary & Clark, whose Universal appliances line now includes "Jet 99" vacuum cleaner, will introduce that item with \$1,000,000 national ad campaign, plus cooperative advertising, starting in March and including TV-radio, thru Goad & Tierney Inc., N. Y. . . Insurance Co. of North America sponsored company choir Dec. 24, 9:30-10 a.m. for second year on WPTZ, Philadelphia, thru N. W. Ayer . . . Minneapolis Brewing Co. (Golden Grain Beer) quitting long-standing *Friendly Fred* disc show on WCCO to go on TV . . . National Peanut Council, Washington, furnishing dealer aids for National Peanut Week, Feb. 3-9, with TV-radio included in plans . . . Among other advertisers reported using or preparing to use TV: Pacific Citrus Products Co. (Hawaiian Punch), thru Atherton Adv., Los Angeles (KNXT); Mentholatum Co. (cold remedy), thru J. Walter Thompson Co., N. Y. (KNXT); F. Schumacher & Co. (Glosheen, Etruscan cloth), thru Lawrence Boles Hicks Inc., N. Y.; Regina Cigar Co. Inc. (Hillcrest, Sobo cigars), thru Gresh & Kramer Adv., Philadelphia; Swift Homes Inc. (factory-built homes), direct; Marble Institute of America, thru Moore & Beckham Inc., Greenwich, Conn.; James Lees & Sons (carpets & knitting yarns), thru D'Arcy.

Network Accounts: TV's ability to draw new sponsors is indicated in CBS-TV year-end statement pointing out that of 55 companies placing new business with network during year these 39 were newcomers to the network: American Home Products, duPont, General Cigar, Schick, Aluminum Corp., Ekco Products, Johnson & Johnson, Pearson Pharmacal, Susquehanna Waist Co., Waring Products, Schlitz, Best Foods, Burkart Mfg. Co., Ronson, Standard Brands, Bonafide Mills, Blatz, Hudson Pulp & Paper, National Dairy Products, Brown Shoe, Quaker Oats, Atlantis Sales, Lehn & Fink, Coro Inc., Consider H. Willett Inc., Hall Brothers, Curtis Circulation Co., Falstaff Brewing Corp., Goodall Fabrics, Grove Laboratories, Kenwill Corp., Landers, Frary & Clark Inc., Marlene's, Newsweek, Norwich Pharmacal, Paas Dye Works, Time Inc., Wamsutta Mills, Lambert Pharmacal . . . Bristol-Myers Co. (Vitalis, Ipana, Mum, Sal Hepatica) Jan. 13 moves *Break the Bank* from NBC-TV to CBS-TV, Sun. 9:30-10, thru Doherty, Clifford & Shenfield, N. Y.

American Tobacco Co. cancellation of some \$1,000,000 worth of spots on NBC-TV, CBS-TV & ABC-TV (all immediately gobbled up by waiting sponsors) explained as due to (1) Lucky Strike's declining position among the name brands, and (2) company's plans to spend more TV budget on new *Meet the Champ* show, amateur servicemen's boxing bouts, due to start Jan. 3 on ABC-TV, Thu. 9:30.

Network TV-Radio Billings

November 1951 and January-November 1951
(For October report, see *Television Digest*, Vol. 7:48)

NETWORK TV BILLINGS will go well over \$125,000,000 for 1951, judging from 11-month total of \$113,834,346 reported by Publishers Information Bureau. November TV billings were slightly under October's, according to monthly tabulation and somewhat under network radio billings for November, though both NBC and CBS now show network TV billings in excess of network radio. NBC-TV & CBS-TV dropped from November peaks, however, ABC-TV and DuMont showing slight increases. TV's big upsurge, radio's slight downsurge, are indicated by fact \$113,834,346 billings for TV's first 11 months compare with \$33,900,910 for same 1950 period; \$160,099,546 billings for radio's first 11 months compare with \$167,685,906 for same 1950 period. Detailed PIB figures:

NETWORK TELEVISION				
	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
NBC	\$ 6,555,205	\$ 3,070,010	\$ 52,670,473	\$ 17,910,935
CBS	4,605,506	2,215,744	37,734,476	10,659,929
ABC	1,911,243	1,243,549	16,605,766	5,330,046
DuMont	847,373	*	6,823,631	*
Total	\$13,919,327	\$ 6,529,303	\$113,834,346	\$ 33,900,910

NETWORK RADIO				
	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
CBS	\$ 5,257,454	\$ 6,455,478	\$ 63,506,265	\$ 64,200,179
NBC	4,315,646	5,040,404	49,980,710	56,333,806
ABC	3,220,760	2,940,967	30,408,627	32,372,337
MBS	1,583,291	1,357,529	16,203,944	14,779,584
Total	\$14,377,151	\$15,794,378	\$160,099,546	\$167,685,906

* Figures for 1950 not available.

Following are network TV and radio figures for January thru November, including revisions of previously reported PIB figures:

NETWORK TELEVISION					
1951	ABC	CBS	DuM	NBC	Total
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	9,645,245
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
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,432	4,159,213	738,578	5,405,243	11,925,516
Oct.	1,897,427	4,731,219	768,684	7,132,685	14,530,015
Nov.	1,911,243	4,605,506	847,373	6,555,205	13,919,327
Total	\$16,605,766	\$37,734,476	\$6,823,631	\$52,670,473	\$113,834,346

NETWORK RADIO					
1951	ABC	CBS	MBS	NBC	Total
Jan.	\$3,099,418	\$6,833,626	\$1,542,887	\$5,215,947	\$16,691,878
Feb.	2,702,721	6,097,737	1,426,705	4,731,626	14,958,789
March	2,891,339	6,793,966	1,648,006	5,085,636	16,418,947
April	2,980,183	6,487,717	1,539,801	4,897,882	15,905,583
May	2,991,227	6,745,098	1,510,818	5,329,752	16,576,895
June	2,720,268	6,201,963	1,191,691	4,739,193	14,853,115
July	2,267,674	4,387,193	1,347,841	3,728,687	11,731,395
Aug.	2,210,352	4,440,261	1,329,375	3,808,906	11,788,894
Sept.	2,165,971	4,645,527	1,324,061	3,713,235	11,848,794
Oct.	3,158,714	5,615,723	1,759,468	4,414,200	14,948,105
Nov.	3,220,760	5,257,454	1,583,291	4,315,646	14,377,151
Total	\$30,408,627	\$63,506,265	\$16,203,944	\$49,980,710	\$160,099,546

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

Canadian Broadcasting Corp. gets grant of \$4,750,000 to cover current deficit, plus appropriation of \$6,250,000 a year for next 4 years, under budget approved by Parliament. This income augments the nearly \$6,000,000 derived annually from \$2.50 radio-set tax and about \$2,000,000 from CBC commercial time sales—presumably will also hasten completion of CBC's now-building Toronto & Montreal TV outlets, now promised by "mid-summer."

NO SHORT-TERM predictions from NBC president Joseph H. McConnell in his year-end statement; rather, he prefers to make them for the long range, and this he opines is prospect for 1955:

(a) Enough new TV stations on the air so that "Milton Berle may very well reach Broken Bow, Okla."; (b) 28,000,000 American homes with TV sets, accommodating audience of 84,000,000, or more than half the population; (c) 4100 TV-equipped theatres, serving 4,300,000 viewers; (d) total national advertising budget of \$8 billion, of which \$1 billion will go to TV; (e) compatible color TV, backed by solid support of TV industry.

As if to footnote McConnell statement, NBC-TV sales research mgr. Robert W. McFadyen, speaking this week before Boston meeting of American Marketing Assn., said American advertisers are already spending at rate of \$450,000,000 annually on TV advertising; that 75 of the 100 largest national advertisers are sponsoring network TV, Procter & Gamble alone spending more than \$10,000,000 this year; that TVs are owned by at least 51% of families in 25 top markets and by one out of every 3 homes in U. S.; and that average TV family's income is \$4490 vs. non-TV family's \$3846.

No worrier about impact of TV, *Broadcasting Magazine*, authoritative spokesman of the radio broadcasting industry, says AM stations in both TV and non-TV markets expect their total billings to increase in 1952 and forecasts, on basis of own survey, that average increase for all AM next year will be 12.65%. In non-TV markets, it says, AM stations expect local billings to go up average of 12.79%, national spot up 13.7%, network down 6.82%. In TV markets, AM stations expect local billings to go up average of 15%, national spot up 9.55%, network down 5.6%. *Broadcasting* reports most advertisers will maintain and some will expand 1952 radio budgets, with "only slight evidence of declining spending in radio"; of agencies surveyed, 58% will increase radio spending, 29% stick to 1951 levels, 13% cut back somewhat. "Economy and size" is radio's great competitive pitch, says periodical, which estimates 1951 network TV billings will come to \$129,000,000, or about 185% higher than 1950, and that average TV station will do 50% more business in 1952 than 1951.

Doleful tale of network radio slump is related by radio editor George Rosen in Dec. 26 *Variety*, reporting networks "make no bones over the fact that they're something more than distressed over their inability to lure fresh sponsorship coin." Currently, a renewal of network radio show, says Rosen, "is almost a cause for jubilation" and attempts to peddle new shows or bring in new clients are "adding up to zero" despite many formulas and merchandising schemes. Recalling that NBC is on record as expecting to lose \$1,000,000 on radio in 1952, while it undertakes to revamp radio's economic pattern to meet inroads of TV, editor Rosen relates: "But the fact remains that NBC, like CBS, ABC and the others, is alarmed over the failure of the agencies and the advertisers to respond to their gimmicked-up sales merchandising patterns."

School work is generally unaffected by TV, according to survey conducted by Xavier U, Cincinnati, under grant by Crosley Broadcasting Corp. Study conducted among nearly 1000 Cincinnati children emphasized, however, that bad viewing habits could hurt school achievement. Other conclusions: (1) "poorer TV habits, lower IQs, lower parental control and poorer school achievement tend to be found in the same child"; (2) more time was spent watching TV than in school (30 hours vs. 25 weekly); (3) most popular show was Milton Berle, westerns next; (4) mystery-crime programs were liked best by lower-IQ children.

Telecasting Notes: NBC-TV scored smash hit among viewers who are opera lovers with Christmas Eve presentation, under sponsorship of Hallmark greeting cards, of first opera written expressly for TV—Gian-Carlo Menotti's *Amahl and the Night Visitors* (in English). Carried on 35 stations, kinescoped for others, it won acclaim of music and TV-radio critics, probably will get repeat performance, though next in Samuel Chotzinoff's *NBC Television Opera Theatre* series is Tchaikovsky's *Pique Dame*, Thu., Jan. 3, 11-midnight, which like first 2 in series will be sustaining . . . *New York Times* music critic Olin Downes went overboard for Christmas show, wrote: "It may be said at once that if nothing else had been accomplished by this work, TV, operatically speaking, has come of age. [It] must be considered as a historic event in the rapidly evolving art of TV" . . . Sen. Wm. Benton's Muzak Inc. (Vol. 7:51), through subsidiary Associated Program Service, radio transcription library headed by Maurice B. Mitchell, is contemplating entry into TV-film field, starting with syndication of Encyclopedia Britannica Films, also a division of Muzak and specializing in 16mm educational features . . . TV camera "looked in" on Dec. 22 parley of food handlers' union, employers and State conciliators in what KTTV, Los Angeles, claims is first telecast in which general public could "sit in" on labor negotiations to head off threatened strike; station gave it full Sat. 9-10 p.m. period . . . Schlitz will have *Autobiography of Grandma Moses* as feature of its *Playhouse of Stars* on CBS-TV Feb. 29, or only 2 days after Harpers publishes book; Helen Hayes will star, sponsor paying \$2500 for TV rights . . . U. S. Olympic Committee has obtained exclusive rights for TV films of 1952 Olympics in Helsinki, Finland, is offering them for sale to highest bidder, plans also to sell TV-radio rights to Los Angeles tryouts in June and thereby gain part of \$850,000 budget needed to send them to games . . . CBS gave Xmas bonus of week's pay to staff not covered by union contracts; NBC handed out 5% to all earning \$7500 or less . . . H-R Representatives Inc., already handling WNAC-TV, Boston, appointed national rep for Yankee Network and its radio stations . . . Katz Agency takes over representation of KEYL, San Antonio, now Storer-owned, as of Feb. 1, 1952.

National Association of Amusement Parks, Pools & Beaches considering this plan, attributed to Westinghouse sales promotion manager Fred S. McCarthy, whereby they can draw people out of homes next summer: "TV theaters" to be installed in parks, consisting of 24-in. receiver, 40-50 seats, setup to be installed and serviced at \$2700. Idea is to get people to patronize parks, catch their favorite TV shows or get acquainted with TV if they don't have sets; also, to permit parents to rest-and-look while mop-pets enjoy the other attractions.

To avoid excessive eye fatigue, TV receiver should be placed either at or slightly below eye level and children should be kept at least 6 ft. away, Dr. Abraham S. Walfish, TV committee chairman, told New York State Optometric Assn. recently. He also reported that when children sit too close to TV screen there is tendency to develop near-sightedness, or where defects already exist, "they become more manifest." He repeated assurances of other eye specialists, however, that TV does not cause eye defects.

New "ultra low loss" uhf coaxial transmission line is described in 5-page technical article by O. O. Fiet in RCA's Sept.-Oct. *Broadcast News*. He uses graphs, formulas, etc., to define performance of MI-19089 line (3½-in.), says experiments with 6½-in. line have been encouraging. Earlier this year (Vol. 7:18), FCC was so concerned about losses in long uhf lines (70%-80% for 1200 ft. at 890 mc) that it asked all transmission line manufacturers what can be done about it.

TV TRADE FACTORS AT YEAR'S END: Few believe that the Crosley & Magnavox price cuts this week and lower prices quoted by Motorola on its new line (see Topics & Trends) betoken general trend. Nor are many people in the trade much surprised that predicted end-of-year set shortages didn't materialize.

General industry feeling is that prices have firmed since fall-winter trade pulled down mid-summer inventories from dangerous peaks, and that changes, if any, will be upward in view of rising costs of materials and labor. Some items may be reduced due to engineering refinements and conservation methods -- but general opinion is that these will be exceptions.

As for set shortages, depletion of inventories hasn't been so great as to make it hard to get sets for customers yet, though some manufacturers claim certain models are in consistently short supply and a few big ones say they're selling every set they can turn out.

The 1952 shortage picture, if any, depends on: (a) size of inventory in all pipelines as New Year begins, which can only be guessed at this writing but which, on basis of end-of-October figures (Vol. 7:49), isn't likely to go much below the 1,000,000 mark; (b) production rate permitted by govt. materials controls during the New Year--nobody expecting 1952 can come up to this year's apparent total 5,300,000; (c) continued popular demand for receivers, with outlook good in light of much-improved programs and further extensions of network service in latter 1952.

* * * *

No RTMA weekly production figures were released this week, so output totals of 5,171,437 TVs and 12,337,114 radios for 50 weeks up to Dec. 14 are latest on tap (Vol. 7:51) -- expected to come to near round 5,300,000 & 13,000,000 when count for last 2 weeks is made available. Year-end statements from trade tycoons were notable for their unusual caution this season, very few of them offering much more than reviews and rehashes of 1951 accomplishments.

From Research Institute of America's executive policy letter, we think the following paragraphs are worth quoting because of the unusual care with which this group (Leo Cherne, Leon Henderson, et al) tackles economic questions:

"Consumer buying," it reports after noting that "less gadgets and more guns more quickly" will underlie all govt. policy relating to civilian output, "is likely to run about 4% over last year. Retail sales could easily jump 8-10% if price resistance declines. And that may happen as new shortages become visible this spring ...and as consumer expectation of lower prices shifts to an acceptance of high tags ...'No sense waiting any more...might as well buy now.'

"The firming of many prices in durable lines, including TV, may have this effect even before shortages appear at retail levels.

"An obvious caution for retailers is that comparisons with 1951 will be misleading because of the distorted pattern this year."

MANY OFF FOR CHICAGO MARTS, JAN. 7-18: About usual number of TV-radio manufacturers will display their wares, some of them new, at Chicago's big winter furniture markets, Jan. 7-18. And usual number of concurrent conventions and private hotel and display room showings will be held during and around those dates -- notably Admiral's at the Drake, Jan. 3-5, Philco's at Palmer House, Jan. 4-5.

Big American Furniture Mart on Lake Shore Drive lists 13 TV-radio producers who have reserved space among the scores of housefurnishings manufacturers, namely: Admiral, Arvin, Belmont (Raytheon), Bendix, DuMont, Hallicrafters, Jackson Industries, Motorola, Olympic, Philco, RCA Victor, Sparton, Westinghouse.

At the Merchandise Mart, these will display: General Electric, Magnavox, Crosley, Capehart-Farnsworth, Murphy Radio Ltd., Telequip. Besides other Chicago

showings previously reported, Tele-tone announces display in Blackstone Hotel, starting Jan. 7; Hallicrafters in Drake, Jan. 10-12; National Electronics Mfg. Co., with new 'Natalie Kalmus' line, at 520 No. Dearborn St.; Meck, 1020 No. Rush St.

Western Winter Market in San Francisco has been set for Feb. 4-8, with TV and radio much in evidence among the scores of merchandisers planning to display.

Topics & Trends of TV Trade: Never one to underestimate, or to hide the industry's lights under the proverbial bushel, veteran editor O. H. Caldwell arrives at staggering total of \$4,918,500,000 as "annual bill of U. S. for radio-TV." In January *Tele-Tech*, he figures it this way: 1951 sale of 5,600,000 TV receivers at retail, \$2.1 billion; 13,500,000 radios at retail, \$675,000,000; electricity, batteries, etc., to operate 119,000,000 radio & TV receivers, \$400,000,000; 186,000,000 phonograph records at retail, \$200,000,000; sale of time by broadcasters, \$565,000,000; talent costs, \$150,000,000. To this are added these sums for servicing & installation: 84,000,000 replacement receiving tubes, \$141,000,000; 750,000 replacement TV picture tubes, \$37,500,000; TV-radio component parts, antennas, accessories, \$300,000,000; labor, \$350,000,000.

U. S. homes with radios, according to Dr. Caldwell, total 45,850,000; secondary sets in such homes, 30,400,000; sets in business places, institutions, etc., 6,000,000; auto radios, 21,000,000; TV sets, 15,750,000—total 119,000,000 as compared to 99,000,000 in all rest of world.

During 1951, some 19,000,000 radio batteries were sold for \$50,000,000 retail, according to *Tele-Tech*; 175,000 home recorders (wire, tape, disc) for \$31,500,000; 4,000,000 phonographs, no value stated.

Investment in all the world's 218 million radio & TV sets is calculated at phenomenal total of \$10 billion; in broadcasting stations, \$175,000,000; in commercial communications stations, \$100,000,000. Some 1600 TV, radio and parts manufacturers are said to represent total investment of \$200,000,000, enjoying annual gross revenue of \$3 billion, and employing 275,000 persons on annual payroll of \$550,000,000. Distributors, dealers, etc., were said to have investment of \$500,000,000, do gross of \$3 billion, employ 200,000 on payroll of \$650,000,000.

And Dr. Caldwell sees 1952 output of the industry reaching peak of \$5.5 billion, made up of \$4 billion military, \$1.5 billion civilian products—whereas 1944-45 final war year output was \$4.6 billion, including that of plants not normally engaged in radio manufacture.

* * * *

TV manufacturers can't force customers to pay more for warranties on new sets, even if warranty covers longer period. OBS chief counsel Harold Leventhal issued this interpretation at week's end. Interpretation says that manufacturers who extend the period of compulsory warranties, and then charge more for the warranty than they did during Dec. 19-Jan. 25, 1951 base period, violate General Ceiling Price Regulation. But OPS says manufacturers can offer longer warranties at higher cost if they give customers the choice of buying the longer warranty or doing without it. A manufacturer, said Mr. Leventhal, can't require customers to buy longer warranty at higher price even if he reduces the price of the set by the amount of the increase or more.

Admiral-Norge negotiations have been terminated "because of failure to reach satisfactory agreements," Borg-Warner Corp. announced at week's end (Vol. 7:48, 51). Borg-Warner presumably still is anxious to divest itself of Norge Div. and it's anticipated there'll be talks with other TV manufacturers looking toward sale of the big appliance firm.

RTMA moved Dec. 29 into enlarged quarters in Washington's new Wyatt Bldg., 14th St. & New York Ave. NW; new phone number: National 3902.

Motorola's new 19-set line, introduced during Dec. 29 sponsorship of East-West pro football game on DuMont (Vol. 7:51), runs \$30-\$125 under previous line, features "revolutionary simplified chassis" with fewer tubes and other components, "area selector switch" for fringe reception, provision for addition of uhf. Line starts with 14-in. portable and 17-in. plastic table at \$200 (prices rounded out). Other 17-in. are wood table at \$220, blonde \$240; walnut open-face console \$250, mahogany \$260, blonde \$280; combination \$400, blonde \$430. The 20-in. are two leatherette tables at \$250, wood \$280, blonde \$300; open console \$300, blonde \$320; half-door console \$340, blonde \$360; combination \$575, blonde \$600.

Crosley reduced prices as of Dec. 26 on 10 consoles, cuts ranging from \$20 to \$60 on basis of Sept. 12 prices, actually \$140 to \$190 on basis of originally posted prices. Two 16-in. rounds were cut from \$280 to \$230 & \$300 to \$250, respectively; two 16-in. rectangulars, from \$320 to \$260 & \$340 to \$280; four 17-in. rectangulars, from \$290 to \$270, \$310 to \$290, \$350 to \$320 & \$370 to \$340; three 20-in. rectangulars, 2 models from \$380 to \$350 & one from \$400 to \$370.

Magnavox reduced seven 20-in. consoles by \$24.50 to \$40 on Dec. 26, also extended its June-December guarantee on prices to run to April 1. Cuts were made to meet competition, and included *Chippendale*, *Modern Theatre & Berkley* models reduced from \$450 to \$395; *Hepplewhite*, from \$419.50 to \$395; *Shoreham*, from \$395 to \$369.50; *Cosmopolitan* in mahogany, from \$359.50 to \$319.50; *Cosmopolitan* in oak, from \$369.50 to \$329.50.

* * * *

Merchandising Notes: Latest Regulation W amendment provides that maximum loan for purchase of TV set shall be no more than specified percentage (unchanged at 85%) of cash price and never more than that percentage of ceiling price . . . Sylvania district distributors' meetings scheduled as follows: Jan. 4-5, Arlington Hotel, Hot Springs, Ark.; Jan. 8-9, Greenbrier, White Sulphur Springs, W. Va.; Jan. 12-13, Roosevelt Hotel, New Orleans; Jan. 17-18, Shadow Mountain Lodge, Palm Springs, Cal. . . . Arvin closed down Columbus, Ind., plant Dec. 21 for Christmas holidays and inventory-taking, resumes production Jan. 7; district sales managers held meeting at plant Dec. 27-28 . . . "Philco TV Film Commercial Clip Service", now being offered to distributors for local advertising on TV, comprises "makeup books" of film openings, closings, animations etc., will be issued regularly at \$60 per issue.

Exclusive-dealer TV-appliance franchise policy, common in radio-appliance industry before war, has been started again by Crosley. Firm will offer special promotional and merchandising aids to dealers, and guarantee against indiscriminate granting of franchises. Lloyd Dopkins, gen. mgr. of Crosley Distributing Corp., says company isn't seeking new dealers but is concentrating on inducing present retailers to drop other lines.

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Eight-transmitter mobile communications center for civil defense, housed in 23x8-ft. truck, was delivered to City of Philadelphia this week by RCA. Unit has 10-kw power supply, public address system, connections for phone and power lines, 16 phones, facilities to communicate with police, firemen, amateurs, planes, TV & radio stations.

Trade Personals: Dr. Ralph Bown, Bell Laboratories director of research, ex-IRE president and holder of its Medal of Honor, named v.p. in charge of research of Bell Labs; William H. Doherty named director of research in electrical communications; Dr. H. T. Friis, director of research in high frequency & electronics; Dr. James B. Fisk, director of research in physical sciences . . . Douglas Y. Smith promoted to mgr. of sales operations, RCA tube dept., Earl M. Wood, mgr. of manufacturing, succeeding him as Lancaster plant mgr. . . . William M. Lana, ex-Air Force engineering officer, named head of new office of Sprague Electric Co. at 3 E. Second St., Dayton, O. . . . Walter Ostman, Philco division mgr. at San Francisco, named gen. mgr. of its newly established factory distributor branch in Los Angeles, succeeded in San Francisco by Harper Dowell . . . William F. Carolan, ex-E. B. Lathan Co., New York electrical distributors, named gen. sales mgr. of RCA Victor's newly created air conditioning dept. in Camden . . . William W. Paul, treasurer, elected v.p., Radio Condenser Co. . . . Charles G. Gilman, ex-Allied Screw Machine Co., new controller of Radio Craftsmen Inc., Chicago . . . Lawrence LeKashman now v.p., Electro-Voice Inc., Buchanan, Mich. . . . Ernest Marx, DuMont gen. sales mgr., returned Dec. 28 from 5-week trip to line up distributors in Latin America.

Copper, nickel, cobalt, tin, lead, zinc—these metals are in tighter supply today than they were 2 months ago; level of supply of most other raw materials appears to have stabilized, at least for time being. That's crux of DPA's fourth bi-monthly *List of Basic Materials & Alternates*, issued Dec. 28. Publication comments: "Among the non-ferrous metals, copper continues to be the most critical, with little relief expected . . . Cadmium shortage, however, is easing . . . Steel production has reached new heights. [But] during the next 3 or 4 months steel will face its most serious scrap shortage in history. Only greatly stepped-up scrap collections can prevent a serious loss of steel production." Materials list can be obtained from Commerce Dept. field offices.

Appointment of Clay P. Bedford as military production czar, and naming of William L. Campbell as DPA deputy administrator for production, are steps in small-scale reorganization of mobilization program to meet Congressional criticism (Vol. 7:48). Mr. Bedford, executive v.p. of Kaiser-Frazer, becomes special asst. to the Secy. of Defense with title of Expediter of Military Production. He previously served as deputy DPA administrator. His successor, Mr. Campbell, is v.p. of Food Machinery & Chemical Corp., San Jose, Cal. Mr. Bedford has been prominently mentioned as successor to DPA-NPA chief Manly Fleischmann, who has announced he intends to leave Govt. next spring.

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One small branch of electronics industry which felt no 1951 trade slump is group of manufacturers making high-fidelity home radio-phono components, reports Dec. 26 *Wall Street Journal*. Dealers in custom sound systems report 1951 sales double those of 1950, which in turn were well above previous years, says article. It lists these high-quality-amplifier manufacturers as enjoying unprecedented demand for their products: Brook Electronics Inc., Elizabeth, N. J.; McIntosh Laboratory Inc., Binghamton, N. Y.; Altec Lansing Corp., Beverly Hills, Cal.; Bell Sound Systems Inc., Columbus, O.; David Bogen Co., New York; Waveforms Inc., New York; Radio Craftsmen Inc., Chicago; Hermon Hosmer Scott Inc., Cambridge, Mass.; Newcomb Audio Products Co., Hollywood, Cal.

Plans for FM promotion (Vol. 7:46,50) in North Carolina, agreed upon in manufacturer-broadcaster meeting Dec. 27 in Charlotte, include: (1) Manufacturers' preparation of dealer displays, spot announcements, press releases, direct mail campaign. (2) Broadcasters' offer of 10 or more free industry spots daily per station, free mention of local dealers' FM demonstrations, special programming, promotional newspaper ads. Campaign starts Jan. 21; promotion in Wisconsin begins Feb. 4, in District of Columbia March 1. *New York Times* TV-radio editor Jack Gould devoted Dec. 28 column to FM, noted varied FM fare in New York, ventured: "With TV set sales having subsided in recent months, apparently there is at least an even chance of the FM field enjoying more attention."

Some 50,000 color sets with Lawrence tri-color tubes could be made annually by Chromatic TV Labs, says Paul Raibourn, v.p. of Paramount Pictures, which is 50% owner of Chromatic. "What we can't understand," he says, "is why NPA's color order differs so much from what was agreed upon during the conference with Wilson. It looks like they're trying to keep color sets off the market, rather than trying to save materials. We'd like to make some sets and see how they go." He reports that Chromatic has turned out several versions of tube—"none perfect yet"—could get into mass production in 3 months if given NPA go-ahead.

Among 50 American scientists of last half-century, selected by *Popular Mechanics* for its Golden Anniversary January issue, are these contributors to TV-radio: Edwin H. Armstrong, Lee deForest, Vladimir Zworykin. Also included are such contributors to electronic theory and allied fields as Irving Langmuir, Ernest O. Lawrence, Robert A. Millikan, Nicola Tesla. Issue includes article "Dawn of the Electronic Age" by deForest who sketches growth of electronics, ventures transistor may supplement but never supplant vacuum tube, decries such developments as transit radio, castigates FCC for approving field-sequential color, peers into a future of electronic home heating, electronic plant-growth stimulation, etc.

TV transmissions via light waves, instead of electromagnetic, should be ready for point-to-point use in 2 years, home reception in 5—according to Dr. Allen B. DuMont, with whom light-wave idea has been a favorite project for years. In recent interview with AP's Wayne Oliver, he ventured that "Photovision" stations could be built for \$2000-\$5000 and serve 4-5 mile radius, using light beams penetrating clouds and fog. Receivers for light reception would take about half number of parts in present sets, he said. "It's only recently that I've been confident that we'll have Photovision," Dr. DuMont observed.

New director of naval communications is Rear Admiral William B. Ammon, who was deputy director before assuming command of a Pacific destroyer flotilla early this year. Admiral Ammon succeeds acting director Capt. W. B. Goulett who has served in post since Sept. 1, when Rear Admiral John R. Redman left to direct communications-electronics for Joint Chiefs of Staff (Vol. 7:34).

Bound and Indexed

We're planning to index and bind, between embossed book covers, in limited quantity, all 1951 issues of the *Television Digest* Newsletters plus the year's Supplements and TV Factbooks. This volume of 52 Newsletters, Supplements, Factbooks and Index will provide a handy and handsome permanent reference. Orders will be taken only until Jan. 5. Price, \$25 per volume.

SPONSORSHIP of political conventions, election night returns and 13-week pre-election "get-out-the-vote" series—possibly largest single sale ever made by a network to a sponsor—was announced at week's end by Westinghouse and CBS. Entire TV-radio package will cost Westinghouse some \$3,000,000, including promotion, was placed through Ketchum, McLeod & Grove, Pittsburgh.

While both political parties insist they have made no "definite" decisions on sponsorship of their nominating conventions, CBS says both Democratic and GOP National Committees have approved Westinghouse deal, and neither party will receive any fee. Details and time clearances are yet to be worked out, but CBS hopes to clear time on 50 TV stations for the political series.

Other TV networks haven't announced presidential campaign plans yet, but it's assumed all 4 will cover conventions—probably with their own sponsors. Westinghouse-CBS elections plans include:

(1) Coverage of July 7 GOP and July 21 Democratic conventions in Chicago's International Amphitheatre, with convention floor proceedings simulcast, human interest angles and sidelights handled separately for TV & radio. Minimum of 20 hours coverage is planned for each convention, using CBS staff of 200, including such top names as Edward R. Murrow, Lowell Thomas, Robert Trout, Douglas Edwards, Don Hollenbeck, etc. Background programs will be presented over TV & radio Sunday evening preceding conventions.

(2) Non-partisan political series giving equal time to candidates and speakers from both major parties, beginning in August and ending election eve. Programs will probably be weekly half-hour simulcasts.

(3) Election night returns Nov. 4 from 9 p.m. until trend is evident.

One of heaviest users of TV, Westinghouse sponsors high-budgeted *Studio One* on CBS-TV at estimated annual cost of \$2,300,000 (Vol. 7:20) and this fall presented NCAA college football schedule on NBC-TV at about \$2,000,000 (Vol. 7:36)—both figures including promotion.

TV's impact on movie attendance is on wane, will continue to decline during 1952 and as long as materials shortages hamstring receiver production. That's forecast by Paul Raibourn, Paramount Pictures v.p. and head of its KTLA, Los Angeles, in Dec. 26 *Film Daily* interview. He reasons that it's the novelty effect of a new TV in the home that hurts film attendance worst; after novelty wears off, set owners go back to the movies. With drastically curtailed set production, there'll be far fewer new TV homes. At same time, he adds, Hollywood studios will get more revenue from TV as production of films for TV becomes "more and more of a factor."

Three applications filed with FCC this week brought total pending to 473, of which 26 are uhf. Single uhf was from KWCO, Chickasha, Okla., for Channel No. 25 in Oklahoma City, while vhf requests came from KWWL, Waterloo, Ia., No. 7, and KVOL, Lafayette, La., No. 6. KVOL is 50% owned by publisher Morgan Murphy (*Daily Advertiser*), who is already in for several other cities in which he has radio-newspaper interests. [For further details, see *TV Addenda 13-X* herewith; for listing of all applicants to date, see *TV Factbook No. 13* and Addenda to date.]

Now the "walkie-pushie"—a man-propelled mobile camera devised for Rose Bowl game by Jack Burrell, engineer for KNBH, Los Angeles. Camera is mounted on 4x6-ft. 3-wheel platform; power comes from 20 automobile batteries, produces signal receivable up to half mile. Big advantage is fact camera can be moved about field, unhampered by cables.

For "clear cut" test of Telemeter (coin-box) system of subscription TV, Paramount Pictures Corp.'s 50%-owned International Telemeter Corp. has asked Palm Springs, Cal. city council for permission to install \$100,000 community-antenna system to pick up signals of all Los Angeles stations. Paramount v.p. Paul Raibourn says idea is to get an "isolated test without confusion and publicity." He doesn't disclose how experiment would be conducted—whether or where signal would be scrambled, what programs would be used, how much viewers would pay for what programs, etc. Speculation is that signal could be scrambled at Palm Springs receiving site, thus avoiding interruption to programs of Paramount's KTLA, Los Angeles, during regular viewing hours needed for tests. Paramount this week answered competitor Skiatron's request for late-run films to test Subscriber-Vision (Vol. 7:51) by saying Skiatron will get same treatment as Zenith did with its Phonevision tests (Vol. 6:22) as soon as it requests and gets FCC permission for home tests, and as soon as details of proposed experiment are clearly spelled out. Says Raibourn: "We're like FCC was when it authorized the Zenith tests. We don't want any impression given that we're endorsing the system."

Lashing National Football League's restrictions on TV-radio broadcasts of pro grid games as "patently illegal behavior," Justice Dept. attorneys filed brief in Philadelphia Federal Court Dec. 24, asking that NFL's motion to dismiss govt.'s injunction suit be denied (Vol. 7:41, 48-49). NFL's motion contended: (1) Pro football is not trade or commerce within meaning of Sherman Anti-trust Act. (2) TV-radio limitations don't deprive public of anything except seeing game on day of play, since game can be seen later on film and heard on recorded broadcasts. (3) Limited broadcasting isn't unreasonable restraint, since it's imposed only 12 days each year to protect goodwill and franchise of each club. Justice Dept. argued that NFL's TV-radio restrictions are "division of markets or territories" and "illegal per se." Federal Judge Allan K. Grim fixed Jan. 8 as date for argument on briefs.

Theatre-TV proponents are "one happy family" again. Twentieth-Century-Fox Dec. 26 filed reply with FCC endorsing joint comments of Motion Picture Assn., Theatre Owners of America and National Exhibitors Theatre-TV Committee in which they made it clear they want exclusive frequencies for theatre TV, are interested in shared industrial frequencies only as last resort (Vol. 7:50). Joint comments, filed Dec. 17, came in reply to Sept. 11 petition by 20th Century-Fox (Vol. 7:36) which enthusiastically advanced idea of joint use of industrial frequencies for theatre TV.

Paramount hearing will open Jan. 15 (Vol. 7:47) but recess until Feb. 4 after DuMont testimony—FCC and parties agreeing they need more time. Case involves, among other things, ABC-United Paramount Theatres merger and proposed \$6,000,000 sale to CBS of UPT's WBKB, Chicago (Vol. 7:21).

Extra Copies of TV Factbook No. 14

Our semi-annual *TV Factbook No. 14* will be off the presses shortly after Jan. 15, 1952—containing directories and basic reference data about stations & networks (including rate schedules), manufacturers, program suppliers, FCC and others concerned with TV. One copy goes to each full-service subscriber. Extra copies will be available to subscribers at \$2.50; if you place pre-print orders for quantities of 20 or more (i.e., before Jan. 7, 1952) we'll supply them at \$1 per copy.